



Urbanites More Likely to Choose New Destinations Reveals USTOA Survey

New York, NY – September 18, 2007 -- If you're an urban dweller you're more likely than your non-metro counterparts to explore a new destination with each vacation, according to a recent consumer survey conducted for the U.S. Tour Operators Association.

Urbanites are also more likely to buy a tour or vacation package in order to see new or unfamiliar places, and to find out more about the history or culture of an area. And when shopping for a vacation, twice as many metro dwellers first choose a destination and then shop for value (40% vs. 20% non-metros).

TNS Research conducted the telephone survey of 1,000 participants on behalf of USTOA in May 2007. Vacation packages were defined as buying hotel and airfare or other arrangements together.

USTOA members provide vacations for 11 million people yearly. The Association's members must meet the travel industry's highest standards. This includes participation in the USTOA Travelers Assistance Program, which among other things, requires each USTOA member to post \$1 million security to protect consumers in case the company goes out of business.

USTOA's web site - www.ustoa.com or www.ustoa.travel - makes it easy for travelers to select a vacation package or tour. Drop-down menus on the home page allow travelers to search for a USTOA member company by destination or activity, including history and culture.

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Contact:
Linda Kundell
Kundell Communications
212-877-2798
LRKPR@aol.com – or –
Kundellcom@nyc.rr.com