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## **VACATION PLANNING MADE EASY USTOA Website Offers Three Easy Steps**

Vacation options today are so abundant, and so varied, that planning a trip can become a major challenge. Now there's help. The United States Tour Operators Association (USTOA) website ([www.ustoa.com](http://www.ustoa.com) or [www.ustoa.travel](http://www.ustoa.travel)) has an easy three-step travel planner that can help you select the right vacation in a matter of minutes. You can choose your vacation by your personality type, by clicking a destination, or based on a specific activity.

Here's how it works:

### **Step 1) Find Your Vacation Personality**

Can't decided whether you want to hike through the Costa Rican rainforest, take an escorted tour of China, explore Italy on an independent tour, or buy an affordable package to Disney World?

Go to [www.ustoa.com](http://www.ustoa.com) or [www.ustoa.travel](http://www.ustoa.travel) and take the USTOA Vacation Personality Quiz. The quiz, prepared by a team of psychologists, doesn't ask specific travel questions. It focuses on who you are and what you like to do.

At the conclusion, you will know what type of traveler you are. You could be a "Special Interest/Adventure Traveler," who likes taking an African safari, visiting Machu Picchu or touring European wineries. If you're an "Independent Traveler" you like to go it alone, but prefer the convenience and price advantage of a pre-booked independent tour or package. Or you might be happiest as a "Group Traveler," taking an escorted tour, where you have lots of interaction with others and a guide handles all the details.

### **Step 2) Choose By Destination**

A USTOA drop-down list includes 359 destinations, covering the entire world, from California Wine Country to Yangtze River Cruises; from Dubai to Williamsburg; from Prague to Scotland to Japan to St. Bart's. Select a destination and you will land on a list of USTOA member companies operating there. Additional links take you to their web sites for specific trip details.

### **Step 3) Choose By Activity**

The USTOA drop-down activity menu covers 107 choices, including such diverse options as hiking, trekking or walking vacations, diving, dog sledding, around-the-world tours, veterans' tours, bird-watching, and self-drive vacations. Make a choice and you are led to a list of USTOA member companies offering that category, with links to their web sites.

On the USTOA website travelers can find more than 130 of the top companies in packaged travel, who have met the travel industry's highest standards and who send 11 million people on vacation yearly.

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