



For Immediate Release
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Affluent, Gen X and Boomers Respond to Vacation Package Savings

What do Gen X and Baby Boomers have in common with affluent Americans? Both groups are more likely to take a tour or vacation package knowing they can save time or money. These are among findings of a consumer survey of 1,000 adults conducted for USTOA.

A full 70% of the following groups said they were more likely to buy a tour or vacation package based on savings:

- 18 –to 34 and 55-64 age groups
- households with three or more members, especially those with children
- those with incomes of \$100,000 and above
- those with Internet access

“Among other things the survey reveals that the higher a person’s income, the more likely they are to respond to time and dollar savings,” says Bob Whitley, USTOA president. “In today’s time-strapped world, people clearly want value for their dollar and the convenience of saving time,” says Whitley.

Older Travelers More Resistant

Contrary to conventional wisdom, the survey revealed that only 38% of the 65+ age group would be more likely to take a tour or package based on savings. And, of that age group, 40% said they were not at all likely to take a tour or package regardless of savings. Those earning \$25,000 - \$50,000 were also less likely to take a tour or package.

TNS Research conducted the telephone survey of 1,000 participants on behalf of USTOA in late May, 2006. Vacation packages were defined as buying hotel and airfare or other arrangements together.

USTOA members are responsible for the vacations of 10.7 million people yearly. The organization's 130 brands have met the travel industry's highest standards, including participation in the USTOA Travelers Assistance Program. This program requires, among other things, that each USTOA member set aside \$1 Million in security to reimburse consumer payments in case the company goes out of business. USTOA is the only travel industry organization with this requirement.

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