



USTOA RELEASES ITS SPRING 2015 PACKAGED TRAVEL INDEX

Consumers Report Spending More and Plan to Take More International Trips

NEW YORK (May 21, 2015) – [The United States Tour Operators Association \(USTOA\)](#) released its spring 2015 Packaged Travel Index which revealed an increase in travel spending by survey respondents this year of 8.3% and more have already booked travel this year – 34% compared to 26% in the fall of 2014.

USTOA's Packaged Travel Index, conducted by Research Now, is a semi-annual survey that monitors the current and future travel plans of 1500 U.S. residents who reflect the demographics of the most recent US Census report. All participants currently possess a passport and plan to take at least one trip in the next 12 months.

"In just six months from the first survey, we found an optimistic outlook for travel by the survey respondents," said Terry Dale, president and CEO of USTOA. "Not only is spending up already this year but more people are planning to travel internationally."

The Packaged Travel Index also tapped into attitudes and preferences of travelers in 2015 vs 2014 and found that while relaxation and spending time with family continue to be main reasons for travel, "family time" actually declined as a reason. In 2015, 45% cited "time with family" as a reason to travel compared to 53% in 2014.

Packaged travel appeals most to respondents traveling internationally, the three top reasons cited were language barriers, convenience and learning about other cultures.

A significant change appeared in the destinations where respondents plan to travel: fewer plan to travel in North America (67% in 2015 vs 73% in 2014), shifting to Europe which increased to 18% from 13% in 2014. When asked about their future travel plans, respondents in 2015 project they will take three trips in the next 12 months, the same number as in 2014.

USTOA will release the next Packaged Travel Index in November 2015. For questions and more information on USTOA, visit www.ustoa.com, call 212-599-6599, or email information@ustoa.com

About USTOA:

Representing more than \$13.5 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow nearly 8 million travelers annually unparalleled access, insider knowledge, peace-of-mind, value and freedom to enjoy destinations and experiences across the entire globe. Each member company has met the travel industry's highest standards, including participation in the USTOA's Travelers Assistance Program, which protects consumer payments up to \$1 million if the company goes out of business.

As a voice for the tour operator industry for more than 40 years, USTOA also provides education and assistance for consumers and travel agents.

Contact:

Gina Dolecki/Liz Carty
Redpoint Marketing PR., Inc.
212-229-0119
Dolecki@redpointpr.com
Carty@redpointpr.com

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