



## D.K. Shifflet & Associates Ltd.

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### PRESS DIRECTRELEASE<sup>SM</sup>

#### Worldwide Travel Research Now Consolidated through DKS&A and IPK.

Falls Church, VA, Luxemburg, June 24, 2004:

D.K. Shifflet & Associates Ltd. (DKS&A) and IPK International (IPK) have entered into a cooperative sales agreement to distribute their travel marketing research products on a worldwide basis. IPK conducts travel marketing research in over fifty countries. DKS&A, the leading U.S. consumer travel research firm located in Falls Church, VA provides travel research to major US lodging firms, Convention and Visitors Bureaus, State Tourism Offices and other destination marketing organizations. DKS&A's DIRECTIONS<sup>®</sup> Travel Information System is the largest consumer based U.S. travel study, contacting over 135,000 households for each month since 1992.

Doug Shifflet, President and CEO of DKS&A commented, "Global Travel Marketers will appreciate having the ability to access in one place, consistent worldwide consumer travel behavior and the consulting resources of the two companies both at home or abroad."

"The relationship with DKS&A will rapidly expand our ability to reach more US clients with our products and consulting expertise. We plan to work closely to make our methods and data comparable across continents." Said Rolf D. Freitag, Chairman of IPK group.

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D.K. Shifflet & Associates Ltd., a leading travel research firm located in Falls Church, VA, for over 20 years has provided the most complete consumer based travel data on U.S. citizens and their travel worldwide. DKS&A DIRECTIONS<sup>®</sup> Travel Information System<sup>SM</sup> collects detailed travel data every month of the year. The DKS&A satisfaction and value brand benchmarks for all hotel chains, airlines, rental cars, cruise lines and destination cities have become the industry standards.

IPK International, a leading, internationally operating consulting group specialized in tourism for over 30 years, located in Luxemburg, Malta and Germany, has been conducting the European Travel Monitor ® (ETM) since 1988: the largest and sole tourism study to continuously survey the outbound travel demand and behavior in all European countries. Since 1995, the ETM has been extended to the World Travel Monitor ® (WTM), including international markets in Latin America, Arabia, Africa and Asia. Since the study's inception, over five million people in more than 50 countries have been surveyed on a representative basis. Principal clients include national ministries and tourists boards, tour organizers, international hotel concerns and other parties to the travel industry.

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