



D.K. Shifflet & Associates Ltd.

Excellence in Travel Intelligence®

Contact: Jim Caldwell

Phone: 703.536.0933

Fax: 703.536.0580

<http://www.dksa.com>

DIRECTRELEASESM

FOR IMMEDIATE RELEASE

McLean, VA, 6 August 2007:

National Traveler Survey Identifies Top Ten Family Summer Destinations

The summer season is waning and if you haven't selected a vacation destination for your family here are the top ten U.S. destinations for summer family vacations. The ranking is based on the number of Person Days family vacation visitors spent in each city.*

1. Orlando, FL
2. Myrtle Beach, SC
3. Ocean City, MD
4. San Diego, CA
5. Nags Head, NC
6. San Antonio, TX
7. Anaheim, CA
8. Williamsburg, VA
9. Branson, MO
10. Los Angeles, CA

*Source: D.K. Shifflet & Associates *PERFORMANCE/ Monitor*SM Person Days are calculated by multiplying the number of people in the travel party by the number of days spent in the destination.

D.K. Shifflet & Associates Ltd. is the leading U.S. consumer travel research firm. DKSA is located in McLean, VA and for over 25 years has provided the industry's most complete consumer based travel data on U.S. citizens and their travel worldwide. DKSA's *DIRECTIONS*[®] *Travel Intelligence System*SM collects detailed travel data from over 60,000 households for each and every **month** of the year. The DKSA *TRAVEL PERFORMANCE/Monitor*SM captures visitor and guest satisfaction and value ratings, and benchmarks performance for all major hotel chains, airlines, rental cars, cruise lines and destination cities. These metrics have become the industry standards

DKSA is known for *Excellence in Travel Intelligence*[®]