

# USA WEEKEND

## Big wallet, little stomach

**Y**OUR STOMACH may have something to say about where you spend your next vacation. A recent survey conducted for the travel industry found that eating habits strongly influence how and where people vacation. The poll of 1,259 travelers, by New York City-based DiMassimo Brand Advertising, showed that



**Hankering to veg at the beach? Survey says: You're not a big eater.**

big eaters were more likely to go someplace like Disney World, whereas the diet-minded preferred a spa or beach holiday.

More interesting, people who eat more are less likely to go abroad, where they may be served "small

portions of strange food," says DiMassimo president and founder Mark DiMassimo. (One exception: Italy. "I guess Italy means food," DiMassimo says.) They seem to seek a comfort zone in both diet and destination, going where other Americans flock. But in a world in which American fast food and big portions have invaded nearly every corner, the survey's findings may not have the final word. "In some cases, it's a class issue," DiMassimo notes. "Hotels known for gourmet cuisine are upscale, and your upscale audience eats a lower-calorie diet — or at least they say they do."