

Associate Member Benefits

Why USTOA?

- ✓ Recognized by travel agents, consumers and the press as the standard of excellence and leading association of its kind
- ✓ The buying power of USTOA Membership: \$15 billion travel packages sold, 8.6 million travelers yearly, \$10 billion goods and services purchased
- ✓ Connections to industry leaders and membership representing top destinations and suppliers from around the world
- ✓ Social responsibility, we are proud co-founders of Tourism Cares, the industry's philanthropic organization

Advocacy

- ✓ Effective representation at Congressional Caucus
- ✓ Proactive engagement with lawmakers at state, federal, or international levels

Education

- ✓ Seminars, Workshops, and Research such as:
 - Human Services Response Training
 - Innovation Lab with Cornell University
- ✓ Webinars
- ✓ Packaged Travel Index

Business Development

- ✓ Annual Conference & Marketplace
- ✓ Business After Hours events
- ✓ Facebook Coffee Chats
- ✓ Social Media Channels

Exposure

- ✓ Co-Op Marketing
- ✓ Enhanced Visibility to Consumers and Travel Agents
- ✓ Listing in annual Business Resource Member Guide

Associate Member Qualifications

Two (2) sponsors from current USTOA members, at least one (1) Active Member and one (1) Associate Member

ASSOCIATE MEMBER USTOA
United States Tour Operators Association

The Associate Member logo signifies to travel and trade consumers alike that your company has met the highest standards in the industry.