



## COX & KINGS, THE AMERICAS JOINS USTOA

**NEW YORK (September 26, 2011)** – Terry Dale, president of The United States Tour Operators Association (USTOA), announced that Cox & Kings, The Americas has joined the association as its newest Active Member, bringing its current total to 45 corporate members and more than 150 brands.

"It's a pleasure to welcome Cox & Kings, a company that brings a long-standing reputation for quality and integrity to USTOA," added Dale. "They are a great complement to our association and we look forward to working with them to deepen our reach in the global travel market."

"We're incredibly excited to be a member of the United States Tour Operators Association, especially with a strong industry advocate such as Terry Dale at the helm," stated Thomas Stanley, COO & Centre Head of Cox & Kings, The Americas. "As a tour operator, Cox & Kings provides both travel agents and clients alike with a great system in which we pre-qualify properties and overseas partners and are able to create imaginative and unique experiences for each traveler. We work in the same time zone as our agents and clients and are able to offer consumer protections that most overseas ground service companies cannot."

Founded in 1758, Cox & Kings is among the world's most enduring travel brands. Having made its mark in the Indian subcontinent even before the British Raj, Cox & Kings was a primary choice of thousands traveling from Britain to India, Africa and other destinations. Today, Cox & Kings thrives as a premium global brand offering Exquisite Cultural and Wildlife Adventures designed for small groups, families, friends, couples and individuals who are seeking to experience the grandeur of the Indian subcontinent, Africa & the Indian Ocean, Arabia & North Africa, India & beyond, Europe, Asia & Pacific, and Latin America & Antarctica.

Cox & Kings, The Americas is located at Cox & Kings Building, 8060 Melrose Avenue, Los Angeles, CA 90046. For more information, visit [www.coxandkingsusa.com](http://www.coxandkingsusa.com) or call 1-800-999-1758. For questions and more information on USTOA, visit [www.ustoa.com](http://www.ustoa.com), call 212-599-6599, or email [information@ustoa.com](mailto:information@ustoa.com)

### **About USTOA:**

The member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow travelers 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 40 years, USTOA also provides education and assistance for consumers and travel agents

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