

LET'S BUILD OUR BUSINESS TOGETHER ASSOCIATE MEMBER VALUE PROPOSITION



The United States Tour Operators Association is the leading organization representing the tour operator and vacation wholesale industry in the United States. As a global organization, our Membership is made up of companies whose tours, packages and custom arrangements encompass the entire globe but who conduct business in the U.S.

As a USTOA Active Member you join with the presidents, CEOs and other top leaders in the tour operator and vacation provider industry who have met the industry's highest standards, and with our more than 700 Associate Members who represent top destinations and top suppliers from around the world.

It's more than a membership, it's a relationship.

As valued colleagues to its U.S. Tour Operator Association (Active) Members, USTOA welcomes Associate Members who consistently uphold and adhere to the highest operating standards in tourism. These diverse and highly experienced Associate Members represent a broad base of the industry, and include tourist boards, hotels, airlines, cruise operators, marketing and travel-related services, insurance providers, and many more.

At the heart of our mission, we want to encourage and support professional and financial integrity in tourism, and ensure that all our members are united in their dedication to the future growth and development of the travel industry.

So, what exactly are the Associate Member benefits?

1. USTOA Annual Conference & Marketplace:

The member-only USTOA Annual Conference and Marketplace is more than just another networking event. Associate Members have an opportunity to interface with top executives from worldwide tour operators on a one-to-one, buy-and-sell basis, and really build meaningful partnerships that can take their business to the next level. Members will also be able to participate in (or attend) state of the art symposium that are both educational and interactive, and profit from the experience of industry leaders. Keynote speakers and expert panel discussions will help inspire and educate you to adhere to best practices, be an early adopter of trends and help you expand your global business.

2. Year-Round Engagement:

Associate and Tour Operator Members have distinct opportunities throughout the year to reinforce business relationships.

You are strongly encouraged to participate in small, intimate "Business After Hours" networking receptions with Tour Operator Members in key cities throughout the year. Furthermore, you will be privy to Industry News updates from President Terry Dale through creative new channels, including videos (e.g. "Two Minutes with Terry") and Social Media Channels like Twitter and Facebook. All these will be in addition to topical webinars designed to provide the latest intelligence and updated trend information to give you the industry edge you need to take your business to the next level.

3. One-Stop Shop for Advocacy:

USTOA works tirelessly to provide effective representation for its Members in legislative matters on the state, federal and international level. With a renewed focus and recent addition of a seasoned government affairs firm, USTOA regularly meets face-to-face with high level government officials, including the US Departments of Transportation, Labor and others, on regulations and legislation important to our industry.

Why does this matter to you?



When regulations restrict our ability to bring you business, then we all have a vested interest in speaking with a single industry voice. Under the umbrella of consumer advocacy, USTOA figures prominently in the media as a spokesperson for its membership on timely seasonal and breaking news and issues affecting travelers.

4. USTOA Annual Membership Directory and USTOA Website:

Our Membership Directory is an invaluable resource to over 150,000 travel agents and our members. It is the go-to directory for industry decision makers. When developing new itineraries to all corners of the world, Active Members know where to turn - the USTOA Membership Directory. It's the most comprehensive listing of credible businesses worldwide. Members in good standing with USTOA are also featured on the web site www.ustoa.com in the Members Room area.

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As an Associate Member, you are a valuable part of this organization. You matter to us.