Why USTOA?

✔ USTOA is the only travel industry organization whose membership is exempt from the trust account requirements of the California Seller of Travel Law
✔ Recognized by travel agents, consumers and the press as the standard of excellence and leading association of its kind
✔ Social responsibility, we are proud co-founders of Tourism Cares, the industry’s philanthropic organization
✔ The buying power of USTOA Membership: $15 billion travel packages sold, 8.6 million travelers yearly, $10 billion goods and services purchased

Active Member Benefits

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

Networking
✔ Annual Conference & Marketplace
✔ Business After Hours events
✔ Facebook Coffee Chats
✔ Social Media Channels

Exposure
✔ Tour Review Site
✔ Co-Op Marketing
✔ Enhanced Visibility to Consumers and Travel Agents
✔ Active Member logo on your website and marketing materials

Active Member Qualifications

A cornerstone of membership is USTOA $1 Million Travelers Assistance Program. The Program requires each Active Member to set aside a $1 million security to help protect consumer payments in case the company files for bankruptcy, becomes insolvent or ceases business. Consumers and travel agents look to our Traveler Assistance Program as a sign of financial integrity and stability.

Questions? Contact Luis Maravi, Director of Membership & Programming: membership@ustoa.com, 212-599-6599 ext. 27