

# USTOA

## By the Numbers

**40+** Number of years the United States

Tour Operators Association (USTOA) has served as a voice for the tour operator industry, providing education and assistance to consumers and travel agents, as well as communicating and informing government agencies and the travel industry about tour operator activities and objectives.

**\$1 Million**

The amount of protection provided to consumers through the USTOA's Travelers Assistance Program. Each Active member company has met the travel industry's highest standards, including participation in USTOA's Travelers Assistance Program, which protects consumer payments up to \$1 million if the company goes out of business.

**7** 

How many continents travelers can experience through specialized tours and packages provided by USTOA Active members.

**4 Million**

The number of travel packages sold by USTOA Active Members in 2014.

**155**

The number of tour operator brands represented by USTOA Active Members.

**Nearly 8 Million**

The number of consumers who traveled with USTOA Active Members in 2014.

The amount of revenue contributed to the U.S. tour operator industry in 2014.

**\$13.5 Billion**

**50**

The total of Active Member companies (U.S. Tour Operators) belonging to USTOA.

**1972**

The year USTOA was founded.

**INTEGRITY  
IN TOURISM** **USTOA**  
United States Tour Operators Association