

INTEGRITY
IN TOURISM

USTOA

United States Tour Operators Association

Active Member Benefits

Why USTOA?

- ✓ USTOA is the only travel industry organization whose membership satisfies the requirements of the California Seller of Travel Law, we have the highest qualifications requirements for Active Membership, which translates to less of your money tied up with the state of California, as well as staff time administering it
- ✓ 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: \$13.5 billion travel packages sold, 8 million travelers yearly, \$9.8 billion goods and services purchased

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's 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.

ACTIVE MEMBER **USTOA**
United States Tour Operators Association
\$1 MILLION TRAVELERS ASSISTANCE PROGRAM

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

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

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: \$13.5 billion travel packages sold, 8 million travelers yearly, \$9.8 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

- ✓ Tour Review Site
- ✓ 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

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