

INTEGRITY  
IN TOURISM

# USTOA

United States Tour Operators Association

## Active Member Benefits

### 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

#### 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.

**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](mailto:membership@ustoa.com), 212-599-6599 ext. 27