

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: \$24 billion travel packages sold, 8 million travelers yearly, \$16 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

- ✓ 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

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