



## SKY VACATIONS JOINS USTOA

**NEW YORK** – July 5, 2022 – Terry Dale, president and CEO of [United States Tour Operators \(USTOA\)](#), announced today that Sky Vacations has joined USTOA as its newest Active Member. This brings the current total to 48 Active Members representing 142 brands.

“As the travel industry continues to gain momentum, it is important for travelers to have authentic, customized experiences to connect them to the places they are visiting,” said Dale. “Sky Vacations has many years of success in doing so and is a great addition to our Active Members. We are thrilled to welcome them to the USTOA family.”

“It’s a great honor to join our esteemed colleagues as an Active Member of the United States Tour Operators Association, recognized around the globe as the preeminent organization for North American tour operators,” said Arvin Shah, president and CEO of Sky Vacations and the Sky Bird Group.

He continued, “Under the leadership of Richard Krieger, our director at Sky Vacations, we look forward to participating and supporting the organization’s important work and strengthening their core value of ‘Integrity in Tourism’.”

As one of the leading outbound tour operators in North America for more than 15 years, Sky Vacations excels at curating custom travel experiences around the world for individual and group travelers. Led by a global team of travel designers, they work closely with travel advisor partners and get to know their clients’ interests and expectations.

Throughout Europe, South and Central America, the Middle East, and Asia, Sky Vacations’ most important goal is providing a program that connects a traveler with a place and its people. The group also prides itself in being a leading industry expert for travel to India.

Sky Vacations’ main office is located at 450 West 31 Street, Suite 9C, New York, NY 10001. An additional office can be found at 24701 Swanson Road Southfield, MI 48033. For more information, visit [www.skyvacations.net](http://www.skyvacations.net), call 877-666-3113, or email [letsgo@skyvacations.net](mailto:letsgo@skyvacations.net).

For more information on USTOA, visit [www.ustoa.com](http://www.ustoa.com), call 212-599-6599, or email [information@ustoa.com](mailto:information@ustoa.com).

### **About USTOA:**

Representing nearly \$19 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow 9.8 million travelers annually unparalleled

access, insider knowledge, peace-of-mind, value, and freedom to enjoy destinations and experiences across the entire globe. Each member company has met the travel industry's highest standards, including participation in the USTOA's Travelers Assistance Program, which protects consumer payments up to \$1 million if the company goes out of business. As a voice for the tour operator industry for 50 years, USTOA also provides education and assistance for consumers and travel agents.

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