



HX JOINS THE UNITED STATES TOUR OPERATORS ASSOCIATION (USTOA)

NEW YORK (October 21, 2024) – Terry Dale, president and CEO of the [United States Tour Operators Association \(USTOA\)](#) announced today that [HX \(formerly Hurtigruten Expeditions\)](#), the world’s leading expedition cruise company, has joined USTOA as its newest Active Member. This brings the current total to 50 Active Members representing 147 brands.

"USTOA is committed to fostering sustainability in tourism and HX’s expertise and passion for responsible travel strongly align with our association’s vision," said Dale. "HX is distinguished for its pole-to-pole expeditions that combine sustainability, science and education to create transformative travel experiences. They are a very welcome addition to our membership portfolio."

"As we join the esteemed USTOA family, HX is excited to expand our presence in the Americas, where we see tremendous opportunity for growth," said Steve Smotrys, HX Managing Director & SVP of Commercial, Americas. "With a focus on supporting our tour operator and trade partners, we've tailored our expedition products to meet the evolving needs of American travelers — from launching a fleet-wide all-inclusive offerings to introducing shorter, more accessible itineraries."

Smotrys continued, "Our 173% revenue growth since 2019 reflects this commitment to the trade, and as USTOA members, we look forward to building even stronger relationships with North America travel advisors to further enhance the expedition experience for their clients."

HX has been guiding curious travelers on mindful adventures since 1896. With a global team of over 1,300 professionals, HX operates a fleet of five modern ships, offering expedition cruises to over 250 destinations across more than 30 countries. Pioneering in sustainability, HX was the first cruise company to eliminate heavy fuel oils, ban single-use unnecessary plastics in its operations, and launch hybrid cruise ships. The company also supports scientific research, donating over 1,800 free cruise nights to onboard scientists, and runs the HX Foundation, providing grants to community projects focused on education and marine conservation.

HX’s Americas corporate office is located at 1505 Westlake Ave N #125 Seattle, WA 98109. For more information, visit www.travelhx.com, call +1 (866) 312-6791, or email USgroups@travelhx.com.

For more information on USTOA, visit www.ustoa.com.

About USTOA:

Representing \$16 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow six 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 more than 50 years, USTOA also provides education and assistance for consumers and travel advisors.

Contact:

Gina Dolecki/Gabrielle Naucke

Redpoint

212-229-0119

dolecki@redpointmarketingpr.com / naucke@redpointmarketingpr.com

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