



SMARTOURS JOINS USTOA

NEW YORK – August 4, 2015 – Terry Dale, president and CEO of [The United States Tour Operators Association](#) (USTOA), announced today that smarTours, specializing in affordable group tours to foreign, largely exotic destinations, has joined the association as its newest Active Member, bringing its current total to 54 Active Members representing nearly 160 brands.

“smarTours’ passion and commitment to providing U.S. travelers with affordable and impactful foreign travel experiences are closely aligned with our association values,” added Dale. “With two young and savvy co-CEOs at the company’s helm, we are confident they will be an invaluable addition to our respected membership and delighted that they see the potential in the industry and USTOA.”

“The team here at smarTours is thrilled to be joining USTOA. We have long admired the role that USTOA plays in our industry, and as we celebrate our 20th year and surpassing 150,000 travelers, we thought there was no better time to join the ranks of the esteemed USTOA members,” said Greg Geronemus, Co-CEO of smarTours.

smarTours was founded in 1996 with one goal in mind: to provide high quality, exciting group vacation tours to some of the most fascinating countries in the world at the lowest possible price. Since 1996, the company has served more than 150,000 travelers. All smarTours itineraries include international airfare from the U.S. on major scheduled airlines, deluxe and first class hotels in convenient locations, interesting, in-depth excursions and sightseeing, and professional, knowledgeable, and caring English-speaking local guides.

smarTours is located at 501 5th Avenue, Suite 1402, New York, NY 10017. For more information on smarTours, visit www.smarTours.com or call 800-337-7773.

For questions and more information on USTOA, visit www.ustoa.com, call 212-599-6599, or email information@ustoa.com

About USTOA:

Representing more than \$13.5 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow nearly 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 more than 40 years, USTOA also provides education and assistance for consumers and travel agents.

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