



## USTOA NAMES LUIS MARAVI DIRECTOR OF MEMBERSHIP AND PROGRAMMING

NEW YORK (August 10, 2015) – [United States Tour Operators Association](http://www.ustoa.com) (USTOA) President and CEO Terry Dale announced today that Luis Maravi has joined the association as director of membership and programming, leading USTOA’s membership development, education, and communication activities.

“We’re delighted to welcome Luis Maravi to the team,” said Dale. “Working as our primary liaison at the Korean Tourism Organization for the last five years, Luis is intimately familiar with our membership and will bring a wealth of experience to the association, with expertise in marketing and communications, as well as the ability to implement educational programming.”

With extensive experience in foreign destination promotion, Maravi most recently served as marketing and public relations manager for the Korea Tourism Organization. During his tenure, he developed and executed marketing strategies and advertising campaigns to foster destination awareness and increase the number of U.S. visitors to South Korea, as well as established and maintained strong relationships with travel agents, tour operators and media.

Prior to that, he served as assistant vice president branch manager at Susquehanna Bank. His previous work experience also includes the roles of senior financial research analyst at Thomson Financial and assistant marketing manager at the British Chamber of Commerce for Italy in Milan.

A resident of Fort Lee, NJ, Maravi is a graduate of Ithaca College and is fluent in Spanish and Italian.

For questions and 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 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.

### **Contact:**

Gina Dolecki/Liz Carty  
Redpoint Marketing PR., Inc.  
212-229-0119  
[Dolecki@redpointpr.com](mailto:Dolecki@redpointpr.com)  
[Carty@redpointpr.com](mailto:Carty@redpointpr.com)

###