



**ANITA MENDIRATTA, CNN CONSULTANT AND INTERNATIONAL TOURISM STRATEGIST,
TO SPEAK AT USTOA'S 2012 ANNUAL CONFERENCE & MARKETPLACE IN HAWAII**

NEW YORK – October 11, 2012 – Terry Dale, president and CEO of [United States Tour Operators Association](#) (USTOA), announced that Anita Mendiratta, founder and managing director of Cachet Consulting, the respected international tourism and economic development strategy firm, is the featured speaker at the December 6 opening session of the association's 40th Anniversary Annual Conference & Marketplace. Taking place December 6–8, 2012 at the Hilton Waikoloa Village in Hawai'i the Big Island, Hawaii, the conference is expected to draw an estimated 700 active and associate members.

“In addition to her expertise, Anita Mendiratta's genuine passion for travel and tourism as a force for positive change is a welcome addition to our conference program,” said Dale. “Anita's remarks and international point-of-view will be especially meaningful to help close out USTOA's 40th anniversary year and set the stage for our continued growth.”

A noted author, Mendiratta's recent book, “Come Closer: How Tourism is Shaping the Future of Nations,” released in March 2011, was nominated for the *Financial Times* 2011 Business Book of the Year Award. She is a strategic advisor to CNN International in tourism and economic development, a lead consultant of CNN's T.A.S.K. (Tourism Advertising Solutions

and Knowledge) Group, and an advisor to the World Bank and the United Nations World Tourism Organization.

Mendiratta will address “Trends vs Truths” for the next 40 years. In her opening remarks, she will touch on how to evaluate – and not get distracted by – rapidly emerging trends as a way to understand the truths of why people travel. She will also moderate the “State of the Industry” panel discussion of USTOA leaders.

The USTOA Annual Conference & Marketplace provides a forum for USTOA Associate members to meet with top executives of USTOA's Tour Operator (Active) members on a one-to-one, buy-and-sell basis. The conference is open to delegates from active member and associate member companies of USTOA. Companies must be a current member of USTOA with annual dues paid for 2012 in order to attend.

For questions and more information on USTOA’s annual conference, visit www.ustoa.com, email conference@ustoa.com or call 212.599.6599 ext 24.

About USTOA:

The Active member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow travelers unparalleled access, insider knowledge, peace-of-mind, value and freedom to enjoy destinations and experiences across the entire globe. Each Active 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. USTOA Associate members represent an array of travel supplier companies such as airlines, tourist boards, attractions, hotels and resorts, ground operators, and more.

As a voice for the tour operator industry for 40 years, USTOA also provides education and assistance for consumers and travel agents.

Contact:

Gina Sisco/Liz Carty
Redpoint Marketing PR., Inc.
212-229-0119
Sisco@redpointpr.com
Carty@redpointpr.com