

## USTOA'S DALE SIGNS NEW THREE-YEAR CONTRACT AS PRESIDENT AND CEO



NEW YORK – October 4, 2012 – John Hanratty, Chief Operating Officer and Executive Vice President of Travel Impressions and Chairman of USTOA's Executive Committee, today announced that Terry Dale has signed a new three-year contract extension as President effective January 31, 2013. He will also assume the additional role of Chief Executive Officer of the United States Tour Operators Association through January 2016. Dale began as President in February 2011.

"I speak on behalf of the Executive Committee, Board of Directors and entire membership of USTOA when I say that Terry has made significant contributions as president of our association and we look forward to his continued leadership," said Hanratty. "USTOA's Annual Conference in Hawaii in December will close out our 40<sup>th</sup> anniversary and allow all of us to celebrate this milestone along with the many successes achieved as part of Terry's vision this year," said Hanratty.

Hanratty cited several key initiatives launched and executed in 2012, including the roll-out of new branding and logos; the first Congressional Caucus in Washington, D.C., in June; growing outreach to consumers via a new Facebook page and partner sweepstakes; move to new headquarters in New York City; increased engagement with members through Business After Hours events and video news updates; and a new website to be launched later this fall.

"Being part of USTOA is both a professional and personal highlight for me and I am so appreciative of the opportunity to work with the best and brightest in the industry," said Dale.

Registration is open for the association's Annual Conference & Marketplace taking place December 6-8, 2012 at the Hilton Waikoloa Village in Hawai'i the Big Island, Hawaii. 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](http://www.ustoa.com), email [conference@ustoa.com](mailto: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.

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