

USTOA APPOINTS PEGGY MURPHY VICE PRESIDENT

NEW YORK (January 27, 2012) – Terry Dale, president of the United States Tour Operators Association (USTOA) announces the recent appointment of Peggy Murphy as vice president. A seven-year veteran of USTOA, Murphy previously held the position of director of operations, responsible for overseeing association operations including financial administration; annual conference organization and execution; and liaising with the membership committees. In her new role, Murphy will work more closely with Dale guiding the strategic direction of the association.

“Peggy is an invaluable member of our team and this promotion is a reflection of her continued dedication and tireless work on behalf of the association,” said Dale in making the announcement. “Her expertise will be influential in guiding USTOA’s future growth efforts.”

"Appointing Peggy to her new role was a strategic move to build an even stronger internal infrastructure and support the continued evolution of USTOA as a leading association in the industry," added John Hanratty, USTOA chairman and senior vice president and chief marketing officer, Travel Impressions, Ltd.

Murphy brings 15 years of hospitality and tourism experience to her new role. Prior to joining USTOA in 2005, Murphy held the position of sales manager for meetings and conventions at the Long Island Convention and Visitors Bureau, where she played a prominent role in attracting meeting business to Long Island. Earlier in her career, Murphy spent time at The Garden City Hotel in sales executive positions.

Murphy received her BA from St. Thomas University in Miami and currently resides in Garden City, NY.

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

About USTOA:

The 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 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 40 years, USTOA also provides education and assistance for consumers and travel agents.

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