



UNITED STATES TOUR OPERATOR ASSOCIATION LAUNCHES NEW WEBSITE WITH DEDICATED TRAVEL AGENT, CONSUMER AND MEMBER ACCESS

NEW YORK – December 7, 2012 – Terry Dale, president and CEO of The United States Tour Operators Association (USTOA), announced the launch of the association’s new website featuring enhanced search tools for consumers and travel agents, called “Find Your Dream Vacation,” vibrant destination photography, a dedicated travel agent page, and freshly designed member room.

“The new website is a major step towards USTOA’s mission to grow awareness among consumers and our travel agent partners as it clearly communicates who we are as an association, offering a fresh, simplified user experience,” added Dale. “The redesign prominently showcases USTOA’s unique distinctions like the \$1 Million Travelers Assistance Program, while also inspiring a sense of experiential travel and peace of mind, all characteristics on which we pride our membership.”

The homepage features a dynamic layout of bold graphics and intuitive navigation, conveniently displaying foremost information for consumers, travel agents, and members, from destination spotlights and upcoming network events to how to join.

Featuring new, robust search capabilities, the “Find Your Dream Vacation” tools allows travelers and travel agents to research tour and travel package providers by activity, destination, tour operator, or entering any term. The search results page provides a snapshot of each applicable tour operator brand with click-throughs to more in-depth member profiles featuring travel-inspiring imagery, at-a-glance details on destinations, programs and services, activities, budget, and a direct link to the member company website.

The new Travel Agent Resources page creates easy access for travel agent partners to search the Active Member Directory and find educational tools and collateral. “This section is a major enhancement for our travel agent partners and has been designed to expand as new training, educational opportunities and webinars are provided by members,” Dale added.

The Members’ Room now offers quicker access to member resources and webinars, conference news, minutes from meetings, logo downloads for collateral, updates from the Department of Transportation, and more. In addition, members will find easier management of company profiles through simplified uploads and edit pages. For added convenience, the member database search has been moved to left center of the web page for effortless navigation to business colleagues and potential partners.

The newly launched USTOA website is mobile, web, and e-reader compatible. 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 \$10 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow six 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 40 years, USTOA also provides education and assistance for consumers and travel agents.

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