



USTOA HOLDS FIRST EVER SUSTAINABILITY IS RESPONSIBILITY SUMMIT IN BODØ, NORWAY



*Bodø, Norway
(Photo Courtesy of Geran Kristensen)*

NEW YORK – May 3, 2022 – [The United States Tour Operators Association \(USTOA\)](#) is holding its inaugural *Sustainability is Responsibility* (SIR) Summit this year from May 24 through May 26. In partnership with Visit Norway, the Summit will be held at Thon Hotel Nordlys in the Arctic city of Bodø, one of the country’s regions most vulnerable to climate change.

Designed to foster future collaborations, innovative approaches, and cross-sector learning, SIR will serve as a platform for USTOA to leverage the collective brain power, insights, and network of the USTOA Active and Associate Members to set the path for a more sustainable future for the travel industry.

USTOA President and CEO Terry Dale said that the *Sustainability is Responsibility Summit* is a major component of the association’s 50th anniversary year. “As USTOA continues to look 50 years forward throughout this anniversary year, the Summit will help unite the industry under the common goal of making a positive impact to ensure the preservation of human, natural, and cultural capital in destinations across the globe,” he continued.

"Visit Norway is really pleased to host the very first SIR Summit and is inspired to share the insight and learning from actively working with sustainable destination development for more than a decade. Sustainability is very important for Norway, through all industries and levels of society. Stakeholder engagement from locals and communities, corporations and governments, continues to be high and active. Sustainability is part of our life now, highly integrated in any innovation and product

development, as well as a standard measure for success and profitability," said Hege Barnes, Regional Director Americas at Visit Norway.



Malcolm Preston, former PwC Head of Sustainability, Travel & Tourism, and SIR moderator

Highlights include panel discussions featuring USTOA Active Members facilitated and moderated by Malcolm Preston, former PriceWaterhouseCoopers (PwC) Global Head of Sustainability Services, and Greg Takehara, CEO of Tourism Cares. Thought-provoking workshops will promote discussion about areas of impact, sustainable developmental goals, climate resilience and more. Attendees will have the opportunity to enjoy local attractions and festivities organized for the Summit such as a day at sea aboard Brim Explorer's electric powered ship that will serve as a floating classroom while also taking delegates out into the field to experience some of Norway's most impressive and sustainable tourism products, such as the Arctic Hideaway.

For more information, visit www.ustoa.com and follow USTOA [Instagram](#), [Twitter](#), [Facebook](#), and [LinkedIn](#) accounts for highlights from the event.

About USTOA:

Representing nearly \$19 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow 9.8 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 50 years, USTOA also provides education and assistance for consumers and travel agents.

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