

United States Tour Operators Association (USTOA) founded 40 years ago in 1972 is a professional, voluntary trade association created with the primary purpose of promoting integrity within the tour operator industry. These founding members recognized the need for a unified voice to protect the traveling public, as well as to represent the interests of tour operators. Today, USTOA's Active Members represent some of the top names in travel and tourism, account for a sizable portion of the tour operator market in North America.