

# 2023 USTOA Annual Conference & Marketplace Summary Report



JW Marriott Los Angeles LA Live  
Los Angeles, CA



December 2 to December 6



#USTOA



# Attendance Report



## What's the Ratio, you ask?

- **3.2 to 1** - Associate Member Delegate to Active Member Delegate
- **950** attendees joined us in Los Angeles

## Active Members:

- **140** U.S. Tour Operator Brand companies represented
- **122** Active Marketplace Appointment Schedules
- **225** Active Member Delegates in attendance

## Associate Members:

- **510** Associate Member Companies represented with 725 delegates attending
- Top Service Types represented
  - DMC/Ground Operators, Tourism Boards, Hotels, Airlines
- 8th **DFD – Destination for Destinations Forum** held with 294 in attendance



# General Session Video Presentations



[The Art of the Opening on December 4, 2023](#)



[“Terry Talks” Session on December 5, 2023](#)



[“Peace Train” video featuring Yusuf/Cat Stevens](#)

# Annual Conference Presentations



## **Links to presentations**

[Active Member 2023 Annual Survey Results](#)

[Oxford Economics Presentation by Zeek Coleman](#)

[2023 & 2024 USTOA Marketing Campaign Results](#)

[2024 USTOA Marketing Campaign Opportunities](#)

# Future USTOA Annual Conference & Marketplaces

## **2024 USTOA Annual Conference & Marketplace**

December 9 to December 13, 2024

JW Marriott Marco Island

Marco Island, FL

## **2025 USTOA Annual Conference & Marketplace**

December 1 to December 5, 2025

Gaylord National

National Harbor, MD

## **2026 USTOA Annual Conference & Marketplace**

November 30 to December 4, 2026

Marriott Marquis San Francisco

San Francisco, CA

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