2023 USTOA Annual Conference & Marketplace Summary Report





JW Marriott Los Angeles LA Live Los Angeles, CA



December 2 to December 6









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:

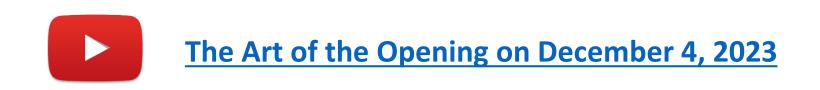
- **140** U.S. Tour Operator Brand companies represented
- **122** Active Marketplace Appointment Schedules
- **225** Active Member Delegates in attendance

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







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

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



