



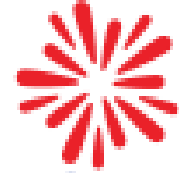
USTOA 2024 Marketing Campaign

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USTOA ON TOUR LIVE MUSIC CAMPAIGN



TURKISH AIRLINES



PANAMA
LIVE FOR MORE



USTOA GUIDED TOURS SATELLITE MEDIA TOUR



Malta
Tourism Authority



USTOA ASSOCIATE MEMBER BLOG PROGRAM

CIBTvisas

Manitoba
CANADA'S HEART  BEATS

Polska 

POLISH
TOURISM
ORGANISATION

 **Rail
Europe**

REDPOINT
TRAVEL PROTECTION 

**INTEGRITY
IN TOURISM** **USTOA**
United States Tour Operators Association

In Perfect
HARMONY 

FUTURE LIGHTS OF THE TOUR INDUSTRY



2024

USTOA MARKETING CAMPAIGNS 2024



- **USTOA will debut a technology-forward campaign that allows travelers to “picture themselves in...” various destinations around the world.**
- **Using cutting-edge, augmented reality technology, USTOA’s “magic mirror” projects local destination fashion onto passers-by and “transports” them to that country and encourages them to visit.**
- **Seek destination sponsors and partner with an airline and/or luggage company for in-terminal/in-store venue and promotion**



PICTURE YOURSELF IN...



PICTURE YOURSELF IN...

Campaign Deliverables

- National online travel sweepstakes
- AFAR
- Influencer partnerships
- Traditional PR and social media
- Trade media barter content
- USTOA newsletters and social media
- And more...

Title Sponsor: \$35,000

Destination Sponsors: \$25,000 (four destinations)

USTOA BLOG

Sponsorship Opportunity: \$5,000 (6 Sponsors)



Featured USTOA blog post with dedicated promotion:

- **Facebook advertising campaign generating an estimated 1,500 clicks per month USTOA's blog page**
- **USTOA social media posts**
- **Inclusion in USTOA consumer and travel advisor newsletters**
- **Trade media promotion**

FUTURE LIGHTS OF THE TOUR INDUSTRY

USTOA FUTURE LIGHTS

Honoring the next generation of leaders who are champions of sustainability and DEI initiatives



1 sponsor... 10, ... no opportunity for Future Lights... page... USA... a member community... by... industry pres... le...





redpoint

QUESTIONS?

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