



TERRY DALE
PRESIDENT & CEO, USTOA

Named president of the United States Tour Operators Association (USTOA) in January 2011, Terry Dale assumed the additional role of Chief Executive Officer on January 31, 2013.

Among Dale's responsibilities at USTOA are developing the association's strategic marketing initiatives, leading the association's government advocacy on issues affecting tour operators, and working with other travel and tourism industry decision makers to identify mutual challenges and opportunities. With the distinction of being the third president in USTOA's 50-year history, Dale also serves as a key ambassador and spokesperson for USTOA.

Under Dale's leadership, the association has seen significant growth in the profile of and attendance to the USTOA Annual Conference & Marketplace, which brings Active Tour Operator Members together with Associate Members in meaningful and engaging dialogue and events. USTOA has increased its support of travel advisors, who represent as much as half of its Active Members' business, by providing educational and marketing opportunities. As part of USTOA's advocacy efforts, Dale initiated the annual member caucus that brings dozens of Active and Associate Members to Capitol Hill each year for one-on-one sessions with lawmakers. At the same time, consumer marketing programs about the benefits of traveling with a USTOA tour operator have reached millions of travelers through viral video campaigns, partnerships with leading media including AFAR and USA Today, consumers sweepstakes, and innovative social media initiatives. A global leader in tourism, Dale is a sought-after speaker who has addressed international travel and leadership audiences around the world including keynote speeches in China, Tanzania, Colombia, Jordan, Israel, UK, Chile and beyond.

As USTOA reaches its 50th anniversary in 2022, Dale is leading the association "50 years forward" by focusing on key issues of sustainability and DEI (diversity, equality, and inclusion) with creative campaigns to reach members, travel advisors, and consumers.

A well-known and respected travel industry leader, Dale has had a distinguished career, most recently as president and CEO of Cruise Lines International Association (CLIA) since 2003. His previous positions include five years with NYC & Company – The NYC Convention and Visitors Bureau-- where he was executive vice president; and ten years as president and CEO of the Greater Providence Convention and Visitors Bureau, as well as president of the New England Society of Convention and Visitor's Bureaus. Dale has also served on the Board of Directors of the US Travel Association, Hospitality Sales and Marketing Association International (HSMIA), and Visit Florida. He has been a course instructor and Grossinger Lecturer at NYU Tisch Center for Hospitality and served as a distinguished lecturer at Johnson & Wales. In addition, Dale was appointed to serve on the Destination & Travel Foundation, a division of the Destination Marketing Association International. Dale also serves on the board for Tourism Cares.

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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