



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 in January 2013. In September 2025, Dale signed a new two-year contract extending his role as president and CEO through 2028, reaffirming the Board of Directors' confidence in his leadership and vision for the association.

Throughout his tenure, Dale has led USTOA's strategic marketing initiatives, expanded the association's government advocacy efforts, and strengthened relationships with travel and tourism leaders worldwide. As only the third president in USTOA's more than 50-year history, he has served as a key ambassador and spokesperson, helping to elevate the association's influence across the global travel industry.

Under Dale's leadership, USTOA has seen significant growth in both the profile and attendance of the USTOA Annual Conference & Marketplace, which brings together Active Tour Operator Members and Associate Members for meaningful business dialogue, education, and networking. The Annual Conference & Marketplace has continued to be a cornerstone event for the industry and was sold out for the past several years, including 2025. During this time, USTOA also expanded its support of travel advisors, who represent a substantial portion of Active Members' business, by providing enhanced educational programming and targeted marketing initiatives.

Dale has been instrumental in strengthening USTOA's advocacy platform. He launched the annual USTOA Congressional Caucus, now in its 13th year, which brings Active and Associate Members to Washington, DC, for direct engagement with elected officials on issues affecting the tour operator industry. USTOA has also expanded its commitment to responsible travel and sustainability under his leadership, including the launch of the award-winning Sustainability is Responsibility (SIR) Summit, which has become a defining initiative for the association.

USTOA has further solidified its role as an industry thought leader through the biannual PwC USTOA Member Economic Survey, which provides critical data and insights into the economic impact of the tour operator sector. In early 2025, Dale helped form the Beyond Borders Tourism Coalition, uniting ten U.S. and Canadian travel associations to collaboratively address challenges related to trade and border-crossing policies.

A global ambassador for USTOA, Dale is a sought-after speaker and has delivered keynote addresses and represented the association at major international events in China, Tanzania, Colombia, Jordan, Israel, Chile, and beyond.

A well-known and respected travel industry leader, Dale has had a distinguished career prior to USTOA, including serving as president and CEO of Cruise Lines International Association (CLIA) beginning in 2003. Earlier roles include executive vice president at NYC & Company (The New York City Convention and Visitors Bureau), president and CEO of the Greater Providence Convention and Visitors Bureau, and president of the New England Society of Convention and Visitor Bureaus.

Dale has served on the Boards of Directors of the U.S. Travel Association, Hospitality Sales and Marketing Association International (HSMAI), and Visit Florida. He has been a course instructor and Grossinger Lecturer at the NYU Tisch Center for Hospitality and served as a distinguished lecturer at Johnson & Wales University. In addition, he has served on the Destination & Travel Foundation, a division of Destinations International, and currently serves on the board of Tourism Cares.

About USTOA:

Representing \$24.4 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow 8.4 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 more than 50 years, USTOA also provides education and assistance for consumers and travel advisors.

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