



## USTOA LAUNCHES SUSTAINABILITY POLICY

*All USTOA Member Support Welcome to Grow Awareness and Responsibility*

**NEW YORK** (September 14, 2023) – Today the [United States Tour Operators Association](#) (USTOA) has introduced the USTOA Sustainability Policy to all of its Active and Associate Members. Designed to enhance member efforts to begin or continue their sustainability journey, the USTOA Sustainability Policy is the culmination of nearly eight months of work of the cross-member Sustainability Committee and is the latest milestone of the Association’s “50 Years Forward” commitment made in 2022 when it passed the 50-year mark.

Terry Dale, USTOA president and CEO, said, “‘50 Years Forward’ is more than an anniversary slogan, it is a commitment USTOA made, and fully embraced by our membership, to help create a responsible future for travel and tourism. I am awed by the tireless efforts of the Sustainability Committee, led by our Global Social Impact Manager Molly Laycob, to create a workable yet ambitious roadmap to bring our industry closer to that goal.” Dale added that Laycob joined the USTOA in January 2023.

Accompanying the USTOA Sustainability Policy is the USTOA Responsible Travel Promise, a document for signature by Active and Associate members that states the company’s support of USTOA’s efforts and is designed to motivate action within their respective businesses to build sustainability plans that share USTOA’s ambition.

The USTOA Sustainability Policy details over-arching goals to “*Ensure a sustainable future for the travel and tourism industry by balancing economic growth, environmental care, and social wellbeing.*” Members will find the USTOA Sustainability and Promise on the Sustainability Resource Hub at [USTOA.com](#).

“The USTOA Sustainability Policy and Member Promise are designed for us as an Association to look both internally and externally at how we can make a difference, and to enhance our members’ efforts through our highly engaged Sustainability Community,” continued Dale.

As part of the association's Sustainability Community, members are invited to attend USTOA’s SIR (Sustainability is Responsibility) Education Series sessions, become a Tourism Cares Member, and are encouraged to sign the USTOA Sustainability Promise.

In her message to all Members about the launch of the USTOA Sustainability Policy, Laycob made it clear she is available as a first-step resource and contact to help all members identify their sustainability plans and ultimately publish a sustainability statement for their company.

USTOA's third Sustainability Is Responsibility (SIR) Summit will be held in Singapore in 2024, where members will gather to continue the conversation and learn about best practices.

For more information on USTOA, visit [www.ustoa.com](http://www.ustoa.com).

**About USTOA:**

Representing \$16 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow six 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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