

USTOA EXPLORES MOROCCO FOR ITS OUT OF COUNTRY BOARD MEETING



*USTOA Group in Marrakech
Photo Credit: Moroccan National Tourist Office*

NEW YORK – April 2, 2026 – [The United States Tour Operators Association](#) held its Out of Country Board Meeting in Morocco from March 23-29, 2026. A group of 28 senior executives from 27 USTOA tour operator member companies, representing more than 80 brands, convened for an in-depth experience hosted by the Moroccan National Tourist Office.

The week-long mission focused on showcasing Morocco’s diverse cultural heritage, historic cities, and vibrant traditions, with programming across Casablanca, Rabat, and Marrakech. A USTOA Board of Directors meeting took place in Rabat. It was followed by a dedicated industry day event with panel discussions. USTOA members then networked with Moroccan suppliers from hotels to ground operators to build and nurture meaningful partnerships.

“From centuries-old medinas to Morocco’s bold and deeply rooted culinary traditions, our destination host delivered a remarkable experience for our members,” said Terry Dale, president and CEO of United States Tour



USTOA Panel Discussion (left to right): Siham Fettouhi, executive director, Moroccan National Tourist Office; Keith Baron, COO, Perillo Tours; Dana Santucci, executive vice president, EF Educational Tours; Jerre Fuqua, president, Holiday Vacations; and Jeff Roy, executive vice president and chief revenue officer, Collette. Photo credit: Moroccan National Tourist Office

Operators Association. “The program thoughtfully showcased Morocco’s cultural depth while creating opportunities to engage with the people and organizations shaping its tourism future.”

“Hosting USTOA’s Out of the country meeting in Morocco was a privilege. We’re proud to showcase our vibrant culture, hospitality and world-class experiences to industry leaders and to strengthen ties that will boost travel to Morocco,” said Mr. Achraf Fayda, CEO of Moroccan National Tourism Office. “This event marks indeed an important milestone in our partnership with USTOA. We deepen collaboration, promote responsible tourism, and create new opportunities for sustainable growth across our destinations.”

Attendees explored Morocco with a schedule of activities including a pottery making workshop; a visit to Chellah Necropolis, Rabat’s ancient ruins; a guided tour through the local neighborhoods, bustling souks, and artisan workshops of Marrakech; a sunrise hot air balloon ride over the countryside; a traditional Berber lunch under a Caidal tent; and much more. A video recapping the event, can be viewed here

https://youtu.be/AV_7OuavUqY

“A standout moment of the trip was visiting the Travel Link Learning

Center in a Berber Village, where we spent time with Ahmed Nait, founder of the Travel Link Foundation and saw firsthand the impact of expanding access to education for children who might not otherwise have it,” added Dale. “Moments like these, alongside planting olive trees in Atlas Mountains, offer a powerful reminder of how tourism can meaningfully support communities, and create genuine connections to Morocco and its people.”

USTOA Chairman Jeff Roy, executive vice president and chief revenue officer of Collette added, “Our journey through Morocco was defined by how seamless and welcoming it felt, from exceptional cuisine to well-developed infrastructure and ease of getting around. The level of safety and comfort throughout allowed for a deeper connection to the places we visited, and the diversity and authenticity of the experiences left a lasting impression.”

Prior to the official meeting, a smaller group of USTOA members participated in a pre-tour through northern Morocco, visiting Tangier, Chefchaouen, and Fes. The guided program introduced participants to the region’s coastal landscapes, the distinctive, blue-washed streets of Chefchaouen, and the historic medina of Fes, home to centuries-old artisan traditions and vibrant souks.



USTOA group at hot air balloon ride in Morocco. Photo credit: Moroccan National Tourist Office

At the conclusion of the event, Dale shared, “A heartfelt thank you to our host, the Moroccan National Tourist Office and their partners in Morocco for curating such a memorable experience. Our members leave with a deeper connection to the destination and new inspiration for sharing it with travelers.”

For more information on USTOA, visit www.ustoa.com.

About USTOA:

Representing \$24.4 billion in revenue, the member companies of United States 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.

Press Contact:

Gina Dolecki/Stephanie Apricena

Redpoint

212-229-0119

dolecki@redpointmarketingpr.com / apricena@redpointmarketingpr.com

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