



BACKROADS JOINS THE UNITED STATES TOUR OPERATORS ASSOCIATION (USTOA)

NEW YORK – April 13, 2026 – Terry Dale, president and CEO of the [United States Tour Operators Association \(USTOA\)](#) announced today that [Backroads](#) has joined USTOA as its newest Active Member. This brings the current membership total to 53 Active Members representing 144 brands.

“Backroads has helped define the active travel category, setting a high standard for immersive biking, hiking, walking, and multi-adventure tours around the world,” said Dale. “Their commitment to delivering high-quality experiences and advancing responsible travel makes them a welcome addition to USTOA.”

“USTOA demonstrates how powerful collaboration can be in the travel industry,” said Tom Hale, founder, president and CEO of Backroads. “We were especially impressed by how members came together during the pandemic to share ideas and develop safety protocols that helped travelers get back out into the world.”

Hale continued, “As a company that is deeply committed to protecting the National Parks and destinations our guests explore, we look forward to connecting with fellow members and engaging in important conversations about the future of travel.”

Founded in 1979, Backroads has been a leading innovator in active and adventure travel for over 46 years. From a single bike tour through Death Valley, Backroads has grown to lead guests on all seven continents, 60+ countries, 20+ US states and all five Canadian provinces. Guests bike, hike, cruise and so much more on expertly designed active adventures that highlight the unique character of each destination, whether that be the awe-inspiring view, the hidden gem of a restaurant or a cultural exchange with a local family.

The company offers multiple ways to go active in hundreds of destinations worldwide with trips tailored to different types of travelers, including Private Trips, women-only adventures, trips for families with children, avid cyclists and those who prefer a slower tempo.

Backroads headquarters is located at 801 Cedar Street, Berkley, CA 94710 with satellite hubs in Canada, France and the Netherlands. For more information on Backroads, please visit [backroads.com](#) or call +1 (800) 462-2848.

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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