



USTOA LAUNCHES NEW ITINERARY FINDER DELIVERING ENHANCED TOUR SEARCH RESULTS FOR TRAVEL AGENTS AND CONSUMERS

NEW YORK – March 19, 2015 – The [United States Tour Operators Association \(USTOA\)](http://www.ustoa.com) has launched an enhanced search tool on ustoa.com that allows travel agents and consumers to research multi-day itineraries and tour packages from its active tour operator member brands. Powered by Tripwing, a leading developer of innovative online itinerary platforms for tour operators and travel agencies, the new search function is a simple solution to finding a variety of tours to a chosen destination.

“Strengthening search capability is another major step in the evolution of the USTOA website and the association’s mission to educate the public and our travel agent partners,” said Terry Dale, president and CEO of USTOA. “By tapping Tripwing’s expertise and technology platforms, USTOA now offers a one-stop-shop for searching a multitude of trip options from a diversity of operators.”

Travelers and travel agents visiting www.ustoa.com can find a range of tour and travel package itineraries by simply typing the desired travel destination within the “Find Your Dream Vacation” section of the homepage. In a fresh browser powered by Tripwing, the search results page provides a snapshot of all applicable tour operator itineraries with trip highlights including countries, length of trip, price and a direct click-through to the tour operators’ websites for more in-depth information on the travel package. Search filters allow users to further narrow searches by budget, trip duration, and travel dates.

“It has been a pleasure working with USTOA to provide member tour operator members with new avenues to distribute their products to both travel agents and consumers,” added Eric Tanner, founder and CEO of Tripwing.

As an added benefit, travel agents currently registered for Tripwing’s Itinerary Builder program will now have access to the full USTOA data base, making it easy to find, build, and send custom trip proposals to their clients incorporating USTOA tour operator member itineraries. Tripwing’s Itinerary Builder is a web-based, time-saving tool that allows travel professionals to create, edit, and share travel itineraries and proposals with clients digitally. For more information, visit www.tripwing.com.

For questions and more information on USTOA, visit www.ustoa.com, call 212-599-6599, or email information@ustoa.com

About USTOA:

Representing more than \$13.5 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow nearly 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 more than 40 years, USTOA also provides education and assistance for consumers and travel agents.

Contact:

Gina Dolecki/Liz Carty
Redpoint Marketing PR., Inc.
212-229-0119
Dolecki@redpointpr.com
Carty@redpointpr.com

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