

**For Immediate Release**



**TERRY DALE, CEO AND PRESIDENT  
UNITED STATES TOUR OPERATORS ASSOCIATION  
TO SPEAK AT THE  
SWAHILI INTERNATIONAL TOURISM EXPO (S!TE) 2015  
OCT 1-3, 2015, DAR ES SALAAM, TANZANIA**

(June 18, 2015, Dar es Salaam, Tanzania) The Tanzania Tourist Board (TTB) is pleased to announce that Terry Dale, CEO and President of the United States Tour Operators Association (USTOA) will be a featured speaker at the second annual Swahili International Tourism Expo (S!TE). S!TE 2015 will take place at the Mlimani City Conference Centre, October 1-3, 2015 in Dar-es-Salaam, Tanzania.

USTOA has been the voice for the US tour operator industry for more than 40 years. Its members are responsible for more than \$13.5 billion in revenue annually through the provision of tours, packages and custom arrangements that allow nearly 8 million travelers each year 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 Traveler Assistance Program, which protects consumer payments up to \$1 million if the company goes out of business. USTOA holds an annual business to business conference and marketplace every December in the US, and also provides education and assistance for consumers and travel agents.

Devota Mdachi, TTB's Acting Managing Director, in making the announcement noted, "Tanzania is honored to have Terry Dale, an American travel industry expert and influencer, join us at S!TE 2015. The U.S. is already one of Tanzania's most vital markets, and through TTB's USTOA membership, and especially with Terry Dale's guidance and support, the U.S tour operator programs to Tanzania have grown and diversified." Mdachi added, Terry Dale's participation at S!TE will provide an excellent opportunity for African-based suppliers and operators to learn more specifics about increasing business from the American market."

"I am excited and thrilled to finally have the opportunity to travel to Tanzania, let alone be a speaker at this year's S!TE," said USTOA CEO and President, Terry Dale. "In the past three

years since Tanzania (TTB) joined USTOA, they have been actively working together with us to showcase their destination through sponsorships including the worldwide USTOA digital campaign, ***Dancing with Matt***. The opportunity to be at such a major travel industry event for Africa in Tanzania will provide me with a new understanding of some of the challenges facing the travel industry in Africa and how USTOA can help address these issues.”

S!TE was launched in 2014 by the Tanzania Tourist Board in partnership with Pure Grit Project and Exhibition Management Ltd. The expo is held annually in October at the Mlimani City Conference Centre in Dar-es-Salaam, Tanzania’s commercial capital located along the coastline of Tanzania, East Africa. S!TE focuses on inbound and outbound travel to Africa and is expected to attract hundreds of tourism and travel professionals from all over the world.

S!TE 2015 will focus on sustainability and environmental consciousness, how to harness business opportunities in target markets, digital marketing and online booking for small operators. More than 80 exhibitors representing a diverse group of suppliers, hoteliers, destinations, airlines, tour operators are expected to participate at S!TE 2015. In addition to the travel industry representatives from the host country, Destination Tanzania, the exhibitor list will include, amongst others, major industry players such as South African Airways, South African Tourism, Zanzibar Association of Tour Operators, Protea Hotel Group, KLM Airlines, India Tourism Board, Turkish Airlines, and Sea Cliff Hotels.

PHOTO ATTACHED:

Terry Dale, CEO and President  
United States Tour Operators Association (USTOA)

### **ABOUT SWAHILI INTERNATIONAL TOURISM EXPO (S!TE)**

Swahili International Tourism Expo (S!TE) is an annual international tourism trade show developed by Tanzania Tourist Board in partnership with Pure Grit Project and Exhibition Management Ltd. The Expo takes the format of a travel and trade exhibition with a conference element focusing on topical tourism, sustainability, conservation and other market related issues. For more information on Exhibiting and the Hosted Buyer program visit [www.site.co.tz](http://www.site.co.tz).

### **ABOUT UNITED STATES TOUR OPERATORS ASSOCIATION (USTOA)**

As a voice for the tour operator industry for more than 40 years, USTOA also provides education and assistance for consumers and travel agents. The annual USTOA Marketplace and Conference will take place December 3-5, 2015 in Chicago, Illinois. [www.ustoa.com](http://www.ustoa.com)

### **ABOUT TANZANIA**

Tanzania, the largest country in East Africa, is focused on wildlife conservation and sustainable tourism, with approximately 28% of the land protected by the Government, the largest percentage of any country in the world. Tanzania was named by *The New York Times* as one of the “52 Places to Go In 2015” and “Best Places To Travel In 2015” by *Travel + Leisure*. It boasts 16 National Parks and 31 game reserves, 50 Game Controlled Areas, one special Conservation Area (the Ngorongoro) and three Marine Parks. It is home to the tallest mountain in Africa, the legendary Mt. Kilimanjaro; The Serengeti, home to the "Great Animal Migration"; the world acclaimed Ngorongoro Crater, often referred to as the "Eden of Africa" and the “8th Wonder of

the World”; Olduvai Gorge, the cradle of mankind: the Selous, the world’s largest game reserve; Ruaha, now the second largest National Park in Africa and also featured on *Afar Magazine’s* “2015 Where to Go” list; the spice islands of Zanzibar; and seven UNESCO World Heritage Sites. Most important for visitors, the Tanzanian people, with a rich history and diverse blend of cultures, are warm and friendly. Tanzania, an oasis of peace and stability with a democratically elected and stable government, will celebrate its 54rd anniversary of Independence on December 9<sup>th</sup>, 2015. For more information on Tanzania, visit [www.tanzaniatourism.go.tz](http://www.tanzaniatourism.go.tz).

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