



USTOA INTRODUCES DEDICATED TOUR REVIEW PLATFORM TO NEWLY ENHANCED WEBSITE

NEW YORK (October 20, 2016)— Terry Dale, president and CEO of The [United States Tour Operators Association](#) (USTOA) announced the addition of a new dedicated tour review platform with traveler testimonials to its freshly redesigned website.

“There is no disputing the value and influence impartial online reviews play in the decision making process for many consumers and there was a real need for more tour operator representation in this space,” added Dale. “USTOA developed a third-party review platform for our Active Members as a resource for travel agents and consumers to find direct, verified and unbiased feedback on various tour product.”

The new tour-specific review platform features star ratings and comments direct from travelers who have experienced a USTOA tour operator member travel itinerary. Powered by Tripwing, reviews can be found via USTOA.com’s search tool “Find Your Dream Vacation” on the homepage. The search function allows travel agents and consumers to search multi-day itineraries and tour packages from its active tour operator member brands. Available traveler reviews will be populated as part of the destination search results and are indicated by stars listed under the trip itinerary name. Complete testimonials and additional ratings can be accessed by clicking “reviews” on the results page.

The site currently features more 7,000 tour product reviews. All reviews are supplied directly from travelers who have experienced a USTOA tour operator member itinerary; each review is submitted post trip via a survey administered through the specific tour operator member company.

In addition to the review forum, USTOA’s new mobile responsive website now targets travelers directly on the home page, delivering clear paths for consumers and travel agents to key areas of interest on the site. These areas include: the “Find Your Dream Vacation” search tool, find a USTOA certified travel agent nearby, inspirational blogs posts and destination videos, details on USTOA’s \$1 Million Travelers Assistance Program, and much more. The new design also allows travel agents to easily navigate the site with direct access from the home page to the USTOA Business Resource and newsletter sign-up, training, webinars and active member directory. USTOA’s new website was developed by [Nooton, Inc.](#), a technology consulting, mobile application and web design firm.

“The redesign focuses on easy navigation and providing inspiration for travelers,” added Dale. “USTOA’s continued investment in evolving the website speaks as a testament to the association’s commitment to educating consumers and supporting our valued travel agent partners.”

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.

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