



**TERRY DALE
PRESIDENT & CEO, USTOA**

Terry Dale was named president of the U.S. Tour Operators Association (USTOA) in January 2011. On January 31, 2013, Dale also assumed the additional role of Chief Executive Officer for the association.

Among Dale's responsibilities at USTOA are developing the association's strategic marketing initiatives, managing the association's government advocacy on issues affecting tour operators, and working with other leaders and decision makers in the travel industry to identify mutual challenges and opportunities. Dale also serves as a key ambassador and spokesperson for USTOA. He holds the distinction of being the third president in USTOA's 40 year history.

A well-known and respected travel industry leader, Dale has had a distinguished career, most recently as president and CEO of Cruise Lines International Association (CLIA) since 2003. His previous positions include five years with NYC & Company – The NYC Convention and Visitors Bureau-- where he was executive vice president; and ten years as president and CEO of the Greater Providence Convention and Visitors Bureau, as well as president of the New England Society of Convention and Visitor's Bureaus. Dale has also served on the Board of Directors of the US Travel Association, Hospitality Sales and Marketing Association International (HSMIA), and Visit Florida. He has been a course instructor and Grossinger Lecturer at NYU Tisch Center for Hospitality and served as a distinguished lecturer at Johnson & Wales. In addition, Dale has recently been appointed to serve on the Destination & Travel Foundation, a division of the Destination Marketing Association International.

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