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## **CATO AND USTOA MEET TO FURTHER STRENGTHEN PARTNERSHIP**

CATO Chair Dennis Bunnik's recent visit to the United States Tour Operators Association (USTOA) in New York City heralds a significant step forward in the collaborative efforts of global travel associations. In a meeting with USTOA's Executive Vice President Peggy Murphy, key discussions unfolded on the recovery trajectories of the travel industry in a post-pandemic world, as well as the effects of current geopolitical tensions on the sector.

During this strategic engagement, Dennis Bunnik presented the latest advancements in CATO's accreditation program and consumer protection. The meeting facilitated a rich exchange of insights on government lobbying, with both associations sharing experiences and key learnings to strengthen their advocacy efforts.

A further commitment was forged to share sector and market research, with both leaders recognising the mutual benefits that such information exchange holds for their members. This meeting is not an isolated event but a continuation of CATO's global dialogue, following recent productive meetings with sister organisations in Auckland and Canada.

Dennis Bunnik emphasised the value of these international relationships, "Our members operate across borders, and it is through these invaluable partnerships that we can collectively develop and advance our sector."

This strategic dialogue is a clear indication of CATO's commitment to innovating the travel sector through international collaboration, knowledge sharing, and unified advocacy. The synergy between CATO and its international partners stands as a testament to the strength and resilience of the global travel community.

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**About CATO:**

The Council of Australian Tour Operators (CATO) is the peak industry body exclusively representing Australian based tour operators and travel wholesalers. CATO is dedicated to promoting the highest standards of professionalism, integrity, and innovation within the Australian travel industry whilst delivering unrivalled levels of consumer confidence through CATO's industry leading sector-specific Accreditation program. CATO fosters collaboration among its members, encourages innovation, and promotes responsible travel experiences around the world that resonate with modern travellers seeking authenticity and sustainability. For more information about CATO visit [www.cato.travel](http://www.cato.travel)