FOR IMMEDIATE RELEASE

Paola Briata Appointed to Board of Directors of the Canadian Association of Tour Operators (CATO)

Toronto, ON – August 11, 2025 – The Canadian Association of Tour Operators (CATO) is pleased to announce the appointment of Paola Briata, VP of Contracting and Operations Product Delivery at WorldStrides, to its Board of Directors, effective immediately.

Paola is a multilingual and accomplished travel industry executive with 30 years of international experience across the leisure, corporate, cruise, and educational travel sectors. Originally from Europe and residing in Canada for the past two decades, she brings a uniquely global perspective shaped by her extensive career and multicultural background. She began her professional journey with an Italian tour operator specializing in FIT and leisure groups before expanding her expertise across MICE, corporate, and cruise travel operations. In 2008, Paola transitioned into the educational travel sector by joining WorldStrides (formerly Explorica), where she currently serves as Vice President of Operations and a key member of the Senior Management Team. Throughout her tenure, she has played a pivotal role in the company's strategic growth and operational excellence, contributing significantly to the development of the global educational travel market. Paola's hands-on experience across diverse regions—including Europe, the Middle East, the Indian Ocean, Africa, Latin America, Asia and North America—equips her with deep industry insight and a broad network of long-standing international relationships.

"We are thrilled to welcome Paola Briata to the CATO Board," said Brett Walker, Chair of CATO. "Her extensive global experience and unwavering commitment to the travel industry will undoubtedly be a tremendous asset to our Association and its role within the travel sector". Paola's appointment comes at a pivotal time as CATO continues its work in promoting responsible travel practices, supporting consumer protection, and ensuring the long-term sustainability of the outbound travel sector".

"I'm truly honored and proud to put my experience in service of CATO. It's a privilege to support its mission and be part of a community that shares a deep commitment to shaping the future of travel."

About CATO

The Canadian Association of Tour Operators (CATO) is a national trade association representing the outbound tour operator industry in Canada. CATO advocates on behalf of its members for fair regulation, business integrity, and sustainable travel practices, while advancing the professional standards and success of its member organizations. CATO (Canadian Association of Tour Operators) represents the interests of Canada's major tour operators generating an Economic Impact of more than $10 billions yearly, with a focus on promoting responsible and consumer-friendly industry practices.

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Paol Briata