



PERILLO TOURS JOINS USTOA

NEW YORK – July 9, 2014 – Perillo Tours, the largest operator of escorted journeys to Italy, has joined [USTOA](#) as its newest Active Member. The membership brings the association's current total to 51 corporate members and more than 160 brands.

"We are delighted to welcome Perillo Tours to USTOA," said Terry Dale, president and CEO. "Italy continues to be a top destination for American travelers, and with its deep roots in the market, honed by seven decades of tourism experience and impeccable reputation, Perillo Tours is an ideal complement to our esteemed membership."

On joining the association, Steve Perillo, CEO of Perillo Tours added, "Our membership in USTOA only enhances our image as a solid, trusted travel provider among travel agents and consumers. After all, we'll be in the company of the most highly respected tour operators in America today."

Since 1945, the Perillo family has been a leader in tourism to Italy, providing the highest standards of quality, value, and integrity in travel. From major cities to charming off-the-beaten-path hill towns, Perillo's itineraries have been honed and crafted to deliver a perfect vacation experience. As a growing company, Perillo has expanded to offer fully escorted tours to Hawaii, Costa Rica and Greece, and will continue to introduce travelers to new and enriching travel experiences. Perillo features four touring styles to suit all travel needs:

- [Perillo Tours](#): All-inclusive, fully-escorted tours.
- [Perillo Tours Groups](#): Customized touring to suit the specific needs of groups.
- [Perillo's Learning Journeys](#): Innovative, local, hands-on learning opportunities as part of the travel experience.
- [ItalyVacations.com](#): Customized FIT independent travel to Italy.

Perillo Tours is located at 577 Chestnut Ridge Road, Woodcliff Lake, NJ 07677. For more information, visit www.perillotours.com or call 1-800-431-1515.

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 \$11 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow six 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 40 years, USTOA also provides education and assistance for consumers and travel agents. For more information about USTOA, visit ustoa.com, call 212.599.6599 or email information@ustoa.com.

About Perillo Tours:

For 69 years and three generations, the Perillo family has perfected the art of traveling to Italy, making Perillo Tours America's leading operator to the region. With group and individual tours, Perillo provides the best way to see Italy. Through ItalyVacations.com, independent travelers can design and book a customized vacation to meet the needs, wants and desires of each traveler.

As a growing company, Perillo has expanded to new destinations offering fully escorted tours to Hawaii, Costa Rica and Greece. Crafting itineraries that are the ideal balance of sightseeing, free time and activities, Perillo offers a glimpse into each destination's rich traditions. Perillo Groups facilitates global

custom ad –hoc experiences for weddings, families, faith based travelers, incentive and affinity organizations. With the addition of Learning Journeys, Perillo has expanded to provide travelers with innovative hands-on interactive learning opportunities as part of travel experience.

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