



## LOCAL TAIWANESE LIFE FEATURED IN NEW EXPERIENTIAL TRAVEL VIDEO SERIES FROM USTOA

*Immersive Series Highlights Regional Art and Culture with Ritz Tours*



*Travel expert and video journalist Kelley Ferro learns the art of calligraphy with celebrated Taiwanese calligrapher and porcelain carver, Man Chiu*

NEW YORK – November 18, 2014 – Private lessons from a nationally revered calligrapher, a behind-the-scenes glimpse into a celebrated tea ceremony, the exploration of Shilin Night Market, and the practice of tai chi at Chiang Kai Shek Memorial Hall in Taipei are a handful of the local experiences travelers will be immersed in while traveling in Taiwan with a member of the [United States Tour Operators Association \(USTOA\)](#).

These immersive experiences – and more – are in the newest installment in USTOA's ongoing *Travel Together* campaign which provides an insider look at the local art, culture, religion and community of Taiwan. From bustling Taipei to Hualien, a smaller city by the sea, and many places in between, the videos highlight engaging “live like a local” experiences that are accessible through USTOA member [Ritz Tours](#), the [Taiwan Tourism Bureau](#), and [Eva Air](#).

The *Travel Together* campaign is a thoughtfully curated collection of videos and blog posts from featured destinations across the globe. They were developed to share with all travelers the opportunities USTOA tour operator members create by harnessing local connections and expertise to engage travelers in the regional culture and customs. Content is created by travel expert, video journalist and frequent contributor to Tripfilms.com, Kelley Ferro, as well as a team of Ambassadors from AFAR Magazine.

In addition to the videos, Kelley Ferro and AFAR magazine Ambassador Colin Roohan chronicled their experiences in Taiwan on USTOA's [blog](#). Colin Roohan's top 10 highlights from the trip can also be read at [www.afar.com](http://www.afar.com).

*Travel Together* videos and blog stories can be found at [www.youtube.com/user/ustoanydc](http://www.youtube.com/user/ustoanydc) and [www.ustoa.com/blog](http://www.ustoa.com/blog), as well as [www.ustoa.com/traveltogether](http://www.ustoa.com/traveltogether). Consumers can follow the adventures on [Twitter](#) by using #traveltogether and joining Facebook chats at [www.facebook.com/USTourOperatorsAssoc](http://www.facebook.com/USTourOperatorsAssoc) with the media team scheduled throughout the coming months.

Videos and blogs about new destinations visited with USTOA tour operator members will be added monthly as part of the *Travel Together* campaign, including Croatia with VBT Bicycling & Walking Vacations and Delta, Manitoba with Tauck and Colombia with Avanti Destinations.

For questions and more information on USTOA, visit [www.ustoa.com](http://www.ustoa.com), call 212-599-6599, or email [information@ustoa.com](mailto: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 more than 40 years, USTOA also provides education and assistance for consumers and travel agents. For more information about USTOA, visit [ustoa.com](http://ustoa.com), call 212.599.6599 or email [information@ustoa.com](mailto:information@ustoa.com).

**Contact:**

Gina Sisco/Liz Carty  
Redpoint Marketing PR., Inc.  
212-229-0119  
[Sisco@redpointpr.com](mailto:Sisco@redpointpr.com)  
[Carty@redpointpr.com](mailto:Carty@redpointpr.com)

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