

## USTOA MEMBERS PROVIDE INSIDER ACCESS AND AUTHENTIC EXPERIENCES TO LIVE LIKE A LOCAL IN PERU

*New USTOA Itinerary Finder and Video Series with Travcoa Inspire Travel to Peru*



<https://www.youtube.com/watch?v=07-tlluYB8w>

NEW YORK – June 3, 2015 – Machu Picchu tops many travel bucket lists and members of [The United States Tour Operators Association \(USTOA\)](#) provide unparalleled access to this sacred Incan city and invite travelers to go deeper by connecting with locals across Peru. For travelers who dream of visiting this culturally rich nation, the new USTOA “[Find Your Dream Vacation](#)” search tool makes researching multi-day itineraries and tour packages to Peru easy.

For inspiration about the sights, sounds and tastes of Peru, travelers can watch a new series of experiential travel videos from USTOA in partnership with [PromPeru](#), [Travcoa](#), and [LAN](#). From a spiritual cleansing ceremony with a Quechuan Shaman and a visit to a Quechua Women’s Weaving Cooperative to a ceviche cooking lesson and pisco sour demonstration, the videos highlight a variety of authentic local experiences accessible through USTOA tour operator members.

“Many travelers are surprised by the variety of tour options available from our members...including small groups and private journeys...that can fit individual tastes and budgets,” said Terry Dale, president and CEO of USTOA. “Tour operator members like Travcoa provide private experiences, allowing guests to stay longer in one place or modify itineraries based on personal preferences. Every member offers slightly different itineraries and packages to Peru, providing countless opportunities to dig deep into the local culture.”

The videos are the most recent installment in USTOA’s [Travel Together](#) campaign, a thoughtfully curated collection of videos and blog posts from bucket list destinations around the globe produced in collaboration with video journalist Kelley Ferro and AFAR Magazine.

Travel Together videos and blog stories can be found at [www.youtube.com/user/ustoanyc](http://www.youtube.com/user/ustoanyc) 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, [Instagram](#), and by joining Facebook chats at [www.facebook.com/USTouoperatorsAssoc](http://www.facebook.com/USTouoperatorsAssoc).

Videos and blogs about new destinations visited with USTOA tour operator members will be added monthly as part of the *Travel Together* campaign.

To find the Peru itinerary that best matches one's interests, travelers simply need to type [Peru](#) within the "Find Your Dream Vacation" section of the USTOA homepage. Nearly 200 multi-day options provide details on the length of trip, itineraries, dates, and prices for a variety of trips to Peru.

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 \$13.5 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow nearly 8 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.

**Contact:**

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

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