



## USTOA CAPTURES MAGICAL EXPERIENCES IN AUSTRALIA'S NORTHERN TERRITORY WITH DEBUT OF NEW *TRAVEL TOGETHER* VIDEOS

*New Series Shares "Live Like a Local" Experiences from Goway*



NEW YORK – October 15, 2014 – The United States Tour Operators Association (USTOA) today announced the newest series of experiential travel [videos](#) in its ongoing *Travel Together* campaign: [Australia's Northern Territory](#) with [Goway](#). In partnership with Kelley Ferro, a frequent contributor to Tripfilms, the travel video channel created by real travelers for real travelers, the videos take viewers on a journey through Australia's ruggedly captivating natural landscape while on tour with USTOA member Goway, providing an in depth look at the local culture of the region.

The videos are the newest installment in USTOA's *Travel Together* campaign, a thoughtfully curated collection of experiential videos and blog posts exposing travelers to "live like a local" moments that delve deeply into immersive cultural experiences in featured destinations across the globe. Content is developed by travel expert and video journalist Kelley Ferro as well as a team of Ambassadors from AFAR magazine. Other series so far include Egypt with Abercrombie & Kent and South Africa with Swain Destinations and Collette.

Among the highlights in Australia's Northern Territory, Kelley Ferro demystified aboriginal culture through a visit to The Earth Sanctuary, a family-owned sustainable living center, and learned about spices, fruits and plants harvested in the bush from a local guide. She experienced the sacred grandeur of Uluru, rode quads through the wilderness, got up close to snakes and lizards at the Alice Springs Reptile Centre, learned to make aboriginal dot paintings and competed in rickshaw races at the Lasseters Camel Cup in Alice Springs, an iconic yet quirky celebration with camel races, rides, fashion shows, and much more.

In addition to the videos, Kelley Ferro and AFAR magazine Ambassador Flash Parker chronicled their experiences in Australia's Northern Territory on USTOA's [blog](#). Flash Parker'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/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 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 Taiwan with Ritz Tours, 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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