



EXPERIENCE LIVE-LIKE-A-LOCAL MOMENTS IN CROATIA WITH NEW TRAVEL VIDEO SERIES FROM USTOA

Series Highlights Engaging Regional Adventures with VBT Bicycling & Walking Vacations



Travel expert and video journalist Kelley Ferro scavenges for truffles in the Croatian region of Istria with a local guide from the Karlic Estate

NEW YORK – January 6, 2015 – Today’s traveler craves deep cultural immersion and in the newest series of experiential travel videos from the [United States Tour Operators Association \(USTOA\)](#), viewers will get an intimate look at live-like-a-local moments accessible through active member [VBT Bicycling & Walking Vacations](#) in [Croatia](#).

In the newest series, Croatia with VBT Bicycling & Walking Vacations and [Delta](#), Kelley Ferro and AFAR Ambassador Colin Roohan journeyed through the [Istria region](#), explored the coastal harbors of the [Split-Dalmatia County](#), and biked across the islands of Brač and Hvar, engaging in a variety of immersive experiences. In Istria, they scavenged for truffles, toured the Benvenuti vineyards, and enjoyed the sounds of Motovun’s revered klapa group, a traditional a cappella singing style, at the Church of St. Stephen. A local guide in Split led them to the often-overlooked parts of the Diocletian’s Palace, and stops at a marble carving school and the home of a local chef were well deserved rests after biking through the winding pastoral roads of the Dalmatian Islands.

The videos are the most recent installment in USTOA’s *Travel Together* campaign, a thoughtfully curated collection of experiential videos and blog posts from featured destinations across the globe, developed to share with all travelers the insider access and local connections available through its tour operator members. Content is created in partnership with 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 Croatia on USTOA’s [blog](#). Colin Roohan’s top 12 highlights from the trip can also be read at [www.afar.com](#).

Travel Together videos and blog stories can be found at www.youtube.com/user/ustoanyc and www.ustoa.com/blog, as well as www.ustoa.com/traveltogether. Consumers can follow the adventures on [Twitter](#) by using #traveltogether and joining Facebook chats at 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 Manitoba with Tauck and Colombia with Avanti Destinations.

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 \$12.5 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow 7.6 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.

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