

SALSA, SHOPPING AND THE SEASIDE: HOW TO LIVE LIKE A LOCAL IN CARTAGENA DE INDIAS

Avanti Destinations Inspires Travelers to Capture the Rhythm of Colombia in New Video Series



(Photo credit: Justin Weiler)

NEW YORK – February 26, 2015 – With new hotels, easier flight access and a burgeoning culinary scene, [Cartagena de Indias](#), Colombia has been named one of the not-to-be-missed destinations for 2015. For travelers looking for inspiration or trip planning advice, this coastal city is now featured in the newest series of experiential travel videos from the [United States Tour Operators Association](#), in partnership with active member [Avanti Destinations](#), [Avianca](#), and the [Rafael Núñez International Airport](#).

In the series, Kelley Ferro, travel expert, video journalist and frequent contributor to Tripfilms.com, captures the vibrant rhythm pulsating through all aspects of Cartagena de Indias' culture. From salsa lessons and dinner in a private family home to visits with colorful palenqueras and the owner of an iconic lending library, the videos highlight immersive one-on-one local experiences accessible through members of the United States Tour Operators Association.

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. They were developed in partnership with Kelley Ferro and AFAR magazine to inspire travelers and to share the opportunities USTOA tour operator members create by harnessing local connections and expertise to engage travelers in the regional culture and customs.

In addition to the videos, Ferro and AFAR magazine Ambassador Sherry Ott chronicled their experiences in Cartagena de Indias on USTOA's [blog](#). Ott's top 10 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, [Instagram](#), and by 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.

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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