

USTOA MEMBERS INSPIRE TRAVELERS TO LET THEIR ADVENTUROUS SPIRITS RUN WILD IN BRAZIL

*USTOA Itinerary Finder and New Video Series in Partnership
with Embratur Make Travel to Brazil Easy*



(<https://www.youtube.com/watch?v=Q7Ef2ok3tDg>)

NEW YORK – October 20, 2015 – With caves, rivers, mountains and more for spelunking, ziplining, snorkeling and hiking, Brazil's Chapada Diamantina National Park is a playground for adventure seekers. Travelers can experience these natural wonders, along with the vibrant culture of Brazil, with tour operator members of the [United States Tour Operators Association \(USTOA\)](#).

Outdoor adventurers, foodies, history buffs, art enthusiasts, culture connoisseurs and more can find their ideal itinerary by typing [Brazil](#) within the "Find Your Dream Vacation" section of the USTOA homepage. The resulting options provide details on the length of trip, itineraries, dates, and prices for a variety of trips to Brazil.

For a sneak peek at what could be in store during a visit to Brazil, USTOA's newest "Living Local Traveling Global" video series created in partnership with [Embratur](#) and [Adventure.com](#) highlights the colorful landscape of Brazil. In Chapada Diamantina National Park travelers can go ziplining off a cliff, hike to the top of a mountain to take in the sunset, or trek through a cave to witness a natural optical illusion as a sliver of sunlight shines through to Poco Encantado and causes the pool of water to emit a bright, bluish hue.

Outside of the park, guests can meet a capoeira master for a demonstration, learn how to make the perfect caipirinha, be introduced to the eclectic artistic influences in Rio's Lapa neighborhood and find regional specialties in Salvador's Mercado Modelo. The videos expose travelers to a variety of authentic local experiences accessible through USTOA tour operator members.

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 http://www.youtube.com/user/ustoa_nyc 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.

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 \$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.

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