

USTOA PRESENTS: AMERICA'S MODERN DAY EXPLORERS

*New Video Series Takes Travelers Behind the Scenes with Leading
Tour & Travel Experts as They Explore Destinations Around the World*

First Videos with Abercrombie & Kent Delves Deep
Into the Natural Beauty and Culture of the Philippines



(Photo credit: Justin Weiler)

NEW YORK – June 22, 2016 – Ferdinand Magellan, Neil Armstrong, Lewis and Clark...these famed explorers made history as they discovered new worlds, but the age of exploration is far from over. In 2016, the [United States Tour Operators Association \(USTOA\)](http://www.ustoa.com) introduces travelers to *Modern Day Explorers*, the individuals responsible for scouting undiscovered travel experiences in new and emerging destinations and rediscovering what's new in beloved places.

With the launch of the *Modern Day Explorers* campaign, a curated collection of in-depth videos and blog posts, USTOA will bring wanderlusts behind the scenes to discover how these contemporary explorers find the rich and locally immersive experiences enjoyed by the eight million people who travel with its tour operator members each year.

"Behind every memorable travel experience is an expert tour product manager – a modern day explorer – who travels deep within a destination with the single goal of designing enriching itineraries for travelers," said USTOA President and CEO Terry Dale. "We've assembled a dream team of explorers to share their adventures around the globe. Some are putting together itineraries in countries for the first time, while others are revisiting popular destinations to see what's new – but at the heart, all are focused on creating extraordinary opportunities to immerse their guests in local culture and customs."

Modern Day Explorers videos and blog stories can be found at www.ustoa.com/modern-day-explorers, as well as www.ustoa.com/blog and www.youtube.com/user/ustoaunc. Consumers can follow the adventures on [Instagram](#) and [Twitter](#) using #traveltogether or by visiting [USTOA's Facebook page](#).

The first *Modern Day Explorers* video series follows Louise Shumbris as she scouts experiences, activities and inclusions for Abercrombie & Kent's first-ever itineraries to the Philippines. Created in partnership with the [Philippine Department of Tourism New York](#) and [Abercrombie & Kent](#), the videos highlight Louise's adventures to find hidden culinary gems in off-the-beaten-path locations, meet with a marine biologist, explore a local village in Boracay, visit a tarsier nature reserve protecting the tiny and adorable endangered species, tour luxury hotels, and so much more. Inspired travelers can search a variety of USTOA tour operator member itineraries to the Philippines [here](#).

Following the launch of the Philippines series, videos and blogs about new destinations visited will be added monthly, which include Malta with Carol Dimopoulos of Perillo's Learning Journeys, The Islands of Tahiti with Bronwyn Hodge of Goway Travel, Yellowstone National Park with Kasey Austin of Austin Adventures, Chile with Rebecca Ryan of Cox & Kings, The Americas, and Abu Dhabi.

More information about *Modern Day Explorers* destinations can be found at www.ustoa.com/modern-day-explorers. For 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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