

## THE CULTURE AND CHARM OF MALTA CAPTURED IN *MODERN DAY EXPLORERS* VIDEOS

*New USTOA Series Takes Travelers Behind the Scenes with Perillo's Learning Journeys to Discover Rich and Engaging Travel Experiences*



*(Photo credit: Justin Weiler)*

NEW YORK – July 13, 2016 – Situated at the center of the Mediterranean a mere 58 miles south of Sicily, Malta is one of the smallest countries in the world, filled with ancient towns, expansive beaches, breathtaking vistas, mouthwatering cuisine and 7,000 years of history. The [United States Tour Operators Association \(USTOA\)](#) gives travelers an insider look at this culturally rich destination with the debut of the [Modern Day Explorer in Malta](#) video series.

The three videos follow Carol Dimopoulos as she scouts local experiences and activities to include in new wellness itineraries to Malta for Perillo's Learning Journeys. Created in partnership with the [Malta Tourism Authority](#) and [Perillo's Learning Journeys](#), the videos highlight Carol's adventures to find culinary gems and cook with local chefs, meet with the First Lady of Malta, experience Ayurveda treatments and yoga, visit an animal whisperer at the Dreams of Horses Farm in Gozo, shop the latest fashions, wine taste, and so much more.

Inspired travelers can find their ideal itinerary by typing [Malta](#) 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 range of trips Malta.

The Malta videos are the newest installment in USTOA’s ongoing *Modern Day Explorers* series, a curated collection of in-depth videos and blog posts that introduces wanderlusts to the individuals responsible for scouting undiscovered travel experiences in new and emerging destinations and rediscovering what’s new in beloved places. Each video series brings viewers behind the scenes to discover how these *Modern Day Explorers* find the rich and locally immersive experiences enjoyed by the eight million people who travel with USTOA tour operator members each year.

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

For 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 \$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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