

VIRAL VIDEO SENSATION MATT HARDING HITS THE ROAD FOR USTOA



NEW YORK – March 12, 2013 – Matt Harding, the viral internet dance and travel sensation of www.wherethehellismatt.com, has begun his global journey to create a dedicated video for the [United States Tour Operators Association](http://www.ustoa.org) (USTOA). The popularity of Harding’s videos have made “Where the Hell is Matt’s” channel the most watched travel channel on YouTube.

Harding first touched down in Chile and will visit nine other destinations over the next 60 days including: France, Tanzania, Ireland, Korea, Malaysia, Australia’s Northern Territory, and Alaska, along with some surprise locations. Working closely with the destination and USTOA tour operator member sponsors, Harding will dance in unique and iconic sites with a variety of US travelers.

USTOA’s video is scheduled to launch in early summer on Harding’s website and [YouTube channel](#) as well as USTOA and its members’ [websites](#) and [social media channels](#). A dedicated travel agent component to the campaign will be announced in April.

Fans can follow Harding’s trail on USTOA’s Twitter feed – [@USTOA](#).

Harding’s most recent [video](#), launched in 2012, was described by the *New York Times* as “...a masterpiece” and features him dancing in the style and custom of the places he’s visiting, with children, tribesmen, dancers, students and others dancing with him. Prior videos were a series of short clips of Harding doing his trademark dance in front of icons around the world, joined by locals in many destinations.

USTOA President and CEO Terry Dale announced the partnership in December 2012 at USTOA’s Annual Conference and Marketplace in Hawaii to overwhelming response by the membership and attendees.

About USTOA:

Representing more than \$10 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow six 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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