

USTOA'S MODERN DAY EXPLORERS VIDEOS DISCOVER THE DIVERSE DESTINATION OF CHILE

*New Video Series Takes Travelers Behind the Scenes with
Cox & Kings, The Americas to Explore the South American Gem of Chile*



(Photo credit: Justin Weiler)

NEW YORK – December 1, 2016 – Spanning more than 3,700 miles along the western coast of South America, Chile’s vast landscape includes rainforest, desert, mountains, coastal shores and Antarctic territory all with a rich heritage of native Chilean and Spanish influences. In the debut of the [Modern Day Explorer in Chile](#) video series, the United States Tour Operators Association (USTOA) gives travelers an inside look at what makes Chile one of the most diverse destinations in the world.

The three-part video series follows Rebecca Rhyan as she explores local experiences and activities to include in upcoming Cox & Kings, The Americas Chilean itineraries. Created in partnership with [Turismo Chile](#), [Cox & Kings, The Americas](#) and [LATAM Airlines](#), the videos highlight Rebecca’s journey to visit culturally significant places like the UNESCO World Heritage Site, Chonchi Church, horseback ride with a Chilean gaucho, discover the vibrant street art of Valparaíso, enjoy locally-crafted wine paired with breathtaking views and indulge in the local cuisine in Santiago.

Inspired travelers can find their ideal Chilean itinerary using 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.

The Chile 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, as well as www.ustoa.com/blog and www.youtube.com/user/ustoanyc. 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, call 212-599-6599, or email information@ustoa.com.

About USTOA:

Representing nearly \$15 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow 8.6 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 more than 40 years, USTOA also provides education and assistance for consumers and travel agents.

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