

USTOA TOUR OPERATOR MEMBERS ARE ASKING TRAVELERS “WHY?” INSTEAD OF “WHERE?”

*The New Why We Travel Campaign Highlights the
Reasons Behind the Destination Choice*



Photo credit: GET Creative

NEW YORK – November 2, 2017 – In 2017, [the United States Tour Operators Association \(USTOA\)](#) embarked on a journey to discover not where to travel but instead asked the question “why do you travel?” Through a curated collection of articles and in-depth videos, USTOA uncovered why guests on four different USTOA tour operator member itineraries continue to travel the world.

“The first question people typically ask when planning a vacation is ‘where do I want to go?’ But knowing what travelers want to get out of their trip is equally as important as the destination,” said Terry Dale, CEO and president of The United States Tour Operators Association. “Our tour operator members believe it’s critical to ask “why,” finding the emotional connections people seek when exploring the destinations and cultures they plan to visit.”

USTOA’s Why We Travel videos and blog stories can be found [here](#) and at www.ustoa.com/why-we-travel as well as www.ustoa.com/blog/why-we-travel-summary. Travelers can follow the adventures on Instagram and Twitter using #traveltogether or by visiting USTOA’s Facebook page.

Following are a few testimonials to inspire other travelers to ask themselves the same question.

- **Go Ahead Tours’** traveler Ann Girres shared, “I travel for many reasons – for fun, for adventure, to better understand history, to experience other cultures, to see wondrous sites – but mostly because it helps me understand the world better.” Girres traveled recently on Go Ahead Tours’ “The Wonders of Ancient Israel, where guests tour the cosmopolitan city of Tel Aviv before

traveling to holy lands, including one of the oldest cities in the world, Jerusalem. The trip also includes visits to Mount Zion and the Dead Sea.

- Roberta James, a guest on **Audley Travel's** "Journey Along the Silk Route" China itinerary explains she travels to expand her horizons and knowledge. "I love meeting new people, eating new foods and visiting historical buildings. For me It's about trying to absorb the whole picture of a country," James said. Audley Travel's 21-day Chinese adventure follows the ancient Silk Route taking travelers through stunning desert, mountain and countryside scenery, along with fascinating architecture and cultures.
- **Tauck's** "Switzerland: Europe's Crown Jewel" 11-day itinerary, promises guests like Diane Buchanan views of Switzerland's famous soaring panoramas and serene beauty. During the trip Buchanan said, "I travel because the world is a huge and amazing place. It makes you feel alive because you're touching as much of it as you can." Her trip also included a train ride to Gornergrat to view the Matterhorn, a wine-tasting cruise on Lake Lugano, and time to explore Bern, Lucerne and more.
- **African Travel, Inc.** guest, Diane Rankin says, "Travel helps me be a better person. It gives me perspective on what's important to other people and why." Rankin was part of a custom trip to South Africa where she climbed to the top of Table Mountain via cable car, searched for "the Big Five" on a safari through Sabi Sand Game Reserve, visited a winery in the Cape Winelands, and more.

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.

Contact:

Gina Dolecki/Katherine Henry
Redpoint
212-229-0119
dolecki@redpointspeaks.com /henry@redpointspeaks.com

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