

## USTOA MEMBERS ASKED TRAVELERS “WHY” INSTEAD OF “WHERE” IN THE NEW WHY WE TRAVEL CAMPAIGN VIDEO

*Discover Why USTOA Tour Operator Guests Chose to Visit Japan, The Philippines,  
The Cook Islands, and New Brunswick, Canada This Year*



*Photo Credit: @JNTO*

NEW YORK – November 1, 2018 – In 2018, [the United States Tour Operators Association \(USTOA\)](#) set out to uncover the emotional connection between travelers and the destinations they visit with the Why We Travel campaign. Through a collection of articles and videos, travelers and travel advisors can hear firsthand accounts of guests who traveled on four USTOA tour operator member itineraries this year.

“The Why We Travel series has challenged our tour operator members and their guests to pause and reflect on what compels people to travel,” said Terry Dale, President and CEO of USTOA. “Whether it’s disconnecting from busy daily life, reconnecting with family, or just the search for pure relaxation, USTOA members believe knowing why you travel is just as important as knowing where you want to go.”

Travelers looking for inspiration can discover why these guests chose to travel to these four enchanting destinations at [www.ustoa.com/why-we-travel](http://www.ustoa.com/why-we-travel), and explore more Why We Travel videos [here](#). Travelers also can follow the adventures on Instagram and Twitter using #traveltogether or by visiting USTOA’s Facebook page.

Following are a few testimonials to inspire others to ask themselves “why” instead of “where” when planning their next vacation.

- **Abercrombie & Kent** traveler Bill Gorth shared his love of meeting new people through travel saying, “Every time we have gone on a trip we've always found other people who have seen things and participated in activities we haven't yet. It's about the sights and activities on the location, but it's also a way of making friendships with other people. We have gone home and been able to keep in touch with some of the people we've met, and I think that enhances both the trip itself as well as the future.”
- Self-proclaimed adventure travelers, Josh and Jessica Greenberg shared that philanthropy first drew them to the Philippines, but the opportunity to explore the island paradise with planning help from **SITA World Tours** sealed the deal. “We don't usually travel full-service style, but we had a lot of other things going on, so it was nice to have the support,” Josh said, while Jessica shared her excitement saying, “Swimming with the whale sharks was my favorite. It's surreal to have this creature five feet from you while you're snorkeling.”
- Mother and son Laurel and Jared Trimble wanted an off-the-beaten-path tropical vacation. With its local charm and natural beauty, a trip to the Cook Islands with **Goway Travel** was an ideal fit. “There's no building taller than a coconut tree. It's more authentic and prices can be more affordable than some of the neighboring South Pacific islands," said Laurel Trimble. “It's a little slice of heaven.”
- Frank Albanese and Kelly Patrick were looking to disconnect from their daily life and reconnect with nature. **Country Walkers** gave them that chance in New Brunswick, Canada. “I think the thing that I love the most is being on the shoreline, where the water meets the land,” Albanese said. “There's an incredible combination of the beauty and the force of the tides here in New Brunswick. There's nowhere in the world like this.”

To find out more about USTOA or to discover a dream vacation to any of these destinations search the destination in the “Find Your Dream Vacation” section of the [USTOA homepage](#).

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 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/Ashley Mindnich

Redpoint

212-229-0119

[dolecki@redpointspeaks.com](mailto:dolecki@redpointspeaks.com) / [mindnich@redpointspeaks.com](mailto:mindnich@redpointspeaks.com)