



AUSTIN ADVENTURES JOINS USTOA

NEW YORK – April 29, 2014 – Terry Dale, president and CEO of [The United States Tour Operators Association](#) (USTOA), announced today that [Austin Adventures](#), offering upscale, active adventures for adults and families throughout the world, has joined the association as its newest Active Member, bringing its current total to 49 corporate members representing more than 150 brands.

“Adventure tourism is a fast growing market, and Austin Adventures’ has been providing a wide range of experiential leisure offerings with outstanding customer service for more than 40 years,” said Dale. “They are an ideal complement to our membership and it is a pleasure to welcome them to USTOA.”

“Austin Adventures has always been committed to protecting the travel community,” added Dan Austin, founder and president of Austin Adventures. “We see no better way than to align ourselves with the USTOA and further support their ongoing effort to promote the highest levels of integrity within our industry. There is no finer group of tour operators than the members of USTOA to be associated with, and we are proud to now be a part of this elite group.”

With a legacy dating back to 1974, Austin Adventures offers small group active guided tours featuring biking, hiking, paddling, safaris, horseback, small ships, snorkeling and more while focusing on themes such as culture, gourmet food and wellness, to more than 30 countries in the Americas, Europe, Africa, South Pacific and Middle East. Small group trips feature exceptional regional dining, distinctive accommodations and all-inclusive rates and services. In addition to scheduled group departures, Austin Adventures offers customized trip planning.

The company’s reputation for integrity, caring and delivering superior customer service has made Austin Adventures one of the world’s top tour operators. Kasey Austin, the company’s vice president of operations and trip leader extraordinaire, was singled out by editors of OUTSIDE Magazine as the world’s top Family Guide for 2014, and in September 2013 Austin Adventures joined the Xanterra Parks & Resorts® portfolio of experiential leisure offerings. Known to provide legendary hospitality with a softer footprint, Xanterra entities include lodges, restaurants, tours and activities in national and state parks, resorts, cruise lines, railways and tour operators.

Austin Adventures is located at 4336 Christiansen Road, Billings, Montana 59101. For more information on Austin Adventures, visit www.austinadventures.com or call 1-800-575-1540.

For questions and more information on USTOA, visit www.ustoa.com, call 212-599-6599, or email information@ustoa.com.

About USTOA:

Representing more than \$11 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. For more information about USTOA, visit ustoa.com, call 212.599.6599 or email information@ustoa.com.

About Austin Adventures

For over 40 years Austin Adventures (formerly Austin-Lehman Adventures) has provided adventure vacations, now on six continents, building an international reputation for small group active travel to destinations in The Americas, Europe, Africa and Antarctica. Its specialty is adult adventure (multi-sport), family, biking, hiking and small ship cruising adventures, all

focused on history, culture and nature's gifts. Small group trips feature exceptional regional dining, distinctive accommodations and all-inclusive rates and services. In addition to scheduled group departures, Austin Adventures offers customized trip planning and a money-back satisfaction guarantee.

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