

## TRADITIONS OF TRIBAL LIFE IN PAPUA NEW GUINEA EXPLORED WITH USTOA MEMBERS

*New Video Series with Swain Destinations and USTOA  
Itinerary Finder Inspire Adventure Travel*



NEW YORK – September 15, 2015 – With hard-to-reach villages and a way of life largely untouched by influences from the western world, Papua New Guinea is a paradise for adventure seekers. Travelers can access this remote hotspot and experience the local traditions and culture with tour operator members of the [United States Tour Operators Association \(USTOA\)](#).

Interested travelers can find their ideal itinerary by typing [Papua New Guinea](#) within the “Find Your Dream Vacation” section of the USTOA homepage. This new function navigates a database of USTOA member tours, showing trip highlights, length of trip, price and a link for more details, making it easy for travelers to find and book the perfect vacation.

Travelers looking for a taste of Papua New Guinea and a sense of what could be in store when they visit can watch USTOA’s newest series of experiential travel videos from this remote destination. Created in partnership with [Tourism Papua New Guinea](#) and [Swain Destinations](#), highlights of this remote region include a Huli tribal dance known as a sing-sing; a visit to a wig school where young men carefully create elaborate wigs used during ceremonies; a basket weaving lesson, and a search for birds that don’t exist anywhere else in the world. The videos inspire travel through a variety of authentic local experiences accessible through USTOA tour operator members.

The videos are the most recent installment in USTOA’s [Travel Together](#) campaign, an ongoing collection of videos and blog posts from featured destinations around the globe produced in collaboration with video journalist Kelley Ferro and AFAR Magazine.

Travel Together videos and blog stories can be found at [www.youtube.com/user/ustoa\\_nyc](http://www.youtube.com/user/ustoa_nyc) and [www.ustoa.com/blog](http://www.ustoa.com/blog), as well as [www.ustoa.com/traveltogether](http://www.ustoa.com/traveltogether). Consumers can follow the adventures on [Twitter](#) by using #traveltogether, [Instagram](#), and by joining Facebook chats at [www.facebook.com/USTouoperatorsAssoc](http://www.facebook.com/USTouoperatorsAssoc).

Videos and blogs about new destinations visited with USTOA tour operator members will be added monthly as part of the *Travel Together* campaign.

For questions and 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 more than \$13.5 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow nearly 8 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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