

OPPOSITES ATTRACT IN CHINA: USTOA MEMBERS OFFER AN INSIDER LOOK AT THE RICH BLEND OF MODERN AND ANCIENT CULTURE

*New Video Series with Wendy Wu Tours and USTOA
Itinerary Finder Make Travel to China Easy*



(Photo credit: Greg Brand)

NEW YORK – December 1, 2015 – A global economic powerhouse with a culture that dates back 4,000 years, China offers travelers an extraordinary blend of ancient and modern experiences. From lunch at a local home in one of Beijing’s traditional Hutong neighborhoods and one-on-one’s with a tai chi master to bike rides around Xi’an’s old city wall and views of Shanghai’s sleek skyline, members of the [United States Tour Operators Association \(USTOA\)](#) immerse travelers in authentic experiences that highlight today’s combination of old and new customs.

Interested travelers can find their ideal itinerary by inputting “[China](#)” within 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 variety of trips to China.

These engaging experiences – and more – are highlighted in the latest installment in USTOA’s *Travel Together* campaign which provides an insider look at the local culture, history and food of three of China’s major urban centers. Showcasing Shanghai, Beijing and Xi’an, the videos expose immersive “live like a local” experiences that are accessible through USTOA tour operator member [Wendy Wu Tours](#) and the [China National Tourist Office](#).

The *Travel Together* campaign is a thoughtfully curated collection of videos and blog posts from bucket list destinations around the globe produced in collaboration with video journalist Kelley Ferro and AFAR Magazine.

Videos and blog stories can be found at <http://www.youtube.com/user/ustoanyc> and www.ustoa.com/blog, as well as 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.

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 \$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.

Contact:

Gina Dolecki/Liz Carty
Redpoint Marketing PR., Inc.
212-229-0119

Dolecki@redpointpr.com

Carty@redpointpr.com

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