

USTOA PARTNERS WITH VIRAL TRAVEL VIDEO SENSATION MATT HARDING



NEW YORK – December 7, 2012 – Yesterday at the [United States Tour Operators Association](#) (USTOA) Annual Conference and Marketplace in Hawaii, President and CEO Terry Dale announced that the association will partner with Matt Harding, the viral internet dance and travel sensation of www.wherethehellismatt.com. The popularity of Harding’s videos have made Where the Hell is Matt’s channel the most watched travel channel on YouTube.

Harding will visit as-yet undisclosed locations with USTOA tour operator members around the world to capture and spread the joy and freedom of exploration he shares in each of his travel videos. USTOA’s video will launch in the spring on Harding’s website and [YouTube channel](#) as well as USTOA and its members’ [websites](#) and [social media channels](#).

“As USTOA continues to evolve and grow consumer awareness of the benefits of traveling with a tour operator, our board of directors and executive committee challenged us to ‘go big’ this coming year,” Dale said. “We’ve found the perfect partner in viral video star Matt Harding who embodies the core messages of our members: the joy of travel, delight of discovery and freedom to explore.”

Harding’s most recent [video](#), launched in 2012, was described by the *New York Times* as “...a masterpiece.” Prior videos were a series of short clips of Harding doing his trademark dance in front of icons around the world, joined by locals in many destinations. The newest video features Harding dancing in the style and custom of the places he’s visiting, with children, tribesmen, dancers, students and others dancing with him.

“I am very excited about this newest partnership with USTOA,” Harding said. “The association and its members embrace the same principals of exploration and collaboration with people from all walks of life around the globe. I can’t wait to hit the road with them.”

Dale expects Harding to begin travelling in early 2013 with a completed video expected to premier in the spring. USTOA will announce a dedicated travel agent component of the campaign and participating sponsors after the New Year.

About USTOA:

Representing more than \$10 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.

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