



USTOA KICKS-OFF NEW SOCIAL MEDIA CAMPAIGN WITH LIVE FACEBOOK "COFFEE CHATS"

Dan Mahar, CEO of Tauck Hosts First "A View From the Top" Session on January 22

NEW YORK – January 14, 2013 – As part of its ongoing effort to further engage key stakeholders including members, consumers, travel agents and industry partners, the United States Tour Operator Association ([USTOA](http://www.ustoa.com)) introduces a new series of live Facebook discussions entitled "Coffee Chats." Hosted on the USTOA Facebook timeline (www.facebook.com/USTourOperatorsAssoc), each monthly chat features a live, 45 minute Q&A with a top executive from an USTOA tour operator member company.

"Our new Facebook chats offer associate members, travel agents and consumers unparalleled access to some of the top leaders in the travel and tour operator industry today," said Terry Dale, president and CEO of USTOA.

Dan Mahar, CEO of Tauck, is scheduled to host the first "Coffee Chat" on Tuesday, January 22, 2013. Providing "A View from the Top," Mahar will offer insight on travel trends for 2013 and invites participants to join the conversation and submit questions on USTOA's Facebook page live between 2pm EST to 2:45pm EST. Questions can also be submitted in advance by posting on USTOA's Facebook timeline.

Each month, USTOA will feature a new executive covering a variety of different topics such as experiential travel, adventure, luxury, family travel and more. Richard Launder, CEO of The Travel Corporation will host the February "Coffee Chat" on the 27th of the month at 2pm EST, followed by Phil Otterson, CEO of Abercrombie & Kent in March.

This month, USTOA also introduces a new Twitter initiative entitled #TravelTogether. Participants are encouraged to submit favorite group travel photos via Twitter using @USTOA or #TravelTogether for a chance to win a \$50 gift card. All submitted photos will live on USTOA's new website at www.ustoa.com/traveltogether. Photos can also be submitted by posting to the USTOA Facebook timeline or via email at socialmedia@ustoa.com. The #TravelTogether campaign will run through May 2013; a monthly winner will be selected at random.

For more information on USTOA, visit www.ustoa.com, call 212-599-6599, or email information@ustoa.com. USTOA Facebook "Coffee Chat" dates and times are subject to change. For a schedule of live chats, visit www.facebook.com/USTourOperatorsAssoc.

About USTOA:

The Active member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow travelers unparalleled access, insider knowledge, peace-of-mind, value and freedom to enjoy destinations and experiences across the entire globe. Each Active 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. USTOA Associate members represent an array of travel supplier companies such as airlines, tourist boards, attractions, hotels and resorts, ground operators, and more.

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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