

USTOA Global Kitchen campaign

USTOA's "Global Kitchen" explores chosen cultures around the globe through a culinary lens.

Campaign cooperation includes:

- A culinary-themed 2-3 min destination episode video
- One destination recipe with (one) image featured in USTOA's digital cookbook
- Sponsor logo, website and key messages to be featured on campaign landing page on USTOA.com
- Exposure through AFAR
- Trade media promotion driving travel advisors to the campaign landing page
- USTOA promotion such as: YouTube advertising campaign, public relations, USTOA social media and USTOA newsletter to travel advisor and consumer databases
- Sponsor recognition to all USTOA membership

Target audience of the campaign: B2B(2C)

Campaign activities run through the entire year of 2025

Budget: USD 25 000

Campaign video: [Global Kitchen campaign video](#)

