



Tantalise your tastebuds and feed your curiosity with AAT Kings'
enriched food, wine and cultural experiences of Australia
AAT Kings introduces more immersive experiences in 2014/15

31 October, 2013: Living up to its new 'Bringing Australia to Life' tagline, **AAT Kings** (www.aatkins.com) has refreshed its brand and is offering travellers deeper food and wine as well as cultural experiences allowing them to get under the skin of the places they visit. As part of its **newly launched 2014/15 Australia program**, Australia's favourite guided holiday company is also expanding its travel styles and standards **introducing a fly-around guided holiday of the east coast as well as partnering with Great Walks of Australia in Tasmania**. To sweeten the deal, AAT Kings is offering a fantastic **Early Payment Discount of up to 7.5% across its Australian guided holidays for those savvy travellers who book and pay-in-full by 27 January, 2014**.

For Australians, travelling is not just about seeing sights and ticking off boxes, it's about really getting under the skin of the destinations they visit and there's no better way to do this than by travelling with AAT Kings' warm, friendly and enthusiastic Tour Directors, Driver Guides and staff. Putting a smile on people's faces is the guided holiday company's team of experts who embody everything that's great about Australia. Their down-to-earth, authentic personalities make for an unforgettable holiday as they take you off the beaten track allowing you to experience these places like a local.

The east coast is a perennially popular holiday destination for Australians however with such a large area to cover, AAT Kings has created the perfect fly-around trip for time poor travellers. The **10-day Sydney, Reef and Rainforest guided holiday** starts in Sydney where you'll meet your personable Tour Director and fellow travellers who'll be with you for the entire journey. Take in The Rock's laneways and explore its famous markets, indulge in a Captain Cook Cruise Welcome Reception as you sail along the harbour and enjoy a special *You're Invited* dining experience on Bondi Beach where you'll receive an exclusive tour through Australia's oldest surf life saving club. Meet many of the local characters then dine at the iconic North Bondi RSL that overlooks one of Australia's most renowned beaches.

Fly to Hamilton Island where you'll have plenty of free time to relax and explore this paradise before journeying onto Port Douglas where you'll take to the water for a Catamaran cruise of the Great Barrier Reef. On your way to Cairns, you'll be treated to a new Indigenous Cultural Experience at Mossman Gorge, before skimming the canopies and taking in the views of Barron Gorge National Park from a Skyrail Cableway. Priced from \$2895 per person – twin share (land only), save up to \$215 per person when you book and pay-in-full by 27 January, 2014.

Appealing to the palates of Australians, AAT Kings' Tour Directors will take you on a culinary journey through Adelaide Central Markets where you'll meet local growers and taste their produce, visit the original Jacob's Creek winery in the Barossa Valley for a sensory experience into the history of producing award-winning wines, or discover the unique art of making cheese at Ashgrove Farm in Tasmania where you'll sample a selection of locally grown varieties.

You Tour Director will also help peel back the layers of the destinations you visit with AAT Kings' range of cultural experiences that have been built into the 2014/15 program. From experiencing a traditional Aboriginal 'smoking' ceremony and joining a local indigenous expert on a walk through the mystical Mossman Gorge rainforest, to rolling up your sleeves and learning the tricks of the trade on a working sheep farm outside Canberra, AAT Kings provides you with tangible experiences to create lasting memories.

With a genuine focus on providing brilliant guest service, AAT Kings has reduced the number of driving hours across many guided holidays throughout Australia, and has incorporated more free time in the right places so you can get the most out of your trip. Whether you prefer travelling by coach, train, plane, helicopter, river cruise, on a camel or by foot, the 2014/15 program offers more ways for you to experience this Great Southern Land. With a touring style included to suit almost everyone, the leading operator has also streamlined its suite of products to offer; five star AAT Kings Inspiring Journeys boutique, small group itineraries, four star signature AAT Kings Guided Holidays, Short Breaks and Day Tours, and three star Aussie Adventure small group, affordable tours.

With a clear distinction in accommodation standards available in Queensland, AAT Kings has also introduced its popular Best Buys product to the sunshine state letting you choose a holiday that is most suitable to your budget. In addition, AAT Kings now offers its popular "Included Choice" experiences on three of its Australian guided holidays adding even more flexibility to its new program.

To view the 2014/15 program, visit <http://www.aatkings.com/brochure/AAT-Kings-Australia-AUD-14-15.pdf>. For more information, visit www.aatkings.com, call 1300 AAT KINGS (1300 228 546) or speak to your local travel agent. Follow us on Twitter [@AATKings](https://twitter.com/AATKings) or Facebook <http://www.facebook.com/AATKingsAustralia>.

ENDS

The TreadRight Foundation:

The TreadRight Foundation is a not-for-profit organisation established in 2008 by The Travel Corporation (TTC) to undertake conservation work and foster sustainability in the tourism industry. Collectively funded by TTC's family of brands, TreadRight supports projects that fall under the themes of water, biodiversity, leadership and community, and which drive the foundation's vision to preserve the earth's unique environments and diversity for future generations.

To date, TreadRight has donated more than US\$2 million to sustainable tourism projects around the world, in addition to supporting the World Travel & Tourism Council's 'Tourism for Tomorrow' awards. AAT Kings contributes to the research and management of Little Penguins and coastal wildlife in association with Phillip Island Nature Parks. To find out more about the foundation visit: www.treadright.org

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