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ATE MEDIA RELEASE

AAT Kings reaffirms its position as the inbound tour operator of choice launching iPod international language devices for travellers in the Red Centre

27 April, 2013: Australia's number one coach tour operator, **AAT Kings** (www.aatkings.com), has cemented its position as a leading operator in foreign language services by offering iPod capabilities on two of its most popular Day Tours, the *Uluru Sunrise and Base Tour* and the *Kata Tjuta and Uluru Sunset*. As a result of a proposal put forth to the Northern Territory government, AAT Kings received a Tourism Enhancement Fund to assist with improving its established language offering within Central Australia.

Anthony Hayes, Global Managing Director, AAT Kings said: "Building on AAT Kings 88 years' in packaging up the best guided tours of Australia, we're continuously looking for ways to advance our product in order to make every person's holiday positively memorable when they travel with us.

"Each year AAT Kings welcomes tens of thousands of international visitors to the Red Centre, and in addition to our phenomenal, on-the-ground team of language specialists who speak Italian, German and Japanese, we will now offer iPod commentary in German, French and Mandarin on these two highly sought-after Day Tours.

"As a great supporter of domestic tourism and an ongoing partner of Tourism NT, this grant from the Northern Territory government demonstrates our commitment to working with the inbound market and buyers to tailor our product to their clients' needs. To this end, we see ATE as the perfect platform to officially announce this innovation as we continue to lift the bar in language services nationally."

With approval granted by Uluru and Kata Tjuta National Park Management, the iPods have been professionally scripted, interpreted and recorded in German, French and Mandarin and are available to be used throughout each nominated Day Tour, both on and off the coach. These translations provide meaningful information on many sacred sites and major attractions including Uluru, Kata Tjuta and Anangu land and are available upon request from the AAT Kings' Ayers Rock (Uluru) office. In addition to these language aids, AAT Kings' friendly and professional Driver Guides are always on hand to provide insightful information and help showcase the beauty of the Northern Territory to all.

*****For more information on AAT Kings and its international language offering, please visit booth #65, head to the website at www.aatkings.com or call 1300 556 100*****

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