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MEDIA RELEASE

AAT Kings joins forces with MyFun adding Day Tours to the entertainment site's list of Aussie experiences

Australia's leading coach touring specialist becomes MyFun's first travel partner

29 August, 2013: AAT Kings (www.aatkings.com.au) is excited to announce a partnership with MyFun.com.au offering over 60 Day Tours enticing people to experience Australia. As MyFun's premier travel partner, AAT Kings Day Tours of Sydney and Melbourne including surrounding areas plus the Red Centre and the Top End, perfectly complement the entertainment site's portfolio of theme parks, attractions and experiences providing its members with greater choice and a comprehensive selection. With over 420,000 subscribers, MyFun.com.au boasts an enviable following with gift vouchers and tickets to its experiences available to be purchased online and in major retail stores across the country.

Anthony Hayes, Global Managing Director, AAT Kings said: "At AAT Kings, we are lifting the lid on the many places and experiences there are within Australia, sharing these great wonders with all who travel with us. We're very excited to come on board with MyFun.com.au as this partnership enables us to reach more people and in turn encourage them to experience some of the incredible destinations located right on our doorstep.

"We are thrilled to become MyFun's first travel partner as this allows us to further showcase our range of exceptional Day Tour product giving people greater access to these varied experiences, whether they're in the line at their local supermarket or from the comfort of their couch."

Benoit Linossier, General Manager, MyFun.com.au said: "This is an important partnership as we continue to expand our range of quality attractions and experiences nationally. Whether purchased as a gift or as an activity for a top family day out, there's no more fun than sharing a day experiencing some of Australia's best destinations. We're very excited to bring AAT Kings online and know that our members will be too."

An AAT Kings Day Tour provides great value-for-money and is an ideal activity to do during a previously arranged short break, school holidays or when visiting family and friends in cities and regional areas. To help showcase the beauty and history of these places, AAT Kings' friendly and professional Driver Guides are always on hand to share their expert knowledge and make every traveller's trip positively memorable. When booking a Day Tour, relax in the comfort of knowing that each itinerary comprises of many popular landmarks and experiences, with smooth connections between stops and plenty of free time to explore each place. This combined with AAT Kings' local knowledge of these areas creates a hassle-free experience allowing guests to have a truly memorable and enjoyable time.

AAT Kings Day Tour passes are now available to be purchased online from www.myfun.com.au with gift cards also available from Australia Post, Woolworths, Coles, Kmart, Big W and other leading retailers.

For more information on AAT Kings Day Tours, visit www.aatkings.com.au or call 1300 AAT KINGS (1300 228 546). Connect with AAT Kings and 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

For more information please contact:

Milli Ogden

Senior Public Relations Executive

The Travel Corporation

Ph: (02) 9028 5089

Email: milli.ogden@travelcorporation.com.au

Rae White

Director of Public Relations

The Travel Corporation

Ph: (02) 9028 5035

Email: rae.white@travelcorporation.com.au