



## AAT Kings overhauls its Short Breaks program revealing 52 Brilliant Breaks

**17 January, 2014:** AAT Kings ([www.aatkings.com](http://www.aatkings.com)) is 'Bringing Australia and New Zealand to Life' with the launch of [52 Brilliant Breaks](#) inspiring clients to embark on rewarding, experienced-based holidays closer to home. Rolling out to travel agents this week is a **one-stop-shop brochure featuring 12 new Australian and 3 new New Zealand Short Breaks, with trips ranging from two to nine days in duration.**

Anthony Hayes, Global Managing Director, AAT Kings said: "Off the back of our brand relaunch, we were determined to do things differently so when it came to developing our 2014 Short Breaks program, we decided to really hone in on feedback from our guests around the types of experiences they were seeking when travelling locally. These insights told us that many of our guests are looking for new ways to explore Australia and New Zealand without having to dip too heavily into their annual leave or savings.

"To this end we identified six different types of adventures and packaged these up to give agents the tools to offer clients a value-for-money holiday to suit almost all interests. Whether clients are passionate about Food and Wine, Nature and Wildlife, Cultural Experiences, Family Experiences, Active Adventures or Winter Escapes, we've got 52 fantastic getaways for them to choose from. That's right, one for every week of the year!"

To create these 52 Brilliant Breaks, Australia's favourite guided holiday company has gone to great lengths to enhance its itineraries and has included several new experiences from interactive cooking classes with leading chefs, more immersive cultural experiences such as dot painting in the Red Centre, to teaming up with new experiential partners including Great Walks of Australia.

Hayes added: "This new program not only gives us the opportunity to share new stories with our guests but allows them to also gain many new experiences. Our exciting new partnership with Great Walks of Australia has resulted in a "Trail Series" of Tasmania and Victoria with three new walking tours now available in each of these popular destinations."

Putting a smile on clients' faces are AAT Kings' 15 new Short Breaks of Australia and New Zealand, many of which explore destinations that have previously been seen as hard to reach or reserved for lengthy holidays, like that of The Kimberley. Some of these new holidays include:

- The **5-day South Australian Harvest** where guests will explore buzzing Adelaide Central Markets meeting local growers before being treated to a unique dining experience at Sprout Cooking School lead by Chef Callum Hann, season two runner-up to Channel 10's popular TV show MasterChef. Priced from \$1795 per person – twin share (land only).
  
- Clients can embark on a **6-day Tassie Trails – Bay of Fires Walk** hiking around one of Tasmania's most pristine coastal forests where they can immerse themselves in the great outdoors and camp along Foresters Beach. Priced from \$3075 per person – twin share (land only).

With choice top of mind, the new program showcases AAT Kings signature holidays and small group touring options with AAT Kings Inspiring Journeys and Aussie Adventures, as well as two accommodation styles' to cater to people's various budgets; First Class and Standard. The brochure also features many enhancements that have been made to AAT Kings' Short Breaks program to give clients a more inclusive holiday, with more return transfers and pre and post accommodation added along with improved catering and dining experiences.

For more information, visit [www.aatkings.com](http://www.aatkings.com), call 1300 556 100 or speak to your local sales manager. Connect with AAT Kings and follow us on Twitter [@AATKings](https://twitter.com/AATKings), on Facebook <http://www.facebook.com/AATKingsAustralia>, or [Youtube.com/aatkings](https://www.youtube.com/aatkings).

**ENDS**

**The TreadRight Foundation:**

AAT Kings is a part of a joint initiative with The TreadRight Foundation, a not-for-profit foundation established by The Travel Corporation to encourage sustainable tourism within our own family of brands and in the places we visit. To date, TreadRight has donated more than US\$2 million to sustainable tourism projects around the world. To find out more about our work with TreadRight visit: [www.treadright.org](http://www.treadright.org)

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