



AAT Kings brings Australia to life revealing several exciting enhancements at ATE

ATE - May, 2014: Building on from its successful brand relaunch last October, **AAT Kings** (www.aatkins.com) - Australia's favourite guided holiday company, is continuing to put a smile on international travellers' faces with the introduction of new language products and services to its enviable range of experiences.

China strategy and language services

As the Chinese travel market continues its rapid growth and Australia capitalises on its appeal as a destination of choice for Asian travellers, AAT Kings has expanded its language offering adding Mandarin speaking guides to its Uluru program and on select Sydney and Melbourne day tours from October 2014. Reaffirming the company's position as a leading foreign language specialist, AAT Kings will also offer Mandarin speaking guides on its charter program to assist agents in easily creating custom group bookings.

Anthony Hayes, Managing Director, AAT Kings said: "To help capture significant market share and achieve our goal of carrying 20% more Chinese travellers on our day tours, short breaks and guided holidays over the next two years, our Asia Sales Manager, Lucy Jin, is working with our partners to identify and grow inbound opportunities."

In addition to having the largest German Language guided holiday program in Australia, AAT Kings also offers Italian, German and Japanese language guides on many of its tours as well as iPod commentary in Mandarin, German and French.

Hayes added: "Over the past 12 months as we've worked hard to become 'China ready', we've identified a new Chinese traveller - one that's younger, more discerning and interested in engaging in more cultural experiences. As the Chinese market evolves, our insights tell us that our Chinese visitors are starting to venture further off the traditional path."

AAT Kings Leads the Way for Restaurant Australia

Particularly since the rebrand, AAT Kings has experienced a great response to its enhanced tours of Australia that now include more local food and wine tastings and dining occasions, longer stays in key destinations like that of Cradle Mountain and additional departures. AAT Kings has also teamed up with Great Walks of Australia to create a Trail Series of world-class hikes.

Hayes continued: "While Australians have long celebrated the wonders of our food and wine experiences, it is very exciting to welcome our international visitors to share the opportunity. We are delighted to be 'ahead of the game' in promoting food and wine tours around our beautiful country."

In addition to recently introducing six different types of experiences to its portfolio that includes Food and Wine, Nature and Wildlife, Cultural Experiences, Family Experiences, Active Adventures and Winter Escapes, AAT Kings has fitted its state-of-the-art, national day tours fleet with free WiFi allowing guests to stay connected and share these experiences with others while on the road.

For more information, head to www.aatkins.com, or visit table #1 at ATE IMM. Connect with AAT Kings and follow us on Twitter [@AATKings](https://twitter.com/AATKings), Facebook <http://www.facebook.com/AATKingsAustralia> and Instagram <http://instagram.com/aatkins>.

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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

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