



ACCESS ALL AREAS

Your go-to guide for all things AAT Kings Group





Dear A-LISTER,

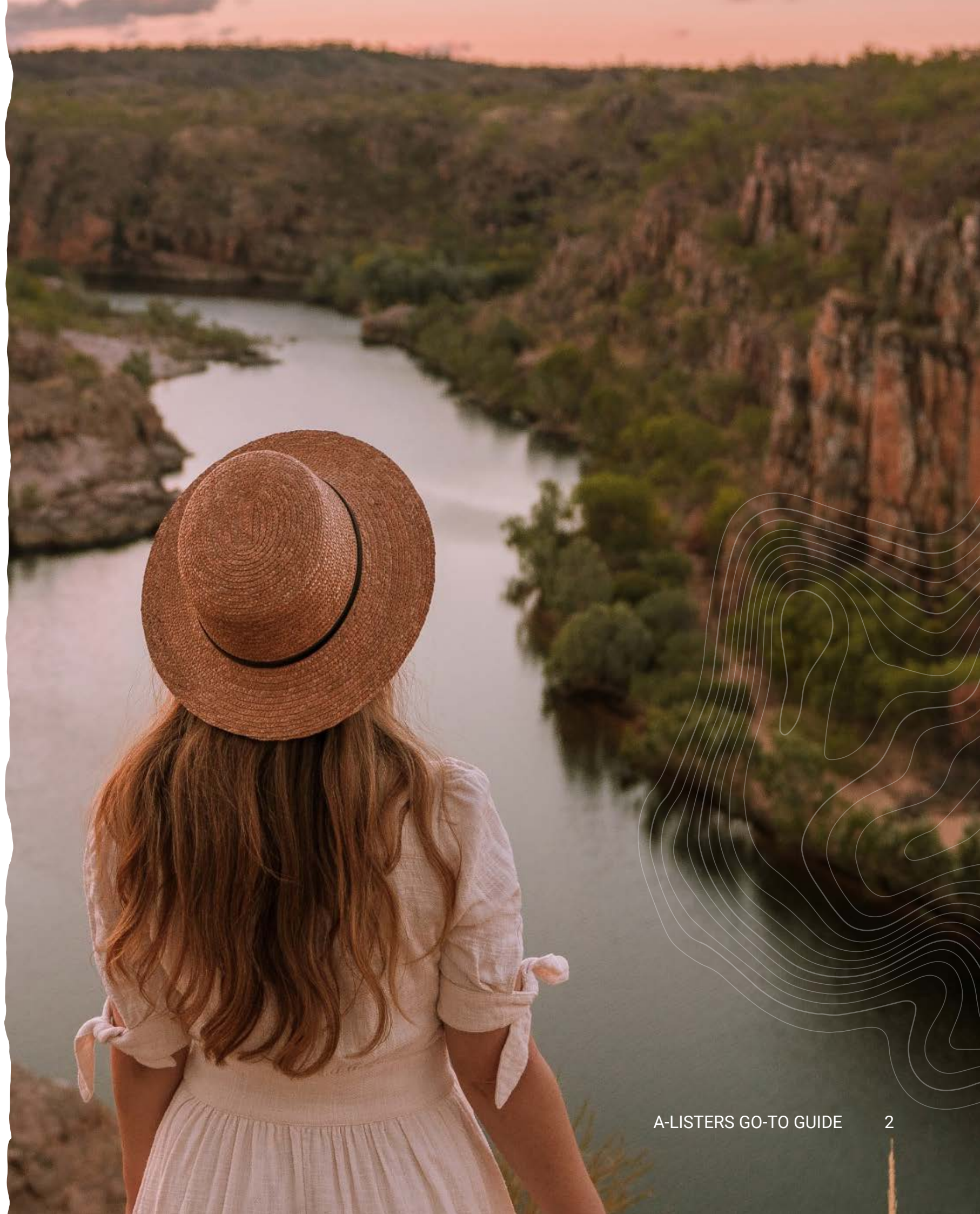
The AAT Kings Group is the largest tour operator in Australia and New Zealand. When it comes to touring the antipodes, we are the industry leader. AAT Kings has over 100 years of experience planning fully immersive, multi-sensory, off-the-beaten-track adventures!

To help you with planning the perfect AAT Kings experience for your clients, we've compiled this helpful guide. We're sure it will answer many of the questions you may have. We've included the essentials of all you'll need to know to 'Access All Areas'.

Sincerely,

Ben Hall

AAT Kings Group | CEO



What's in it for me?



Earn commission with AAT Kings and Inspiring Journeys

AAT Kings and Inspiring Journeys offer a commissionable product and can make great earnings for you when selling one of our tours. Please check with your sales team to find out more



Extensive range of holidays

Your clients can choose Classic Groups to experience must-see sights and cultural highlights with expert guidance and seamless comfort or opt for Small Groups to dive deeper — exploring hidden gems, connecting authentically with locals, and enjoying off-the-beaten-path adventures. Whichever they pick, they'll travel effortlessly, gain insider access, and create unforgettable memories.



Personalised agent support

Sales Managers can assist you with product training, consumer information sessions, local expos, joint advertising advice and marketing collateral. Our **Contact Sales Centre** team provide extra support and expertise to close sales.



Easy booking process

Our online tools help you create and manage your client bookings; and are available 24 hours a day. Go to <https://agents.ttc.com/login> to log in or register for our agent portal. Or you can simply call our friendly **Contact Sales Centre on 020 8225 4220** or reservations@aatkings.co.uk

For Groups and Charters, please contact your sales manager.



Great deals (including LMDs)

We all know getting the best deal for your clients is crucial, so check out the AAT Kings website SPECIAL OFFERS section, for the most recent deals, including the ever-popular LMDs (Last Minute deals) or of course reach out to your friendly Sales Manager or our Contact Sales Centre.



Global Tour Rewards

Everyone who travels with us is automatically enrolled in our Global Tour Rewards program, with access to exclusive past guest savings and offers on all AAT Kings Guided Holidays and Inspiring Journeys tours, and The Travel Corporation sister brands. Your clients can use their benefits on more than 1000 tours around the globe designed for every taste, place, and pace. Another great reason for you to sell AAT Kings if your clients have already travelled or intend travelling with another TTC brand.

AAT Kings Group Portfolio

GUIDED





Local Connection

Natural Wonders

Flexible Holidays

MAKE TRAVEL MATTER®

Australian & New Zealand

Classic Tours

Small Group Tours

Day Tours

Private Charters & Groups

LOCAL





Spirit – venture to places less travelled,
feel its spirit and awaken your own

Emotion – encounter a journey of emotions

Intellect – travel to seek knowledge and understand
the ways of these lands

Task – embed yourself in culture

Red Centre

Short Breaks & Day Tours

Private Charters & Groups

SPECIALIST





Coach Transport Professionals

Touring Experts

Comprehensive Premium Fleet

Driving Connection

Sustainable Ethos

Tropical North Queensland

Day Tours

Private Touring

Multiday Adventures

Group & Coach Charters

Why sell Australia & New Zealand Coach Touring?

We surveyed over 400 tourers across Australia, and asked which of the following factors were most important to them when travelling:

72% want a variety of experiences

71% want flexibility on their holiday

64% want cultural experiences

30% want outdoor experiences

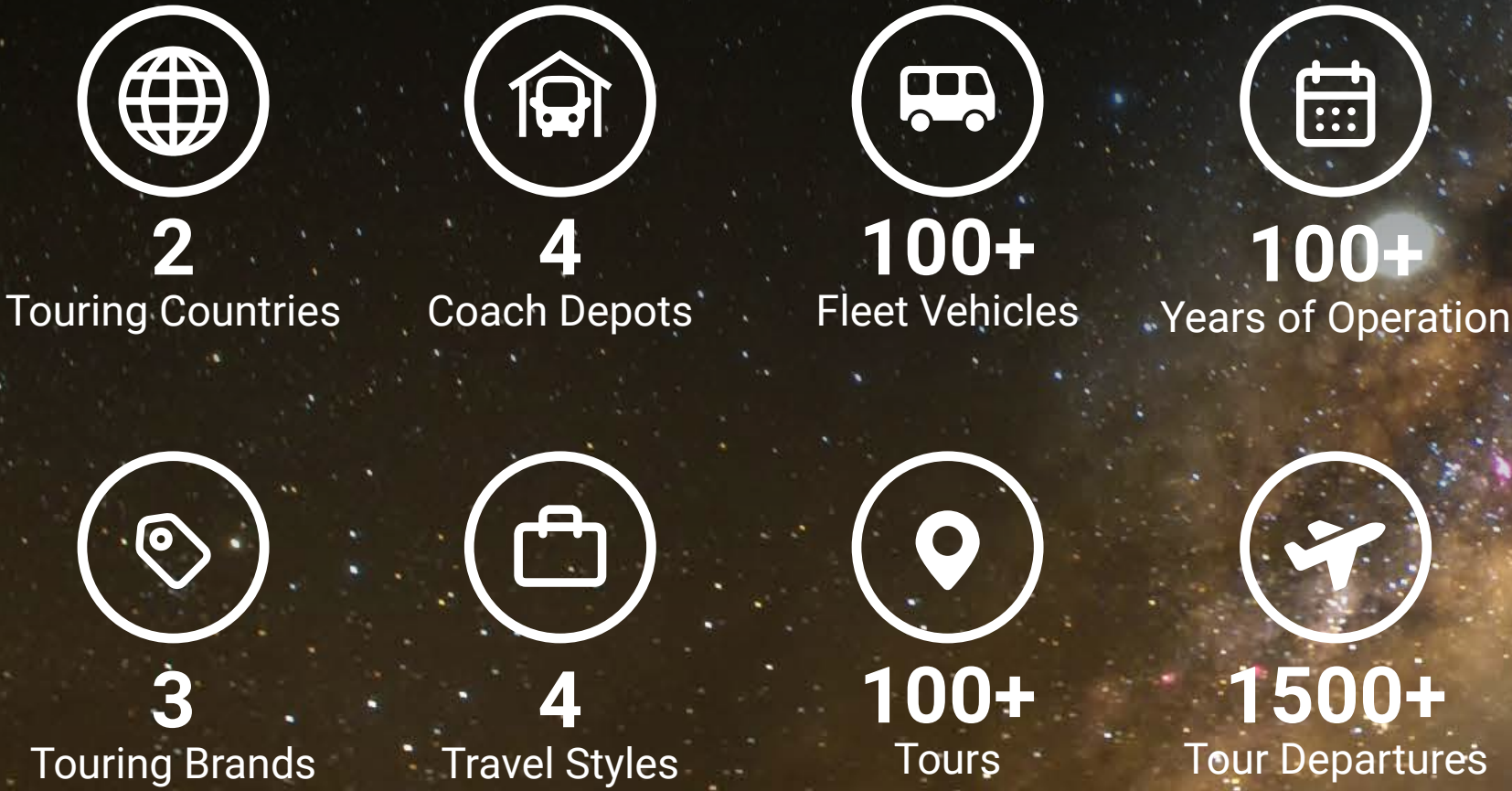
54% want food and wine experiences

GLOW Consumer Research Report - Dec 2024



Milford Mariner, Milford Sound

AAT Kings Group in numbers



Product Cheat Sheet

2026-2027 Australia & New Zealand Touring

Travel Type	Description	Duration	Target Demographic	Meals	Vehicle Type	Destinations	Peak Travel
GUIDED HOLIDAYS	Classic Tour (up to 48 pax) For travellers who want: - To experience the must-see sights and cultural highlights - To be guided by knowledgeable Travel Directors, Driver Guides and local guides - To stay in comfortable accommodation (3-4 star) - A seamless travel experience where everything is taken care of by the experts	3+ Days	45+ - Couples - Solo Travellers - Families	- Breakfast Daily - Welcome Reception - Farewell Lunch or Dinner - Some Morning & Afternoon Teas - Some Lunches & Dinners	Premium 48-seater coach		- SA: Sep to Apr - QLD: Jul to Apr - TAS: Sep to May - NT: May to Oct - WA (Kimberley): May to Sep - WA (South): Aug to Dec - NZ: Sep to Mar
	Small Group (up to 24 pax with an average of 16 pax) For travellers who want: - To delve deeper into the destination and connect authentically with the locals and like-minded travellers - Carefully curated itineraries and exceptional value - Expert guidance from Travel Directors, Drivers Guides and/or local guides - To stay in comfortable accommodation (3-4 star) and have some special stays	4+ Days	45+ - Couples - Solo Travellers	- Breakfast Daily - Welcome Reception - Farewell Lunch or Dinner - Some Morning & Afternoon Teas - Some Lunches & Dinners	Premium mid-size coach (26/27 Season)		

A range of Short Break Guided Holidays (3-5 day) itineraries are available across the AAT Kings Classic Tour and Small Group product. [See aatkings.com/en-au/holiday-options/short-breaks](#) for further information

DAY TOURS	Classic Day Tours (up to 48 pax) For travellers who: - Have a few hours and want life-changing experiences packed in - Want to be guided by expert Driver Guides, gaining deeper insight into their destination	1/2 Day or Full Day	All Ages - Couples - Solo Travellers - Families	Some Meals Included	Premium 48-seater coach		Year Round
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A range of Short Break Packages (Day Tours combined with Accommodation) are available. [See aatkings.com/en-au/holiday-options/short-breaks](#) for further information

	Interactive small group tours - Feel fully immersed in special places and gain a true connection to culture - Interactive, captivating, intimate experiences that immerse travellers in hyper-local culture and history - Led by a specialist SEIT Guide	1/2 Day Full Day Multi Day Touring	30+ - Solo Travellers - Couples - Families	- Light refreshments - Breakfast or dinner - Sparkling Wine <i>All depending on particular tour</i>	Air-conditioned, comfortable vehicles		NT: May to Oct
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Who is the AAT Kings guest?



Uluru Sunset, Northern Territory

THE AAT KINGS GUEST WANTS:



Flexible,
hassle-
free travel
experiences



Sense of
adventure
without
complexity



Tours that feel
curated yet
professionally
managed



Experiences
that go beyond
the norm



Off the
beaten path



Social travel



Comfortable
adventures



Why sell AAT Kings?

Your clients are looking for a reliable brand

AAT Kings have been around over 100 years.

Your clients are looking for the best inclusions

AAT Kings tours offer a great range of inclusions but give your clients the flexibility to add their own personal touches.

AAT Kings offer good value holiday experiences

With a range of travel styles across our brands, your clients can be assured of finding good value holiday experiences.

A well-established brand

AAT Kings is an established and trusted brand, holding an in-depth knowledge of the destinations within Australia and New Zealand. It is also part of The Travel Corporation, a highly successful international travel group.

Friendly Travel Directors or Driver Guides

At AAT Kings, we pride ourselves on having some of the most experienced, insightful and friendliest Travel Directors in the world. They'll provide the commentary, stories and local insights behind each destination to allow your clients to truly understand the places they visit.

AAT Kings vs Independent Travel

HOLIDAY COMPONENT	 GUIDED HOLIDAY	INDEPENDENT HOLIDAY
Hotels	INCLUDED - Carefully chosen, quality hotels - Central locations - Porterage and hotel tips included	- Hours of research - Pay retail prices - Unknown quality / location
Sightseeing	INCLUDED - Knowledgeable and friendly Travel Director - In-depth sightseeing with local guides - VIP entry into many attractions	- No local expertise/assistance - Rely on guidebooks - Limited understanding of what you're seeing - Lengthy queues
Meals	INCLUDED - Breakfast daily and up to half your meals - Authentic experiences - Welcome reception and farewell dinners* - Tips included - For all other meals, help with reservations and directions to where the locals eat	- Additional cost for tips - Navigating unfamiliar menus and foods
Transport	INCLUDED - Daily transportation - Professional driver - Relax in comfort - Fuel, toll charges and parking taken care of - Luxury coach or small vehicle	- Organise your own transport - Losing precious holiday time getting lost - Unfamiliar road rules and signs - Pay for tolls and parking
Authentic Experiences	INCLUDED - Exclusive Be My Guest dining experiences - Hidden gems sightseeing - Traditional cultural experiences - Sightseeing with local guides and experts - MAKE TRAVEL MATTER® Experiences on select itineraries	- Only see sights that are easily accessible to general public - Limited opportunities to meet and interact with locals

*Welcome reception and farewell dinners vary by itinerary.

Travel Your Way

Help your clients find the adventure that fits their travel style. Whether they're after a fully curated experience with every detail taken care of, just the essentials plus expert insider tips, or the freedom to explore their own way, AAT Kings Group has the perfect tour to match their vibe. Whatever their style, you've got the right option at your fingertips.



CLASSIC GROUPS

For travelers who want:

- To experience the must-see sights and cultural highlights
- To be guided by knowledgeable Travel Directors
- A seamless travel experience where everything is taken care of by the experts



SMALL GROUPS

For travelers who want:

- To delve deeper into the destination and connect authentically with the locals
- Carefully curated itineraries and expert guidance so you'll get the most out of each destination



SHORT BREAKS

For traveler who want:

- To see Australia, but don't have weeks to spare
- A seamless travel experience to take in as much as possible in a short space of time

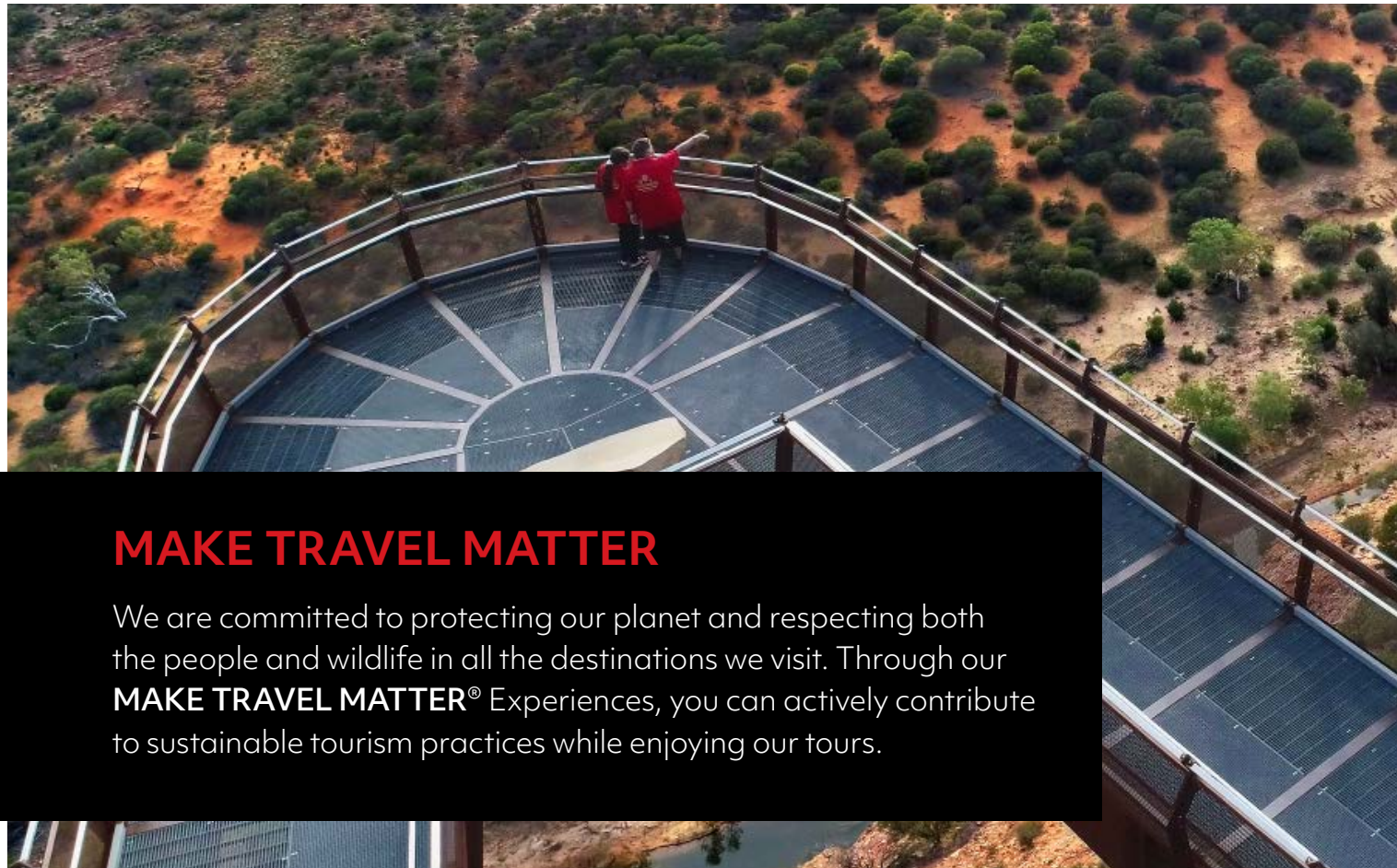


DAY TOURS

For travelers who:

- Have a few hours and want life-changing experiences packed in

AAT Kings Experiences



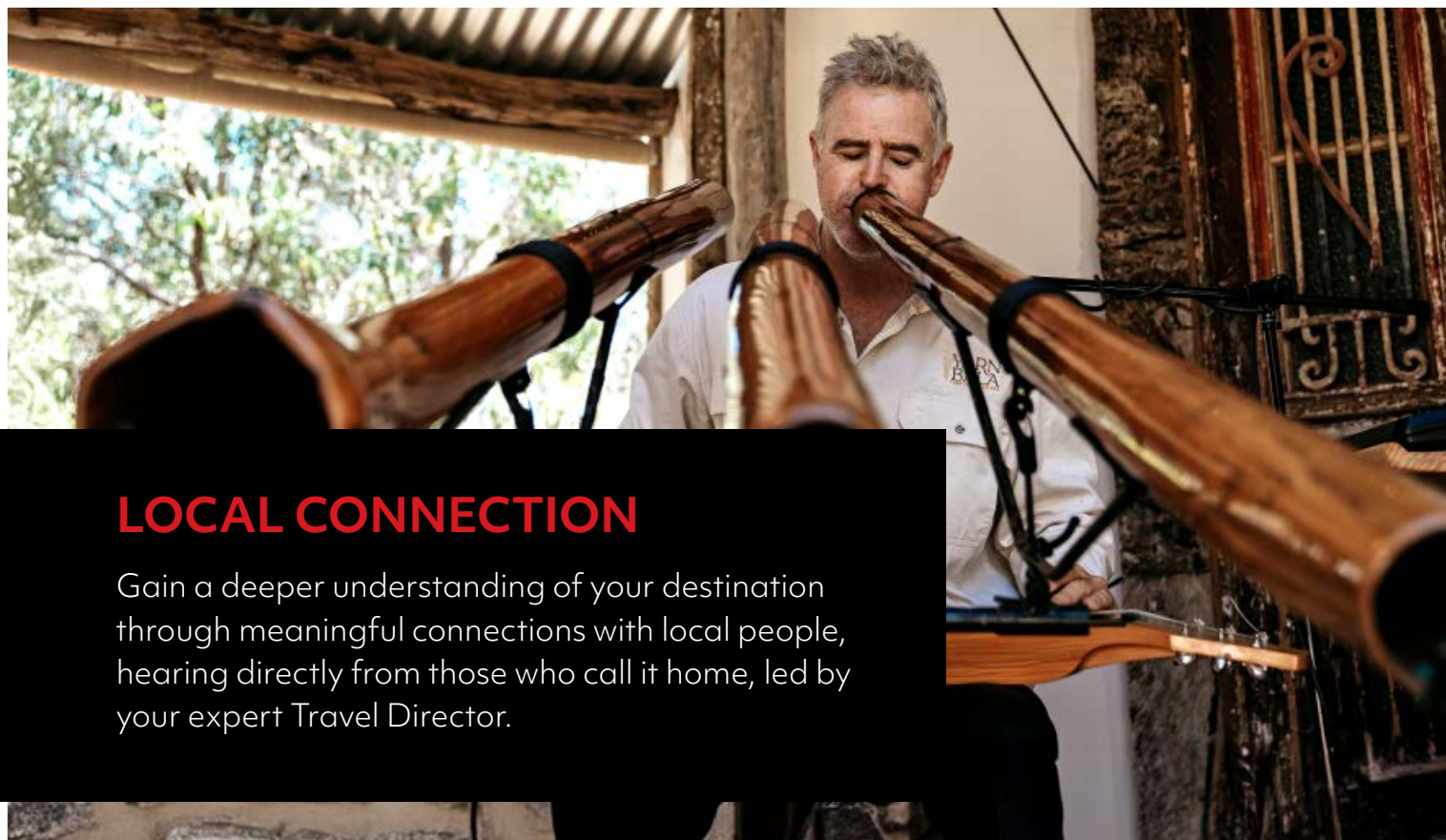
MAKE TRAVEL MATTER

We are committed to protecting our planet and respecting both the people and wildlife in all the destinations we visit. Through our **MAKE TRAVEL MATTER®** Experiences, you can actively contribute to sustainable tourism practices while enjoying our tours.



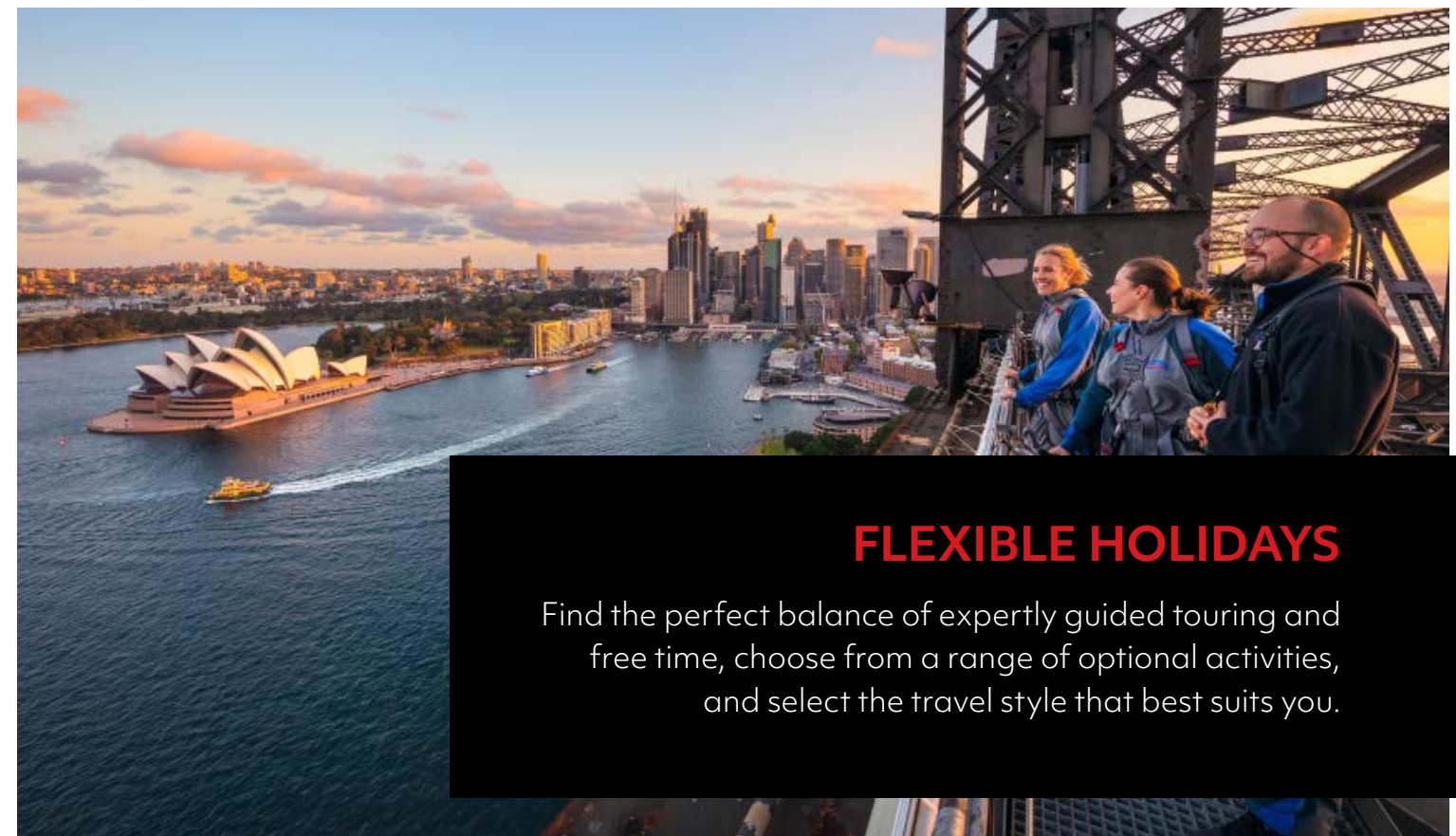
NATURAL WONDERS

Wide and wonderful, discover breathtaking iconic landscapes and the unique wildlife these regions are famous for – capture every remarkable moment in detail.



LOCAL CONNECTION

Gain a deeper understanding of your destination through meaningful connections with local people, hearing directly from those who call it home, led by your expert Travel Director.



FLEXIBLE HOLIDAYS

Find the perfect balance of expertly guided touring and free time, choose from a range of optional activities, and select the travel style that best suits you.





SEIT

Who is the SEIT guest?

The SEIT traveller is motivated by their need to understand and learn, seeking out expertise and real-life experiences.

THE SEIT GUEST WANTS:



Authentic, immersive cultural experiences with Indigenous communities



Knowledgeable, respectful local guides who are well-versed in cultural protocols



Unique, lesser-known cultural sites that offer meaningful connections



Comfort without sacrificing the integrity of the experience



Opportunities to support Indigenous-owned businesses and artisans



Time and space for personal reflection while travelling



A balance of adventure and mindful tourism





Why sell SEIT?

Palya! (Hello)

Your clients will feel fully immersed in this special place, gaining a true connection to culture.

They'll go beyond the icons, hearing the stories of this land as their specialist SEIT Guide takes them on a unique and individual journey. SEIT invites your clients to connect with Country, travelling together at a personalised pace and allowing time to discover a deeper sense of spirit.

They'll experience the method and the art of doing — with tactile, hands-on touring that offers lasting learnings to take home. SEIT tells stories that connect travellers to place through culture, history, and nature. Each SEIT Guide is an individual — they won't recite a manual or guidebook; they speak from the heart.



Mt Conner, Northern Territory



SEIT

The company bases its philosophies from the keywords of **SPIRIT, EMOTION, INTELLECT** and **TASK (SEIT)**.

SPIRIT

Venture to places less travelled, feel its spirit and awaken your own.

EMOTION

Encounter a journey of emotions. Cherish these unique moments, where your environment fully captivates you.

INTELLECT

Travel to seek knowledge and understand the ways of these lands. Learn from the people, hear their stories and understand more, with our specialist guides.

TASK

Embed yourself in culture. Embrace the art of doing, feel fully immersed and energised – imprint these experiences for life.



Patji Tour, Red Centre, Northern Territory