



ACCESS ALL AREAS

Your go-to guide for all things AAT Kings Group





Dear A-LISTER,

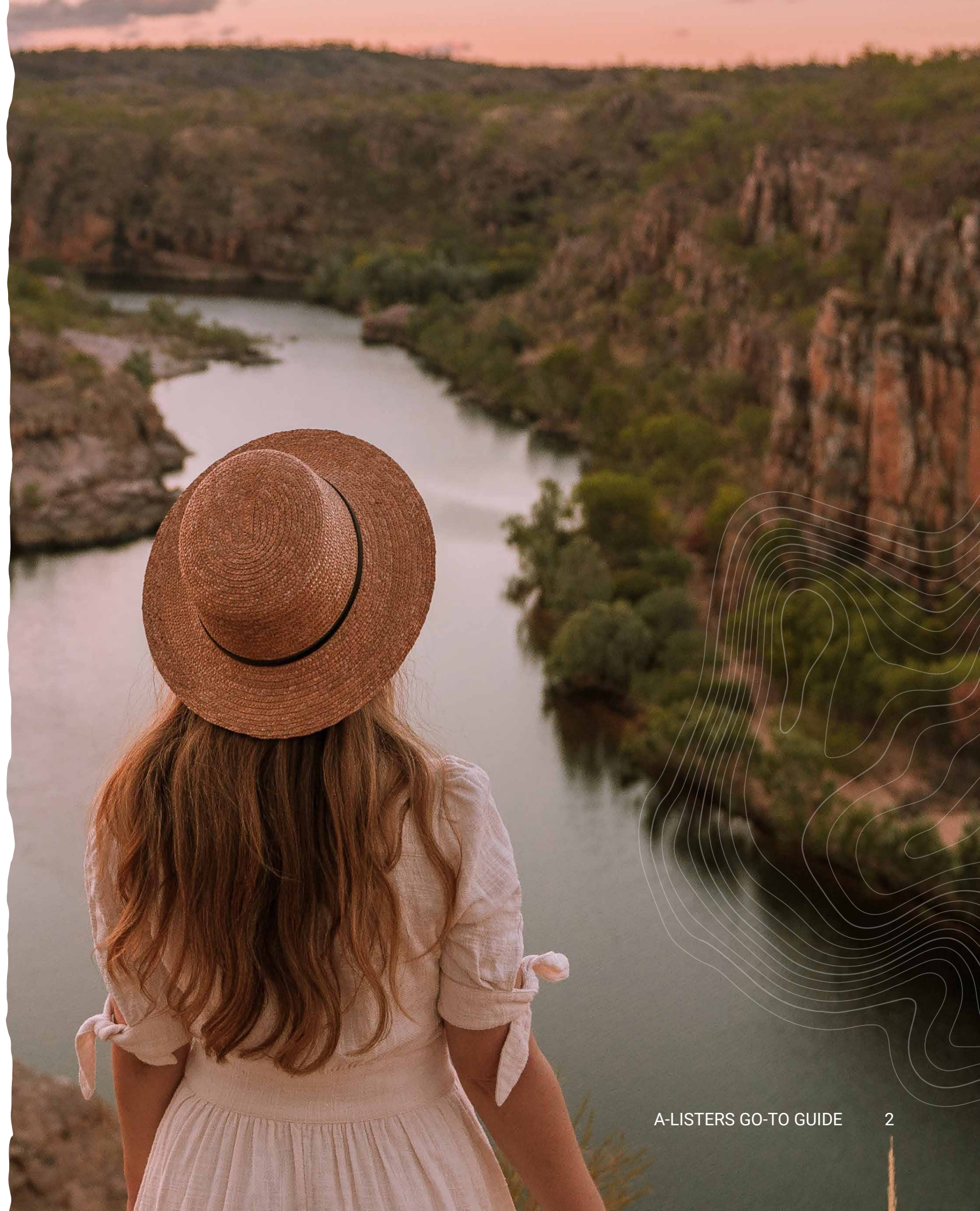
The AAT Kings Group is the largest tour operator in Australia and New Zealand. When it comes to touring the antipodes, we are the industry leader. AAT Kings has over 100 years of experience planning fully immersive, multi-sensory, off-the-beaten-track adventures!

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 great commission

Selling AAT Kings Guided Holidays and Inspiring Journeys itineraries can make you real money. We offer great commission levels for our advisor partners. An 'Untamed Kimberley & West Coast' booking for two could earn you more than \$3,000. Not bad for a few hours' work?!



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.



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.



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.



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 1300 556 100** or reservations@aatkings.com.au or welcome@inspiringjourneys.com.au

For Group Allocations (9+ Guests) please contact your Sales Manager or email groupallocation@aatkings.com.au



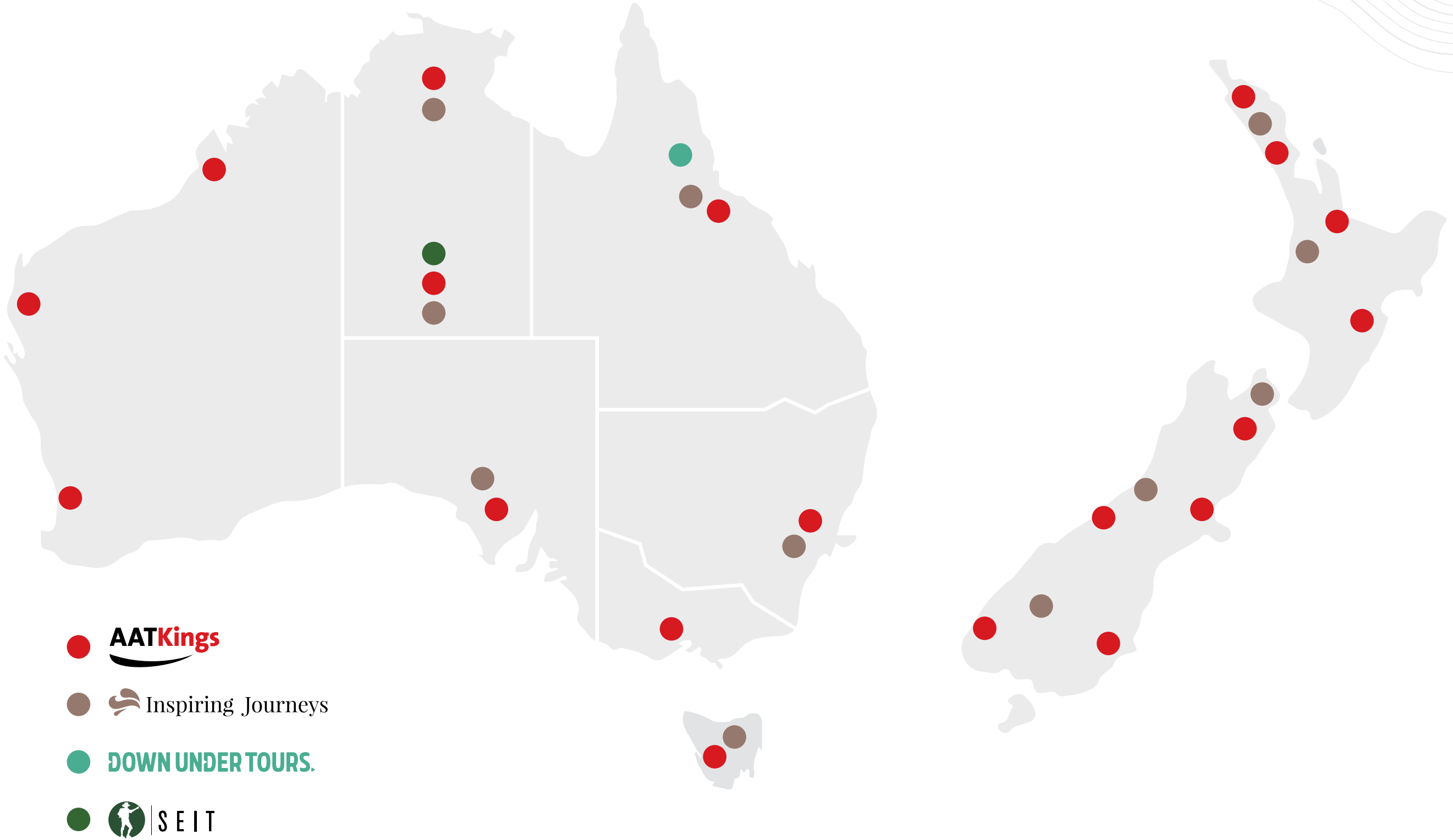
Global Tour Rewards

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	PREMIUM	LOCAL	SPECIALIST
<div></div> <div></div> <div><p>Local Connection Natural Wonders Flexible Holidays MAKE TRAVEL MATTER®</p></div> <div><p>Australian & New Zealand</p><hr/><p>Classic Tours Small Group Tours Day Tours Private Charters & Groups</p></div>	<div></div> <div></div> <div><p>Immerse yourself in new experiences Indulge your senses Explore boundless landscapes Relax and recharge</p></div> <div><p>Australia & New Zealand</p><hr/><p>Specialised, curated & premium small group journeys</p></div>	<div></div> <div></div> <div><p>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</p></div> <div><p>Red Centre</p><hr/><p>Short Breaks & Day Tours Private Charters & Groups</p></div>	<div></div> <div></div> <div><p>Coach Transport Professionals Touring Experts Comprehensive Premium Fleet Driving Connection Sustainable Ethos</p></div> <div><p>Tropical North Queensland</p><hr/><p>Day Tours Private Touring Multiday Adventures Group & Coach Charters</p></div>

AAT Kings Group Brands & Locations



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

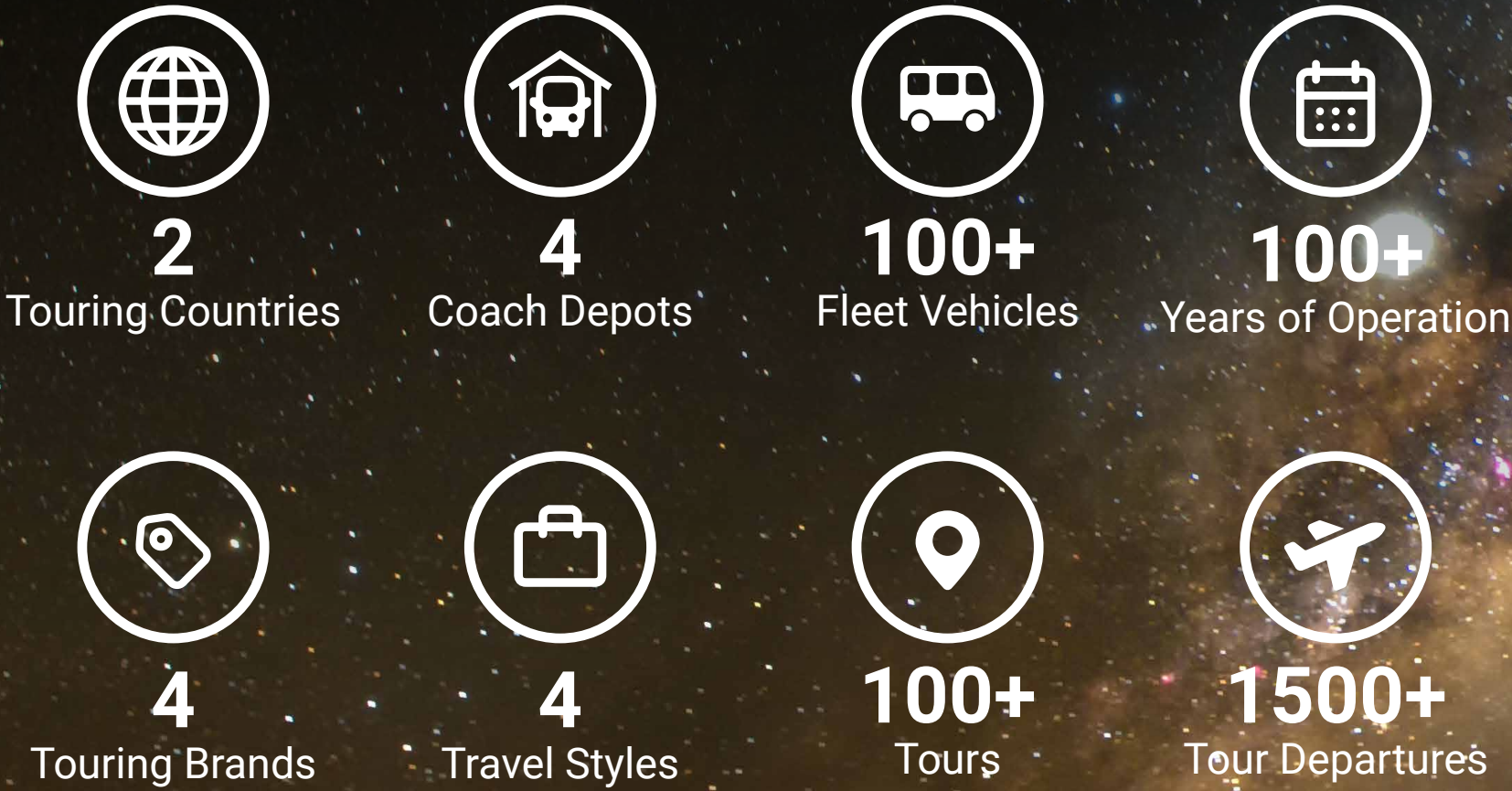
54% want food and wine experiences

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: <ul style="list-style-type: none">To experience the must-see sights and cultural highlightsTo be guided by knowledgeable Travel Directors, Driver Guides and local guidesTo stay in comfortable accommodation (3-4 star)A seamless travel experience where everything is taken care of by the experts	3+ Days	45+ <ul style="list-style-type: none">CouplesSolo TravellersFamilies	<ul style="list-style-type: none">Breakfast DailyWelcome ReceptionFarewell Lunch or DinnerSome Morning & Afternoon TeasSome Lunches & Dinners	Premium 48-seater coach		<ul style="list-style-type: none">SA: Sep to AprQLD: Jul to AprTAS: Sep to MayNT: May to OctWA (Kimberley): May to SepWA (South): Aug to DecNZ: Sep to Mar
	Small Group (up to 24 pax with an average of 16 pax) For travellers who want: <ul style="list-style-type: none">To delve deeper into the destination and connect authentically with the locals and like-minded travellersCarefully curated itineraries and exceptional valueExpert guidance from Travel Directors, Drivers Guides and/or local guidesTo stay in comfortable accommodation (3-4 star) and have some special stays	4+ Days	45+ <ul style="list-style-type: none">CouplesSolo Travellers	<ul style="list-style-type: none">Breakfast DailyWelcome ReceptionFarewell Lunch or DinnerSome Morning & Afternoon TeasSome 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: <ul style="list-style-type: none">Have a few hours and want life-changing experiences packed inWant to be guided by expert Driver Guides, gaining deeper insight into their destination	1/2 Day or Full Day	All Ages <ul style="list-style-type: none">CouplesSolo TravellersFamilies	<ul style="list-style-type: none">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

	Premium small group journeys <ul style="list-style-type: none">4-5 star and Special Stay accommodation (or best in destination)Group size up to 22 guests (average group size 16 guests)Guided by knowledgeable Journey DirectorsSuitable for ages 16+ No children under 12 years	6+ Days	40+ <ul style="list-style-type: none">Solo TravellersCouples	<ul style="list-style-type: none">Breakfast dailyComplimentary snacks & drinksMost lunchesMost dinners (all included dinners with wine)	Luxury 4WD vehicle or coach		<ul style="list-style-type: none">TAS: Sep to MayNT: May to OctNZ: Sep to MarWA (Kimberley): May to SepSA: Sep to AprVIC: Nov/Jan/FebQLD: Nov/Jan/Feb
	Interactive small group tours <ul style="list-style-type: none">Feel fully immersed in special places and gain a true connection to cultureInteractive, captivating, intimate experiences that immerse travellers in hyper-local culture and historyLed by a specialist SEIT Guide	1/2 Day Full Day Multi Day Touring	30+ <ul style="list-style-type: none">Solo TravellersCouplesFamilies	<ul style="list-style-type: none">Light refreshmentsBreakfast or dinnerSparkling Wine <i>All depending on particular tour</i>	Air-conditioned, comfortable vehicles		<ul style="list-style-type: none">NT: May to Oct



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 <ul style="list-style-type: none">Carefully chosen, quality hotelsCentral locationsPorterage and hotel tips included	<ul style="list-style-type: none">Hours of researchPay retail pricesUnknown quality / location
Sightseeing	INCLUDED <ul style="list-style-type: none">Knowledgeable and friendly Travel DirectorIn-depth sightseeing with local guidesVIP entry into many attractions	<ul style="list-style-type: none">No local expertise/assistanceRely on guidebooksLimited understanding of what you're seeingLengthy queues
Meals	INCLUDED <ul style="list-style-type: none">Breakfast daily and up to half your mealsAuthentic experiencesWelcome reception and farewell dinners*Tips includedFor all other meals, help with reservations and directions to where the locals eat	<ul style="list-style-type: none">Additional cost for tipsNavigating unfamiliar menus and foods
Transport	INCLUDED <ul style="list-style-type: none">Daily transportationProfessional driverRelax in comfortFuel, toll charges and parking taken care ofLuxury coach or small vehicle	<ul style="list-style-type: none">Organise your own transportLosing precious holiday time getting lostUnfamiliar road rules and signsPay for tolls and parking
Authentic Experiences	INCLUDED <ul style="list-style-type: none">Exclusive Be My Guest dining experiencesHidden gems sightseeingTraditional cultural experiencesSightseeing with local guides and expertsMAKE TRAVEL MATTER® Experiences on select itineraries	<ul style="list-style-type: none">Only see sights that are easily accessible to general publicLimited 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

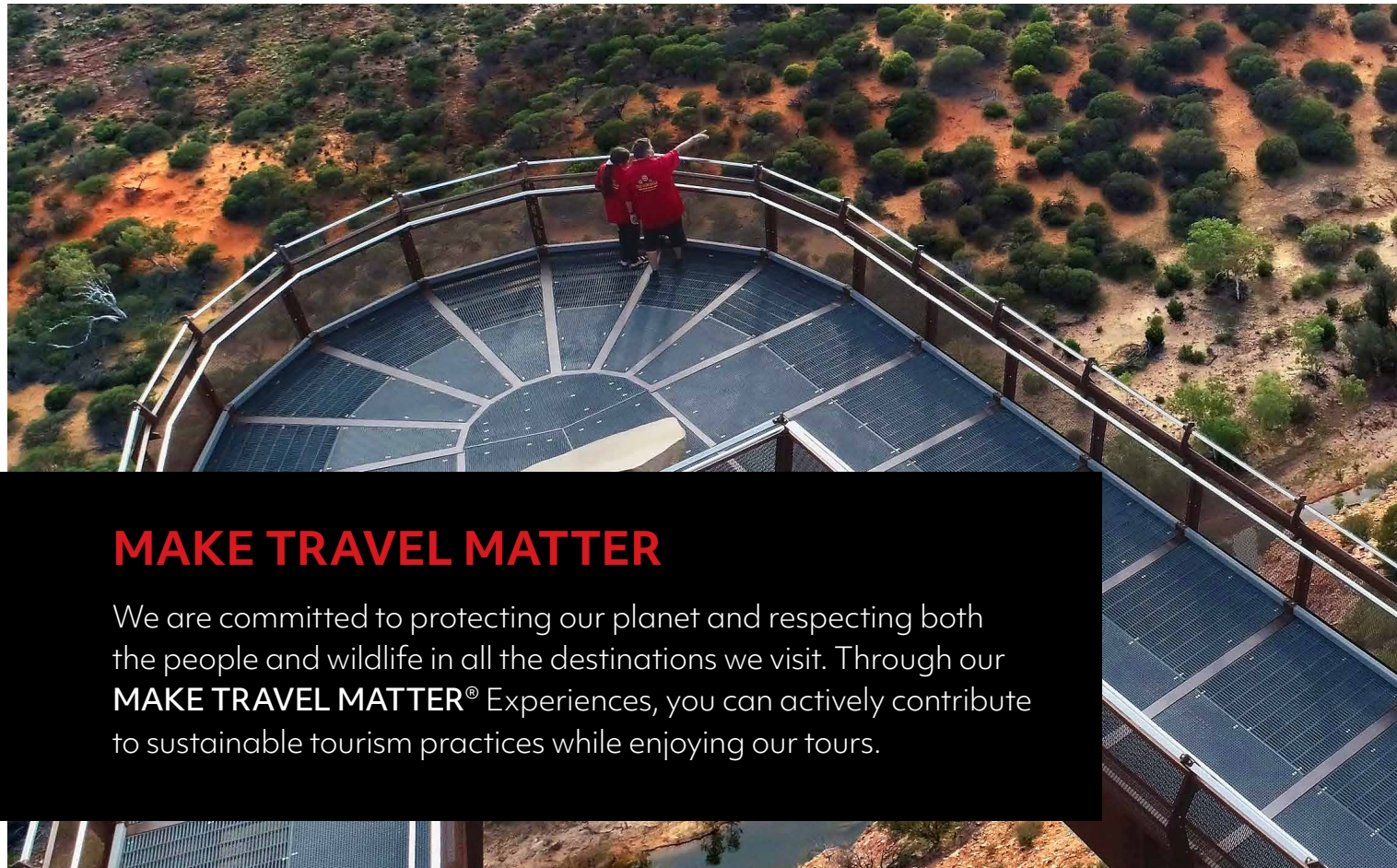


DAY TOURS

For travelers who:

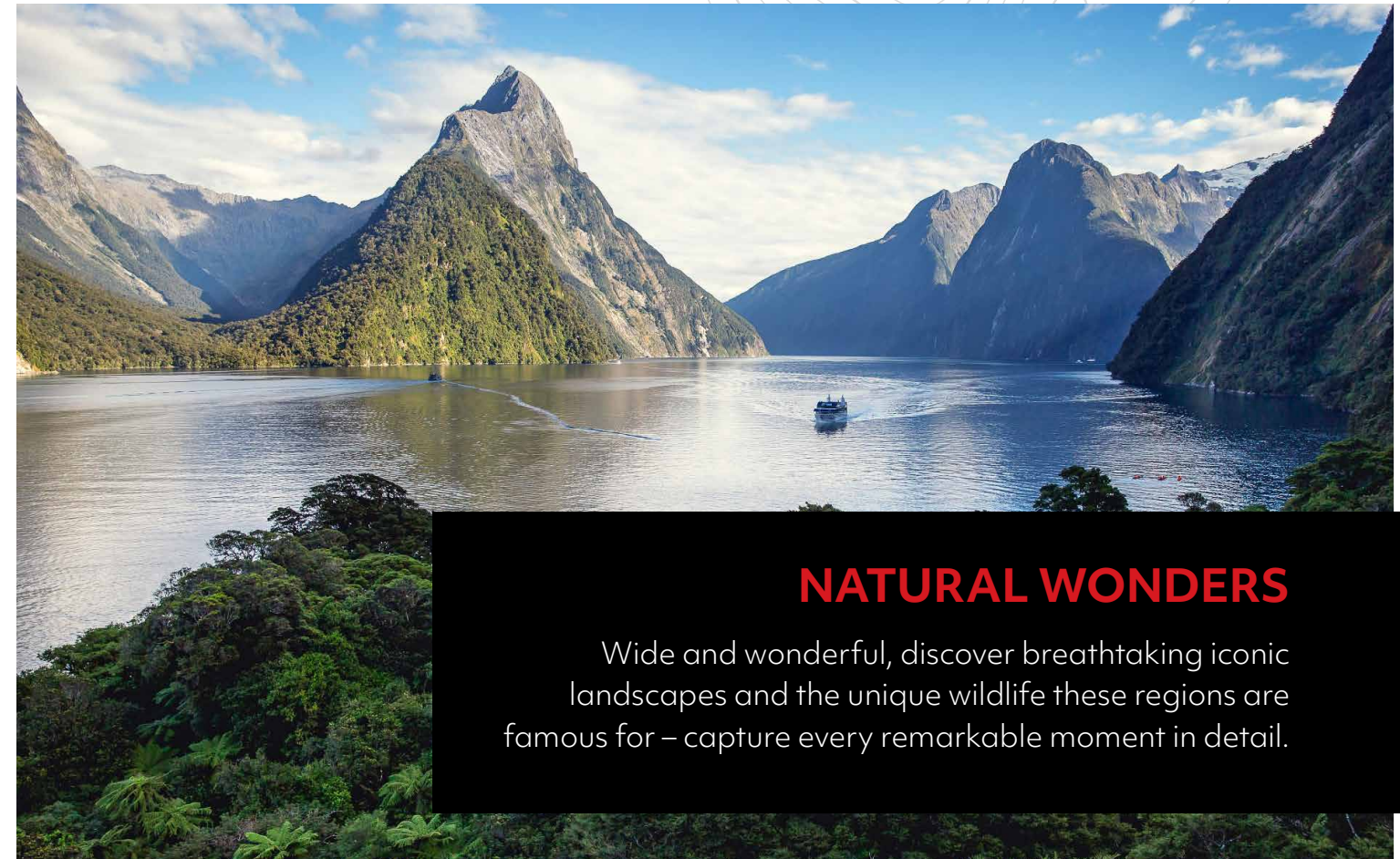
- Have a few hours and want life-changing experiences packed in

AAT Kings Experiences



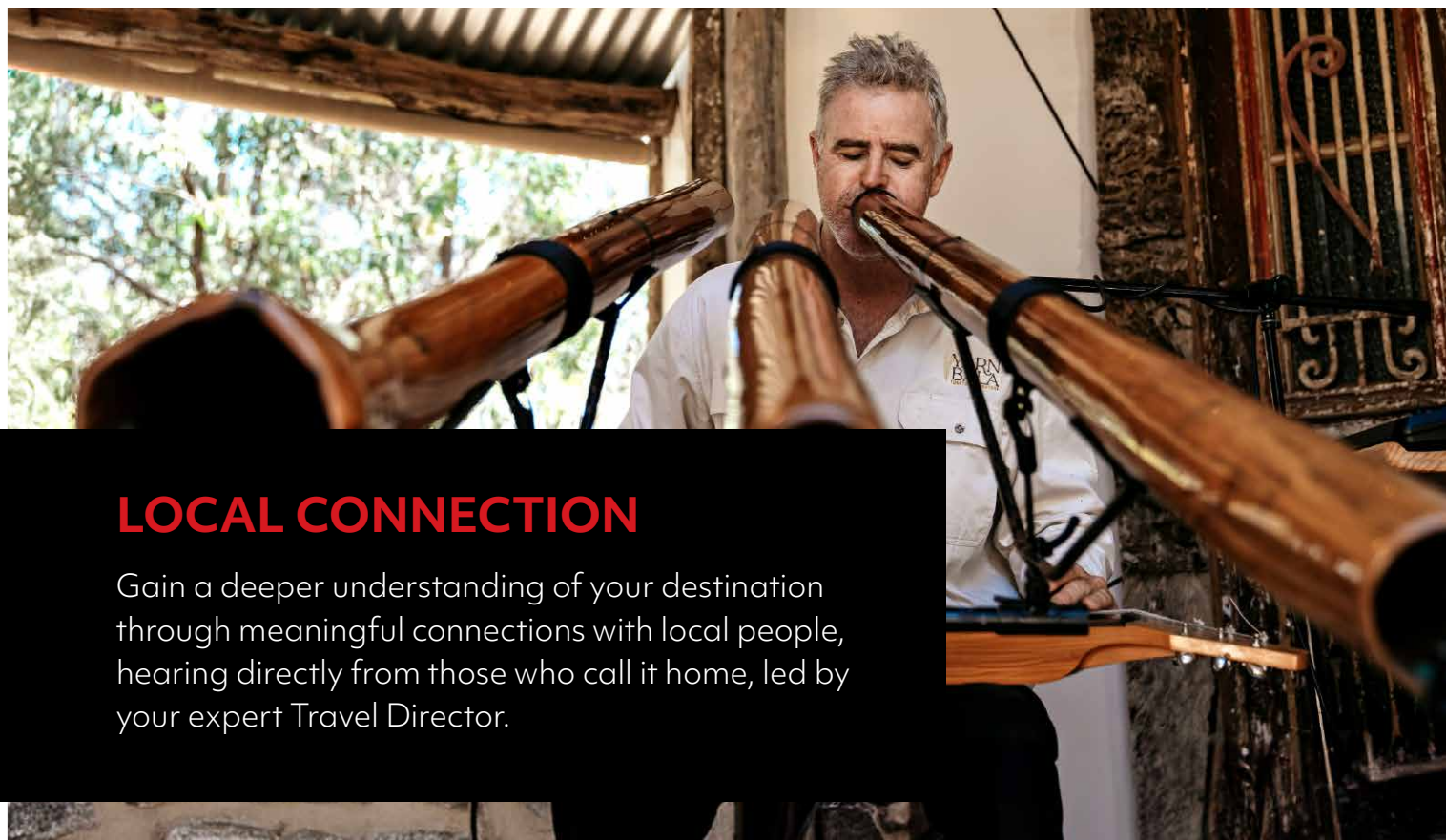
MAKE TRAVEL MATTER

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.



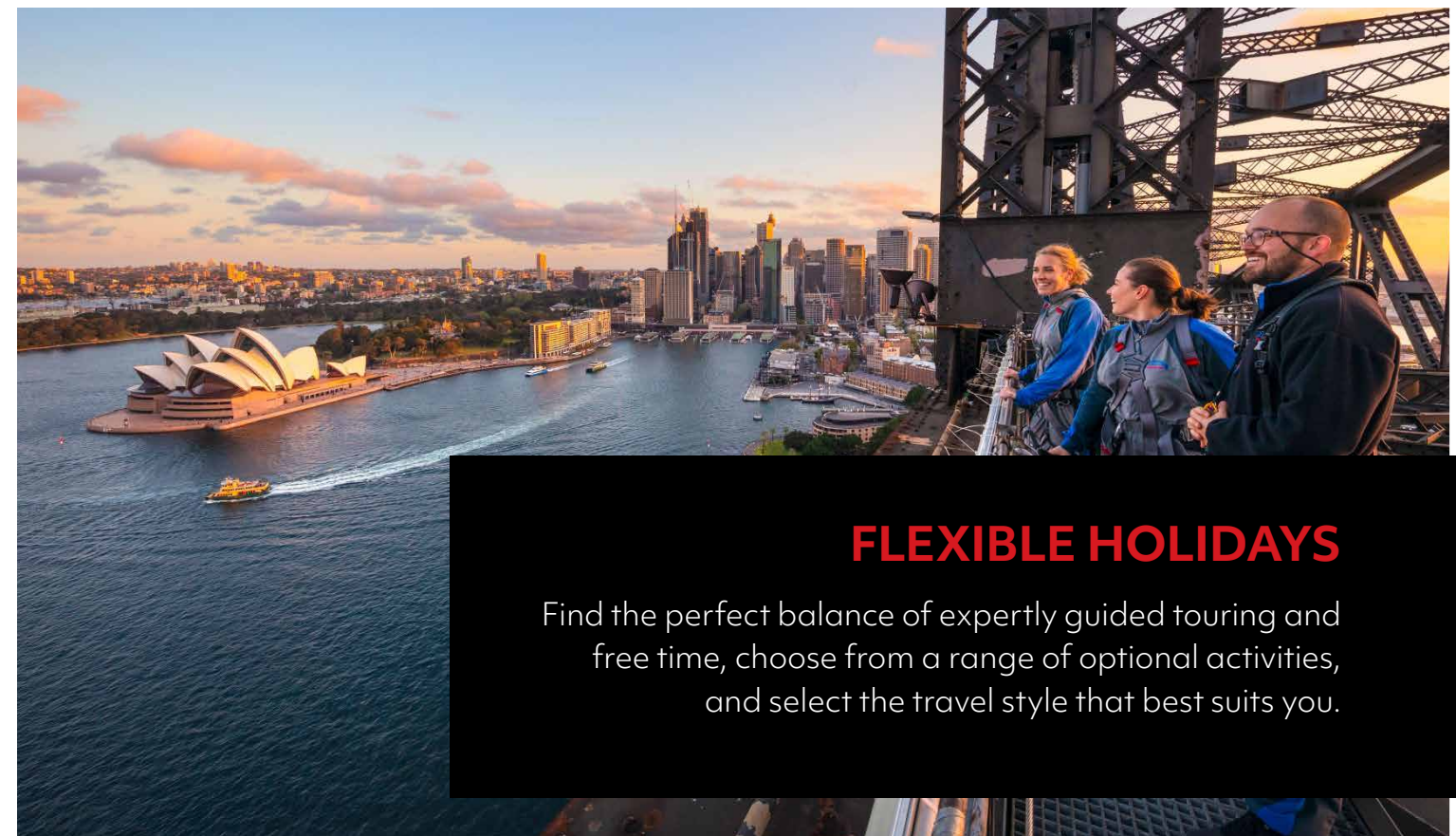
NATURAL WONDERS

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.



Inspiring Journeys

IMMERSIVE SMALL GROUP JOURNEYS



Inspiring Journeys

Who is the Inspiring Journeys guest?

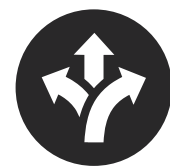
THE INSPIRING JOURNEYS GUEST WANTS:



Unique,
experiences



Meaningful
connections



Flexibility in
itineraries



Safety &
reliability



Authentic &
immersive
experiences



Expert
guides



Premium
& comfort



Small
group sizes



Exclusive
access



Culinary
adventure



Inspiring Journeys

Why sell Inspiring Journeys?



SMALL GROUPS

With an average group size of 16 guests, this grants access to exclusive experiences and lodgings, out of reach for larger groups.



UNIQUE DINING

From native bushfoods to rustic outback dining, and award-winning restaurants to world-class wine tasting, these included experiences will inspire the sense.



OUTSTANDING EXPERIENCES

Each special travel highlight has been carefully selected and seamlessly planned to create an immersive experience.



YOUR JOURNEY DIRECTOR

Brimming with knowledge, stories and expertise, Journey Directors will provide captivating insights allowing guests to understand their chosen destination in depth.

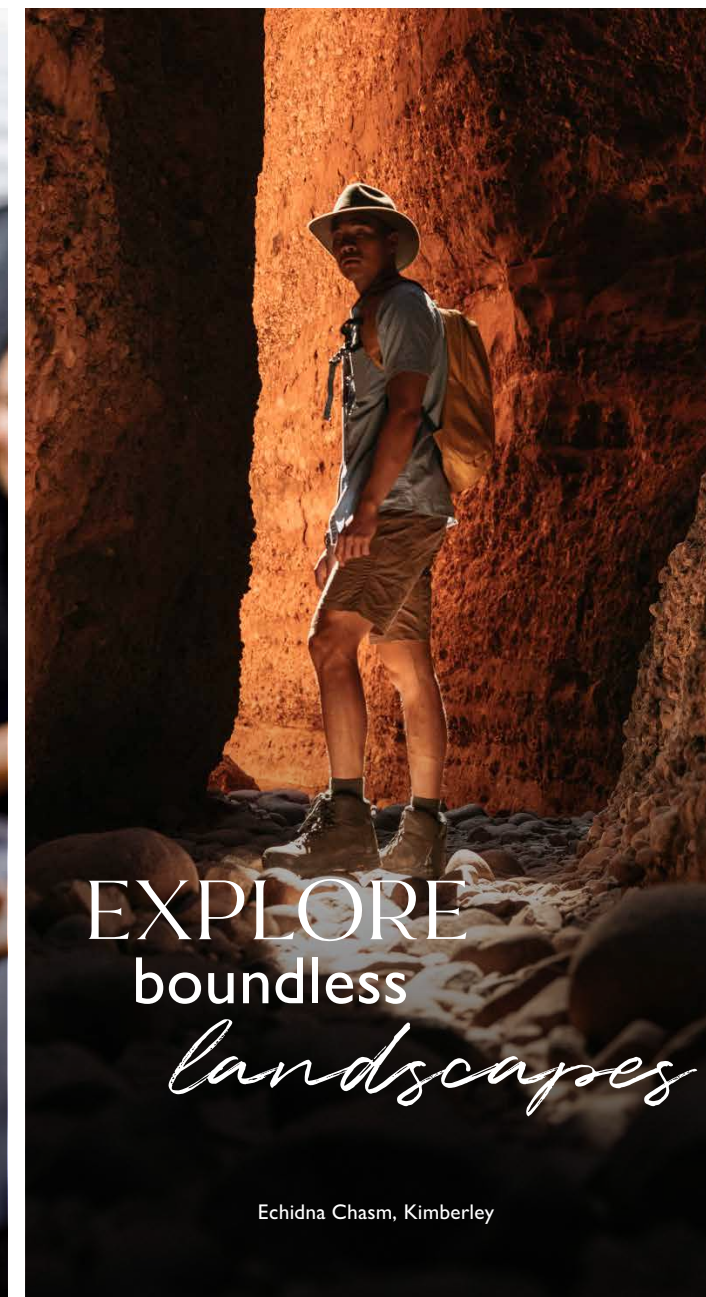
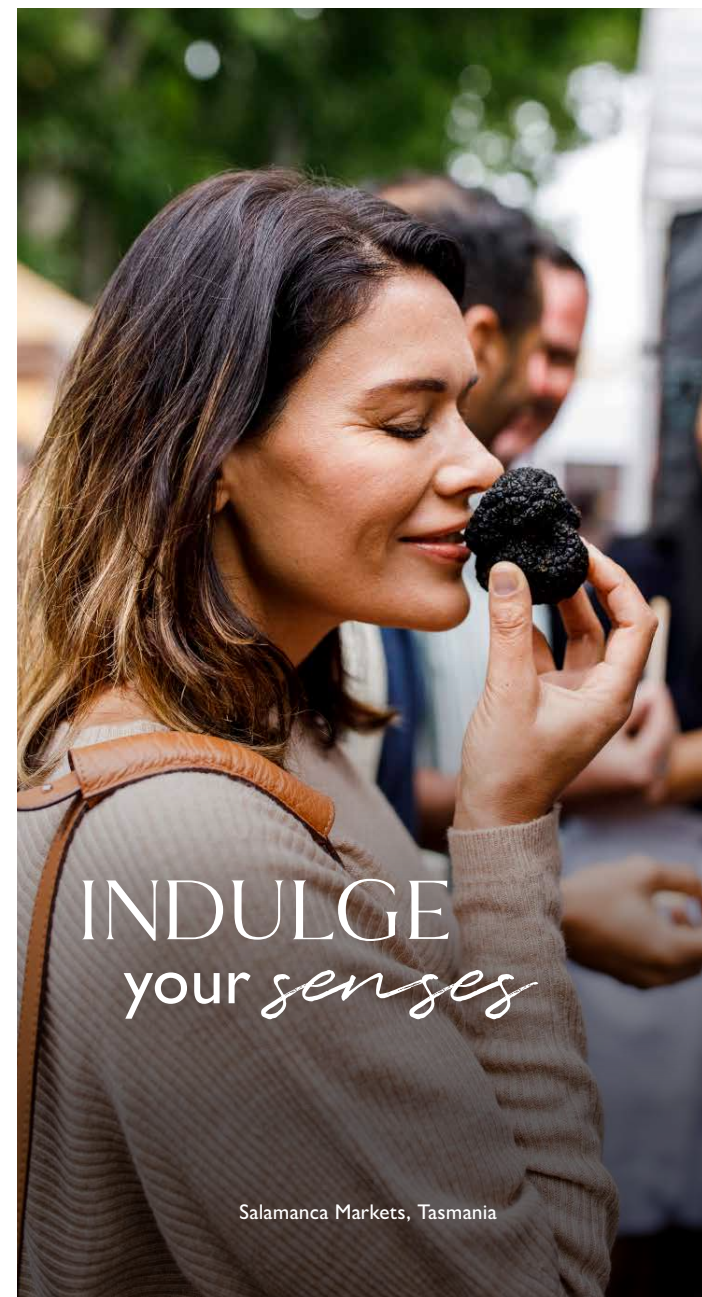
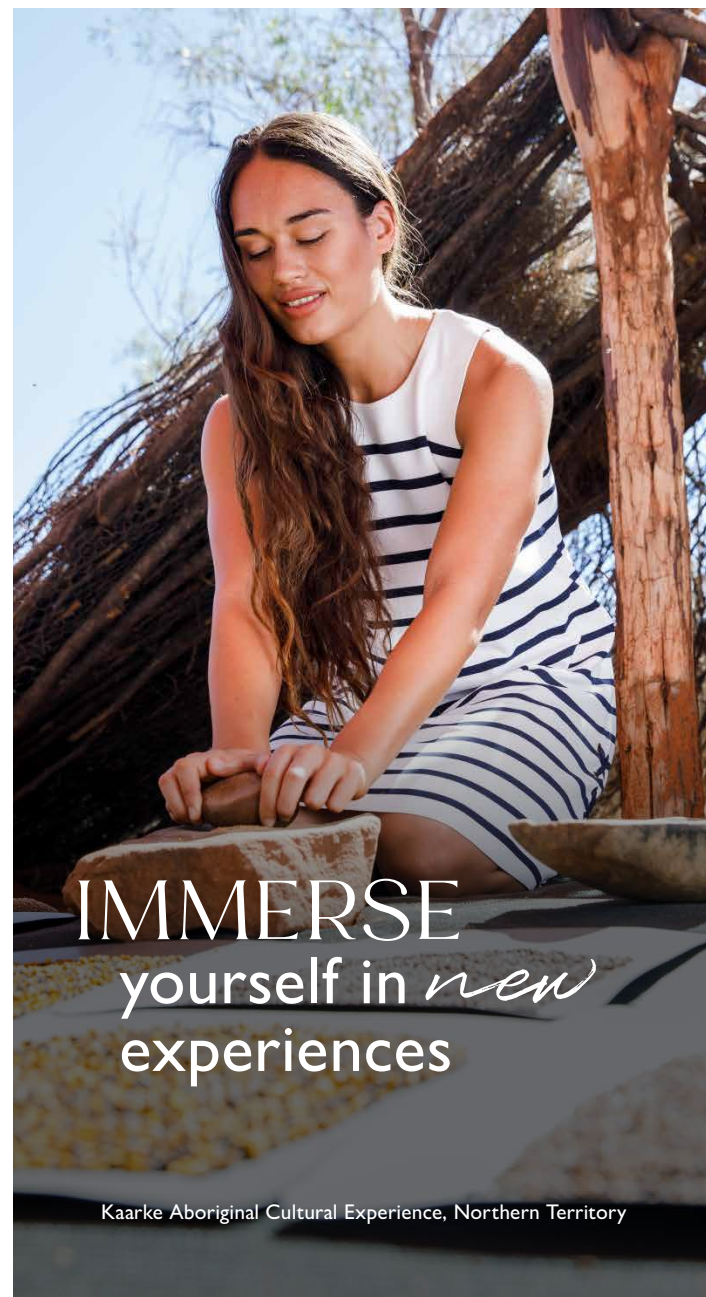


SPECIAL STAYS

Expect authentic and memorable stays, ones that deliver charm, whether it is a forest eco-retreat or a traditional style motor sailing vessel cruising Milford Sound.

Inspiring Journeys

Inspiring Journeys is a collection of premium, meticulously curated experiences. Each journey blends iconic sights with hidden treasures, brought to life through expert local knowledge. With intimate group sizes, guests enjoy a more immersive, personalised way to discover the essence of each destination.







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



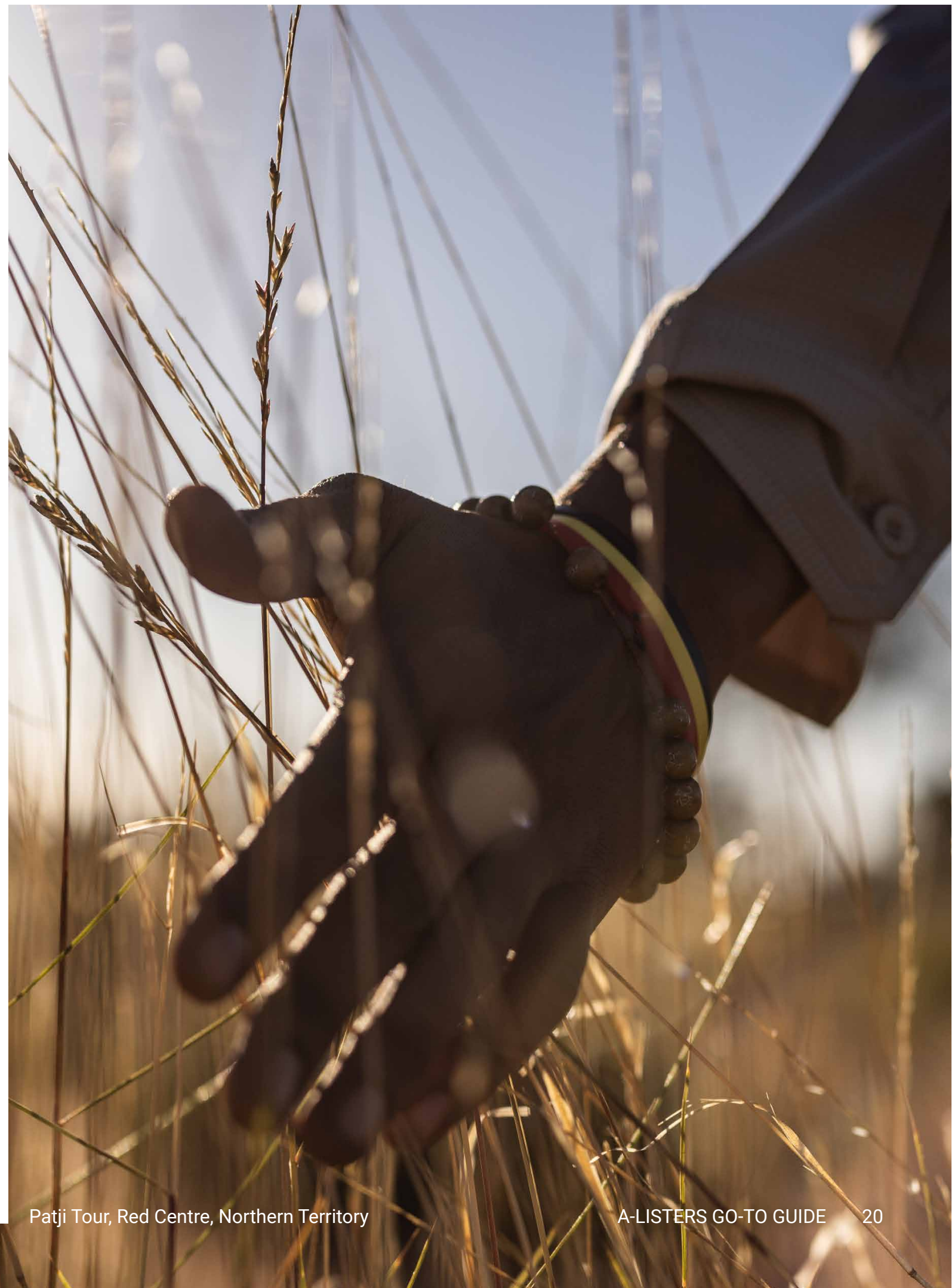
Opportunities to support Indigenous-owned businesses and artisans



Time and space for personal reflection while travelling



A balance of adventure and mindful tourism



Patji Tour, Red Centre, Northern Territory



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