

# Overcome the most common tour objections with confidence!



We want to make things easier for you, so we've taken some concerns from our guests and paired them with practical solutions to help your clients choose the right tour.

## The tour seems expensive compared to other options

AAT Kings offers premium value through:

- Expert local guides with deep destination knowledge
- Luxury air-conditioned coaches with professional drivers
- Carefully curated accommodations and included experiences
- All logistics and planning handled for a stress-free journey
- 100+ years of experience operating tours in Australia
- Plus, breakdown each tour per person, cost per day, it works out to be great value for money!

## I don't like being stuck on a schedule with a group

Our tours balance structure with flexibility:

- Free time built into itineraries for personal exploration
- Optional experiences available for customisation
- Comfortable pace with 2-3 night stays in most locations
- Mix of guided activities and independent discovery

## There are not many departure dates to pick from and none that work for me

Depending on where you want to travel, we've curated the best options:

- Our departure dates match the best travel seasons for each region (e.g., South Australian outback is safe to drive only 3–4 months a year).
- We may offer reverse routes or similar itineraries in other styles (e.g., Kimberley in WA, Northern Territory, Tasmania, New Zealand, Cape York in QLD).
- Mix and match modular tours if needed (e.g., swap Western Wonderland for Monkey Mia & West Coast + South Western Escape, or Perfect Tasmania for Tassie Getaway + Tassie's Parks & Nature).

## Is this the best time to travel?

Each season offers unique advantages:

- Tours designed to maximize seasonal highlights
- Indoor and outdoor activities balanced for weather
- Air-conditioned coaches for comfort year-round
- Seasonal pricing options available
- Expert advice on best times for specific experiences



## **I'm not sure about travelling within a larger group**

**We have a range of travel styles:**

- AAT Kings tours typically host up to 48 guests, with some capped at 36 due to hotel capacities.
- Large groups are great for socialising while still enjoying every experience.
- For smaller groups, check out our tours for up to 24 guests, granting access to intimate accommodations and areas

## **What's the quality of the hotels like?**

**We maintain high accommodation standards:**

- Carefully selected 3.5 - 4.5 star properties
- Hotels in central or scenic locations
- Quality-assured through regular assessments
- Properties chosen for their reliable service and comfort
- We stay longer in lodges on First Choice itineraries

## **I can plan this trip myself for less**

**While independent travel is possible, AAT Kings provides:**

- Friendly Travel Directors, who'll share their expert inside knowledge of your chosen destination
- Access to exclusive experiences and locations
- Negotiated group rates for accommodations and attractions
- No hidden costs - most meals and experiences included
- Time savings in planning and organising
- Peace of mind with 24/7 support throughout the journey
- VIP entry into many attractions

## **What makes AAT Kings different from other tour operators?**

**Response: Our distinctive advantages include:**

- Indigenous experiences and partnerships
- Exclusive access to certain locations and experiences
- Local guides with authentic connections to destinations
- Sustainable tourism practices
- Long-standing relationships with local communities
- We've been operating tours for over 100 years, trust in a reliable touring brand

## **What type of people will be on the tour?**

**Our tours attract diverse travelers:**

- Mix of international and domestic guests
- Common interest in authentic Australian experiences
- Various age groups depending on tour style
- Like-minded travellers interested in culture and nature
- Solos, couples, and small groups welcome

## **I'm worried about the physical demands of the tour**

**We cater to various fitness levels:**

- Clear activity level ratings for each tour
- Optional activities with different intensity levels
- Comfortable coach travel between destinations
- Regular comfort stops and balanced itineraries

## **What if my plans change?**

**We offer flexible booking options:**

- Clear cancellation policies
- Travel insurance recommendations
- Option to transfer to alternative dates
- Regular departure dates throughout the season
- Dedicated support team for booking modifications

Ask your Sales Manager for more information,  
or contact our experts at **1300 556 100**

