

Embark on a gastronomical adventure with Trafalgar

November, 2013: With great food, wine and local cuisines a major factor in people's holiday decision making¹, Trafalgar has introduced even more authentic, local experiences to its 2014 Europe & Britain and America & Canada programmes to help travellers capture the essence of a destination through its food and culture. To feed Australians' ever-growing appetite to combine food with their travels, the insider takes you beyond the expected with exclusive [Be My Guest dining experiences](#) and [Local Specialities](#) giving you unprecedented access to even more exclusive occasions.

We take you beyond the expected in one of the Europe's most renowned food destinations – Italy. It's insider moments like visiting a wine and olive oil outlet and tasting regional Chianti's, embarking on a walking tour of Bologna with a *Local Expert* where you can sample cured meats, and wandering through the local markets of Florence with Italian Chef Libero selecting fresh ingredients before learning how to make handmade ravioli in his kitchen set in the Tuscan Hills. The **10-day Flavours of Italy guided holiday** is priced from \$3199 per person – twin share (land only), save up to \$340 per person.

On the **10-day Best of Ireland guided holiday** discover Ireland's Wild Atlantic Way's untamed shores with Oonagh. She'll share her knowledge of wild foods as you look for herbs and seaweed, then invite you to her friend Theresa's seafood restaurant for lunch, and some foraged delicacies. Priced from \$2435 per person – twin share (land only), save up to \$255 per person when you book and pay-in-full by 15 January, 2014. Treat your tastebuds to an exclusive food and wine experience in Luberon where you'll dine with a French family at their home on an organic vineyard. Immerse yourself in the award-winning wine region of Provence and gain an insight to the sustainable methods involved in making this wine as you freely explore the wine cellars and wander through the vines of this estate. The **11-day day Paris and Provence At Leisure guided holiday** is priced from \$3899, save up to \$403 per person when you book and pay-in-full by 15 January, 2014.

Home to big servings and an even bigger selection of food experiences, our *Taste of North America* programme for 2014 dishes up a smorgasbord of adventures across the USA. Sample the many flavours of New York City on a food and tasting tour of the Red Hook district, witness the making of "sugar on snow"

¹ Tourism Australia, Restaurant Australia campaign: "Tourism Australia to invite the world to feast on our food and wine experiences" media release (16 September, 2013)
<http://tourism.australia.com/news/media-releases/Media-releases-9955.aspx>

and discover the production of mead made from honey when on the **11-day New York Zest and New England's Best guided holiday**. Priced from \$3795 per person – twin share (land only), save up to \$352 per person when you book and pay-in-full by 31 January, 2014. If the Deep South is calling, then join the **10-day Tastes and Sounds of the South guided holiday** and learn how America's most famous whiskey, Jack Daniels, is created. You'll also discover the secrets of Creole cooking inspired by French, Spanish, Portuguese, Italian and Native American influences during an interactive class in New Orleans. Priced from \$2375 per person – twin share (land only), save up to \$197 per person when you book and pay-in-full by 31 January, 2014.

We open doors to new experiences on the **8-day San Francisco Wine Country Delights guided holiday** with a tour and tasting at an Olive Press in Sonoma, create your own signature wine at a private blending lab in Ravenswood and sample estate-produced wines and feast on complimentary meals in Napa Valley. Priced from \$2650 per person – twin share (land only), save up to \$204 per person when you book and pay-in-full by 31 January, 2014. If you're looking for other mouth-watering experiences in California, try the **14-day Wonders and Flavours of the Golden State guided holiday** as you'll experience one of Coachella Valley's *Local Specialities* - a date shake, take a culinary stroll through the famed Ferry Building Marketplace in San Francisco, and meet author and chef, Laurence Hauben, and a local organic farmer at her restaurant in Santa Barbara during a special *Be My Guest* dining experience. Here you'll hear tales about her life while being treated to the emerging farm-to-table trend while feasting on artisanal foods. Priced from \$3825 per person – twin share (land only), save up to \$304 per person when you book and pay-in-full by 31 January, 2014.

With authentic food and cultural experiences leaving a lasting impression on travellers well beyond their last bite, it's no wonder that people are looking to incorporate these cultural experiences into their everyday lives, whether it's by recreating dishes at home or visiting restaurants of similar cuisine. Trafalgar is your trusted friend in every destination with each experience built into an expertly planned itinerary led by an expert Travel Director as well as *Local Experts* and includes an array of insider experiences plus a surprise Hidden Treasure. For more information visit your local travel agent or contact Trafalgar on 1300 663 043 www.trafalgar.com

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