

**Trafalgar takes Australian travellers beyond the expected  
with launch of multi-million dollar TV campaign**

**17 October, 2013** – Award-winning guided holiday company Trafalgar has launched the latest phase of its TV-led content campaign, communicating the ongoing transformation of the global travel brand and its inimitable insider differences. Capitalising on the success of its initial execution earlier this year, Trafalgar has invested in a multi-million dollar campaign with creative that sees the brand bringing its insider proposition to the fore via a series of short-form TVCs and long-form content for online and subscription TV activations created specifically for the Australian market. Effective immediately, this second phase campaign will run until February 2014.

Using a combination of Free to Air TV spots on channels Seven and Nine, in addition to targeted buy on Subscription TV with digital and social extensions, Trafalgar worked with a number of innovative agencies with The Glue Society providing the creative, production by Will O'Rourke and the communications and media strategy from Bohemia.

Katherine O'Neill, Head of Marketing, Trafalgar Australia, said "The creative execution clearly demonstrates the insider differences but in a subtle and immersive way, which is designed to engage the audience in a way no other operator is currently doing in the travel category.

"The real stars of the campaign are the 'insiders' – our guests who through the experiences they've had with Trafalgar have become insiders. With a focus on the unique Be My Guest dining experiences the brand offers, such as uncovering an organic wine producer in Provence that only the locals know about and foraging on the beaches of the West Coast of Ireland, the viewer is taken beyond the expected and feels they've shared in the experience albeit through their screens."

Supplementing the TV-led content, Trafalgar will leverage its ongoing relationship with Kerri-Anne Kennerley, with the media personality hosting a guided holiday to New York and The Hamptons next year in partnership with New Idea, fuelling an even richer content repository featuring Kerri-Anne in the brand's digital environments.

Further investment in special interest holidays will see editor of Better Homes & Gardens magazine, Julia Zaetta, front a holiday to Italy, focussed on the themes of crafts, cuisine and culture.

The next phase of the campaign, due for roll-out later in October, will illustrate the clear differences between being an insider or an 'outsider' when travelling. Trafalgar is working with a series of travel partners for the campaign, including Flight Centre, Jetset Travelworld, Travelscene American Express and Tourism Ireland.

Notes to editors:

The lead insider experiences featured in the commercials are:

**A new Be My Guest in France in the Luberon Valley** (Domaine Meillan Pages). This local secret is a family vineyard tucked away in a spot you would find without Trafalgar. Our Trafalgar insiders meet Jean-Pierre and Evelyn, the owners, who take them through the Vineyard, introduce them to their family history and wine making techniques. They only speak French so having a Trafalgar Travel Director with our insiders means they can interact with which no other traveller would be able to do. They then have a lunch made from local produce by a well-known local chef, Nathalie, in the garden outside the family home. Very rustic and French provincial.

**A walking tour in Arles.** Arles, in France, is known for its Romanesque ruins but what's little known, and what Trafalgar introduces our guests to is the Spanish influence which is beyond the expectations of their guests. The Feria (Bullfighting Festival) is hosted there and Arles is the birthplace of some of the members of the Gypsy Kings (most were born in France), guitar music is everywhere. Chico (the lead singer) has his own restaurant in Arles.

**A new Be My Guest on the West Coast of Ireland – the Wild Atlantic Way.** Oonagh takes our Trafalgar insiders on a forage along the shores of Lahinch beach and they learn about the different sea ingredients and herbs that can be used for cooking. They then have lunch in a lovely and homely seafood restaurant (exclusively open for our guests) with her friend Theresa who uses some of the ingredients the guests have learnt about. Her son is the chef and Theresa lives above her restaurant. They are true Irish characters.

**Belfast Black Cabs and hidden treasures.** Our insiders are taken into the local communities by Paddy in a Black Cab where they learn about the history of the city and its troubled past and the work which is being done now to integrate communities together. They get a true insider's view on the city. We then take them to a hidden treasure in a Belfast suburb – Aunty Sandra's Sweet shop – where they meet uncle Jimmy and learn about the lolly making techniques of old. Then it's on to the city markets to try Belfast treats and mix

with the locals. In the long form content they also experience the Giant's Causeway, which Trafalgar invested in the development of the new visitor's centre through the Treadright Foundation.

ENDS

To find out more about Trafalgar go to [www.trafalgar.com](http://www.trafalgar.com) or visit us on Twitter @TrafalgarTalk. You can also connect with Trafalgar on Facebook at Facebook.com/TrafalgarTravel.

**The TreadRight Foundation:**

The TreadRight Foundation is a not-for-profit organisation established in 2008 by The Travel Corporation (TTC) to undertake conservation work and foster sustainability in the tourism industry. Collectively funded by TTC's family of brands, TreadRight supports projects that fall under the themes of water, biodiversity, leadership and community, and which drive the foundation's vision to preserve the earth's unique environments and diversity for future generations.

To date, TreadRight has donated more than US\$2 million to sustainable tourism projects around the world, in addition to supporting the World Travel & Tourism Council's 'Tourism for Tomorrow' awards. Trafalgar has partnered with the National Trust to assist with preserving the White Cliffs of Dover. To find out more about the foundation visit: [www.treadright.org](http://www.treadright.org)

**Media Contact:**

**Millicent Ogden**

**Senior Public Relations Executive**

**The Travel Corporation**

**Phone: (02) 9028 5089**

**Email: [milli.ogden@travelcorporation.com.au](mailto:milli.ogden@travelcorporation.com.au)**

**Rae White**

**Director of Public Relations**

**The Travel Corporation**

**Phone: (02) 9028 5035**

**Email: [rae.white@travelcorporation.com.au](mailto:rae.white@travelcorporation.com.au)**