

Trafalgar enhances its 2014 America and Canada programme by offering more experiences from the inside

7 June, 2013 – Building on the solid response to its most innovative North American programme to date, Trafalgar (www.trafalgar.com) has enhanced its **2014 America and Canada brochure by offering a greater range of opportunities to see the region from the inside, as well as fantastic savings across the board.**

The latest programme boasts **51 expertly-planned guided holidays** ranging from seven to 15 days allowing Australians to also choose from **two new itineraries**; the **14-day *Best of the West*** and the **10-day *Florida Fun 'n' Sun Family Experience***. Spanning the USA, Canada, Costa Rica and Mexico, the **2014 America and Canada programme** takes travellers deep into this diverse destination visiting everything from cowboy country to the Deep South, as well as uncovering some lesser-known experiences in the popular hotspots of Hawaii, Alaska and the Canadian Rockies.

Matthew Cameron-Smith, Managing Director, Trafalgar Australia said: “America and Canada are among the most sought-after destinations in the world for Australians to visit. Trafalgar is reinforcing our position as the global leader of guided holidays by offering one of our most extensive programmes of this region to date. In order to surpass our guests’ expectations, we are continually enhancing our guided holidays, adding even more depth to the scope of exclusive and authentic experiences that only a true insider can deliver.”

You can also benefit from great **savings of up to \$563 per person with Trafalgar’s market leading 10% Early Payment Discounts when you book your guided holiday of choice and pay-in-full by 31 October, 2013.** Trafalgar also has a sensational airfare deal with Virgin Australia which will see holiday-makers fly to Los Angeles from \$1095 per person return when they book by 31 July 2013.

Among the range of fantastic **insider experiences**, see first-hand the ‘farm to table’ ideology during a new **Be My Guest dining experience** in California, embark on a **Local Specialty** tour of Coachella Valley Preserve where you’ll learn about traditional agriculture and taste a local favourite – a delicious date shake, and meet a real-life Mountie in Canada while getting a **Local Expert’s** view on the role of the Mounted Police Brigade.

New **Authentic Accommodation** choices have also been built into this comprehensive programme, which were specifically chosen to give travellers an insight into a destination expressed by each property’s

distinctive architecture, rich historical significance or magnificent setting. At Omni Park House in Boston, guests will see the table at which JFK proposed to Jackie Onassis, or can check-in to the hauntingly beautiful Fairmont Banff Springs Resort, where King George VI and Queen Elizabeth once stayed.

In response to growing demand especially for Australians, Trafalgar also has created **two North American Christmas guided holidays** full of festive highlights and must-see attractions; The 11-day *Christmas in New York* is priced from \$3988 per person, and the 11-Day *Western Canada Christmas Adventure* is priced from \$5375 per person.

To view the **2014 North America programme**, visit www.trafalgar.com. Visit us on Twitter @TrafalgarTalk. You can also connect with Trafalgar on Facebook at Facebook.com/TrafalgarTravel.

ENDS

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\$1.5 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

Media Contact:

Millicent Ogden

Senior Public Relations Executive



The Travel Corporation

Phone: (02) 9028 5089

Email: milli.ogden@travelcorporation.com.au

Rae White

Director of Public Relations

The Travel Corporation

Phone: (02) 9028 5035

Email: rae.white@travelcorporation.com.au