

***Trafalgar creates exclusive reader's trips for Better Homes and Gardens magazine
led by Editor-in-Chief, Julia Zaetta***

Demonstrating how Trafalgar takes guests beyond the expected, the award-winning guided holiday company has partnered with one of Australia's best-selling home, garden, food and lifestyle magazines, Better Homes and Gardens, to offer its readers a unique insight into Italy with a custom-made reader's trip to this popular destination. Designed exclusively for Better Homes and Gardens readers, guests will be joined by renowned Editor-in-Chief, Julia Zaetta. Aligning with the key passion points of the magazine, Trafalgar has created a 14-day *Crafts, Cuisine and Culture of Italy* guided holiday that takes in the very best of Italy's food, art, gardening, home and lifestyle to allow guests to return home not only having had a great holiday, but also inspired to incorporate some of these new experiences into their everyday lives.

Matthew Cameron-Smith, Managing Director, Trafalgar Australia said: "The opportunity to partner with such a distinguished publication as Better Homes and Gardens, and to provide their loyal readers with a truly unique experience is something we're very excited about. Italy is a destination that resonates very strongly among Australians and as the insider we open doors to many authentic, local experiences that people couldn't have if travelling on their own."

Julia Zaetta, Editor-in-Chief of Better Homes and Gardens, said: "Our readers are enthusiastic achievers who are extremely passionate about getting the most out of life. At Better Homes and Gardens, we're always looking for ways to keep them inspired. Not only will this special itinerary do that but I'm delighted to share my home-country with a group of our readers."

The 14-day *Crafts, Cuisine and Culture of Italy* is priced from \$3999 per person – twin share (land only), departing on 16 May, 2014. Guests will enjoy insider moments including walking up the step-less, spiral Bramante Staircase when exploring St Mark's Basilica and the Sistine Chapel, discover first-hand from a *Local Expert* the production process behind Positano's multi-coloured ceramic tiles, and learn about the fine technique of two *Local Specialities*; lace and Venetian mask making from a master of these arts. Travellers will also be treated to many traditional food experiences including sampling 'Baci' – Italy's most popular chocolate brand on a visit to Perugia's confectionary factory, dining on a regional meal and wines in Orvieto and discovering the locals' food and vegetable markets before learning how to make pasta in the home of a Florentine chef.

For more information on this reader trip, visit www.trafalgar.com.

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