

**Trafalgar offers over 3200 Definite Departures on its 2013 Europe and Britain program with Early Payment Discounts available for a limited time only**

**20 March, 2013** - Since the launch of Trafalgar's ([www.trafalgar.com](http://www.trafalgar.com)) 'insider' positioning, the leading guided holiday operator has received an overwhelming response to its unique offer achieving a phenomenal 20% increase in sales worldwide and 30% growth locally for its 2013 Europe and Britain itineraries. As a result of this success, Trafalgar is delighted to confirm that over 3200 departures are now definite on its current Europe and Britain program, with great savings still available for those who may be looking to travel this year.

As a leader guided holidays, Trafalgar listened to its guests and have created a product that today's travellers were truly after - a more authentic, local travel experience coupled with the convenience and expertise of a reputable brand. In doing so, Trafalgar is making serious inroads in repositioning the brand and transforming perceptions around the 'coach tour' category, which in turn has allowed it to successfully attract new and increase repeat travellers.

Off the back of recent global events including the Diamond Jubilee and the London Games, as well as the continued interest surrounding the young Royals, Britain in particular is back in-vogue as a must-see destination to visit with Australian travellers looking for new ways to explore this much-loved region and its attractions.

The demand for Trafalgar's comprehensive range of European and British guided holidays has also been aided by the continued strength of the Australian dollar against other major currencies, with the dollar reaching a 28 year high against the pound last week. This 'new-norm' has seen a trend in people not only trading up their holidays to Trafalgar's First Class itineraries, but also choosing to stay longer in these popular regions opting for the likes of the 20-day *Britain & Ireland Grandeur*.

**Last chance to save!** If you are looking to see the world from the inside and are eager to take advantage of the dollar's greater buying power, Trafalgar is offering Early Payment Discounts of up to \$685 per couple on any guided holiday of Europe and Britain. As one of the best deals currently available in the market, simply book and pay-in-full by 30 April, 2013 to secure a great price when travelling this year. Combine this savings with other brochure discounts including 5% Past Guest or 5% Group Discounts, to save up to \$1370 per couple.

For more information 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.

**ENDS**

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