

PRESS RELEASE

For Generation 2.0, Family Tours Offer Something Different

Trafalgar Family Experiences extends vivid life experiences and lessons to parents and children

Singapore – 22 February 2012 – Parents are increasingly turning to guided tours for family travel. According to data from Trafalgar, the number of travellers who book family holiday packages has grown 38% from 2010 to 2011, an indication that parents are recognising the benefits that guided tours can do for the whole family.

“Increasingly travel savvy parents crave high-quality family fun that is both educational and entertaining. Parents are turning to tour groups that are able to introduce creative and interesting itineraries that are packed with activities that all members of the family will enjoy – a constant challenge for many travellers,” said Nicholas Lim, regional director of Trafalgar Tours.

Trafalgar Family Experiences bring travellers on trips carefully planned to enrich the experience spent in a foreign country, including adventure-type activities that would wear out the most rambunctious children. The young ones are kept occupied by a series of educational and fun activities such as history and combat lessons in a coliseum at Roman Gladiator School in Rome, horse riding and lasso instructions from real cowboys in Cody, Venetian mask painting in Venice, and chocolate-making sessions in Hershey, Pennsylvania.

Stress can be a major turn-off factor for some parents when travelling with children, so these parents would often stick to neighbouring countries or destinations they can drive to, limiting their choices to a handful. Trafalgar Family Experiences takes the load off travellers’ mind by ensuring everything from itinerary-planning to booking accommodation to arranging transportation is taken care of, so long-haul trips are no longer a hassle. Travellers can rest assure that every part of the trip is family-friendly including the action-packed activities, dining options and first class hotel accommodation.

For parents, the purpose for going on a family holiday isn’t just to pull their children into another environment for education, but also to spend quality time with them. “Family bonding is a welcome element of a family trip. Spending quality time is not what every family can afford to do back at home, so engaging in activities together in a relaxed state of mind can be more valuable than what hours of sightseeing and photo-taking can do,” said Lim.

“Children today live and breathe a world of Facebook, Twitter, Xbox and iPhone, so it will be great for them to experience and care about something other than the confines of the virtual world,” added Lim.



Trafalgar Family Experiences consists of 19 itineraries to Europe, South Africa and The United States, which are led by tour directors experienced in travelling with children. Besides being able to offer local insight into the country, the tour directors will fill coach drives and outings with educational and engaging conversation, making the trip a learning experience for the whole family.

For more information, please visit <http://www.trafalgar.com>.

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About Trafalgar: Trafalgar is the world's leading guided vacation company offering exceptional quality and value itineraries to a range of exciting destinations. With some 65 years of experience and unrivaled local expertise, Trafalgar provides an authentic insider's view to create truly unique travel experiences in Europe, Britain and Eastern Mediterranean, South Africa, Australia and New Zealand, China, Mexico, Central and South America, USA and Canada.

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