

PRESS RELEASE

TRAFALGAR ANNOUNCES NEW WINTER ITINERARIES FOR 2012

Trafalgar continues to lead the way – evolving the consumer experience and perception of escorted touring – with the most exciting itineraries for the latter half of the year

SINGAPORE – 12 July 2012 – Trafalgar (www.trafalgar.com), the global leader in guided holidays, has reaffirmed its commitment to the evolution of the brand and to driving the escorted holiday's sector forward into a new era, especially in Asia with the launch of its latest Winter Itineraries to Europe. With a sales increment of more than 25 per cent over the same period in the previous year, Trafalgar is set to outpace the competition.

In response to market research and feedback from loyal customers, Trafalgar has listened intently to their increasing desire for authentic, immersive and unforgettable experiences by continually improving its itineraries. This year the leading guided-holidays company now offers new Christmas-themed vacation packages as well as exciting itineraries to top European destinations.

Trafalgar's 2012 positioning ***The Insider***, is a unique range of itineraries designed to offer guests unique experiences, moments and insights that they would never be able to discover on their own. For example, travellers can enjoy warm red wine, uniquely available during the Christmas season at the enchanting Christmas markets in Vienna (*Christmas Markets of Austria, Germany and Switzerland*), or marvel at Paris, the fashion capital of the world, and its wondrous sights as they drift along the river Seine on an included River Seine Cruise (*Christmas in Paris Itinerary*).

Spearheaded by Trafalgar's Regional Director, Nicholas Lim, who added: "We have proactively sought to set ourselves apart, creating in-depth itineraries with exclusive trip highlights and enhanced inclusions, imparting insider knowledge that guests can never get from a guidebook. This includes authentic and immersive product enhancements across our programmes, such as ***Be My Guest*** dining experiences, introductions by ***Local Experts*** and revealing ***Hidden Treasures***."

The ***Be My Guest*** concept takes guests to family-run or unique establishments not frequented by other operators, where they are the invited guests of the owners. While ***Local Experts***, such as naturalists or historians, provide fascinating insights into the people and places our guests encounter, ***Insider Highlights*** offers guests local specialty activities, expertly-guided small-group sightseeing and eye-opening itineraries.



“Singaporeans are some of the most frequent travellers in the region and we fully expect the figure to grow as we head into the peak season for winter journeys. The new Christmas itineraries we have added to our repertoire, seeks to build on this momentum and continue to excite and entice travellers looking for the ultimate Christmas experience abroad.”

Every itinerary has been scrutinised and handpicked to ensure that it delivers an Insider experience with significant upgrades across the programme. In Europe alone, Trafalgar has introduced 500 new hotel properties and over 200 *Be My Guest* dining experiences for the 2012 portfolio.

This year, Trafalgar has three additional winter itineraries to its already extensive offerings - “Paris & Rome”, “Highlights of France & Barcelona with Madrid extension” and “Best of Morocco”, bolstering the total to an impressive 33 itineraries. Trafalgar has also added three family dedicated departures on its existing range of winter departures on the back of a successful summer family program where the family range has grown by almost 40 per cent. These dedicated family experience departures include Flamenco dancing lessons in Spain, pizza making sessions in Rome and even painting carnival masks in Venice.

To further leverage on the forward moving momentum, Trafalgar has launched their Facebook (www.facebook.com/TrafalgarTravel) and Twitter handle (www.twitter.com/TrafalgarTalk).

For more information, please visit Trafalgar at www.trafalgar.com or contact trafalgarsg@hoffman.com.

###

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.

Media Contact

Choy Wan Teh

Trafalgar | 600 North Bridge Road, #06-06 Parkview Square
T: 6295-6383 | E: choy.teh@trafalgartours.com

Samson Lam

The Hoffman Agency | 331 North Bridge Road, #10-06 Odeon Towers
T: 6361-0253 | E: slam@hoffman.com