



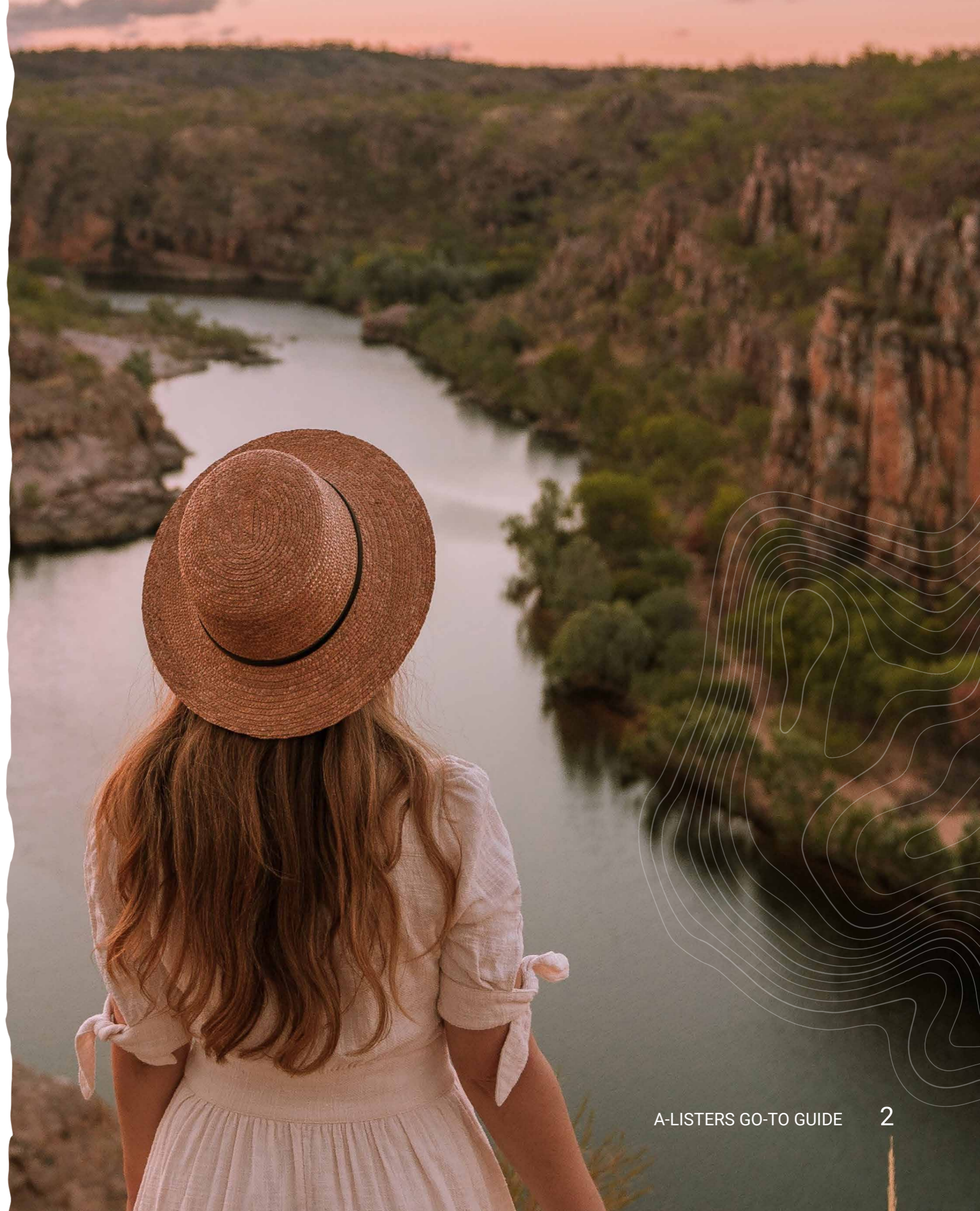
# ACCESS ALL AREAS

Your go-to guide for all things AAT Kings Group

# Dear A-Lister,

The AAT Kings Group is the largest tour operator in Australia and New Zealand. When it comes to touring the antipodes, we are the industry leader. AAT Kings has over 100 years of experience planning fully immersive, multi-sensory, off-the-beaten-track adventures!

To help you with planning the perfect AAT Kings experience for your clients, we've compiled this helpful guide. We're sure it will answer many of the questions you may have. We've included the essentials of all you'll need to know to 'Access All Areas'.





# AAT Kings Group in numbers



**2**

Touring Countries



**5**

Coach Depots



**100+**

Fleet Vehicles



**100+**

Years of Operation



**4**

Touring Brands



**4**

Travel Styles



**100+**

Tours



**1500+**

Tour Departures



# AAT Kings Group portfolio

GUIDED	PREMIUM	LOCAL	SPECIALIST
			
			
<p>Local Connection Insider Knowledge Cultural Immersion Wildlife &amp; Nature MAKE TRAVEL MATTER®</p>	<p><b>Immerse</b> yourself in new experiences <b>Indulge</b> your senses <b>Explore</b> boundless landscapes <b>Relax</b> and recharge</p>	<p><b>Spirit</b> – venture to places less travelled, feel its spirit and awaken your own <b>Emotion</b> – encounter a journey of emotions <b>Intellect</b> – travel to seek knowledge and understand the ways of these lands <b>Task</b> – embed yourself in culture</p>	<p>Coach Transport Professionals Touring Experts Comprehensive Premium Fleet Driving Connection</p>
<p>Australia &amp; New Zealand</p> <hr/> <p>Guided Holidays, Short Breaks &amp; Day Tours Private Charters &amp; Groups</p>	<p>Australia &amp; New Zealand</p> <hr/> <p>Specialised, curated &amp; premium small group journeys</p>	<p>Red Centre &amp; Cairns</p> <hr/> <p>Short Breaks &amp; Day Tours Private Charters &amp; Groups</p>	<p>Tropical North Queensland</p> <hr/> <p>Day Tours Private Touring Multiday Adventures Groups &amp; Coach Charter</p>



# Product Cheat Sheet 2024-2025 Australia & New Zealand Touring

Product	Product Description	Target Demographic	Meals	Inclusions	Destinations	Peak Booking	Peak Travel
<b>OUR SIGNATURE HOLIDAY OPTIONS</b>							
<b>Guided Holidays First Choice</b>	<b>Our First Choice fully-guided tours 6-22 days</b> ★★★★★ / ★★★★★ • 4-4.5 star accommodation (or best in destination) - centrally located • Group size up to 48 guests • Suitable for ages 6+ • Travel Pace: relaxed with more 2 nights stays	<b>45+</b> • Solo Travellers • Couples • Families	• Breakfast daily • Some morning & afternoon teas • Some lunches • Many dinners (all included dinners with wine) • Welcome reception • Highlight Be My Guest dinners • Farewell dinner	• Travel Director & Driver Guide • Luxury 48 seater coach • Airport transfers • National Park tickets • VIP entry to venues • All major highlights • Local guides • MAKE TRAVEL MATTER® Experiences on selected itineraries		Jan to Apr Sep to Nov	• SA: Sep to Apr • QLD: Jul to Apr • TAS: Sep to May • NT: May to Oct • WA (Kimberley): May to Sep • WA (South): Aug to Dec • NZ: Sep to Mar
<b>Guided Holidays Best Buys</b>	<b>Our Best Buys fully-guided tours 4-21 days</b> ★★★★★ / ★★★★★ • 3-3.5 star accommodation – comfortable • Easily accessible to city centres • Group size up to 48 guests • Suitable for ages 6+ • Travel Pace: reasonable with more 1 night stays		• Breakfast daily • Some morning & afternoon teas • Some lunches & dinners • Welcome reception • Farewell dinner	• Travel Director & Driver Guide • Luxury 48 seater coach • National Park tickets • VIP entry to venues • Selected highlights • Local guides • MAKE TRAVEL MATTER® Experiences on selected itineraries			
<b>Short Breaks</b>	<b>2-9 day breaks with your choice of accommodation</b> ★★★★★ / ★★★★★ • 3-4 star accommodation • Accommodation class chosen by guest: Budget (B), Standard (R), Superior (S) • Suitable for all ages   Some holidays 11+	<b>ALL AGES</b> Some tours 11+ • Solo Travellers • Couples • Families	• Some meals included for flexibility	• Guests benefit from combined knowledge and experience of different Driver Guides and fellow guests each day* • National Park tickets • Emailed travel documents *Other than new 'mini guided' Red Centre Short Breaks SBUKA & SBUKK		Jan to Apr Sep to Nov	Same as above plus: • VIC: Nov to Mar • NSW: Nov to Mar
<b>Day Tours</b>	<b>One day or half day sightseeing tours</b> • Group size is vehicle/tour dependent • Suitable for all ages	<b>ALL AGES</b> • Solo Travellers • Couples • Families	• Some lunches • Some optional upgrades for included lunch or dinner • Some morning/afternoon teas	• Driver Guides • Hotel pick-ups/drop-offs (selected hotels only) • Emailed travel documents		All year (short lead time)	N/A
<b>OUR BOUTIQUE SMALL GROUP EXPERIENCES</b>							
	<b>Specialised, curated &amp; premium small group journeys</b> ★★★★★ • 4-5 star and Special Stay accommodation (or best in destination) • Group size up to 22 guests (average group size 16 guests) • Suitable for ages 16+   No children under 12 years	<b>40+</b> • Solo Travellers • Couples	• Breakfast daily • Complimentary snacks & drinks • Most lunches • Most dinners (all included dinners with wine)	• Driver Guide • Luxury 4WD vehicle or coach • Airport transfers • National Park tickets • All major + lesser known highlights		Jan to Apr Sep to Nov	• TAS: Sep to May • NT: May to Oct • NZ: Sep to Mar • WA (Kimberley): May to Sep • SA: Sep to Apr • VIC: Nov/Jan/Feb • QLD: Nov/Jan/Feb
	<b>Interactive small group tours</b> • Feel fully immersed in special places and gain a true connection to culture • We establish interactive, captivating, intimate experiences that immerse travellers in hyper-local culture and history	<b>30+</b>	• Light refreshments • Breakfast or dinner • Sparkling Wine All depending on particular tour	• Experienced and interpretive Guide • Air-conditioned, comfortable vehicles • Hands on experiences • Return hotel transfers		Year round	• NT: May to Oct



# Why sell Australia & New Zealand Coach Touring?

We recently surveyed over 400 tourers across Australia and New Zealand and over half the respondents (55%) indicated they would consider an escorted tour on their next trip, for the following reasons:

47%

think it 'avoids the hassle of organising my own holiday'

33%

see tour organisers like us, as the experts

35%

'I can budget effectively' (e.g. know what is included upfront)

30%

Tours are a safer way to travel

24%

said it's a great way to meet people and make friends

\*GLOW Consumer Research Report - 2024



# AAT Kings vs Independent Travel

HOLIDAY COMPONENT	AATKings GUIDED HOLIDAY	INDEPENDENT HOLIDAY
<b>Hotels</b>	<b>INCLUDED</b> <ul style="list-style-type: none"> <li>Carefully chosen, quality hotels</li> <li>Central locations</li> <li>Porterage and hotel tips included</li> </ul>	<ul style="list-style-type: none"> <li>Hours of research</li> <li>Pay retail prices</li> <li>Unknown quality / location</li> </ul>
<b>Sightseeing</b>	<b>INCLUDED</b> <ul style="list-style-type: none"> <li>Knowledgeable and friendly Travel Director</li> <li>In-depth sightseeing with local guides</li> <li>VIP entry into many attractions</li> </ul>	<ul style="list-style-type: none"> <li>No local expertise/assistance</li> <li>Rely on guidebooks</li> <li>Limited understanding of what you're seeing</li> <li>Lengthy queues</li> </ul>
<b>Meals</b>	<b>INCLUDED</b> <ul style="list-style-type: none"> <li>Breakfast daily and up to half your meals</li> <li>Authentic experiences</li> <li>Welcome reception and farewell dinners*</li> <li>Tips included</li> <li>For all other meals, help with reservations and directions to where the locals eat</li> </ul>	<ul style="list-style-type: none"> <li>Additional cost for tips</li> <li>Navigating unfamiliar menus and foods</li> </ul>
<b>Transport</b>	<b>INCLUDED</b> <ul style="list-style-type: none"> <li>Daily transportation</li> <li>Professional driver</li> <li>Relax in comfort</li> <li>Fuel, toll charges and parking taken care of</li> <li>Luxury coach or small vehicle</li> </ul>	<ul style="list-style-type: none"> <li>Organise your own transport</li> <li>Losing precious holiday time getting lost</li> <li>Unfamiliar road rules and signs</li> <li>Pay for tolls and parking</li> </ul>
<b>Authentic Experiences</b>	<b>INCLUDED</b> <ul style="list-style-type: none"> <li>Exclusive Be My Guest dining experiences**</li> <li>Hidden gems sightseeing</li> <li>Traditional cultural experiences</li> <li>Sightseeing with local guides and experts</li> <li>MAKE TRAVEL MATTER® Experiences on select itineraries</li> </ul>	<ul style="list-style-type: none"> <li>Only see sights that are easily accessible to general public</li> <li>Possibly missing the best cultural experiences</li> <li>Limited opportunities to meet and interact with locals</li> </ul>

\*Welcome reception and farewell dinners vary by itinerary. \*\* Be My Guest dining experiences are available on First Choice itineraries only



# Why sell AAT Kings?

## **Your clients are looking for a reliable brand**

AAT Kings have been around over 100 years.

## **Your clients are looking for the best inclusions**

AAT Kings tours offer a great range of inclusions with all guided holidays but give your clients the flexibility to add their own personal touches.

## **AAT Kings offer good value holiday experiences**

With a range of travel styles across our brands, your clients can be assured of finding good value holiday experiences.

## **A well-established group of brands**

AAT Kings is an established and trusted brand, holding an in-depth knowledge of the destinations within Australia and New Zealand. It is also part of The Travel Corporation, a highly successful international travel group.

## **Friendly Travel Directors or Driver Guides**

At AAT Kings, we pride ourselves on having some of the most experienced, insightful and friendliest Travel Directors in the world. They'll provide the commentary, stories and local insights behind each destination to allow your clients to truly understand the places they visit.





## MAKE TRAVEL MATTER® EXPERIENCE



WE SUPPORT THE SUSTAINABLE DEVELOPMENT GOALS

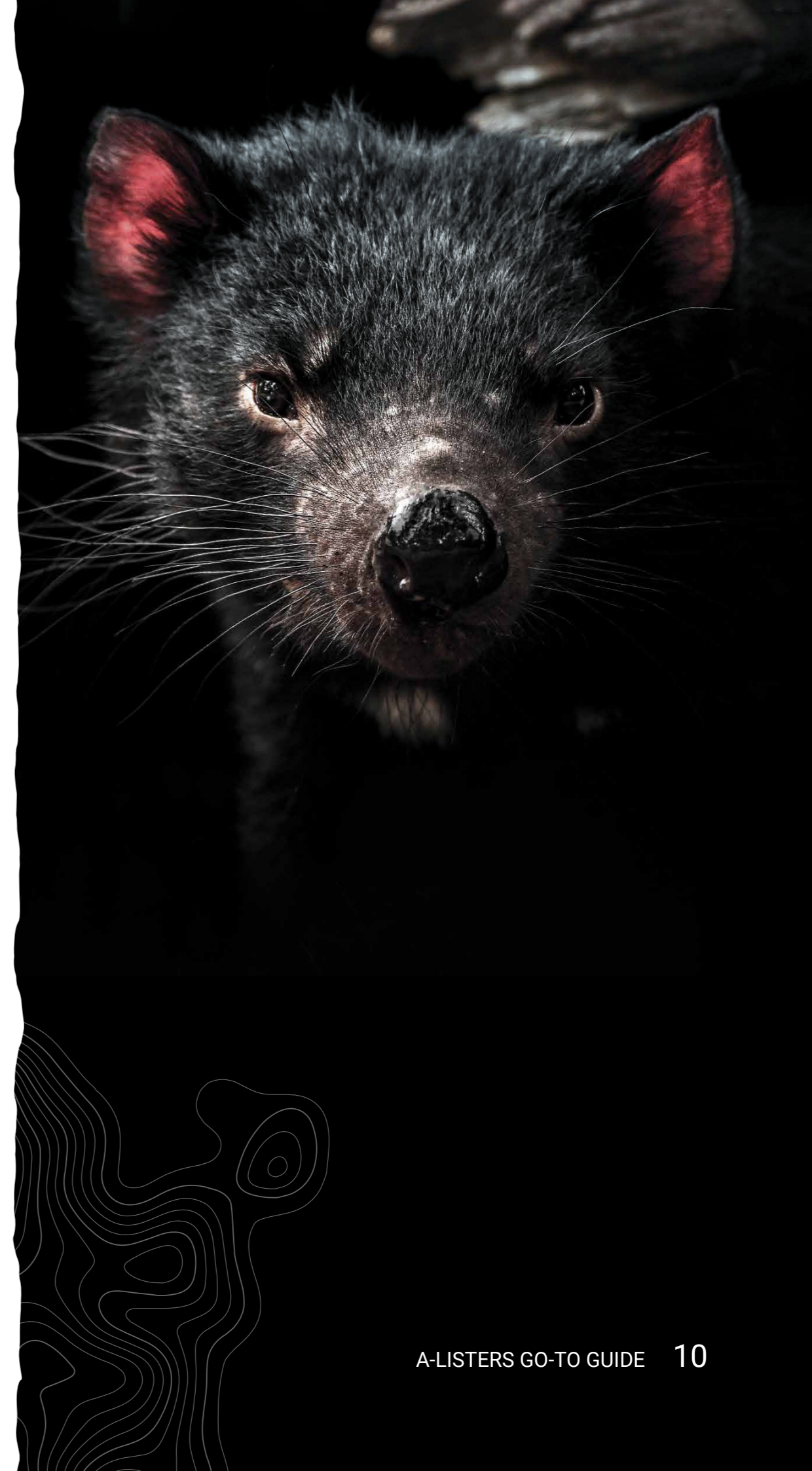
Let your clients discover their destination through the kindness of the locals, learning directly from those who give back to their community.

They can enjoy special and unique moments on their holiday, connecting with our partners, visiting those who run initiatives that work for and with nature, and those supporting local and traditional cultures.

MAKE TRAVEL MATTER® Experiences are conscious travel experiences assessed against a robust set of criteria using a proprietary assessment tool endorsed by industry experts and developed exclusively for The Travel Corporation's (TTC) family of brands.

Your clients can have a positive impact while they travel, look for the MAKE TRAVEL MATTER® Experience seal on their tour.

To find out more visit [aatkings.com/make-travel-matter/](https://aatkings.com/make-travel-matter/)





# Who is the AAT Kings guest?



45+



Annual spend on travel is high



Solo Travellers



Couples



Families with children 5+ (DT/SB)



Relatively high socioeconomic – but not luxury



Varying levels of mobility/fitness – from highly active to slower-paced

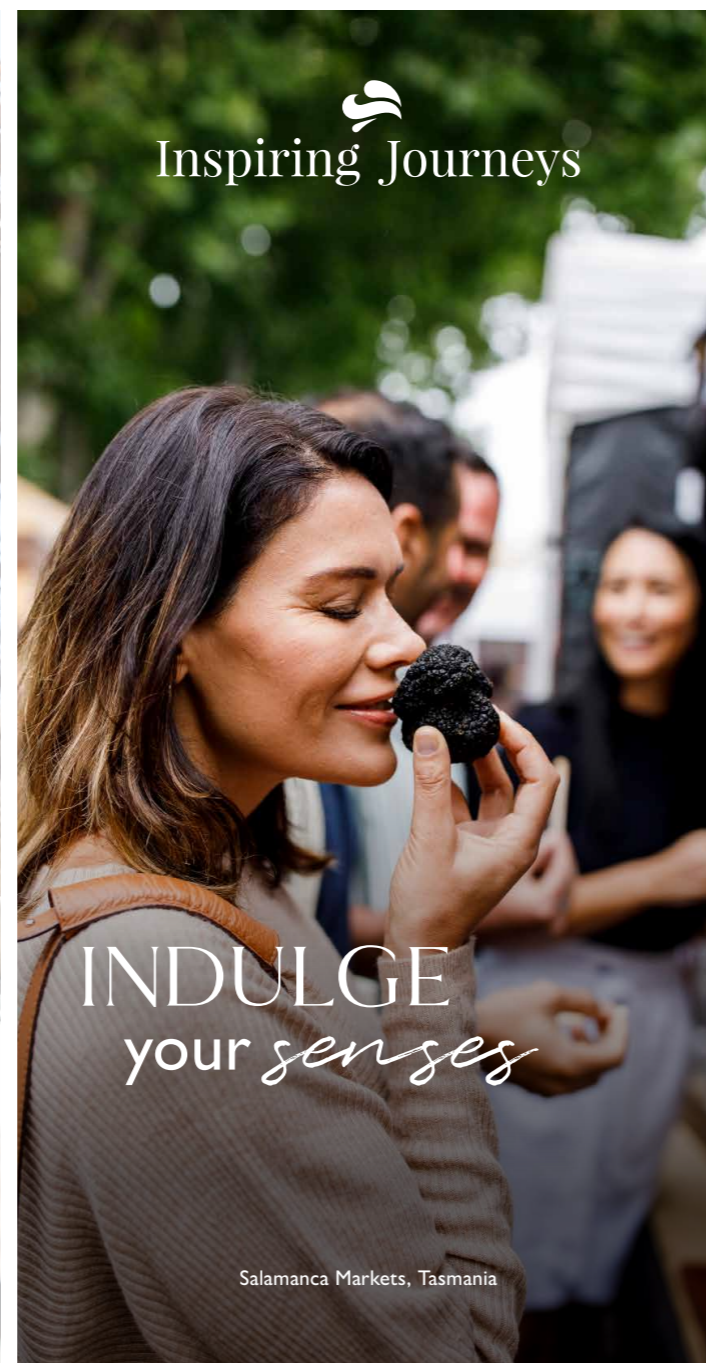
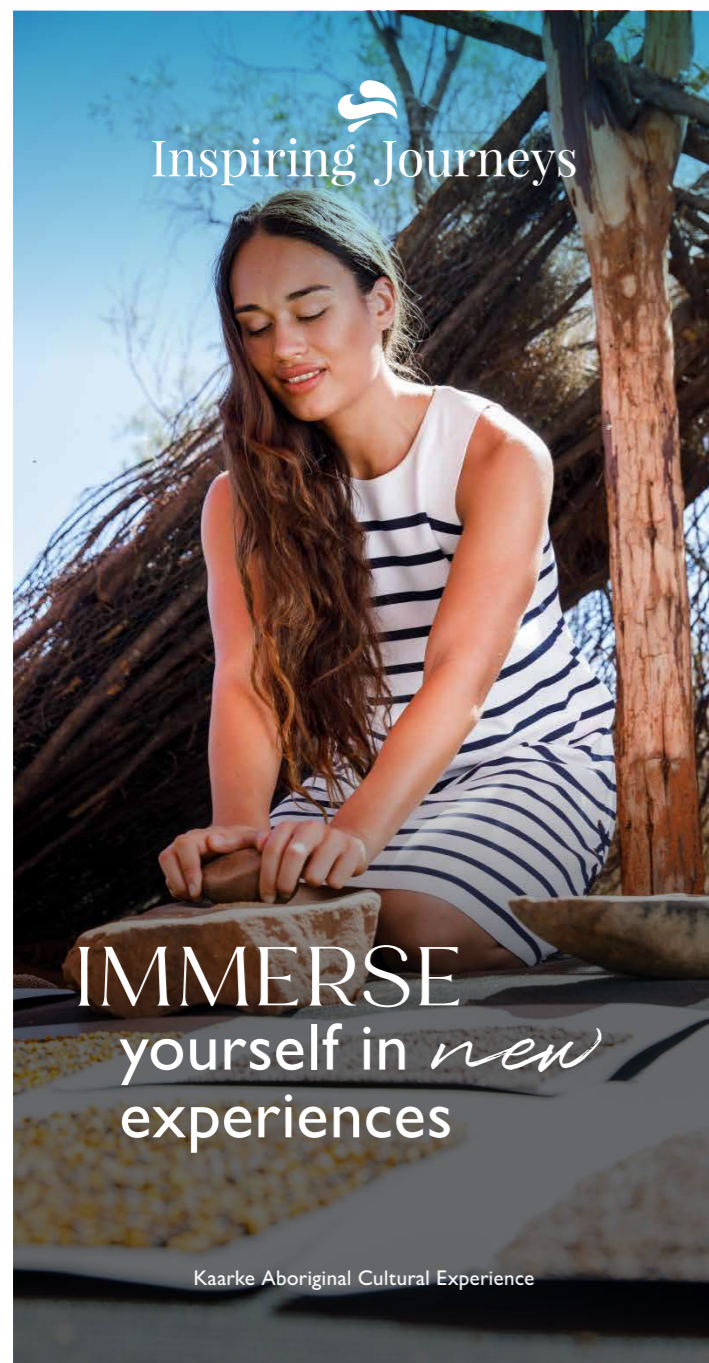






# Inspiring Journeys

Inspiring Journeys is an expertly curated journey, it's the perfect blend of iconic sites and landscapes, revealing a destination's best-kept secrets with insider knowledge. Expect a specialised and in-depth experience within a small group.







# Inspiring Journeys



## SMALL GROUPS

With an average group size of 16 guests, this grants access to exclusive experiences and lodgings, out of reach for larger groups.



## UNIQUE DINING

From native bushfoods to rustic outback dining, and award-winning restaurants to world-class wine tasting, these included experiences will inspire the senses.



## OUTSTANDING EXPERIENCES

Each special travel highlight has been carefully selected and seamlessly planned to create an immersive experience.



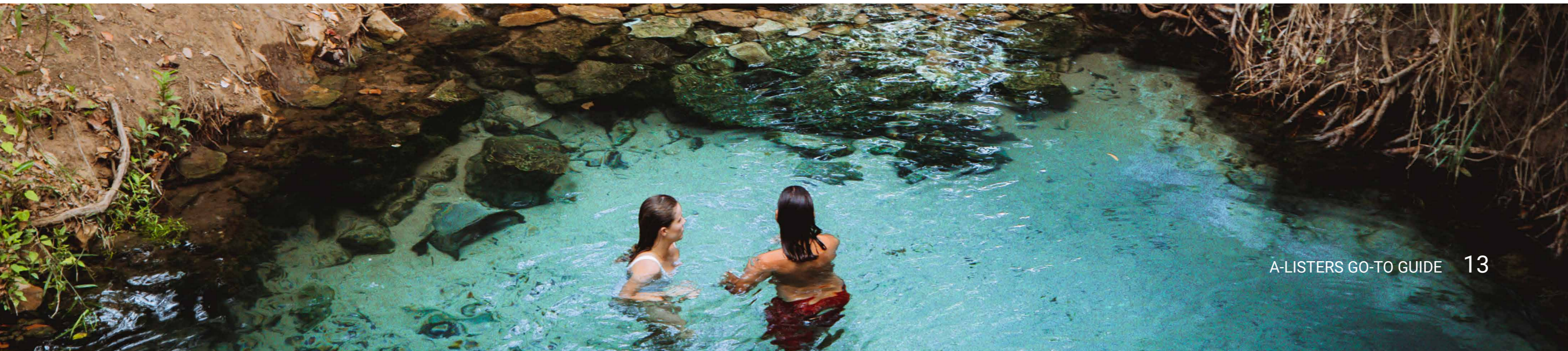
## YOUR JOURNEY DIRECTOR

Brimming with knowledge, stories and expertise, Journey Directors will provide captivating insights allowing guests to understand their chosen destination in depth.



## SPECIAL STAYS

Expect authentic and memorable stays, ones that deliver charm, whether it is a forest eco-retreat or a riverboat cabin with spectacular views.





# Who is the Inspiring Journeys guest?



Curious, informed,  
passionate,  
professional  
adventurers



40+



High disposable  
income



Solo Travellers



Couples



Enjoy great food  
and premium  
brands – they  
value quality





# What's in it for me?



## Earn commission with AAT Kings and Inspiring Journeys

AAT Kings and Inspiring Journeys offer a commissionable product and can make great earnings for you when selling one of our tours. Please check with your sales team to find out more.



## Extensive range of holidays

A range of signature holiday options including our complete-package Guided Holidays, flexible Short Breaks, and Day Tours. **FIRST CHOICE** Guided Holidays offer premium, centrally located accommodation, more meals and sightseeing inclusions PLUS Be My Guest experiences. **BEST BUYS** Guided Holidays offer great value, comfortable accommodation, and more free time.



## Personalised agent support

**Sales Managers** can assist you with product training, consumer information sessions, local expos, joint advertising advice and marketing collateral. Our **Contact Sales Centre** team provide extra support and expertise to close sales.



## Easy booking process

Our online tools help you create and manage your client bookings; and are available 24 hours a day. Go to <https://agents.ttc.com/login> to log in or register for our agent portal. Or you can simply call our friendly **Contact Sales Centre on 020 8225 4220** or [reservations@aatkings.co.uk](mailto:reservations@aatkings.co.uk)

For Groups and Charters, please contact your sales manager.



## Great deals (including LMDs)

We all know getting the best deal for your clients is crucial, so check out the AAT Kings website SPECIAL OFFERS section, for the most recent deals, including the ever-popular LMDs (Last Minute deals) or of course reach out to your friendly Sales Manager or our Contact Sales Centre.



## Global Tour Rewards

Everyone who travels with us is automatically enrolled in our Global Tour Rewards program, with access to exclusive past guest savings and offers on all AAT Kings and Inspiring Journey tours, and The Travel Corporation sister brands. Your clients can use their benefits on more than 1000 tours around the globe designed for every taste, place, and pace. Another great reason for you to sell AAT Kings if your clients have already travelled or intend travelling with another TTC brand.





# SEIT

Join our interactive small group tours and feel fully immersed in these special places, gaining a true connection to culture. You'll go beyond the icons, hearing the stories of this land, as your specialist SEIT Guide takes you on a unique and individual journey.

The company bases its philosophies from the keywords of **Spirit, Emotion, Intellect and Task (SEIT).**

## **SPIRIT**

Venture to places less travelled, feel its spirit and awaken your own.

## **EMOTION**

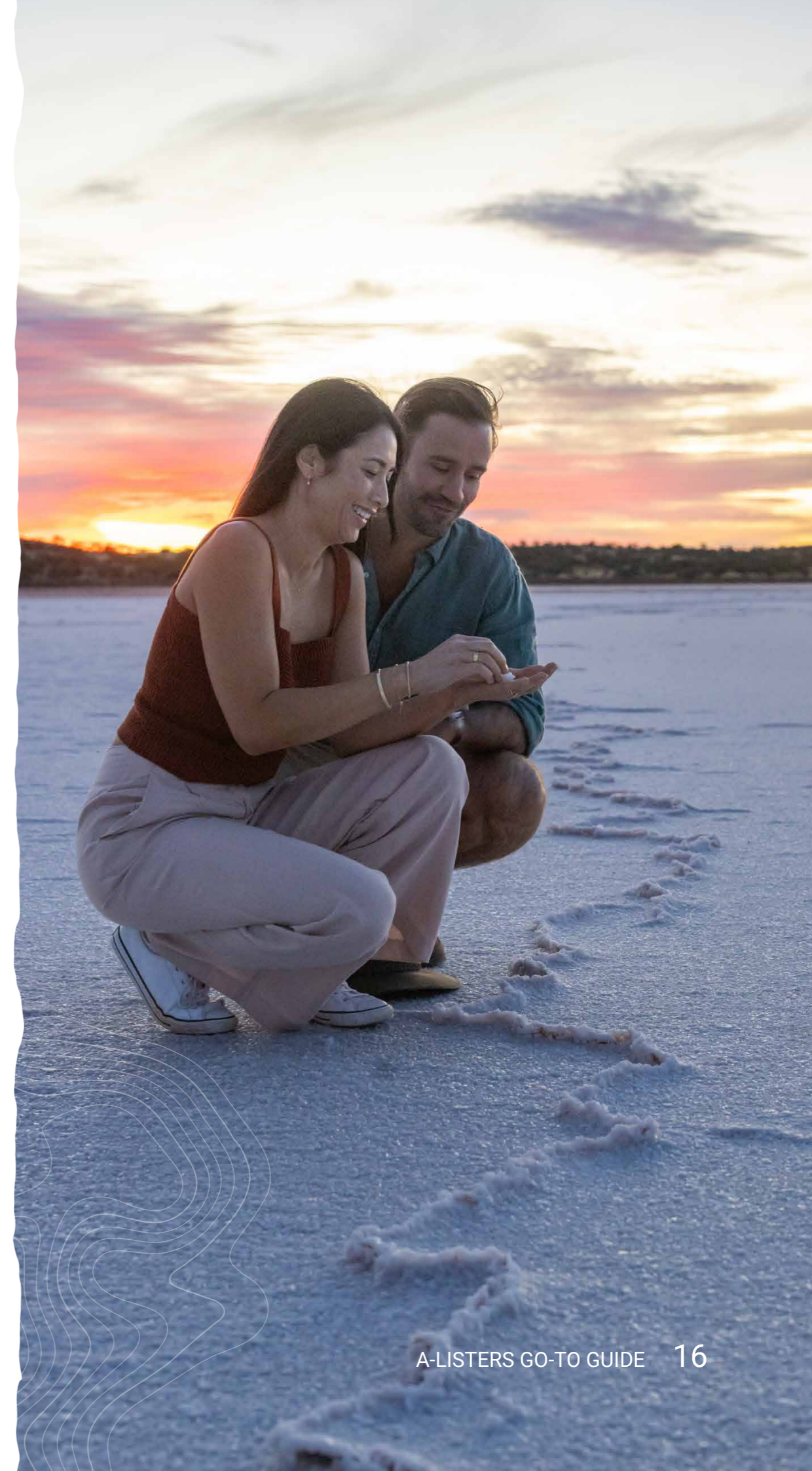
Encounter a journey of emotions. Cherish these unique moments, where your environment fully captivates you.

## **INTELLECT**

Travel to seek knowledge and understand the ways of these lands. Learn from the people, hear their stories and understand more, with our specialist guides.

## **TASK**

Embed yourself in culture. Embrace the art of doing, feel fully immersed and energised – imprint these experiences for life.





# Who is the SEIT guest?



The SEIT traveller is motivated by their need to understand and learn, seeking out expertise and real-life experiences.



30-50+



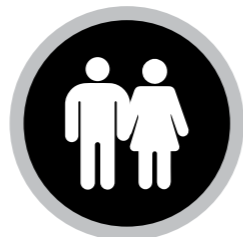
Annual spend on travel is high



Honeymooners



Solo Travellers



Couples



Families



Relatively high socioeconomic – would go without modern luxuries to feel immersed.

