



Press release: 13th July 2009

Family holiday reductions and offers from The Adventure Company

The Adventure Company has reduced prices on Egypt trips by up to £230 per person, as well as launching an early booking discount for worldwide family holidays this autumn and winter.

The Adventure Company has one of the widest portfolios of family trips on the market, with over 80 group trips available across six continents. Its family trips are timed to coincide with school holidays so discounts and offers are valid during these peak travel times.

SAVE UP TO £230 PER PERSON IN EGYPT

Egypt is one of The Adventure Company's best selling destinations for family trips, offering a wide variety of activities, fascinating culture and a warm climate without the hassle of a long-haul flight.

Prices have been reduced on selected departures of four family trips over October half term and the Christmas holidays – **Feluccas and Pharaohs**, **Nile River Adventure**, **Ancient Egypt Explorer** and **Desert Experience**. Reductions vary, but some of the best savings can be found on the following trips:

Desert Experience Teenage Adventure – save up to £230 per person

This 12-day trip for families with teenagers combines the historic sights of Cairo and Luxor, the remote wilderness of the Western Desert and the colourful marine life of the Red Sea. A highlight of the trip is a 4WD excursion and camel trek into the desert near the Dakhla oasis, where travellers will sleep under star-lit skies.

The October half-term departure of Desert Experience, 24th October – 4th November 2009, is now available from £1,079 per person. This represents a saving of £230 per person from the published brochure price of £1,309 per person.

The price includes flights; accommodation (seven nights in hotels, three nights camping, one night in a desert lodge), transportation (by minibus, Jeep, camel, donkey, boat and horse-drawn carriage); activities as per the itinerary; the services of a local guide; and many meals (11 breakfasts, four lunches, four dinners).

For full trip details, see <http://www.adventurecompany.co.uk/trip-details.aspx?productid=77033>.

Feluccas and Pharaohs – save up to £140 per person

This is The Adventure Company's best-selling family trip, available for children aged five and over. The 10-day adventure begins at the Pyramids before an overnight train journey to Aswan, where the group will enjoy a traditional meal at a Nubian house. Sailing down the Nile by felucca, visiting the Valley of the Kings, Karnak and a day snorkelling in the Red Sea are also all on the itinerary.

There are several departures of this trip over October half-term and during the Christmas holidays. The best savings can be found on 26th October – 4th November 2009 departure, when the trip is available from £1,029 per adult and from £929 per child. This represents a saving of £140 per adult and £120 per child against the published brochure prices of £1,169 per adult and £1,049 per child.

The price includes flights; accommodation (seven nights in hotels, one night on sleeper train, one night on a felucca), transportation (by minibus, train, felucca, boat, horse-drawn carriage); activities as per the itinerary; the services of a local guide; and many meals (8 breakfasts, two lunches, five dinners).

For full trip details, see <http://www.adventurecompany.co.uk/trip-details.aspx?productid=34601>.

Reduced-price trips to Egypt are also available in The Adventure Company's Worldwide Adventures brochure for adult travellers. Applicable trips include **Felucca Adventure** and **Nile Riverboat Adventure** on selected departure dates in November and December 2009.

£100 EARLY BOOKING DISCOUNT

In addition to the savings in Egypt, The Adventure Company is offering £100 off family holidays booked before 31st July 2009 for travel in October half-term, the Christmas holidays, or February half-term. This discount is valid for any booking valued at over £1,000 and travellers must quote 'FAMILY' at the time of booking.

Families looking to travel during these periods can choose from a complete range of destinations and activities. For example:

Slovakian Snow Adventure - A week-long multi-activity trip in Europe, including skiing or snowboarding; snowshoeing; sledging and swimming in thermal pools. This trip is available over the Christmas and February half-term school holidays, with prices starting from £939 per adult and from £849 per child.
<http://www.adventurecompany.co.uk/trip-details.aspx?productid=48910>

Tiger Trails & Taj Mahal – An 11-day cultural tour of India. Travel around the Golden Triangle visiting the Taj Mahal, the Pink City of Jaipur and discovering the wildlife of India. This trip is available in the October half-term, Christmas and February half-term school holidays, with prices starting from £1,149 per adult and £1,069 per child.
<http://www.adventurecompany.co.uk/trip-details.aspx?productid=31562>

Safari & Spice – Mix real African adventure with magnificent wildlife, exotic locations and comfortable accommodation on this 10-day trip to Tanzania. This trip is available over the Christmas holidays with prices starting from £1,629 per adult and from £1,499 per child. A US\$250 local payment per person is also applicable.
<http://www.adventurecompany.co.uk/trip-details.aspx?productid=32752>

Kids in the Kasbahs – This eight-day trip covers the highlights of Morocco for families, with snake charmers and acrobats in vibrant Marrakech; small Berber villages in the Atlas Mountains; and time on the beach at Essaouira. This trip is available in the October half-term, Christmas and February half-term school holidays, with prices starting from £729 per adult and from £649 per child.
<http://www.adventurecompany.co.uk/trip-details.aspx?productid=35037>

BOOKING INFORMATION

To book any of the above trips, see www.adventurecompany.co.uk or telephone 0845 609 0890.

For details of more special offers from The Adventure Company, visit www.adventurecompany.co.uk/special-offers.aspx

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For media information or images, please contact Kate Popham or Kylie Jenkins at The Saltmarsh Partnership on 020 7928 1600 or email kate@saltmarshpr.co.uk or kylie@saltmarshpr.co.uk

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