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Disney Ventures Down Under Australia welcomes new family vacation experiences

Tourism Australia is delighted to announce that for the first time ever, Disney has included Australia as a destination for their guided family vacations. Expected to attract a new wave of adventure seekers to our shores, the expansion of tours by Adventures by Disney, the family vacation pioneers, will be a significant boost for Australia.

Part of the Disney Parks family, Adventures by Disney, offers immersive Disney quality guided travel around the world. It's part of the enormous Disney Parks and Resorts network, encompassing the world class Disney Cruise Line, seven Disney Vacation Club resorts (with more than 100,000 members) and five resort locations, made up of eleven theme parks on three continents.

Throughout 2008, Adventures by Disney will leverage Disney's expertise in offering quality family travel experiences along 17 itineraries, including new destinations such as Australia, China, Peru and Germany, as well as returning favourites, including England, Italy, Ireland, Costa Rica and the South Western United States.

Geoff Buckley, Managing Director of Tourism Australia said, "Disney's decision to include Australia in their list of itineraries, alongside countries around Europe and South America is a significant achievement for Australia. The immensely powerful brand association of Disney will attract new visitors to experience Australia in Disney's trademark magical style. Consumers look to Disney as a trusted source of family travel and Australia's inclusion in their itinerary will catch the attention of families desiring a high end holiday experience down under."

Aiming to connect families to stories of the world through their trips, Adventures by Disney has been inspired by the reef, rainforest, outback and city landscapes across Australia. Tailored for fun, children travelling with Disney become 'junior adventurers' and enjoy two of their own 'junior adventurer's dinners' while adults take a night off.

Senior Vice President of Adventures by Disney, Ed Baklor said, "Adventures by Disney is very proud to offer an Australian itinerary to our guests. We are also incredibly thankful to the Australian people for welcoming us and our guests to share the diversity of this great country. From the tropical rainforest of the northeast, the magnificent red center of Uluru and the vibrant city of Sydney, we are excited to bring Disney's storytelling and special touches as we bring family vacationers to this great country and showcase the warmth of the Australian people."

"We're excited to bring the beauty and excitement of Australia to Adventures by Disney guests in 2008. We hope to showcase the energy and brilliance of the Australian people, culture and exotic locales to families."



Over the next 10 months, 15 departures of the 10-day, 'Discovery Down Under' trip have been scheduled. The itinerary takes adventurers from the Great Barrier Reef, to Ayers Rock and Sydney. Each trip is led by two Adventure Guides; a concierge, guide and story teller all rolled into one person. Local experts such as artists, naturalists, historians and chefs join each adventure to weave facts, stories and legends together to help immerse travellers in the local culture.

The next Adventures by Disney tour departs North Queensland on 22 June 2008.

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For further information, please visit: www.adventuresbydisney.com

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Tour Information:

Adventures By Disney - Discovery Down Under (10 Days / 9 Nights)

Australia: North Queensland, Great Barrier Reef, Ayers Rock, Sydney

Discover the land down under, an extraordinary country with sights that can't be found anywhere else on earth. Visit tropical rainforests and arid deserts, lively cities and otherworldly landscapes, and encounter plants and animals that are unique to Australia's ecosystem. From the timeless culture of the Aborigines to the thrills of a crocodile farm, you and your family are sure to experience the adventure of a lifetime.

Trip Highlights:

- Visit Tjupkai Aboriginal Centre and get a personal lesson from an Aboriginal Community member in the art of boomerang throwing. Later you will also learn how to play the didgeridoo.
- At Silky Oaks lodge have a leisurely riverside lunch as you take in the wonder of the rainforest.
- Enjoy a hike in Mossman Gorge, the world's oldest rainforest and UNESCO World Heritage site.
- Join us for a privately guided walk at Ayers Rock and learn the local Dreamtime stories, while being awed by this natural wonder.
- Take a private riverboat ride and gaze into the jaws of crocodiles. Later, enjoy a private dinner overlooking a croc filled river.
- Soar over the rainforest in a gondola on your way to Kuranda, a shopper's paradise.
- Get to know Sydney like a true Sydney-sider, from the seat of your bicycle. Peddle around Circular Quay on your way to Harbour Bridge!
- See Aussie Jackaroos wrangle a herd of sheep before enjoying a farewell extravaganza at Tobruk Sheep Station.



- At Ayers Rock, gaze at stars only seen in the Southern Hemisphere during a private event.
- Discover what it's like to ride a camel in the desert. Then, sit back and enjoy the view at sunset with Ayers Rock as your backdrop.
- While on the Great Barrier Reef, enjoy a glass bottom boat ride and see how many fish and turtles you can spot.
- Visit Low Isles on the Great Barrier Reef, a UNESCO World Heritage site and snorkel with a marine biologist who will point out and explain the hidden treasures of the reef.
- Enjoy leisurely time to discover some of Sydney's wonders: Darling Harbour, Hyde Park, and the Rocks.
- Take a Sydney Harbour cruise, but buckle up because this cruise is done in a jet boat!
- Have a private breakfast and visit of the Taronga Zoo... and get a glimpse of platypus' and Tasmanian devils!

