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ELEGANT RESORTS LAUNCH FOUR NEW LUXURY BROCHURES FOR 2011

The UK's leading luxury tour operator, Elegant Resorts, has launched its 2011 core brochures. The 2011 collection offers a well balanced, selection of luxury products worldwide all personally selected by Elegant Resorts as the world's most beautiful and exclusive resorts. In addition, Elegant Resorts has also brought on board exclusive partners to offer once-in-a lifetime experiences for travellers looking for new and exciting challenges.

New Africa 2011

A new stand alone brochure for 2011, *Elegant Resorts Africa* offers an expanded product range, with tailor-made luxury itineraries put together by experts.

New product highlights include a much wider selection of product in Kenya, with more safari options, offering the chance to see the great migration as well as two centre safari and beach combinations. Itineraries are also available in Rwanda, which include seeing its world famous silver back Gorillas, breathtaking safari options are also available in Zambia, with itineraries including Victoria Falls and Zambezi River. In addition the brochure offers expanded luxury breaks in more of Africa's beach products, including Zanzibar and Tanzania. For the more adventurous traveller, options include visiting or climbing Kilimanjaro and balloon safaris.

The brochure also features a much wider range of product in South Africa, offering more unusual excursions such as white lion safaris, battlefield tours and more options along South Africa's famous garden route.

New The Americas 2011

A new stand alone brochure for 2011, *Elegant Resorts The Americas* includes a more rounded offering in the USA, with more focus on California and Luxury Ranching in Montana plus the addition of Utah. The new Cities section includes Boston, Seattle, Washington and Chicago offering clients a wider choice of contrasting city breaks.

New destinations have been added in South America, offering the chance to experience once-in-a lifetime destinations such as Ecuador, Galapagos and Chile, which have now opened up for the luxury traveller. The tailor-made itineraries and selections offer more twin centre and multi-centre options across South America including combining countries, Chile with Argentina or Argentina with Brazil.

New the UK and Ireland 2011

Launched as Elegant Resorts' first ever Luxury UK & Ireland breaks for 2010/11, the new brochure offers client's luxury breaks in England, Scotland, Wales and Ireland.

The brochure focuses on hand picked luxury hotels and chalets to suite every clients need, from famous Spa hotels to luxury golf breaks. The brochure also acts as a guide to each destination, with information on what clients can do activities, highlights and the best of the rest. The guide also has tips on different ways to explore Scotland and finding Historic House Hotels and Barge holidays.

New Adventure Travel Mini Brochure 2011

Brand new for Elegant Resorts, life changing, awesome and inspirational all describe the new adventure travel product compiled by Elegant Resorts in an exclusive partnership with premier expedition company 360 Elite. Trips combine the challenge of the environment with 'off the beaten track' routes and are led by the most expert guides in the business including Raj Joshi – the doctor who led the celebrity Comic Relief Kilimanjaro trek in 2009. The brochure offers tailor-made and group trips to: Everest Base Camp, Kilimanjaro, Peru, The Ukraine, Namibia, Bhutan, The Arctic and Antarctica.

Caribbean (including Villas) and Mexico 2011

The new edition Caribbean and Mexico brochure focuses on Elegant Resorts' core product destinations such as Barbados, Antigua, Grenada and St Lucia. The Four Seasons Nevis in the West Indies will re-open in December and will be available to book through Elegant Resorts. The Viceroy in Anguilla will also be fully operational again this month.

The Fairmont Royal Pavilion in Barbados will offer its new Suites, available for clients to book from December.

Indian Ocean, Middle East & Arabian Gulf 2011

The new edition Indian Ocean, Middle East and Arabian Gulf brochure re-introduces two luxury Mauritius hotels, the Maradiva Villas Resort and Shanti Maurice A Nira Resort to its Indian Ocean programme. It also offers more choice in Sri Lanka with the introduction of several new, small boutique hotels in idyllic beach locations.

New highlights for the Elegant Resorts Middle East product include the addition of Beirut and Damascus hotels and a fantastic new suggested itinerary for trips to Syria. In Dubai, clients will be able to book the new One&Only The Palm, which opened in November 2010 and The Banyan Tree Al Wadi in Ras Al Khaimah. Elegant Resorts has also expanded its Abu Dhabi programme with the addition of Qasr Al Sarab - an Anantara Resort.

Europe & North Africa 2011

The Europe and North Africa brochure includes a new layout, with an added focus on the Cities and Short Breaks product, as well as more in-depth information for each individual destination. Two new destinations, Ibiza and St Petersburg, have been added and the Tenerife portfolio has been expanded to cater for growing demand from luxury Wintersun clients with the introduction of two new hotels.

Exciting developments in Italy include an expanded Sicily portfolio with the addition of two new Orient Express Hotels, Villa Sant'Andrea and Grand Hotel Timeo and three new suggested itineraries for Italy demonstrating the versatility of the country. Also new for Europe are "Afloat in France" luxury barges operated by Orient Express,

Asia and Australasia 2011

The 2011 brochure features a hand picked selection of the best hotels and resorts in Asia and Australasia. Each hotel has been chosen with clients in mind and offers exceptional service. New product for Asia includes a refocus on Bali with new hotels to choose from, as well as new hotels in Koh Samui, Thailand.

Luxury Cruises 2011

New product for Elegant Resorts' Cruise programme includes the chance to cruise on Richards Branson's beyond luxury Necker Belle Catamaran. Also new to the programme, clients can cruise on Le Boreal an ultra luxury yacht with, famous French yachting company Compagnie du Ponant.

The brochure continues to offer a worldwide programme of cruises, including the Seabourn Quest a new ship coming next June and the new Oceania M S Marina. For shore leavers, Regent Seven Seas are continuing with their unlimited free shore excursions programme.

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