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PRESS RELEASE

ELEGANT RESORTS SUPPORTS AUSTRALIA RECOVERY

This week, leading luxury tour operator Elegant Resorts launched a range of activities to support Australia in the wake of the devastating bushfires, which are still ravaging some areas.

On Monday 27th January, the company organised "Australia Day" for staff in the Chester-based Head Office, to show support for the destination and raise funds to help with the recovery from the fires.

For the occasion, the office was decorated to celebrate all things Australia and a prize draw was held. An impressive £360 was raised on the day, with donations being split between two charities recommended by Tourism Australia:

- [The Australian Red Cross Disaster Relief & Recovery](#)
- [Wildlife Rescue \(WIRES\)](#)



Laura Jones from Elegant Resorts



Sarah Edwards and Lucy Evans from Elegant Resorts

[Images accessible here](#)

The tour operator is also contacting clients this week to ask them to show their support for Australia by continuing to make bookings, and are encouraging interest by highlighting properties and itineraries in parts of the country unaffected by the fires, including a fantastic 21-day **Experience Authentic Australia** itinerary across the Northern Territory and Western Australia. This trip showcases the natural beauty, flora and fauna and Aboriginal heritage

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MASTERS IN LUXURY TRAVEL SINCE 1988

of the region and includes Kakadu National Park, The Kimberley outback, the sandy beaches and heritage of Broome, snorkelling the UNESCO-listed Ningaloo Marine Park with whale sharks, the city of Perth and Margaret River, renowned for its spectacular local produce.

The tour price is from £16,990 per person and includes accommodation, activities, international and domestic flights, transfers and UK lounge access.

The email campaign will also link to the tourist board website where clients will be able to go and choose other ways to support the destination including charity donations, should they wish to do so. The operator is also planning to raise awareness and boost bookings via social media.

Throughout this support campaign for Australia, Travel Agents will be encouraged to sell holidays to the country with Elegant Resorts doubling the current incentive.

Managing Director Lisa Fitzell commented “We are devastated to see the beautiful landscapes and the rich wildlife of Australia being destroyed by these fires and want to show our support and do whatever we can to help with the recovery. We need to help financially but also ensure our customers continue to plan holidays-of-a-lifetime to Australia. “

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For further information on Elegant Resorts, please contact Charlotte Wilmots at Charlotte’s Web PR.

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