

Kuoni launches nationwide marketing campaign for South American adventures

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Kuoni has announced the launch of a dedicated nationwide marketing campaign highlighting adventures, exploration and unworldly landscapes in South America.

Kuoni's 21 retail stores and four partnership stores have increased sales to the South America region by providing tailored expert advice and sharing first-hand experiences.

Kuoni's well-travelled and knowledgeable travel experts are ready to craft an adventure to South America completely tailored to the customer's needs. Among the South American itineraries featured in the latest campaign is Brazil. Travellers can take in the highlights on a 13 night independent itinerary starting in Rio with its famous Copacabana Beach, Sugar Loaf Mountain and the statue of Christ the Redeemer, then marvel at the spectacular natural wonder of Iguazu Falls, the meeting place of Iguazu and Paraná Rivers. A cruise on the Amazonian river is also featured.

Peru offers unforgettable experiences and memorable adventures including the ancient man-made wonder, Machu Picchu which is on many peoples must-see tick list. The country recently drew crowds in London's Covent Garden, where the Peru Tourist Board and TV personality and adventurer Ben Fogle produced a three-metre high Lego model of Machu Picchu.

Kuoni is also offering a "Taste of Peru" on a 7 night private tour. On the tour, customers will visit Peru's capital Lima, Cuzco, the ancient capital of the Incas, and the Sacred Valley, deemed to be the heartland of the Inca Empire due to its unique location.

Another South American destination highlighted by Kuoni is Chile, a diverse landscape enabling explorers to experience climatic extremes. From the driest place on earth, the Atacama Desert, to the natural beauty and the spectacular fjords and glaciers in Torres del Paine National Park, Chile is perfect for trekking and breath-taking vistas. Kuoni's personal travel experts can tailor-make holidays to include the mystical Easter Island home of the Moai statues, another awe-inspiring sight.

Sarah Beckwith, Market Manager said: "Kuoni launched the new Discover brochure in October 2011, bringing together the very best of Kuoni's escorted tours and highlighting the opportunities for tailor-made travel, particularly in South America, to experience a true adventure, iconic sights and treasured moments.

"We hope this dedicated campaign will inspire our customers as these incredible and spectacular destinations are put under the spotlight."

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About Kuoni:

Kuoni was established in 1906 in Switzerland by Alfred Kuoni, a visionary adventurer and explorer of his

time who opened some of Europe's first travel agencies. Kuoni has branch operations in over 40 countries. Its portfolio includes Koh Samui holidays (<http://www.kuoni.co.uk/en/holiday/asia/thailand/thailand-beaches/koh-samui/pages/default.aspx>), Mexico holidays (<http://www.kuoni.co.uk/en/holiday/north-and-central-america/mexico/pages/default.aspx>), Hawaii holidays (<http://www.kuoni.co.uk/en/holiday/north-and-central-america/usa/hawaii/pages/default.aspx>), luxury holidays (<http://www.kuoni.co.uk/en/pages/default.aspx>) and honeymoon destinations (<http://www.kuoni.co.uk/en/honeymoons/pages/honeymoon-destinations.aspx>).

Kuoni has come top of a Which? Recommended Provider survey, due to the company's reliability and 'excellent customer care'; been voted World's Leading Tour Operator for 11 years in a row at the World Travel Awards; Britain's Favourite Tour Operator as voted by the readers of Ultra Travel and the Daily Mail; and been voted Britain's Best Longhaul Tour Operator by travel agents for the past 29 years. Kuoni recently opened 21 new stylish travel stores across the UK offering a new experience in travel retail with stylish décor, complimentary champagne, impeccable service and the expert knowledge of Personal Travel Experts.

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