



MEDIA RELEASE

Travellers Choice network expansion continues with new WA members

5 September 2017: **Travellers Choice is pleased to announce a further expansion of its award-winning network with the addition of two high-profile member shareholders in Western Australia – Kings Tours and Travel, a fast-growing multi-outlet operation based in Perth, and James St Cruise & Travel, an ambitious regional agency in the state's south west.**

Established in 1986, Kings Tours and Travel is recognised as a specialist in fully escorted holidays for the mature traveller. In addition the company is rapidly expanding its activities in the cruise and FIT sectors.

Owner Jenny Franceschi, whose father started Kings Tours and Travel, has overseen dramatic growth over the past few years. Along with an eponymous flagship store in the Perth suburb of West Leederville, the company recently added a second retail outlet, Northern Beaches Travel & Cruise, in the city's north.

In early September a third retail store will open in WA's second largest city, Mandurah, a popular retirement spot, located on the coast 75km south of Perth.

Franceschi says she was attracted to Travellers Choice because of the group's continued investment in innovative marketing services, particularly in the digital arena.

"We want to forge a genuine partnership with a group that has the resources and expertise required to accelerate our expansion, and with Travellers Choice we are doing just that," says Franceschi.

"One area in which the group's knowledge and support is proving invaluable is digital marketing, where they are helping manage and amplify our presence online and through social media channels. That in turn is freeing up my team of specialist consultants to concentrate on what they do best – deliver an outstanding experience to our customers."

James Street Cruise & Travel, located in Pinjarra, around 90km south of Perth, serves a expansive area in Western Australia' south west that includes Narrogin, a large town in the state's Wheatbelt region.

Owner Kylee Graham says she decided to join Travellers Choice because of its proven ability to help take independent travel agents to the next level.

"The hands-on support and guidance provided by my local business development manager, combined with the sophisticated marketing services I can now access, is already helping to elevate my business," says Graham.

"As a regional agency, the networking opportunities that Travellers Choice provides are also of enormous benefit and I'm looking forward to attending my first national Shareholder's Conference in November."

Travellers Choice General Manager - Sales, Nicola Strudwick says the addition of both member shareholders further strengthens what is already an unrivalled retail travel network in Western Australia.

"It also highlights the fact that for established agents seeking growth, no network is better positioned than Travellers Choice to support and help realise that success," says Strudwick.

For more information on Travellers Choice please visit www.travellerschoice.com.au.

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