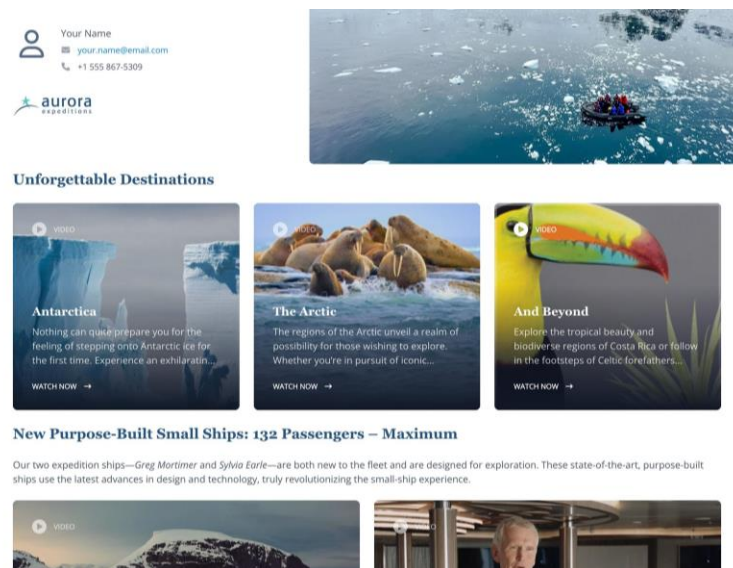


MEDIA RELEASE

Aurora Expeditions partners with Approach Guides for expansion of trade marketing solutions



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SYDNEY, AUSTRALIA 24 January 2024 – Award-winning expedition travel company Aurora Expeditions has today announced its partnership with Approach Guides, the leading content optimisation platform for travel brands, in a move to provide greater marketing support for its travel trade partners globally.

The service is free to use for all travel advisors and will allow Aurora Expeditions to evolve its trade support offering, from sharing only marketing assets such as video, imagery and brochures, to sharing pre-built multimedia ‘content experiences’—showcasing Aurora itineraries, destinations, experiences and promotions—that advisors can seamlessly use to engage clients and boost conversion.

Aurora has initially created three content experiences to kick-off the partnership, which can be co-branded by travel advisors with a single click and shared to their clients via social media, email, in quotes or even on their own websites.

“Our trade partner relationships represent a hugely important part of our business, and we are always looking for ways to improve our support tools for advisors and make it easier for them to do business with us,” commented Aurora Expeditions Chief Marketing Officer, Hayley Peacock-Gower.

“The Approach Guides platform presented a fantastic, user-friendly option to provide advisors with a more integrated, seamless method to market Aurora’s expeditions to their clients. It also takes out extra work for them to make it personalised and co-branded, without re-directing them to third parties.

“We are thrilled to be working with this new and innovative platform and look forward to hearing feedback from our trade partners on their experience.”

“We’re excited to be working with Aurora Expeditions to help their trade partners supercharge their marketing efforts in a fast, easy and on-brand way,” commented Jennifer Raezer, Founder and Chief Marketing Officer, Approach Guides.

"Aurora Expeditions' new trade marketing solution really is transformational, enabling advisors to spend less time building outbound campaigns and more time growing their businesses."

The three content experiences available now for co-branding and sharing are:

- **‘Antarctica with Aurora Expeditions’**, which provides an overview of the experience to Aurora’s flagship destination.
- **‘Adventure to the world’s wild places’** for an overview of the company’s expeditions globally and the Aurora difference.
- **‘Go Wild with Your Bucket List’**, Aurora’s current global campaign encouraging travellers to ‘go wild’ with their bucket lists highlighting some of the best small-ship experiences to be had in 2024.

For advisors, getting started couldn’t be easier—there are no registration forms or passwords to remember. Advisors can access the service with their email address at <https://inspires.to/aurora-expeditions>

Learn more about Aurora Expeditions at www.auroraexpeditions.com.au

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About Aurora Expeditions

Aurora Expeditions is an award-winning, Australian-owned expedition company pioneering experiential travel for over 33 years. A pioneer in Polar Expeditions, Aurora is deeply committed to environmentally respectful travel to preserve the beauty and majesty that mother nature possesses, and we take real actions for the care of the planet.

Founded on the guiding principles of adventure and endless exploration, the small ship experience is intimate and friendly. Aurora Expeditions takes travellers on perspective-altering experiences to some of the planet’s most remote and incredible places.

Aurora’s two purpose-built ships, *Greg Mortimer* and our brand-new small expedition ship *Sylvia Earle* are designed for global discovery.

About Approach Guides

Approach Guides is a leading content optimization platform, empowering travel brands to deliver hyper-relevant, personalized multimedia content at all stages of the guest journey and across all touch points, boosting impact, guest loyalty and conversion. Approach Guides is trusted by the world’s leading cruise lines, hotels, tour operators, airlines, DMOs and consortia. For more information, visit approachguides.com.