

PO Box 7486 Cairns QLD 4870 Australia T: +61 7 4041 2101 T: 1800 90 20 80 E: info@expeditioncruisespecialists.com

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The launch of a new company, Expedition Cruise Specialists, is designed to provide expert service and advice to the adventure sector of Australia's booming cruise industry.

It will provide a "one stop shop" for Australians planning an expedition cruise to the wild places on earth. Clients will be able to discuss their cruise plans with experts and then book the trip at a very competitive, exclusive rate.

Expedition Cruise Specialists is the brainchild of industry pioneer Vicki Briggs who has teamed up with expedition cruise expert Andrew Castles to fill a global gap in high in high-end online platform for cruise travellers looking for unique journeys.

For 33 years Vicki and her husband Tony Briggs ran Australia and the South Pacific's pioneering expedition cruise line, Coral Princess Cruises (now Coral Expeditions).

Andrew has managed expedition cruise programs for some of Australia's premier travel companies over the past 15 years including APT, Coral Princess and, most recently, Coral Expeditions.

After months of research, testing and technology testing, the pair launched the new business featuring a state-of-the-art web site. It can be viewed at www.expeditioncruisespecialists.com.au

Cruises available on the site cover all seven continents, from Australia's amazing Kimberley to the breath-taking Polar regions, from the Galapagos Islands to the unforgettable Amazon rainforest.

The Expedition Cruise Specialists online platform also includes a range of unique user-friendly features, practical expert advice and tips to help consumers choose a small ship and expedition cruise that perfectly suits their travel wishes.

Exclusive offers, best prices, and access to loyalty incentives and specials will also be available on the new site.

"With so much information and so many cruising options to choose from, Andrew and I knew it was important to use our experience and insider knowledge to hand pick a collection of only the world's very best small ship and expedition cruises, "Vicki said.

"We know what makes an expedition cruise great and we want to share that knowledge with the world."

The team at Expedition Cruise Specialists is also working on a range of special group departures, escorted by Vicki, with more details to follow in coming months.

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For more information or interviews, please contact:

Andrew Castles General Manager

Ph 07 4041 2101 or 0413 953 901

Freecall: 1800 90 20 80

Email: andrew@expeditioncruisespecialists.com