



PRESS RELEASE PRESS RELEASE PRESS RELEASE

The Magical Mystery Tour is Waiting to Take You Away

The Imaginative Mystery Tour: All you're told is the departure date, how long you will be away and what you need to pack. You could be going to your dream destination ... or you could be going somewhere you would never have considered. Would you hand over your holiday budget for a journey into the unknown?

The mystery tour concept was once limited to day trips and overnight escapes but later this week a group of adventurous travellers will set off on a 15-day international mystery tour with tour operator Imaginative Traveller (www.imaginative-traveller.com) A group of fifteen will depart from London's Heathrow Airport to a destination unknown, at a cost of £2099 for 15 days on June 20th

Length of trip: 15 days

Style: Mystery

Group Size: 15

Prerequisites: Must be physically fit, prepared to travel anywhere and ready for adventure!

Qualifications: Adaptability and a sense of humour!

You will arrive at London Heathrow Airport, meet your fellow adventurers, tour leader and receive your ticket. From that point you are in the hands of Imaginative Traveller, journeying from place to place with no knowledge of what is around the corner or where you may wake each day! It is simply adventure travel in its rawest form.

It might sound like a lot of money for a trip where you don't get to choose the itinerary but the tour sold out within weeks of being announced. Imaginative Traveller's Hiedi Hutchinson says, "It is the first time the company has offered a mystery tour and the level of demand surpassed expectations. With this tour they are getting something really unique and I think this is what appealed overall.

Hiedi who created the concept says "It's a new area, it's quite different ... I think they're in for quite an adventure. A lot of effort went into finding a "new" destination for the mystery tour, especially important as some of the participants have travelled with the company before. We are pretty sure none of them will have been to this destination before. The main appeal of the mystery tour is the excitement of setting off into the unknown, although there is also a lot of value to some in not having to (or being able to) spend time planning the trip. There are no vaccinations or visas required and travellers will be given advice on what to pack. The concept will be repeated in coming years and enquiries are already coming through for 2010.

-Ends-

Wednesday, 17 June 2009

For Further Information Please Contact:

Lynsey Devon, Imaginative Traveller PR Manager

Tel: 020 8939 8708 Mobile: 07930 631493

Email: lynsey.devon@tuitravel.com

Note to Editors: Established in 1991 Imaginative Traveller has grown steadily to become one of the world's leading operators of small group adventure tours. For Imaginative Traveller,

travel means getting to the heart of the country whilst offering the most authentic travel experience possible. Imaginative Traveller aims to minimise the impact on the environment and to deliver travel in a courteous, beneficial and respectful manner. Worldwide experiences and activities are available including sailing, balloon rides, wildlife spotting, cycling, snorkelling and elephant riding.