

TRAFALGAR BRINGS BACK WANDERLUST

New research suggests that the wonder of travel has been lost. But fear not, Trafalgar is bringing that wonder back with the launch of its 2019 Europe & Britain Program.

Part and parcel with Trafalgar's mission to innovate, and bring clients real travel experiences, Trafalgar has released new research that uncovers what guests are truly seeking from their holidays – and what 'The Good Life' really means to them. More than 1,400 participants around the world took part in the independent third-party research.

The results were surprising – even a bit disconcerting, says Trafalgar. Rather than travel evoking wanderlust, the wonder of travel is getting lost. A staggering 89% of respondents say travel is enjoyable but stressful and difficult to plan, and 49% of those surveyed claimed that 'real' travel experiences didn't actually feel that real – that travel is in fact becoming a common tourist trail.

More than a third (37%) said they felt they didn't see any 'real culture' on their last trip and almost half of participants said if they did, these experiences were not unique. And 61% of guests are feeling the negative effects of overtourism.

Good travel is an opportunity to step away from daily life and pressures, be surprised and challenged, learn, appreciate and experience something new, says Trafalgar.

These findings of 'wonder-lost' – combined with the research of what people are seeking when they travel – has driven Trafalgar's innovation across the new Europe & Britain 2019 program, which provides loyal Canadian agents and their clients with:

Real Ease: With 72 years of expertise encompassing seven continents, Trafalgar knows that good travel still exists – if it's done right. The stress of planning is taken care of. The logistics of formulating the perfect itinerary such as quality accommodation, comfortable transport, plenty of meals, VIP admission to the sites and unique Trafalgar highlights are all included so clients don't have to worry about a thing. What if clients were taken to get their iconic photo of the Eiffel tower, but also got to go somewhere else incredible without the crowd, such as the catacombs of Notre Dame and walk the spectacular Latin Quarter?

Real Connections: No matter what trip clients choose, they know each carefully crafted itinerary is packed with real experiences that will connect them to the soul of the places Trafalgar goes. They'll break bread with locals who are proud to bring them into their homes, share their cultures and tell their tales on Trafalgar's exclusive 'Be My Guest' experiences,

which also help sustain their communities. They can stay somewhere that's more than just a bed for the night, on one of Trafalgar's 'Stays with Stories' including the Schloss Leopoldskron in Salzburg dating back to 1736, where some of the most romantic scenes from the Sound of Music were filmed.

Real Joy: When the elements of ease and connections come together, allowing guests to really be in the moment, really connect to each destination and help to sustain the people, places and planet along the way – that's when real joy is experienced, perspective felt on what's important and one's core values are uncovered. This is 'The Good Life' – what travel is all about.

Florence, Italy



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