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YOU CAN NOW EXPLORE FRANCE LIKE 'EMILY', WITH CONTIKI'S NEW LIMITED-EDITION TRIP

The special departure gives young travellers the chance to live their 'main character moment' in Paris & beyond.

DAY/DATE/MONTH, LOCATION:

Contiki, the leading youth travel brand for 18-35s, has announced a special departure of their brand new trip 'France in a Week' that gives travellers the chance to live out their French fantasies, inspired by 'Emily'.

The 'Inspired by Emily' departure is a 7-day trip where fans can experience all things French, like visiting Paris' most famous locations, creating their own signature scent at a perfumery, touring a château and a champagne house, going behind the scenes of a cabaret set that was used in the show.

Additionally, travellers will take a tour of some filming locations in Paris and also visit the Palace of Versailles & Loire Valley after stopping at a classic Parisian pâtisserie for a pain au chocolat.

The limited-edition departure is in response to the growing trend of set-jetting, where travellers are flocking to locations popularised by movies, television and even games. In Contiki's recent 'Voice of a Generation 2024' survey, 67% of young travellers aged 18-35 said they were inspired by a film, TV show, or song to visit a certain destination.

This is not the first time that the brand has jumped onto pop culture trends to offer their travellers such experiences. The 'Taylor your Contiki' campaign gave fans who were travelling to see the Eras Tour in Europe the chance to add to their excitement by taking a Contiki trip before or after their show.

This departure is part of the brand's recently announced biggest-ever trip launch, with 10 brand new trips to Europe and its mediterranean neighbours. Some of these trips include the travel brand's first-ever trip to Europe's hidden gem, Albania, and 'Ancient Wonders: Rome, Athens,

Cairo', that gives travellers the chance to tick off 3 of the world's most renowned ancient civilisations with included on-trip flights.

The brand also launched a 'Paris to Rome by Train' trip, perfect for the 'Emily'-inspired travellers who want to take their exploration one step further and visit Rome. The trip takes travellers to Europe's most romantic spots - including Venice, Milan & Lausanne - on comfy trains in just 9 days.

"Understanding the latest youth travel trends, and offering our travellers the right product to experience them is very important to us. So, when there was an opportunity to do a spin on one of our newest trips and make it exciting, we just knew we had to do something," says Adam Armstrong, CEO at Contiki.

"Our travellers will have the chance to see the very best of this beautiful destination in just 7 days. It's an exciting opportunity for anyone who wants to see more of France, and this special departure is such a great way to experience it" says Chris Treloggen, Contiki's Managing Director, Europe.

"The show has become the talk of the town among our travellers. We knew we had to jump on the train and give our travellers the chance to step into Emily's shoes and live their main character moment in France. We're very excited," says Emma McMahon, Product Development Director at Contiki.

"We're starting to see more & more people wanting to visit the show's iconic spots and filming locations in France. This trip covers that, and so many more experiences that are quintessential to the show. It's going to be a blast for 'Emily' fans, and we're all really excited," says Lizzy Burke, Trip Manager at Contiki

Visit www.contiki.com/tours/france-in-a-week to see the new trip and more info on all of Contiki's latest adventures.

- Ends -

Images

Please download [here](#)

ABOUT CONTIKI

Contiki are the global leaders in travel for 18-35s. We've been providing amazing travel experiences for young travellers since 1962. Imagine how good you'd be at something if you'd been doing it for more than 60 years?

Everything about Contiki is deeply rooted in our brand philosophy of 'Travel.Together.' which means to travel in accordance with one another, the destinations we visit, the cultures we enjoy and the environment, too.

ABOUT THE TRAVEL CORPORATION

The Travel Corporation is a global portfolio of 18 exceptional, market leading travel brands including the world's number one escorted tour operator Trafalgar, award-winning Uniworld Boutique River Cruises, premium guided vacation company Insight Vacations, youth travel specialists Contiki, and Celtic travel experts Brendan Vacations among many others. After more than a century of blending transformative travel with extraordinary service, the esteemed company remains committed to its signature 'Driven by Service' philosophy and to consistently delivering outstanding experiences and value to travelers, guests, and partners.

Committed to MAKE TRAVEL MATTER®, TTC is dedicated to creating a positive impact on people, the planet, and wildlife. This commitment is reflected in the philanthropic work of its not-for-profit TreadRight Foundation, as well as its How We Tread Right sustainability strategy, a five-year plan aligned to advance the United Nations Sustainable Development Goals. For more information, visit TTC.com.

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