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DISCOVER THE WORLD EXPANDS ALL LEISURE HOLIDAYS GROUP REPRESENTATION TO SOUTH AFRICA

SCOTTSDALE, ARIZ, Apr. 8, 2014—All Leisure Holidays Group has expanded its affiliation with Discover the World for sales and marketing representation in South Africa.

“When we began our recent partnership with Discover the World, we changed our GSA in Australia and New Zealand and added representation in Scandinavia,” said Colin Wilson, group sales director for All Leisure Holidays Group. “We intend to move to a single global distribution base for our cruise products. We now have added South Africa representation because it has been a good base for our products, especially the Swan Hellenic brand Minerva.”

“Our team in South Africa has shown a huge amount of enthusiasm for the All Leisure Holidays Group of products,” said Jenny Adams, CEO of Discover the World. “We are excited about their future international sales expansion plans and will continue to generate great results for them wherever they need our help.”

For more information about Discover the World, visit discovertheworld.com or call +1 480 707 5566 or +44 203 598 8030.

About Discover the World

Discover the World has earned a reputation as a leader in global travel distribution and its success in developing a worldwide network of 85 offices in more than 60 countries capable of exceptional representation performance is unmatched. With a portfolio of more than 80 clients utilizing its sales, marketing and business process outsourcing services, Discover the World remains a dominant innovator for the travel industry.

About All Leisure Holidays Group

Headquartered in Market Harborough, England, All Leisure Group is the holding company of All Leisure Holidays, an established cruise company which owns the tour operators Voyages of Discovery, Swan Hellenic, Hebridean Island Cruises and Discover Egypt. Voyages of Discovery, Swan Hellenic and Hebridean offer destination-led cruises to a number of countries and are focused on the mature passenger market while

Discover Egypt offers packages to Egypt, including cruises and excursions on the River Nile.

In May, 2012, All Leisure group PLC announced the acquisition of Page & Moy Travel Group, a leading tour operator offering a broad range of packages, including touring holidays, city breaks, river and ocean cruises, safaris and classic rail journeys to the over-55s for more than 50 years. It currently trades under 2 brands, [Travelsphere](#) and [Just You](#).

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