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DISCOVER THE WORLD TO REPRESENT ALL LEISURE HOLIDAYS GROUP

SCOTTSDALE, ARIZ, Mar.3, 2014—To help broaden its visibility in key markets and increase sales, All Leisure Holidays Group has selected Discover the World to help with this mission in the countries of Australia, New Zealand, Denmark, Finland, Iceland, Norway and Sweden.

Colin Wilson, group sales director for All Leisure Holidays Group said, “Partnering with Discover in Australia and New Zealand was a logical step for us to expand our growth in this region and with Discover’s vast network, our expansion into Scandinavia was an easy decision. These additional Scandinavian markets will create new customers for our brands as well as support our ships when they are positioned in these areas of the world.”

“We’ve enjoyed a long partnership with the Cruise Office in Australia and New Zealand and we would like to thank them for their work in promoting our brands in these markets,” continued Wilson. “However we wanted one business to help us work seamlessly in these new territories and as Discover was well known to us because a colleague had enjoyed a great relationship with them, Discover fit that bill”.

“We will capitalize on the growing cruise market for All Leisure Holidays Group,” said Jenny Adams, CEO of Discover the World. “The unique nature of its cruise brands, that include leading escorted tours, will especially appeal to the affluent and educated consumer. Given the track record we have with our cruise and tour clients, we know we can produce new customers and revenue for them and we are excited about working with the quality senior leadership team at All Leisure Holidays Group.”

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 market for mature passengers 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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