

AITO Inspiration – broaden your horizons and your mind...



AITO, The Association of Independent Tour Operators (www.aito.com), is celebrating its 40th anniversary this year. In celebration of this milestone, AITO has selected a list of exciting trips on which holiday makers can learn a new skill or try a new activity. Set in a range of wonderfully diverse locations, from Mediterranean culinary classes to Nordic ski safaris, here is a variety of inspiring activities to broaden both your horizons and your mind.

NEW: Learn sea kayaking in the Scottish Highlands – from £1,195 pp with Wilderness Scotland

Join Wilderness Scotland on its [Sea Kayaking – The Scottish Highlands](#) trip, combining sea kayak lessons with easy hiking in gorgeous settings. Kayak through sheltered sea lochs, secluded bays and uninhabited islands, keeping an eye out for rare wildlife such as sea eagles, otters and porpoises. Mid-trip, enjoy a day off to rest, or join a guided hike through the mountains. Stay in a friendly Highland inn on the shores of Loch Torridon. The holiday costs from £1,195 pp (two sharing), including five nights' B&B, five lunches, two dinners, guiding, equipment and all transport to and from Inverness. Departures from 13 May 2017. Call Wilderness Scotland on 01479 420020 (wildernessscotland.com).

NEW: Archaeological family adventure in Greece – from £2,695 pp with Peter Sommer Travels

Sail the seas like Captain Jack and discover archaeological gems like Indy on this eight-day family cruise in Greece, led by experts and based aboard a traditional hand-built gulet. Discover the mysteries of ancient Gods and tales of giants and monsters as expert guides bring the region's vibrant past back to life. Tuck into fresh meals prepared on board, snorkel in the warm waters or simply relax on deck, knowing your family holiday is fully taken care of. Departing 22 July 2017, [Cruising the Aegean: A Family Adventure](#) costs from £2,695 pp (children up to 12: £2,550 pp), including full board, all crew services, expert-led excursions and airport transfers. Flights extra. Call Peter Sommer Travels on 01600 888 220 (www.petersommer.com).

Photography trip to the Northern Lights, Finland – from £1,895 pp with The Aurora Zone

Seeing and capturing the Northern Lights in Finland has to be one of life's high points. Led by an experienced photographer, the [Torassieppi – Aurora Photography](#) trip will enable guests to shoot the magnificent Aurora, with exciting experiences including a photography workshop, expert-led evening Aurora-hunting trips and a snowshoe trip. Guests can also enjoy snowmobile and husky safaris, lunch at the ice restaurant and a reindeer farm visit. The seven-night trip costs from £1,895 pp (two sharing) including flights (Gatwick), transfers, hotel accommodation, most meals, photography tuition, all activities and winter clothing. Departs January/February 2017. Call The Aurora Zone on 01670 785 012 (www.theaurorazone.com).

Turkish Delights Cookery Week on the turquoise coast – from £850 pp with Cachet Travel

Discover some of Turkey's best dishes and stay at the exclusive Mandarin & Mango Boutique Hotel in the unspoilt hamlet of Faralya with Cachet Travel's [Turkish Delights Cookery Week](#). Enjoy five cookery lessons led by Hotel Mandarin's top chef, with Cachet Travel's very own Ghislain on hand to translate. Source fresh produce at Fethiye Market, find wild herbs on a local walk and visit a traditional Turkish pancake house in the atmospheric Kaya Valley. Departing from 15 May 2017, the seven-night trip costs from £850 pp including flights (Gatwick), half-board accommodation, cooking lessons, excursions and transfers. Call Cachet Travel on 020 8847 8700 (www.cachet-travel.co.uk).

Learn to ski during Easter's warmer and longer days – from £819 pp with skiNorway

Next Easter, why not experience something new with the whole family, when longer days, warmer temperatures and great snow reliability make [Easter the perfect time to ski in Norway](#)? Skiing is a fantastic, inclusive sport where everyone benefits from the fresh mountain air while learning new skills in beautiful surroundings. During the school holidays, skiNorway runs dedicated five-day ski schools for children aged three-plus and adults, ideal for beginners as well as skiers looking to refine their technique. The holiday costs from £819 pp for seven nights' self-catering (four sharing a two-bedroom apartment), including flights (Heathrow) and exclusive transfers. Call skiNorway on 020 7199 6010 (www.ski-norway.co.uk).

Sample Morocco's flavours on a scenic gastronomy tour – from £750 pp with Fleewinter

Get a real flavour of Morocco with Fleewinter's eight-day [Moroccan Gastronomy Tour](#). Gain insight into Morocco's cuisine and why it has become so popular, while taking in southern Morocco's beautiful coast, mountains and cities. Learn about the culture behind Moroccan cooking, sample delicious dishes and learn how to make them yourself with pastry demonstrations and tours with chefs in Essaouira and Marrakesh. You will be sure to return home with authentic recipes and culinary skills to impress your friends and family. The trip costs from £750 pp (two sharing), including B&B accommodation, tours, demonstrations and private transfers. Flights extra. Call Fleewinter on 020 7112 0019 (www.fleewinter.com).

Discover your favourite winter sport in Switzerland – from £1,255 pp with Intravel

Switzerland's postcard-perfect village of Kandersteg is a great base from which to try a selection of winter sports. Stay at the Belle Epoque Hotel Victoria and have a go at six popular snow-based activities with Intravel's [Taste of Winter](#), including cross-country skiing, curling, a guided snowshoe excursion, a horse-drawn sleigh ride, tobogganing and a torch-lit stroll culminating with a glass of mulled wine. Guests also have plenty of time to spend mastering their favourite activity, following the excellent winter walking trails, or to enjoy as they wish. Departing from 14 January 2017, the trip costs from £1,255 pp (two sharing) including seven nights' half board, six taster activities, return flights (Heathrow) and transfers. Call Intravel on 01653 617000 (www.intravel.co.uk).

Embark on a thrilling Husky Adventure in Lapland – from £1,638 pp with Discover the World

Experience Lapland's great outdoors and beautiful winter wonderland scenery on this action-packed adventure. With expert guidance, mush your own team of huskies through the pristine forest and stay in two rustic wilderness lodges, with an opportunity to see the Northern Lights. Swap paw power for horsepower on a thrilling snowmobile ride to the breath-taking Icehotel for the final night. Departing from December 2016, the [Wilderness Husky Adventure](#) costs from £1,638 pp (two sharing), including flights (Heathrow), transfers, two nights' B&B, one night's half-board and a snowmobile safari. Call Discover the World on 01737 214 291 (www.discover-the-world.co.uk).

Learn to birdwatch with Fi Lowry in North Cyprus – from £2,290 pp with Kudu Travel

North Cyprus is the perfect setting for [Birds, Flowers & Castles](#) – an introduction to birdwatching, led by Kudu Travel's founder, Fi Lowry, known for her infectious enthusiasm and fervour to share her knowledge of birds. With species regularly seen including the bee-eater, hoopoe and golden oriole, April is a great time to visit – the island is already benefiting from warm sunshine, and a profusion of wildflowers carpets the landscape. Departing from 9 April 2017, the trip costs from £2,290 pp, including 12 nights' full board (two sharing), visits to two sustainable tourism projects in villages, land transportation, sightseeing fees, services of your Kudu tour leader and a driver. Flights extra. Call Kudu Travel on 01225 436 115 (www.kudutravel.com).

Ends – 7 OCTOBER 2016

Note to Editors:

AITO (established in 1976, i.e. 40 years ago in 2016) is an alliance of over 120 specialist holiday companies, all of which offer full financial protection to their clients and all of which are proud of their expertise and knowledge, the quality of service offered and the emphasis which they place on Sustainable Tourism. AITO members together offer holidays and travel arrangements around the globe, with a huge array of niche holiday ideas that simply can't be found elsewhere. Visit www.aito.com for a full list of members and the destinations which they serve.

For the latest Directory of AITO members' PR contacts, please [click here](#).

Travel PR will happily email all AITO members with any queries that travel writers may have – it's a great way to receive speedy feedback or information from AITO experts via one email request.

Press: For more information about AITO (www.aito.com), please contact Sue Ockwell or Rebecca Milne at Travel PR (020 8891 4440, s.ockwell@travelpr.co.uk or r.milne@travelpr.co.uk).