

# AITO expands its membership

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The Specialist Travel Association (AITO, [www.aito.com](http://www.aito.com)) expands its membership further with eight new tour operators, two new AITO Affiliates and two new AITO Agents.

**Kate Kenward, Executive Director of AITO, says:** “It’s great to welcome eight new members, including returning member Discover Egypt and the graduation of AITO Start-Up, Travel The Unknown. We’re also delighted to add two important Business Affiliates to the AITO group and two new travel agents to our list of AITO Specialist Travel Agents. I am confident that they’ll benefit hugely from being a part of AITO and look forward to working closely with each of them over the coming months.”

## The new members are:

**AMA Waterways**\*: Offering luxury river cruises across Europe, Asia and Africa, this tour operator prides itself on showcasing local culture and sights on every tour, including shore excursions in every port of call.

**Discover Egypt**\*: As one of the UK’s leading specialist tour operators to Egypt, Jordan and Israel, Discover Egypt showcases unforgettable destinations, including Nile cruises and classic holidays to the Egyptian Pyramids.

**Exsus Travel**\*: Specialising in luxury tailor-made holidays, Exsus offers getaways to more than 80 countries across seven continents. From safaris in Africa to 4x4 adventures in Morocco, it is committed to delivering first-class service and specialises in compelling locations.

**Imaginative Traveller**\*: Known for innovative trips that inspire the imagination, this experienced tour operator offers almost 400 different tours to suit every traveller, including active holidays, incredible wildlife experiences and iconic destinations such as the Taj Mahal.

**Latin Routes**\*: Offering bespoke holidays to suit individual needs, this tour operator offers a range of diverse holidays to Latin America and Antarctica, from tango dancing in Buenos Aires to discovering ancient civilisations in Peru.

**The Cultural Experience**: The leading international battlefield, historical and cultural tour company offers expert-led holidays to fascinating destinations the world over, incorporating archaeology, military and general history.

**The Travel Department**: As the experts in escorted tours and river cruises to more than 50 destinations worldwide, holidays with The Travel Department include knowledgeable local guides to share unique insights into the destination of choice.

**Travel The Unknown**\*: Offering small group tours to locations in some of the world's more remote locations across almost 50 countries, Travel The Unknown focuses on providing new and unique experiences and a deeper understanding of local people and their culture.

\*Indicates that these operators also sell through the travel trade – see [AITO Specialist Travel Agents](#)

**The new AITO Affiliates are:**

**Business Partner, [FairFX](#):** An international payment services provider which facilitates payments either direct to bank accounts or at over 30 million merchants and over 30 million ATMs in a broad range of countries globally.

**Tourist Board, [Visit Finland](#):** As the organisation responsible for the development of tourism in Finland, Visit Finland offers *The Official Travel Guide of Finland*, as well as tailored online content with a huge emphasis on sustainable tourism.

**The new AITO Specialist Travel Agents are:**

**[Oasis Travel](#):** As Northern Ireland's largest independent travel agency, Oasis Travel has been providing holidays - from family getaways to luxury vacations, and from city breaks to corporate requests - for more than 30 years.

**[Ocky White Travel](#):** With a strong reputation for friendly, dependable and professional service, Ocky White has been operating from Haverfordwest for over 50 years and has firmly planted the AITO Agents flag in South Wales.

**Ends**

**Note to editors:**

**For more information on AITO's 120-plus specialist travel companies and their unrivalled collection of holiday ideas, covering every corner of the world, visit the website at [www.aito.com](http://www.aito.com).**

**All AITO members are fully bonded, comply with AITO's Quality Charter and aim to offer the best possible customer service.**

**For more information on AITO or AITO Specialist Travel Agents, or for high-res photos, please contact Jackie Franklin or Charlotte Griffiths on 020 8891 4440 or email [j.franklin@travelpr.co.uk](mailto:j.franklin@travelpr.co.uk) or [c.griffiths@travelpr.co.uk](mailto:c.griffiths@travelpr.co.uk).**