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For Immediate Release

## Durham-Area TRAVEL LEADERS Expert Becomes an Australia Specialist

*Recent Specialist Certification as an Australia Expert included Exclusive Travel Leaders Familiarization Trip "Down Under" for Marsha Horowitz*

**Durham, NC (April 30, 2010)** — For a decade, Australia has been *the* number one dream vacation destination for Americans. In fact, in a recent consumer survey conducted by **Travel Leaders**, the desire to travel to the land "Down Under" is higher than the interest in such dream destinations as Italy, Greece, Tahiti, Germany, Ireland, Fiji, Egypt or France. So, in order to continue providing unparalleled expert travel consultation to The Triangle's consumers, Marsha Horowitz recently undertook the extensive educational efforts to become an officially certified Australia Specialist. Horowitz is one of the travel professionals at the Travel Leaders agency located at 4215 University Drive-Suite 10 in Durham, NC.

"Australia is so diverse in what it has to offer, and because of its distance from the U.S., it really is a 'once-in-a-lifetime' kind of journey for most travelers. That's why I decided it was so important to take advantage of this specialized training opportunity to make absolutely certain I am assisting my clients in the best way possible when creating a dream trip to Australia," stated Horowitz. "In fact, the most beneficial part of my specialized training was to experience Australia firsthand. Traveling throughout various regions of Australia was an amazing discovery for me and completely elevates the level of service and expertise I can provide to my clients."

Travel Leaders partnered with Tourism Australia in order to specially train these travel experts in all things Australia. Horowitz completed the following training in order to obtain her Australia Specialist designation:

- **4 Training Courses** – each curriculum required passing an exam with a score of 85% or better. The modules included: "Introduction to Australia," "Australian Experiences" (Aboriginal Australia, Nature in Australia, Outback Australia, The Aussie Coastal Lifestyle, Food and Wine, Vibrant Cities, and Australian Journeys), "Travel Essentials," and "Building Effective Itineraries."
- **Qualification Exam** – once all modules were successfully completed, Horowitz was required to complete a final qualification exam in order to become certified as an Australia Specialist.
- **Familiarization Trip** – highlighting Tropical North Queensland and Sydney.

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While in Australia, Horowitz was able to enjoy several truly unique experiences that further enhance her knowledge of each area and her ability to assist clients in creating uniquely personalized travel plans. The familiarization trip included:

- Dinner, star-gazing and a night-time tour of Cairns Tropical Night Zoo to experience Australia's wildlife by night.
- Enjoying the beauty of Kuranda and the rain forest via Sky Rail– which glides silently over the rainforest canopy- and the majestic visions of sightseeing at Barron Falls, Caravonica Lakes and the Tjapukai Aboriginal Cultural Park.
- A fast and luxurious wavepiercer catamaran ride to Agincourt Reef – which is at the very edge of Australia's Continental Shelf – to experience a magnificent ribbon reef and the magic of the Great Barrier Reef.
- A Daintree River excursion to the Cape Tribulation section of the Wet Tropics World Heritage protected rainforest to view waterfalls, wildlife and an exotic tropical fruit orchard.
- An outing to Blue Mountains National Park and Featherdale Wildlife Park to experience the native wildlife and flora of this unique World Heritage Region and “Scenic World” – home of the worlds' steepest incline railway.
- Free time to explore and research other sights and multitudes of dining options in and around Sydney. For Horowitz this meant she “made use of the Darling Harbor Experience Pass. With this pass we had free admission to most of Sydney's main attractions with the first stop being the Sydney Tower for a 360-degree perspective on the entire city. Taking the monorail to Darling Harbor was easy, again using the Pass. The remaining attractions are all found in Darling Harbor - IMAX Theater; Sydney Aquarium; Wildlife World; Jordan's Seafood Restaurant. And finally, my favorite attraction included in the Pass was the Matilda Cruises' Rocket Harbor Express. This is a thrilling 90-minute roundtrip boat ride under the famous Sydney Bridge and past the Opera House and Manly Beach and various picturesque islands scattered around the Sydney Harbor. The Darling Harbor Experience Pass is valid for one month.”

To tap into the personalized Australia expertise of Horowitz or any of the other specialized travel expertise of the professionals at Travel Leaders, contact them at (919) 493-8282 or visit them online at

<http://www.travelleaders.com/durhamnc> or in person at 4215 University Drive - Ste 10., Durham

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Travel Leaders Durham is a collection of travel professionals with over 300 years of combined experience. Between us, we have visited every state, continent and sailed aboard most cruise ships that we recommend. We are dedicated to providing you with the best travel experience possible! Your experience begins with ours!

**Travel Leaders** is transforming travel with a new name that boldly embodies our commitment to our vacation and business travel clients via a progressive approach toward each unique travel experience. As one of America's top ten-ranked travel companies, Travel Leaders has assisted millions of travelers through our strong roots – the former Carlson Wagonlit Travel Associates, TraveLeaders and Tzell Travel Group joined together in 2008 to form one of the industry's fastest-growing and robust networks of travel agents. Travel Leaders Franchise Group can trace its beginnings to 1984 as the Carlson franchise system “Ask Mr. Foster Travel,” which itself was North America's first travel agency chain established in 1888.