

PREMIER MEDIA RELEASE

TRAVEL AGENT KAREN HARDY HODGSON, PRESIDENT AUSTRALIA 2000 TRAVEL NAMED TO ELITE GROUP OF PREMIER AUSSIE SPECIALISTS

Interest in travel to Australia is soaring, and agent Karen Hardy Hodgson, a passionate Aussie expatriate has been recognized as one of the best in creating and selling Bespoke Luxury Trips to Australia

Birmingham, Michigan – Local business person, Karen Hardy Hodgson has been named a North American Premier Aussie Specialist, one of an elite group of 100 travel agents recognized by Tourism Australia as top sellers of travel to Australia.

In its thirteenth year, the Premier Aussie Specialist program acknowledges travel designers for their destination expertise, insider knowledge and contacts in Australia. The group has proven to be a valuable resource for Australia and, for travelers who are looking for experts to help make a trip to Australia a reality.

With interest in Australia at an all-time high, more busy travelers are looking for experts to tailor trips to a country that offers an incredible variety of vacation experiences. Jane Whitehead, Tourism Australia Vice President, The Americas said agents like Ms Hardy Hodgson are important for a destination that is at the top of many must visit lists.

“Tourism Australia values our Premier Aussie Specialists, all of whom have a passion for Australia and help us demonstrate how accessible our country is and why there is nothing like Australia.”

“Currently we have a campaign called ‘There’s Nothing Like Australia’ where we highlight the best of our natural wonders, wonderful wildlife, fresh flavors, welcoming people as well as our coastal and aquatic adventures.”

“We need the best agents out there helping travelers customize trips based on their personal interests and desires. Karen’s insider knowledge of Australia allows her to tailor a trip that is truly memorable and enables her clients to experience the best of Australia.”

“I have a passion for all things Australia - all elements of our Aussie culture, the landscape, the oceans, our cities, The Outback, the arts, our fine wines and eclectic cuisines, our unique wildlife, sacred sites, The Milky Way. I love weaving my personal experiences, great knowledge of my country and a touch of Aussie magic into each traveler’s personal loves and desires and so create the trip of that person’s dreams,” said Hardy Hodgson. “

To ensure my knowledge is up-to-date I return to Australia several times each year to stay in luxury lodges and hotels, to spend time with our handpicked local guides, to visit Sydney’s Northern Beaches

as passenger on a Harley Davidson, to sail on Sydney Harbour, to visit our beautiful tropical islands and remote Outback, our galleries, museums, theaters, restaurants and vineyards I visit new destinations and to return to the familiar. Occasionally take one of the Great Walks of Australia. With that knowledge I curate the best Australia experiences.

I'm thrilled when my clients return filled with the joy and romance of having lived a part of our Aussie Lifestyle. Of having experienced our kind Aussie hospitality, stayed in an eclectic mix of our lodges and hotels, visited our cultural, historic and natural icons. Of having explored the usual and the unusual from extreme perspectives and found time to share a yarn with the locals. Perhaps somewhere along the way they'll have made a new mate - that's Aussie for friend.

It's an honor to be recognized for my work in selling Australia knowing that I've helped Australia and connected travelers to a wonderful place, Australia , my homeland."

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