

Adventures by Disney Introduces Families to the Far East in 2013

New Itinerary Brings Stories of Southeast Asia to Life in Vietnam, Laos and Cambodia

BURBANK, Calif., Mar. 26, 2012 – Continuing its tradition of creating award-winning immersive experiences around the globe, *Adventures by Disney* announced today an all-new destination for 2013 – Southeast Asia. Featuring Vietnam, Laos and Cambodia, the 12-day, 11-night itinerary will give travelers the opportunity to experience some of Asia’s most exotic and culturally-rich cities – including Saigon, Hanoi, Hoi An, Luang Prabang, Siem Reap and Angkor Wat – in a way they may not have thought possible; as a family.

The leader in privately-guided group excursions, *Adventures by Disney* specially designs its itineraries to engage guests of all ages, providing authentic, hands-on experiences that leave each participant with memories to share and deeper knowledge of the world around them. In Cambodia, adults will have time to take in the unique architecture of the Temples of Angkor Wat while Junior Adventurers live the history of the ancient structure on a tuk tuk vehicle treasure hunt. Families will work together in Laos at an organic rice farm where they will have a hand in each of the 13 stages of rice production. Meal preparation is a team effort in Vietnam where guests will hand-pick ingredients from a Hoi An market, and then learn to make their own Vietnamese delicacies with the guidance of a local chef.

Beyond the popular tourist spots, *Adventures by Disney* gives families a unique view of each destination with another of its signature features – off-the-beaten path experiences. From a horseback ride through the rural villages of the Cambodian countryside to getting acquainted with students at a school in Laos, families will gain a true-to-life perspective of Southeast Asia and its people. Two knowledgeable Disney Adventure Guides lead explorers every step of the way, taking care of all the details and ensuring that each member of the group – even mom and dad – can let go and take in every moment. The Southeast Asia itinerary also includes time to enjoy some fun in the sun along the coast of the South China Sea and features luxurious hotel accommodations, such as the Sofitel Legend Metropole Hanoi, and private transportation throughout the trip.

“We are thrilled to invite families to experience new corners of the world with *Adventures by Disney*, as we expand our portfolio of more than 20 destinations to include Southeast Asia,” said Josh D’Amaro, Vice President, *Adventures by Disney*. “This exotic new itinerary holds true to Disney’s dedication to storytelling, exceptional customer service and incredible value. With our award-winning itineraries, families are treated to a worry-free experience, perfect for vacationers taking their first international excursion or even the seasoned traveler.”

Also new, *Adventures by Disney* will launch a first-ever one-day tour of the Los Angeles area, “*Lights, Camera, Magic*,” allowing families to discover the iconic locations and star-studded sites of Hollywood, The Walt Disney Studios and Beverly Hills. Guests will be transported back in time during a behind-the-scenes look at The Walt Disney Studios, which is both a working studio and the headquarters of The Walt Disney Company. Then, it’s on to experience famous locations like Rodeo Drive in Beverly Hills and Hollywood’s famed Sunset Strip.

Whether it’s a brief journey close to home or an enchanting quest across the globe, *Adventures by Disney* provides families with the ultimate adventure. Additional details and dates for the new Southeast Asia itinerary and other 2013 offerings will be available on the *Adventures by Disney* website in late spring. In the meantime, guests are encouraged to contact the reservations center at 1-877-728-7282 with any questions.

About Adventures by Disney

Launched in 2005, *Adventures by Disney* provides immersive, hassle-free and unforgettable group guided-family

vacation experiences to destinations in Europe, North America, South America, Africa, Asia and Australia. Families traveling with *Adventures by Disney* receive exceptional service while taking part in extraordinary experiences at locations including: the South African plains, the great cities of Europe, North America's national parks, the ancient monuments of Egypt, Costa Rica's rich rainforest, the ruins of Pompeii and Machu Picchu, Australia's Outback and the Great Wall of China.

Over the last seven years, Adventures by Disney has been recognized by numerous travel organizations for its excellence in family tourism and was ranked #1 among Tour Operators and Safari Outfitters for Families in *Travel + Leisure's* World's Best awards 2011 readers' survey.

With Disney-trained Adventure Guides, engaging activities, VIP experiences and personal touches throughout, *Adventures by Disney* excites and delights everyone. Visit AdventuresbyDisney.com, call 1-877-728-7282 or contact a travel agent.

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