



Thursday, 20 October, 2016

Collette Compass Points Collette in a New Direction

Collette Launches Brand New Travel App

Collette has just launched a revolutionary new travel App, the Collette Compass App for its clients on all tours. Since launching its office in Sydney in February 2015, Collette has been growing rapidly and gaining the respect and trust of the Australian market through its extensive product range, choice of on-tour optional extras and activities, single-hotel stay in-depth Spotlight tours, to the more adventurous small-group Explorations tours.

To enhance the visitor experience, Collette has developed a new, user-friendly, comprehensive travel App that is changing the way its clients engage both on and off tour.

“Our clients want to experience the world in a stress-free, well-organised and up-market way. We are living in a digital age and as a global tour operator, we are excited to be able to respond to the increasing demand for convenience through new products and services like our Collette Compass travel App and the private chauffeur service,” said Alison Mead, Australian Business Manager, Collette.

The App contains full details of the traveller’s itinerary, from the time the private Collette chauffeur collects them at their door, through the entire journey, to the time they arrive back home. One of the most impressive features of the App is that the itinerary is customisable, so guests can add outings, meals and visits to sites into the existing itinerary, making for a more personalised experience, with the simple touch of a button.

Collette’s guests will never get lost with the Compass App, as it provides detailed maps that recognise their hotel, major landmarks and the places which they have already visited, as well as providing hotel information (including contact details). Even more significant, is that all of this is not reliant on wifi or internet connectivity and is built into the App itself when clients book their trip – so there is no need to worry about roaming charges.

For those travellers wanting to use their leisure time to explore the city solo, the Collette Compass App provides detailed information about on-tour excursions, major sightseeing attractions and experiences, local hot spots, restaurants and bars, as well as detailed information about the history, culture and customs of the places on tour.

The App notes your exact location and makes it possible for you to discover local culinary and cultural attractions, rating them in terms of budget, accessibility and popularity. Whether it’s the best and nearest cheese steak in Philadelphia you’re after, or the fastest way to get to the Eiffel Tower in romantic Paris, the Collette Compass App has you covered.

In addition, the App identifies transport options or the opportunity to walk from place to place with clear directions.



Sharing travel experiences with family and friends back home is made easy with the App's trip journal, which allows travellers to take photos, capture moments and record memories, then send via email or share on social media.

For media enquiries, contact:

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For details of the full tours or to book a trip:

Contact your local travel agent

Call Collette on 1300 792 195 or visit www.gocollette.com

Collette Compass App

*For full instructions and video demonstration on how to use the App, please visit :
<https://www.youtube.com/watch?v=xj2xSW7XW2E&feature=youtu.be>*

Private Chauffeur Service

Collette's private chauffeur service is included on all Collette tours for customers within a 40km drive of an Australian international airport. as are tips for the land portion of each tour.

For more information visit gocollette.com/chauffeur

About Collette

Established in 1918, Collette is a third-generation, family-owned worldwide tour operator. With headquarters in Rhode Island, Collette's recently- opened Sydney office adds to the company's global presence which includes offices in Vancouver, Toronto and London.

On offer is an extensive collection of four-star escorted tours, river and ocean cruises, rail journeys, small group tours, family tours and garden holidays. Renowned for connecting guests with cultural experiences which go far beyond those of an ordinary holiday, Collette prides itself on providing real value to its guests and agent partners. Knowledgeable tour managers, an industry-leading travel protection plan and inclusive touring are just part of the top-quality Collette experience. Just sit back, relax and be guided on your Collette adventure!

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