# Incredible Value to Incredible India

**Monday 10 August, 2015**

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**INCREDIBLE VALUE TO INCREDIBLE INDIA**

**INDIA SPECIALIST COX & KINGS LAUNCHES NEW LOOK 2016 BROCHURE FEATURING NEW ESCORTED TOURS TO RAJASTHAN AND ADDITIONAL TAILOR-MADE IDEAS**

**London – 10 August 2015**

Cox & Kings has launched its expanded 2016 brochure for **India & Beyond** featuring a new collection of excellent value, high-quality escorted tours and tailor-made ideas. The new-look 2016 brochure range has been redesigned to include additional pages about each region, giving more inspiration for clients to include in their own holidays. Prices start from **£1,195** per person for a 9-day / 6-night escorted tour to Kerala or **£1,495** per person for a comprehensive 15-day / 13-night escorted tour of Rajasthan.

Cox & Kings' CEO Peter Kerkar says, "*At Cox & Kings we are the original India experts. For 2016 we are combining our exceptional knowledge of the subcontinent with outstanding value for money, exemplified by our range of small group tours. A lot of our clients have travelled to the region with us before and want to return to explore places off the beaten track wanting local and authentic experiences. The new pages on each of the country's main regions aim to inspire and aid clients with their holiday planning; there is very little we can't offer.*"

**NEW: CLASSIC RAJASTHAN:** This new tour takes in the sites of imperial Delhi before exploring the heart of the colourful state of Rajasthan. Discovering its cultures and traditions, the trip visits the many forts and palaces of India's princely state before ending at the magnificent Taj Mahal. The 15-day / 13-night non-exclusive group tour is priced from **£1,495** per person.

**NEW: GOLDEN TRIANGLE & SHIMLA:** Cox & Kings' new introductory tour focuses on the country's most famous sights including Delhi, Jaipur, the Taj Mahal and Shimla. A highlight of this tour is the journey on the narrow gauge mountain railway toy train to Shimla as well as a 3-night stay at the Oberoi Cecil hotel. The 13-day / 11-night escorted tour is priced from **£1,795** per person and includes half-board accommodation throughout.

**GRAND TOUR OF SOUTH INDIA:** Passenger numbers on this tour of southern India have more than doubled in 2015 compared to 2014. The same 15-day / 14-night tour for 2016 is priced from **£2,195** per person, a saving of £100 from 2015 departures. The tour travels through colonial hill stations and tropical backwaters to discover the region's rich history and culture.

**SRI LANKA:** Bookings to Sri Lanka have grown in 2015 as the country continues to offer excellent value for money. New hotels have been built on the island's southern and eastern coasts and the north has become more politically stable. Since reopening to tourism in 2011, Jaffna, in the very north of Sri Lanka, is seeing improvements to its infrastructure and Cox & Kings has reintroduced the region to its tailor-made programme for 2016. The 14-day / 12-night **Sri Lanka:The Enchanted Island** escorted tour is priced from **£1,795** per person for 2016, a **£100 saving** compared to 2015 departures.

**Please note that all quoted prices include international flights from London, transfers, excursions and accommodation with breakfast daily unless otherwise specified.**

Please see www.coxandkings.co.uk/indian-subcontinent for the full programme.

For more information or images, or to request a copy of the brochure, please contact Kimberley Hay on 020 7808 5694 or emailKimberley.hay@coxandkings.co.uk

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**NOTE TO EDITORS**

Cox & Kings is the world's longest established travel company. Its history stretches back more than 250

years to 1758 when Richard Cox was appointed regimental agent to the Footguards (later the Grenadier Guards). The company's fortunes grew hand in hand with the British empire and by the early 20th century the company was acting as agent and banker throughout the armed forces and as a shipping agent. In 1922 Cox & Co merged with the Henry S King bank, which had strong connections with India. The bank became part of Lloyds and the shipping agency grew separately, evolving into the modern travel company.

Today, built on the high quality service and attention to detail established by Richard Cox in the 18th century, the company continues to flourish as an independent tour operator, with operations in London, the US, Japan, Australia and throughout India. Cox & Kings organises escorted small-group tours and private tailor-made travel in the Indian Subcontinent, Latin America, the Middle East, the Far East, Africa, Europe, Canada, Australia, New Zealand and the South Pacific, and the Caribbean.

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