

Everything you need to know about us, what we sell, and when to recommend us to your clients.

About us

- We're the UK's leading tailor-made tour operator, with two UK offices (London and Witney, Oxfordshire) and one US office (Boston).
- We handcraft itineraries personalised to a client's exact requirements.
- Established in 1996 as an Asia specialist, we now offer trips to about 100 countries worldwide.

The Audley Way

Our specialists listen to your client's interests, share expert advice, and then design an individual itinerary based on what your client wants.

We work with them until they're completely satisfied with every detail of their trip. Then, we manage all the reservations and logistics, taking care of everything from the moment they step off the plane until they return home.

Whether they choose to be accompanied by our expert guides throughout or set off on a more independent trip, they can travel with the reassurance that they'll have around-the-clock support while they're away, should they need it.

Audley's specialists

We have over 200 specialists in the UK, who all know their destinations through deep connections — many have even lived there.

They return regularly to strengthen their knowledge and find new and different ways for your clients to experience a destination. Their expertise is what allows us to arrange immersive tours and off-the-beaten-path activities to help your clients discover the authentic soul of a place.

We also work with the best local guides, some of whom are long-time friends of Audley, and can suggest the most interesting hotels, homestays, and lodges, which we've tried and tested ourselves.

Types of travel

We're a tailor-made tour operator specialising in private multi-centre touring itineraries that are bespoke to the client. However, we can also offer the following:

- Family adventures
- Self-drive tours
- Safaris and wildlife trips
- Honeymoons
- Cruises, including ocean, polar, expedition, and river
- Activity holidays, including cycling, walking, and kayaking
- Cultural trips, including homestays and local experiences
- Private stays — we have a small selection of private accommodation and villas

When Audley might not be the right fit

We're delighted to be working with travel agents to create the travel experiences your clients are looking for. However, not every type of enquiry will be right for Audley.

As we predominantly operate at the luxury end of the market, there are a few questions you should ask the client before deciding to contact Audley:

- *What's the client's budget?* Our average booking value is around £4,000 per person. We offer some simpler accommodation but typically we recommend boutique and luxury-style properties that cost a little more than average.
- *Are they looking for a bargain?* We pride ourselves on offering excellent value for money, but if the client is just looking for the cheapest possible price, then please keep in mind that we don't discount or price match.
- *Do they want to 'fly and flop' or do they want experiences built into their trip?* We specialise in putting together more complex and exciting itineraries. For example, a client looking for a beach holiday in the Mediterranean probably isn't right for us.

How to book

We've created freephone numbers exclusively for travel agents that will put you through to the right specialists for your enquiry:

Regional Sales Team	Freephone Number
Trade Sales - USA	0808 239 9668
Trade Sales - Canada	0808 239 3673
Trade Sales - Australia	0808 239 0942
Trade Sales - New Zealand	0808 239 6542
Trade Sales - Southeast Asia	0808 239 1960
Trade Sales - Indian Subcontinent	0808 239 6302
Trade Sales - North Central Asia	0808 239 8959
Trade Sales - Japan	0808 239 8723
Trade Sales - Africa	0808 239 2630
Trade Sales - South America	0808 239 8112
Trade Sales - Central America	0808 239 8109
Trade Sales - Middle East	0808 239 1294
Trade Sales - Europe	0808 239 0189
Trade Sales - Polar	0808 239 4421

What happens next?

1. We'll have an initial conversation with you to get to know your client and listen to what they want from their trip.
2. Our specialist will design a highly personalised itinerary that reflects the trip your client is imagining. If it's not perfect, we'll fine-tune it until they're completely happy with it.
3. When your client is ready to book, we'll ask for a 15% deposit and finalise all the arrangements.
4. Leading up to the trip, we'll help your client prepare. We offer up-to-date practical guidance about where they're going and assist with any Covid-19 entry and safety requirements.
5. While your client is travelling, we're available 24/7 in case the unexpected happens.
6. And, when your client returns home, we'll be ready to start help planning their next adventure.