

# Agents get a taste of the Kimberley

**THEIR** usual habitat is red dirt roads and rocky river crossings in Outback Australia and the Kimberley. But one particular APT Kimberley and Outback Wilderness Adventures 4WD touring vehicle has proved just as popular on city bitumen of late.

After setting off from Broome in Jan, this specially modified 4WD vehicle, one of APT's fleet, stopped almost daily as it made its way down Australia's East Coast and over to Adelaide to allow agents to experience what touring is like on an APT Kimberley and Outback Wilderness Adventure.

With agents, and some of their clients, seated in the comfy coach style seats, driver guides Luke and Rusty chatted all things Kimberley and Outback before serving morning and afternoon tea, just like they do on tour.

APT Commercial Manager Retail Susan Haberle said the roadshow had been a great opportunity for agents to understand more about APT's Kimberley and Outback offering.

She said interest in APT's Kimberley Wilderness Adventures 4WD tours had been particularly strong in recent months and that the roadshow would help agents to convince clients that now is time to book.

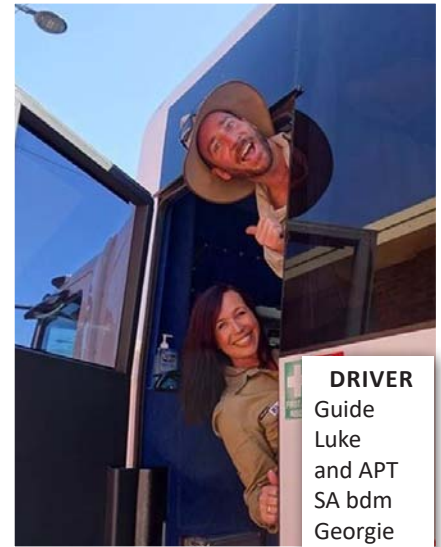
"The Kimberley and parts of the Northern Territory have just experienced a bumper wet season, and the prospect of seeing this country at its best is driving enquiries.

"You can just imagine gazing out of those huge 4WD windows as the Bungle Bungles appear on the horizon," she said.

The vehicle is now headed back to Broome to prepare for the 2017 touring season.

APT is offering great self-famil rates for agents keen to check out the Kimberley and Outback for themselves.

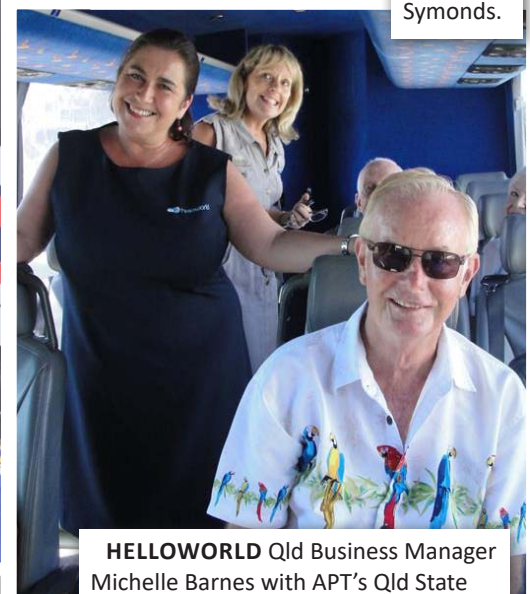
For more information [CLICK HERE](#) or contact [famils@aptravelgroup.com](mailto:famils@aptravelgroup.com)



**DRIVER**  
 Guide  
 Luke  
 and APT  
 SA bdm  
 Georgie  
 Symonds.



**IN GIPPSLAND** with (L-R) Lauren Garrett helloworld Traralgon, clients, Driver Guide Luke and Jo Locke and Penny Owen from Flight Centre Gippsland.



**HELLOWORLD** Qld Business Manager Michelle Barnes with APT's Qld State Manager Karen Newbury and a guest.



**AGENT** clients in NSW road test the APT 4WD.



**AN AGENT** client checks the view from the front seat.