

Media Release

Dawn of New Era in the UK
For AE Expeditions



Dawn of a New Era in the UK for AE Expeditions

SYDNEY, AUSTRALIA (December 13, 2022) -- Award-winning expedition company Aurora Expeditions has announced an exciting new name, brand logo, trademark and website for its UK division as part of the company's global evolution.

The new name – **AE Expeditions** – and associated branding, designs and trademark will roll out in the UK travel market in December. The newly rebranded AE Expeditions website – **aexpeditions.co.uk** – will launch simultaneously.

Complemented by its iconic star and crescent logo, the new name **AE Expeditions** embodies the founding principles and ethos of its global company.

A successful resolution to a trademark issue in the UK market only, the newly minted **AE Expeditions** will continue to be part of, and operated by, the Aurora Expeditions group, headquartered in Sydney, Australia.

“As we enter our 2022/23 Antarctic season, we’re very excited to launch **AE Expeditions** in our rapidly growing UK market and deliver the same life-changing, perspective-altering expeditions around the world, whilst creating lifelong ambassadors for the planet,” says Chief Marketing Officer Hayley Peacock Gower.

Media Release

Dawn of New Era in the UK
For AE Expeditions



“This marks the dawn of a new era for **AE Expeditions** in the UK and we look forward to working with our valued trade and media partners as we move forward on the next stage of our global evolution,” added Jos Dewing, Managing Director, EMEA.

For more information, visit www.aexpeditions.co.uk

-END-

For all media enquiries: please contact Frangelica Flook | Cedar Tree Marketing & Public Relations
Phone: + 44 (0) 20 7979 4534 | Mobile: +44 (0) 7747 606898
Email: Frangelica.flook@cedartreepr.com

Notes to Editors

Image credits: Aurora Expeditions / Tyson Mayr

About Aurora Expeditions

AE Expeditions is part of Aurora Expeditions headquartered in Sydney, Australia.

Aurora Expeditions is an award-winning, Australian owned expedition company pioneering expedition travel for over 30 years. A pioneer in Polar Expeditions, Aurora is deeply committed to environmentally responsible travel, we are committed to preserving the beauty and majesty that mother nature possesses, and we take real actions for the care of the planet.

Founded on the guiding principles of adventure and endless exploration, the small ship experience is intimate and friendly, and Aurora Expeditions takes guests on perspective-altering experiences to some of the most remote and incredible places on earth.

Aurora’s two purpose-built ships, the *Greg Mortimer* and our brand-new small expedition ship the *Sylvia Earle*, are both designed for global discovery. The new ship is named after acclaimed marine biologist, oceanographer, explorer and conservationist Dr. Sylvia Earle.

For UK and Europe enquiries please contact Jos Dewing, Managing Director - EMEA
Email: jdewing@auroraexpeditions.co.uk
Phone: +44 (0)7773 455 497