

PRESS RELEASE

Colourful Trips takes flight with Zepher



Sydney based youth travel operator, **Colourful Trips**, have purchased the Hunter Valley specialist operator, **Zepher Tours**. The move by **Colourful Trips** will see them staking a strong claim to being the preeminent operator taking international and domestic tourists to the renowned **Hunter Valley** destination.

“**Zepher Tours** is a strong brand that has carved out an impressive presence in the market and one that nicely complements our existing business.” says **Brett Eldershaw**, founder and director of **Colourful Trips**. “We’re excited to show off all the range of experiences we can now offer in the Hunter Valley and how this will benefit both the domestic and international tourism markets.”

Sebastian Morrell, previous owner of **Zepher Tours**, who is staying on with **Colourful Trips** to continue the brand and help with the transition, says, “We are very happy to be handing over the business to the capable hands of our friends at **Colourful Trips**. We know they will take what we have begun and grow it into something bigger.”



THE BOSS

Part of that transition begins this weekend with the return transfer of 200 **Bruce Springsteen** fans to the outdoor concert at **Hope Estate, Hunter Valley**. Gareth Coakley, Operations Manager for **Zepher Tours**, who will move into the Redfern offices of **Colourful Trips**, stated that as a Bruce Springsteen fan himself, he had no choice but to go along and ensure everything runs smoothly. He quipped, ““The new boss wanted to go along to the concert as well but he sings **Born to Run** so off-key I had to say, “No.” as he would have ruined the whole experience!””

But Gareth did keep elaborate that he was happy it was business as usual for Zepher Tours and he looked forward to working alongside the industry legends Alanna, Ronnie and Mark from Colourful Trips.