

## MEDIA RELEASE



### Aurora Expeditions expands into French-speaking markets



**SYDNEY, AUSTRALIA (16/06/2022)** Aurora Expeditions, the award-winning Australian adventure travel company, is continuing to grow its global presence with the announcement of the hire of Nicolas Bilek, who will drive Business Development for the expedition operator focused specifically on French-speaking markets including France, Belgium, Switzerland and Quebec.

Bilek brings more than 22 years' travel industry and expedition experience to the Aurora team in its expansion efforts and will use his extensive trade and industry network to grow awareness and drive sales of Aurora Expeditions voyages with French speaking adventure travellers.

The pioneering expedition company, who is celebrating its 30<sup>th</sup> year of operations, recently announced the inaugural season of its second purpose-build expedition ship, the *Sylvia Earle*, launching in November 2022.

"I am thrilled to be joining the Aurora family, and to have the opportunity to grow and market this unique product within these emerging markets," commented Bilek.

"Aurora's spirit of true adventure and its understated, relaxed and friendly atmosphere is something I strongly believe will appeal to the markets that I will be helping to develop.

We have already begun to see an increase in interest in our active and life-changing voyages to Antarctica and the Arctic from French speakers, and I am confident that by working with our valued trade and media partners, this will continue to grow.”

“This is a pivotal time for growth at Aurora Expeditions, with the successful resumption of our voyages earlier this year and the imminent launch of our brand-new vessel, the *Sylvia Earle*,” commented Aurora Expeditions’ CEO, Michael Heath.

“True to Aurora’s spirit of innovation, we have carefully evaluated our global market position and identified these French speaking markets as potential areas for growth. We are well positioned to welcome an increase of passengers from these source markets on board, with French speaking Expedition Team members on every voyage, as well as several French speaking naturalists featuring across our expedition calendar. We are very excited to be working with Nicolas to help expand Aurora’s presence and drive awareness of Aurora’s unique offering.”

Aurora Expeditions has recently released a brand-new Antarctica 2023-2024 and Arctic 2023 season and accompanying 2022-2024 brochure, featuring more than a dozen new and innovative itineraries in some of the world’s wildest and most remote natural environments. Currently, the company is offering early-bird savings of up to 25% off its new season voyages.

For more information, visit <https://www.auroraexpeditions.com.au>

-END-

For all media enquiries, please contact Svetlana Monastyrsky//  
PR Manager  
+ 61 452 604 514 e: [svetlana@auroraexpeditions.com.au](mailto:svetlana@auroraexpeditions.com.au)

### **Notes to Editors**

**Image credits:** Nicolas Bilek on a recent Aurora Expeditions voyage to Antarctica. Credit: Aurora Expeditions

### **About Aurora Expeditions**

Aurora Expeditions is an award-winning, Australian owned expedition company celebrating its 30th anniversary year. A pioneer in Polar Expeditions, Aurora is truly 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.

As part of Aurora's ongoing commitment to ensure that we are doing small ship expedition travel in the safest and most enjoyable way possible, every aspect of Aurora Expeditions' Health and Safety program has been reviewed. Further information can be found here: <https://www.auroraexpeditions.com.au/why-travel-with-us/health-safety/>

**For Quebec and Europe enquiries** for Quebec and Europe (French speaking) please contact Nicolas Bilek, Business Development – Europe & Quebec Nicolas Bilek – Email: [nicolas@auroraexpeditions.eu](mailto:nicolas@auroraexpeditions.eu)  
Phone: +33 610 270 703

For more information, visit <https://www.auroraexpeditions.co.uk/>