



Contiki Launches Interactive Online Game 'This Way To Amazing'

Track down Contiki travelers in Europe for a chance to win

Contiki Vacations (www.contiki.com) is taking the online social community by storm with the launch of their innovative new online game, [This Way to Amazing](http://www.contiki.com/amazing) (<http://www.contiki.com/amazing>), giving consumers the chance to win a trip to some of Europe's hottest destinations. The first travel brand to utilize YouTube-embedded content, Google Maps, and Street View mash-up technology into a virtual game, Contiki's *This Way to Amazing* provides players with a highly engaging and interactive campaign.

The brand, which remains the market leader in youth travel, will reveal one of its popular European tour destinations each week featuring a group of fun Contiki nomads. To determine the travelers' destination, players are required to watch a series of video clues and use a Google Maps & Street View mash-up on the [This Way to Amazing](http://www.contiki.com/amazing) website. Users can then walk the streets of Europe in Street View until they find the end location, which features a custom panorama revealing the featured location and Contiki travelers. Throughout their journey, a Contiki Tour Manager is displayed onscreen to provide hints and tips, as well as a custom compass device that helps point players in the right direction. The game highlights unique experiences and features food, fashion, music and lifestyle trends, as well as great local know-how that only a Contiki traveler is exposed to.

"Contiki continues to remain innovative and relevant to our consumers, not only through our product but also through the channels in which we communicate with our audience," says Alexis Sitaropoulos, Global Marketing Director for Contiki Holidays. "It's why we're excited to launch *This Way to Amazing*, and be the first tour operator to utilise such technology in a virtual campaign."

This Way to Amazing goes live on February 15, 2012, and is played using Facebook Connect; plus, it can be shared through Facebook and Twitter social plugins. Fans vying for a chance to win can ensure they don't miss out on the video clues by following any of Contiki's social media platforms to get reminders. Simply visit Contiki on [Facebook](#), [Twitter](#), [Google+](#), [Pinterest](#) or [Foursquare](#) to get the most up-to-date news on the contest.

View the online press kit at www.contiki.com/amazingpr and follow us on Twitter: [@Contiki_US](#).

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About Contiki Vacations:

Contiki has inspired 18 - 35 year olds to travel to the world's most fantastic destinations for 50 years. The trips are hassle-free and include the perfect mix of sightseeing, culture and free time. Choose from over 200 itineraries throughout Europe, Russia, Egypt, Southeast Asia, Australia, New Zealand, South America, Mexico, Canada & the USA. For more information, visit www.contiki.com

Media Contact:

Vy Truong
Public Relations
Contiki Vacations
Email: PR@Contiki.com