



Press Information

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TRAVEL AGENTS CHOOSE WORLD'S BEST LUXURY TOUR OPERATOR

DOWNERS GROVE, IL – December 12, 2008 ... Abercrombie & Kent (A&K) was named "World's Best Luxury Tour Operator" and "Best Africa Tour Operator" by Travel Agents at the six annual *Travel Weekly* Readers Choice Awards in New York. This recognition comes just days after the travel innovator was named "World's Leading Luxury Tour Operator" at the World Travel Awards and "Best Luxury Tour Operator," "Best Luxury Destination Management Company Worldwide" and "Top Custom Ground Operator Worldwide," at the *Luxury Travel Advisor* Awards of Excellence.

The awards are presented annually to industry suppliers considered to have led the way in product and service during the past year. The open-ballot phase of the voting was conducted during the summer. Readers were invited to write in the names of any company they believed best exemplified that particular category. The leading vote recipients were identified as finalists, and voting on finalists took place through early November 2008.

"These awards identify the industry's finest," said Arnie Weissmann, *Travel Weekly's* vice president and editor in chief. "The professionals who read and rely on *Travel Weekly* have the expertise to select those businesses, destinations and hotels that provide a higher level of service to their clients. Our readers can be confident that these winners represent the best this industry has to offer."

"To be acknowledged as the world's best by America's top travel professionals is truly a great honor," said Scott Wiseman, president of Abercrombie & Kent, Inc. "Since 1962 we have continually redefined what is possible in luxury travel. In these challenging times, our service and reputation are tested every day against the dreams and expectations of our guests. Travel Agents recognize that our worldwide network of 62 destination management companies enables us to set a higher standard."

The *Travel Weekly* Readers Choice Awards were established in 1993 to acknowledge and celebrate excellence in the travel industry and are considered to be one of the highest accolades a



travel company can receive. For more than 60 years, *Travel Weekly* has been the most influential and in-depth source of travel industry news, information, analysis and destination coverage. It has the largest audience of any business-to-business travel publication, reaching 180,000 travel industry leaders, travel agency owner/managers and travel counselors daily.

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About Abercrombie & Kent

Born as a safari outfitter in 1962, A&K's unparalleled travel services now extend around the globe to more than one hundred countries on all seven continents. The company built its award-winning reputation by being the first to bring unexpected comforts and amenities to remote destinations. Small group or tailor made private travel with A&K combines the convenience, service and security of a U.S.-based company with support 24/7 from a network of 62 on-site offices that ensure "by invitation only" access to inspiring experiences in A&K's personalized, low-profile and intelligent style.