



Abercrombie & Kent, Inc.

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**ABERCROMBIE & KENT VOTED
"WORLD'S LEADING LUXURY TOUR OPERATOR"
AT WORLD TRAVEL AWARDS**

DOWNERS GROVE, IL -- December 3, 2008 ... Abercrombie & Kent was voted "World's Leading Luxury Tour Operator" by 167,000 travel professionals representing 200 different countries. The announcement was made last night at a glittering 'red carpet' event at the Beaches Turks & Caicos Resort Villages & Spa, Providenciales, Turks & Caicos. Winners were judged on their ability to understand visitor needs and expectations; maximize business performance; value personnel; undertake enterprising product expansion and development; foster innovation and creativity, as well as work together as a team externally and internally.

"With the dramatic changes sweeping the travel industry, it is an honour to be singled out for our uncompromising standards, high level of personal service and attention to detail," said Scott Wiseman, president of Abercrombie & Kent, Inc. "Travel Agents recognize the difference that our 62 offices around the world make in guaranteeing the quality of their client experience; they appreciate the peace of mind that comes from having everything professionally pre-arranged and reserved, with an English-speaking guide meeting guests at each ship, train or plane."

"Our clients are busy professionals who rely on Travel Agents for help in choosing the trip that's right for them -- from small group escorted journeys to *Signature* itineraries with a private driver/guide or completely customized travel. With so many choices available at varying levels of luxury, the role of a travel counselor has never been more important."

Established in 1993 to acknowledge and celebrate excellence in the travel and tourism industry, the World Travel Awards are one of the highest accolades a travel company can receive. For more information: www.worldtravelawards.com/press-38