



*Enriching Lives Through Distinctive Journeys*

## **For Immediate Release**

### **Big Five launches re-envisioned website**

*Website spotlights company's embrace of sustainability and social media*

Stuart, FL, Feb 5, 2013 – Hover over the word “interests” and the drop-down menu reveals six categories - Adventure, Family, Recommended, Romantic Getaways, Safaris and Sustainable.

“We take the principles of sustainable tourism seriously. With increasing numbers of travelers seeking out trips that reward them with engaging experiences, and are also good for local people and the planet, we want them to know that this is what we do best at Big Five,” says Ashish Sanghrajka, president.

The journeys shown under the Sustainable tab highlight one or more pillars of sustainability: environmental-friendly operations, support for the protection of natural and cultural heritage, and support for local people, poverty alleviation and community development.

Click on our 7-day Ulaanbaatar, Gobi Desert & Gorkhi Terelj National Park program, for example. In addition to experiencing the natural and cultural wonders of Mongolia, from exploring ancient petro glyphs to joining Mongolian herdsmen on the plains, our guests can expect to come away with first-hand knowledge of Mongolian traditions that have been passed from generation to generation. The trip features a stay at the award-winning Three Camel Lodge in the Gobi Desert, an ecolodge built in traditional Mongolian architectural style that actively supports the local community, from employment to education to environmental programs. Activities include visits to the Flaming Cliffs and the sand dunes of Hongoryn Els, home to rare wildlife and some of the world's most famous dinosaur fossils.

And there's more - the website is also designed for the new realities of the fast-changing digital information age. “We actually tailored this new website for ease of use with smart devices and social media first, and computers second,” adds Sanghrajka, “so that travelers can easily see and learn about all the wonderful highlights of our travel programs. We have crafted it to satisfy the needs of digitally sophisticated travelers, who expect instant access and who, like me, employ the new media in so many aspects of their lives.”

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## -2- Big five Tours & Expeditions

Throughout the site are links to Facebook, Pinterest, You Tube, Twitter and Google+, where visitors can find a world of ideas, information and stories. In addition to the “Interest” options, bigfive.com is searchable by country, region and by collections – Inspired, Navigator, New Reality, Enrichments and Precious Journeys. Each tour outlines a suggested itinerary with recommended options, destination guides, and more.

Celebrating its 40th year in luxury adventure travel, Big Five Tours & Expeditions offers luxury guided travel to Africa, Asia & the Orient, South & Central America, Arctic and the Antarctica.

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For more information, visit [www.bigfive.com](http://www.bigfive.com) or contact Big Five, (800) 244 3483, email: [info@bigfive.com](mailto:info@bigfive.com).

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