



Enriching Lives Through Distinctive Journeys

For Immediate Release

Big Five debuts its 2013 Precious Journeys Collection

Luxury travel for the next generation

Stuart, FL, (Jan 11, 2013) – Big Five Tours & Expeditions’ 2013 *Precious Journeys, Edition 1* collection returns with 20 new and classic destinations that continue the concept of marrying luxury, adventure and value for the next generation of luxury travelers. Each journey sets its own definitions of advantage and luxury while still offering the best the destination has to offer.

“Precious Journeys was conceived for the next generation of luxury travelers – my generation, if you will. I have been fortunate to have traveled much of the world growing up, and I want to open that world to younger travelers,” said Ashish Sanghrajka, president of Big Five.

“We sought answers in the countless promotions and seasonal variations available in the market. We have also looked for journeys contain an element of sustainability, as that is important to us and to our guests.

Luxury today has evolved to encompass genuine experiences, and the ability to discover the true essence of a place through its people as well as its landmarks. We have combined the best of these in the new *Precious Journeys 2013* collection.

The 12-day *Precious Journeys Peru* program, for example, focuses on retracing the tracks of ancient Incas on an in-depth hiking expedition along the famous Inca Trail to the fabled mountain fortress of Machu Picchu. Guests hike from one lodge to the next during this six-night experience of the trail. They also discover classic Cusco and the Urubamba (Sacred) Valley. Sustainable tourism practices here include conservation of natural resources. Inkaterra, which we highlight in this program, demonstrates their leadership in the conservation of Peru's original forest, committing to a 100% carbon neutral hotel stay for every guest

Each of the 20 journeys successfully provides peak travel experiences at very affordable prices. They encompass a balance of locations from close at hand such as Belize, Colombia and Costa Rica to the more exotic regions such as China, Turkey and Thailand. Safari and wildlife enthusiasts will find much to like in the itineraries for Botswana, Kenya, South Africa and

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Tanzania. Other destinations in the collection include Cambodia and Laos, Chile, Ecuador and the Galapagos, Jordan, North India and Morocco.

The collection evolves over the course of the year, with new itineraries being added in order to open the core Big Five product to the younger generation.

With more than 40 years experience in luxury adventure travel, Big Five Tours & Expeditions offers luxury guided travel to Africa, Asia and the Orient, South and Central America and the South Pacific.

For more information or to order your copy of Precious Journeys 2013, contact Big Five, (800) 244 3483, email: info@bigfive.com

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Press kit available

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Big Five debuts its 2012 Precious Journeys Collection

Luxury travel for the next generation

Stuart, FL, Feb 15, 2012 – Big Five Tours & Expeditions' 2012 Precious Journeys, Edition 1 collection returns with 19 new and classic destinations that marry the concepts of luxury and value for the next generation in luxury travelers. Each journey takes advantage of the best the destination has to offer.

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In Belize, for example, guests travel into the interior of Belize's rainforest in the Tapir Mountain Nature Reserve. In the company of a specialized guide, who has been involved with excavating Belize's major sites, guests explore caves once used for rituals by ancient Mayan priest.

For safari enthusiasts, the Botswana journey travels into the private Linyanti Wildlife Reserve, where game viewing can be done both day and night, by water as well as from well-placed hides. Along Savute Channel, huge elephant herds as well as many other species congregate in winter along the waterways, lagoons and at waterholes.

Each of the 19 journeys successfully provides peak travel experiences at very affordable prices.

"Precious Journeys was conceived to attract the next generation of luxury travel; my generation, if you will. I have been fortunate to have traveled extensively growing up. I want to open that world to younger travelers," said Ashish Sanghrajka, president of Big Five. "After listening to our agency partners and to our own team, we found the answer in the countless promotions and seasonal variations available in the market. We have filtered out the noise, and combined the best of these in the new Precious Journeys collection, which has become a vehicle to deliver those values."

Other destinations in the collection include Cambodia and Laos, Chile and Argentina, Egypt, Israel, Kenya, Namibia, South Africa, Thailand and Turkey. The collection is meant to evolve over the course of the year, with new itineraries being added in order to open the core Big Five product to the younger generation.

"This allows us to be even more responsive to our guests' interests while taking full advantage of seasonal conditions," Sanghrajka said. "In fact, Edition 2 is already in the final stages taking into account some of the newest values.

With more than 39 years experience 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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