



**KENSINGTON TOURS**  
PRIVATE GUIDED TRAVEL WORLDWIDE

## **INTRODUCING KENSINGTONFIT.COM – NEW AGENT PORTAL PROVIDING CUSTOMIZED FIT ITINERARIES & QUOTES TO 80 COUNTRIES IN MINUTES**

WILMINGTON, DE (Sept. 17, 2009) – **Kensington Tours** has launched a innovative new technology tool – [www.KensingtonFIT.com](http://www.KensingtonFIT.com) – to help make the process of creating bespoke, customized FIT itineraries more convenient, flexible and profitable for travel professionals who can now develop unique travel programs and price quotes to over 80 countries in record time.

Powered by proprietary technology developed by the Kensington team, the portal gives agents access to thousands of leisure activities, ground, air and accommodation services that can be tailored for any given departure date and for as many days/nights a client requires on this easy-to-use platform. Agents can choose between two options – do-it-yourself FIT quotes, which only take minutes (not days) to complete or they can request a custom quote from Kensington’s team of travel experts, with an average turn-around time of three hours.

The portal also includes a suite of tools for agents to support business development, customer service, increased profitability and more. Additionally, Kensington FIT provides extensive destination and property information as well as interactive maps and routing details so agents can plan travel itineraries with superior ease and convenience.

The Kensington FIT solution provides travel agents with numerous distinct advantages. Benefits include:

### **Outstanding Customization & Flexibility**

- Custom private-guided itineraries are designed with accommodations and leisure components that are interchangeable in a given itinerary. The flexibility of Kensington’s offerings allows for personalization of every tour at a wide range of price points.

### **Convenience and Increased Efficiency**

- All of Kensington’s Destination Management Companies (DMC’s) globally use the technology platform allowing changes and personalization of itineraries back to the agent in a matter of minutes through the online facility.

### **Personalized Itineraries from the Agent to the Client**

- Every itinerary can be ‘white-labeled’ meaning the agent can forward to their client a uniquely branded program from their own agency without any reference to Kensington Tours.

### **U.S. Dollar Itineraries**

- All itineraries are costed in U.S. Dollars regardless of the country of origin avoiding confusing currency exchange issues.



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### **Tours for 30% Less**

- Leveraging the efficiencies of its own proprietary technology, Kensington is able to offer custom private guided tours on average 30 percent less. Through this technology, Kensington is redefining the traditional tour operator business model.

### **Single Point of Contact**

- If agents prefer not to use the technology, a Kensington Specialist will make all the itinerary changes on behalf of the agent through the Kensington FIT system. That same person will remain the agent's single point of contact throughout the entire booking process until commission payment.

Kensington Tours was founded in 2002 by Jeff Willner, a Royal Geographic Society Fellow who brings his expedition background and savvy business mindset (from years at McKinsey & Company and Wharton) to the world of travel. Willner grew up in Africa, which inspired his appreciation for global cultures and his desire to explore the world. Kensington Tours was born out of his vision to transform 'a trip' into 'an experience.'

The flexibility of Kensington's offerings allows for personalization of every tour at a wide range of price points – resulting in a handcrafted vacation experience at an unbeatable value. The company was voted one of the 'Best Adventure Travel Companies on Earth' in 2008 and 2009 by *National Geographic Adventure*.

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### **For more information contact:**

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