



KENSINGTON TOURS

PRIVATE GUIDED TRAVEL WORLDWIDE

KENSINGTON TOURS AWARDED BEST ADVENTURE TRAVEL COMPANIES ON EARTH BY *NATIONAL GEOGRAPHIC ADVENTURE* MAGAZINE

Kensington Scores a Customer Satisfaction Rating of 98.33

JANUARY 21, 2009 – Kensington Tours has been awarded Best Adventure Travel Companies on Earth for the second year in a row by *National Geographic Adventure* magazine. With an overall rating of 93.57, Kensington Tours was ranked third in the Luxury Adventure category, and second in the same category for Customer Satisfaction with a score of 98.33.

“The market is overwhelmingly positive about our private guided tours, with a customized itinerary for every client,” said Kensington CEO Jeff Willner. “We are especially proud of our 98.33 customer satisfaction rating.”

Willner added, “What makes Kensington stand out – particularly in today’s economy – is our value. We offer top quality private tours for 30-40% less than most comparable group tour operators. We are excited that *National Geographic Adventure* has recognized this but, more importantly, we recognize that our clients are thrilled by it.”

National Geographic Adventure surveyed 248 companies representing paddling outfitters, trekking guides, safari specialists and luxury companies around the globe that offer a collection of soft to extreme adventure travel experiences. According to *Adventure*, the feature represents, “A comprehensive ranking of the world’s best outfitters - surveyed, sorted and scored.” In analyzing the leading adventure travel specialists, *Adventure* considered factors such as environmental awareness, sustainability, reliable service, local knowledge, safety practices, spirit of adventure, client satisfaction and other variables in ranking the travel providers.

Adventure has this to say about Kensington Tours: “One of the best client-to-guide ratios you'll find (sometimes 2:1) doesn't prevent Kensington from offering luxury trips in more than 70 countries at lower prices than its competitors (\$250 per person per day on average). Before departure, a personalized Web page gives you up-to-date information on trip logistics; upon arrival, you can change your itinerary on the fly if, say, you're in Romania and have a hankering to see Dracula's Castle. “

National Geographic Adventure Magazine Ratings for Kensington Tours

Overall	93.57
Quality of Service	96.00
Sustainability	90.50
Spirit of Adventure	90.50
Education	92.50
Client Satisfaction	98.33

To read the complete Kensington Tours write up visit: http://adventure.nationalgeographic.com/adventure/outfitter_profile/id52

Editors Notes: About Kensington Tours

Kensington Tours provides luxury private guided travel to the world's most extraordinary destinations in more than 70 countries. Led by a team of destination experts with extensive in-country experience, Kensington delivers customized experiences at an unbeatable value. Our private tours are regularly benchmarked at 30% less than identical tours from luxury group operators. For more information visit www.KensingtonTours.com.

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