



KENSINGTON TOURS ANNOUNCES 2014 REBRAND

Award winning tour operator unveils new logo and tagline, "travel becomes you"

New York, NY – January 14, 2014 – Award winning tour operator and travel outfitter, [Kensington Tours](#), announced today a new logo and tag line contributing to an overall rebranding campaign. Always on the cutting edge of travel, the new campaign, 'travel becomes you,' demonstrates Kensington Tours' dedication to creating deeper, more personalized travel experiences for guests and new destinations more accessible than ever before. The rebrand also includes a new website, beautiful printed travel documents, in-country quality assurances and more.

Along with a modernized Kensington Crest, the tagline is designed to speak to the transformational power and personal impact of travel. The company has unveiled a revised mission, to create the experience that change a life and a manifesto that guides how they approach every client:

We are not in the business of booking tours.
We're in the business of satisfying an essential human need.
Why do people feel the insistent pull of the world?
Is it merely to see things they have never seen before?
To visit places before they're ruined by civilization?
Or simply because the world is more accessible than any time in human history.
Yes. All of the above.

But none of these reasons capture why we're in business.
We're in the business of discovery.
People travel to peel away the husk of habit and uncover their true selves.
To relax into a purer state of being.
To better understand the world and their place in it.
To conquer challenges and discover new wells of confidence.
Deep down, people believe if they travel enough, they will discover a better self.

Our business is not the booking of tours.
We are architects of travel.
Which means we start with the important questions.
Not just 'where' or 'when' but rather 'why.'
Why a journey? Why now? What's going on here that you want to go there?
The 'why' tells us a lot about the 'how.'
Since everybody's 'why' is different, everybody's 'how' must be personalized.
Personalized travel leads to personal discovery.

No, we are not in the business of travel.

We are the architects of possibilities.
The agents of change.
We create the experience that changes the life.
KENSINGTON

Kensington Tours creates customized, bespoke travel experiences all over the world, catering to the most discerning of traveler with unprecedented expertise and access.

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About Kensington Tours: Kensington Tours offers custom and private guided tours to over 90 countries worldwide. The flexibility of Kensington's offerings results in tailor-made journeys that are carefully handcrafted to deliver personalized adventures like no other company. Kensington Tours was named to "World's Best Awards 2011" by Travel + Leisure Magazine and named one of the "Best Adventure Travel Companies on Earth," by the editors of National Geographic Adventure Magazine.

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