



FOR IMMEDIATE RELEASE

Premier Tours Named a Conde Nast “Dreammaker” Top Travel Specialist;  
CEO Julian Harrison Lauded for His Candor, Sense of Value and Ability

**Philadelphia, PA –December 10, 2012–** Premier Tours, a leading Africa travel and tour firm, specializing in African safaris, today announced that CEO Julian Harrison has been named to the exclusive *Conde Nast* list of Top Travel Specialists for the eleventh consecutive year.

The article, titled “The Dreammakers: Wendy Perrin’s 13th Annual Top 150 Travel Specialists” is published in the December Conde Nast issue, and states: “Offering an unbeatable combination of expertise, access, and good value, these 150 select travel consultants are the pros to turn to for your next big vacation.”

Condé Nast Traveler describes Premier Tours Chief Executive Officer Julian Harrison as, “A former ranger who was born and raised in South Africa and co-authored Fodor's African Safari, Harrison knows where the animals are and where they aren't. His candor, sense of value, and ability to articulate the pros and cons of every park, lodge, and activity (he can even articulate them in Afrikaans and Zulu) ensure you get a transformative experience at a fair price. He can acquaint you with the region's lesser-known aspects, such as Bushman culture and their legacy of rock art, and his strong ties with South African Airways translate into very competitive airfares as well.”

In her Dreammaker article, Ms. Perrin goes on to write, “You’re planning a once-in-a-lifetime trip. You need everything to be perfect. In short, you need a clever advocate who will produce the maximum experience for your travel dollar.

“Sound like you? Then you’re in luck, because the travel planners collected here represent the best blend of destination knowledge, insider connections, userfriendliness, and value for your dollar that I’ve found in more than two decades of scrutinizing the travel industry for this magazine. They have almost all been road-tested by *Condé Nast Traveler* readers, editors, or both.

“Of the more than 10,000 travel agents and tour operators who have tried to break onto this list since its inception 13 years ago, only a tiny fraction have made the grade—this year, 150 specialists. Getting into this group is, statistically speaking, tougher than getting into Harvard. Staying on it is tougher still: It requires not only an absence of valid reader complaints but also ongoing positive assessments from readers.”

Commenting on being named to the Conde Nast list for the eleventh year in a row, Premier Tours CEO Julian Harrison said, “I, and the entire Premier Tours staff have a passion for making

our clients' dream trip come true, and it is that passion and a culture of unrivalled client service, that distinguishes our firm. We are all grateful and honored for this recognition.

“Ms. Perrin is a top travel professional and I encourage travelers to read her article ([www.http://bit.ly/wmS2oz](http://bit.ly/wmS2oz) ) for tips on how to plan that once in a lifetime trip and how to work most effectively with an expert travel advisor. She writes insightfully on seven key tips:

1. Define your trip goals.
2. Choose the right specialist.
3. Make time for an in-depth phone conversation with the specialists listed in these pages.
4. Don't hold back with your requests.
5. Give them the opportunity to justify the costs.
6. Guide the guides.
7. Keep talking—even once you're on the road.

### **About Premier Tours**

Philadelphia-based Premier Tours has specialized in offering custom-tailored and package tour options in Southern and East Africa for more than 25 years. Recommended by *Condé Nast Traveler* and *Arthur Frommer's Guide To South Africa*, Premier Tours prides itself on its staff, born and raised in Africa. For more information about our African safaris and other travel options, visit [www.premiertours.com](http://www.premiertours.com) or call 1-800-545-1910.

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