



Premier Tours Featured in Prestigious 2014 Wendy Perrin WOW List; CEO Julian Harrison Designated “Trusted Travel Expert” for Southern Africa

Philadelphia, PA – October 15, 2014 – Premier Tours, a leading African travel and tour firm, today announced it has been featured as a “Trusted Travel Expert” in the prestigious 2014 Wendy Perrin WOW List for tourism in Southern Africa.

Ms. Perrin lauded Premier Tours CEO Julian Harrison for his expertise in tours ranging from safaris in Botswana to wine tasting in Cape Town, South Africa (www.wendyperrin.com/wow-list/). All of Southern and Eastern Africa is Ebola free and averages 3,300 miles distance from the Ebola-affected region of West Africa -- or further than from New York to Los Angeles.

Ms. Perrin called out Mr. Harrison’s deep roots in Southern Africa and his extensive expertise: Fluent in Afrikaans and Zulu, Julian was born and raised in South Africa, where he spent the early part of his career establishing his safari bona fides by working as a ranger in KwaZulu-Natal and co-hosting a weekly radio program about wildlife conservation. Later, he co-authored *Fodor’s African Safari*, giving him the chance to show off his extensive knowledge of every park, lodge, and safari camp in southern Africa. He knows exactly where to go—and when to go—to make the most of your time and money, and takes great pleasure in introducing his clients to the lesser-known corners of the continent.

“I am grateful for the acknowledgement and honor of being designated a Trusted Travel Expert on the esteemed 2014 Wendy Perrin WOW List,” Mr. Harrison said. “At Premier Tours, we love what do, taking great satisfaction in providing a value-added travel experience for all of our clients. Even with our decades of experience working with tens of thousands of travellers, we still focus on each and every client to ensure they return home thrilled about their ‘trip of a lifetime.’”

About Wendy Perrin

Saving the World From Mediocre Trips. Wendy’s got an encyclopedia of travel solutions and fixers at her fingertips, amassed during the 25 years she spent at *Condé Nast Traveler* and in her current position at TripAdvisor, and she wants to use these to help you make your next trip extraordinary.

As TripAdvisor’s first-ever [Travel Advocate](#), Wendy advises its 280 million monthly visitors—the world’s largest travel community. She blends their best insights with her own expertise and serves up the results to a global audience on TripAdvisor’s blog, in email to its members, on its social media channels, and on television. She was formerly Director of Consumer News and Digital Community at *Condé Nast Traveler*, where she wrote her practical advice column, [The Perrin Report](#), for 17 years and her award-winning blog, [The Perrin Post](#), for eight years. She started out long ago as the magazine’s Ombudsman (consumer advocate), investigating reader

complaints about travel companies and helping wronged travelers get compensation, and that led to her book *Wendy Perrin's Secrets Every Smart Traveler Should Know* (Fodor's).

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, who provide extraordinary customer service and extensive knowledge and passion about travel experiences in Africa. For more information, visit www.premiertours.com or call 1-800-545-1910.

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