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FOR IMMEDIATE RELEASE

International Travel & Tours Announces North American Market Launch
Renowned African Safari Operator Now Partnering with North American Travel Trade

Denver, CO (June 23, 2010) – International Travel & Tours (ITT), an owner-managed in-bound safari operator based in Durban, South Africa, is thrilled to announce their launch into the North American market. Shunning the corporate atmosphere for a fun, family-style office structure, the company is dynamic in its personality as well as exceptional when it comes to turn-around time on requests, responses and service. The company is proud of its positive 20-year reputation, and takes great care in truly partnering with international travel agents and tour operators to ensure travelers are well taken care of while on safari in South Africa.

“International Travel & Tours’ reputation in the industry is impeccable,” explains Ms. Rung Button, Managing Director of ITT. “We do not compromise on quality or service, and this insistence on professionalism has resulted in International Travel & Tours being highly regarded by the travel trade throughout the world. We are thrilled to share this reputation combined with many years of experience with new trade partners in North America who seek a dynamic partner to increase sales to this thrilling African destination. We believe our focus on attention to detail and responsible safari operations is in line with what many travel agents and tour operators seek from the North America market.”

In addition to outstanding service, the company actively supports properties in South Africa who have made a dedication to responsible operations. While a few informal certification agencies exist in South Africa to promote responsible tourism, there is no formal structure or grading to evaluate in-bound operators or properties. The company quickly realized that as an in-bound operator, ITT has incredible influence in the application of Responsible Tourism and launched a massive campaign to collect information from properties regarding their operations and today houses one of the largest databases of this information in the country and selects partners based on these responsible operations criteria. For more information about this initiative please contact The Fazendin Portfolio, ITT’s North American Representation office at contact@fazendinportfolio.com or +1.303.586.1305

MORE



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While the company has personally visited nearly every property in South Africa and offers competitive rates on the wide range of deluxe offerings spanning the destination, ITT also is one of the only operators serving the US market to offer a carefully selected portfolio of the best 4-star properties across the destination as well. With a constant eye on value for money, ITT can offer outstanding advice and access to the country's best 4 star properties as well as the luxury product for which South Africa has become rightly known.

International Travel Tours is an owner-managed in-bound operator based in Durban, South Africa with a 20 year track record of high quality and service. The company's insistence on professionalism has resulted in International Travel & Tours being highly regarded by the travel trade throughout the world. International Travel & Tours actively supports suppliers who have made a dedication to responsible operations and ensures their travelers a sustainable travel experience. ITT has personally inspected nearly every lodge in South Africa and offers competitive rates on a plethora of offerings spanning the destination. **Big Enough to be Dependable, Small enough to Care.**

For more information please email: inbound@itt.co.za or visit <http://www.itt.co.za/>.

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