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Travel + Leisure Names Wilderness Travel a Top 5 Tour Operator in the World

BERKELEY, CALIF. – [Wilderness Travel](#), an adventure travel company known for its one-of-a-kind detailed itineraries that take travelers deep into an area's culture, is one of only five companies to be named a World's Best Tour Operator by Travel + Leisure magazine in their [2014 World's Best awards](#). The honorees will be published in the magazine's August issue on stands soon.

To determine the winners, *Travel + Leisure* readers vote for the very best in travel, including hotels, resorts, spas, airlines, cruise lines, tour operators, rental-car agencies, and more in the magazine's annual [World's Best Awards survey](#).

The Travel + Leisure designation is just the latest in a [long list of awards for Wilderness Travel](#). Earlier this year, Outside magazine selected the company's [Across the St. Bernard Pass](#) hike as Best Family Trip, and SmarterTravel.com picked [Hiker's Journey to Shikoku](#) as a top 10 new adventure travel trips for 2014. In 2013, National Geographic Traveler chose the [In the Wake of the Bounty](#) trip as a Tour of a Lifetime, and in 2012, the [Namibia Expedition](#) received the same honor, as have many other Wilderness Travel trips over the years. The company has also been honored by Travel Week, Concierge.com, Forbes Director and others.

"We are thrilled to be recognized as one of the best tour operators in the world," says Barbara Banks, director of marketing and new trip development for Wilderness Travel. "We are truly a traveler's company, still run after 36 years by the original founder. We love to travel and always have our maps out, looking for the next great adventure for our guests. They know if they go on a trip with us, it will be a fantastic experience."

As one example of its 200 unique itineraries available every year, the company just announced a journey to the Desert Kingdom of Oman, as well as a safari in Namibia, where participants get behind the scenes at the Save the Rhino Trust, one of the most successful conservation projects in the world.

About Wilderness Travel

Wilderness Travel, founded in 1978 and still run by founder Bill Abbott, a consummate traveler, offers some 200 trips every year to more than 75 destinations around the world. The company is known for its one-of-a-kind detailed itineraries that take travelers deep into an area's culture. There are four ways to travel with Wilderness Travel: [Small Group Adventures](#); [Private Journeys](#); [WT Expeditions: Rare Journeys and Exploratories](#); and [Small Ship Cruises](#), for which the company doubled its offerings in 2014. Constantly on the look-out for new adventures and ways to improve existing journeys, the company focuses on quality, design and the uniqueness of its trips. Almost 70% of individuals who travel with Wilderness Travel are repeat guests or

direct referrals from past travelers. For more information, visit www.wildernesstravel.com or call 800-368-2794.

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