



ABSOLUTE ADVENTURE TRAVEL

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CONTACT: Graham J Farebrother
Absolute Adventure Travel
9 Greenway Plaza, Suite 3112
Houston, Texas 77046
713 807 9620
Toll Free 1 800 298 1312
www.absoluteadventuretravel.com

HOUSTON'S ABSOLUTE ADVENTURE TRAVEL WINS TANZANIA TOURISM AWARD

Houston-based travel company Absolute Adventure Travel has been recognized as the best operator for luxury travel to Tanzania. The prestigious Third Annual Tanzania Tourism Award was presented on 12th May, 2003 at the opening night gala dinner of the Africa Travel Association Congress in Lusaka, Zambia.

The award, of Best Tour Operator for Luxury Travel to Tanzania was presented by The Honorable Zakia Hamdani Meghji, MP, Tanzania Minister for Natural Resources and Tourism.

Absolute Adventure Travel specializes in Luxury Travel to select international destinations including Britain, Peru, the Galapagos Islands, the Far East and Africa. The majority of its clients are couples, families or small groups of friends who delight in the knowledge that every detail of their vacation is taken care so they can enjoy exclusive, luxurious vacations away from the crowds.

Absolute Adventure Travel also handles all international travel for the Houston Museum of Natural Science, the same museum that produced and launched last year the United States premier of the IMAX film, *Mt. Kilimanjaro: to the Roof of Africa*. The company did an outstanding job in organizing the promotion surrounding the film's launch by organizing city-wide Tanzania store promotions, and offering as raffle prizes, both a safari to Tanzania and a trek to climb Mt. Kilimanjaro in Tanzania.

This year, on March 14, Absolute Adventure Travel was the sole sponsor of the gala premier of the IMAX film *Jane Goodall's Wild Chimpanzees*, which was presented by Dr. Goodall herself under the auspices of the Houston Forum.

Accepting the Award for Absolute Adventure Travel was Graham Farebrother, President, who commented “2003 has not been an easy year so far for the travel industry, but sales are now picking up to certain destinations, including Africa, where industry wide numbers are actually increasing as countries such as Tanzania, Botswana, Zambia and South Africa are seen as safe destinations. Sales at Absolute Adventure are actually up nearly threefold during the first few months of 2003 when compared to the whole of 2002. These are exciting results and we are very bullish about the continuing strength of the Luxury Travel business.”



Graham Farebrother, President of Absolute Adventure Travel receiving the award from The Honorable Zakia Hamdani Meghji, MP, Tanzania Minister for Natural Resources and Tourism
Lusaka, Zambia.
