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IMAGINATIVE TRAVELLER'S WINS NATIONAL GEOGRAPHIC TRAVELER AWARD

Imaginative Traveller is proud to announce that in the recently published and most eminent awards in National Geographic Traveler Magazine that Imaginative Traveller has been awarded a 2009 Tours of a Lifetime award for their classic Indian tour "Amongst the Maharajahs".

"Every year, the editorial team combs the world to find the most authentic, most innovative, most immersive, best-guided, and most sustainable tours," notes senior editor Norie Quintos. "This year, we wanted to make sure that the trips we picked were also a great value, given the economic climate. What we found is that there is no better time to go on a guided tour than now as the traditional savings offered by an outfitter being able to negotiate better rates on a trip's components is magnified by cheaper fares, a strengthened dollar, and more discounts, freebies, and extras."

Imaginative Traveller's classic 21-day tour "Amongst the Maharajahs" gets under the skin of India and is anchored by the classic sites of Agra, Jaipur, Jodhpur, and Udaipur. This Rajasthan journey takes side trips to villages such as Chandelao, where the local Rajput ruler has converted his garh (fortress-style house) into a hotel that has brought jobs to the region. For Imaginative Traveller, travel means getting to the heart of the country whilst offering the most authentic travel experience possible. Imaginative Traveller aims to minimise the impact on the environment and contributes to the sustainability of this tour, by matching all client donations to local projects.

The tours on this year's list are organised into three categories—active, classic, and cultural—and include 47 tour listings. Many of the tours don't necessarily qualify as "cheap." But every tour, whatever its price, offers small-group, thoughtfully crafted experiences that are eco- and culturally sensitive, provide unusual access, and foster interaction with the locals.

Matt West, Managing Director, Imaginative Traveller, comments: "To be chosen by The National Geographic Traveler Magazine to receive a 'Tour of a Lifetime' award is fantastic news. I am delighted that we have been included in the 50 best guided expeditions that offer authenticity, sustainability, immersion and strong values. Imaginative Traveller delivers a high level of product, service, value and experience and strives to, not only maintain our excellent service levels and innovative thinking for small group adventure holidays, but to continually improve upon them. With almost twenty years in the industry, it is a great tribute to the expertise Imaginative Traveller offers and will continue to offer into the future".

This tour heads off the beaten track with the chance to see how life continues in India's villages. Nights are spent at a number of exquisite heritage hotels which vary from elegant Maharajas' palaces and lavish tented camps to more simple but equally atmospheric old buildings. It is not difficult to see why this is Imaginative Traveller's favourite tour of India. Imaginative Traveller offers a 21 day tour "Amongst the Maharajahs" including staying in an opulent tented camp at Osian. Prices start from £1199 per person in September, flights available from £386, accommodation, transfers, most meals, entrance fees and services of a tour leader. Local payment to be made: 1600 IRP. Call Imaginative Traveller Reservations Line on 08450 778803 or book on line at www.imaginative-traveller.com



-Ends-

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Note to Editors: Established in 1991 Imaginative Traveller has grown steadily to become one of the world's leading operators of small group adventure tours. For Imaginative Traveller, travel means getting to the heart of the country whilst offering the most authentic travel experience possible. Imaginative Traveller aims to minimise the impact on the environment and to deliver travel in a courteous, beneficial and respectful manner. Worldwide experiences and activities are available including sailing, balloon rides, wildlife spotting, cycling, snorkelling and elephant riding.