

ROTHSCHILD • SAFARIS •

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FOR IMMEDIATE RELEASE

Rothschild Safaris Outlines How Luxury Travel Industry is Coping with U.S. Economy

DENVER, CO (September 17, 2008) – The United States economy struggled this week as stocks tumbled amid the largest financial crisis in years after Lehman Brothers filed for the biggest bankruptcy in history. With major economic challenges facing American consumers throughout 2008, it appears that the luxury travel industry continues to thrive. However, savvy travel providers are making some changes to meet consumer demands. Rothschild Safaris, a boutique travel company specializing in custom-designing African safaris, continues to send clients to Africa on luxury safaris but timing and budget play a more prominent role more than ever before.

“Throughout 2008 we have continued to send our clients on custom African safaris, however budget was more of a consideration during the planning process,” said Leora Rothschild, president of Rothschild Safaris. “When planning luxury safaris, we’ve had to be a little more creative regarding transport and accommodations. We are mixing the very high-end properties in Southern Africa with more intimate 4-star properties and increasingly we are rearranging itineraries to make use of scheduled flights vs. private charters. Additionally, we are booking significantly more last-minute travel to Africa than ever before. Historically our clients planned safaris at least twelve months in advance, but it’s not uncommon to receive inquiries only two months in advance these days. Our luxury travel clientele rely on our first hand knowledge now more than ever as we plan these custom African safaris.”

Spending her childhood in South Africa and today traveling to Africa every few months, Leora Rothschild has personally spent a lifetime visiting safari camps and lodges and learning the safari industry inside and out. This knowledge allows Rothschild Safaris to concentrate on the little details of planning a safari, and now more than ever creating the most luxurious custom African safari possible, even when clients have a budget to consider.

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Perhaps signaling that American luxury travelers are in need of a little relaxation and more of a break from the depressing economic news, Rothschild safaris has seen an increase in “Bush and Beach” custom African safaris for 2009. While the big game of Africa has always been the main attraction, Rothschild Safaris is increasingly incorporating Africa’s finest beaches such as the Lamu archipelago in Kenya, the Seychelles and Zanzibar.

Denver-based custom African safari expert Rothschild Safaris strives to leave their clients in awe of the magnificent African continent. The company understands that it is daunting for most travelers to start planning a life-changing adventure to Africa, and therefore spends hours communicating with clients to understand their travel-style, budget and expectations to create a perfect custom African safari. For more information please call 1.800.405.9463.

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