

iExplore Expands Into The United Kingdom

Leading U.S. adventure travel website announces first step of global expansion plans

CHICAGO, Ill. and LONDON, England, March 5 (SEND2PRESS NEWSWIRE) – Chicago-based iExplore formally announced its global expansion plans, with today's launch of www.iExplore.co.uk, targeting adventure travelers in the U.K. It is the company's first formal effort outside of the U.S. since the company launched in 1999. iExplore is hoping to become the #1 ranked website for adventure and experiential travel in the U.K. within the next couple years, replicating the position it has held in the U.S. since 2000.



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iExplore founder and CEO, George Deeb, said, "We were already serving many international customers at iExplore.com, but we wanted to better serve such users with more localized tours, content and call center fulfillment."

Deeb continued, "The U.K. was the most logical international market to start – given the large demand for adventure travel in the U.K."

iExplore declined to comment on other countries it may be considering within its global expansion plan. But they did say another 10-15 countries are under consideration for launch over the next several years.

Founded in 1999, iExplore (www.iExplore.com) is the leading online resource for adventure and experiential travel, serving over 1,300,000 visitors per month at its website. iExplore's website is a one-stop planning resource for adventure travelers, with a deep offering of related tours, content, photos and a community of like-minded travelers. iExplore offers hundreds of tours that visit the farthest corners of the earth, particularly the man-made and natural wonders of the world.

iExplore has been named the "Best Adventure Travel Website" by Forbes Magazine, Travel & Leisure Magazine and Time Magazine, and powers adventure trips for many leading travel sites including Expedia, Travelocity, Frommers, Lonely Planet, Travel Channel, and Concierge.com. iExplore is a wholly-owned division of TUI Travel PLC (www.tuitravelplc.com), a US\$25BN international leisure travel company based in the U.K.

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