



FOR IMMEDIATE RELEASE

Big Five Tours & Expeditions Launches Interactive Digital Gateway to Boost Travel Advisor Client Experience

“Portal Five” connects travel advisor partners and their clients in one central hub, before, during and after a trip.

September 13, 2022 (Stuart, FL) – Leading North American tour operator, [Big Five Tours & Expeditions](#) (Big Five), today announced the launch of a new interactive digital gateway called *Portal Five* -- geared towards connecting travel advisor partners and their respective clients while providing all travel information in one central hub, before, during and after a trip.

Big Five has been listening to advisors and has heard their cry for change in regard to suppliers marketing direct to clients after a trip. The company is raising the standard in the industry by placing advisors in the middle of the equation, using the portal to keep client and advisor connected, while Big Five stays behind the scenes, curating the content for the advisor to use.

Portal Five will assist advisors in creating lasting bonds with their travelers and provide content to keep the conversation going after the travelers return home. Some of the content to be expected includes updates from destinations the clients visited, updates on the [Spirit of Big Five Foundation](#) project their previous trip supported, as well as sustainable efforts being made thanks to the support that journey generated.

“If we do our job well, we earn the trust of our advisor partners and the loyalty of their clients. No amount of discount can ever manufacture that level of respect. It takes a Big Five client an average of three years to repeat with us due to the nature of our product, and some of our clients have spent a majority of their adult life traveling with us. That is all thanks to our advisor partners and how they cultivate their clients,” explains Ashish Sanghrajka, President of Big Five Tours & Expeditions. “*Portal Five* does not ask anywhere when the next trip is being booked. Instead, the portal continues the conversation by showing how the trip a customer has just taken helps support one of our active foundation projects. We simply want to keep the emotional connection going.”

The portal has a user-friendly interface, which travelers can access before, during and after their trip, that stores their travel information such as personalized videos from their advisor on an exclusive agency branded page, day by day itinerary, flight information, destination information guides, and much more. Post trips advisors and travelers can find videos and photos taken on their behalf available for download and details on the foundation project they experienced.

Portal Five is already being deployed with new bookings, providing traveler's with a custom link to the advisor once the booking is confirmed.

"I appreciate how this portal shifts the advisor/client paradigm from a product-based interaction into an ongoing conversation," said Becky Lukovic, Travel Advisor and Owner of Bella Travel Planning, an affiliate of Travel Experts. "It provides inspiration to explore further and travel deeper. Big Five is once again a pioneer in our industry through the facilitation of this platform," she concluded.

For more information on how Big Five is investing in the advisor relationship: sales@bigfive.com

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About Big Five Tours & Expeditions

Founded in Kenya in 1973 by Mahen Sanghrajka, Big Five Tours & Expeditions is renowned for customized, luxury adventure travel to 44 destinations worldwide. Big Five has been recognized by the travel industry for its sustainable tourism commitment. For more information about Big Five's customized journeys, visit bigfive.com.

Media Contact:

Courtney Miller – Media Relations

courtney@bigfive.com

772 287 7995 – ext 2221