

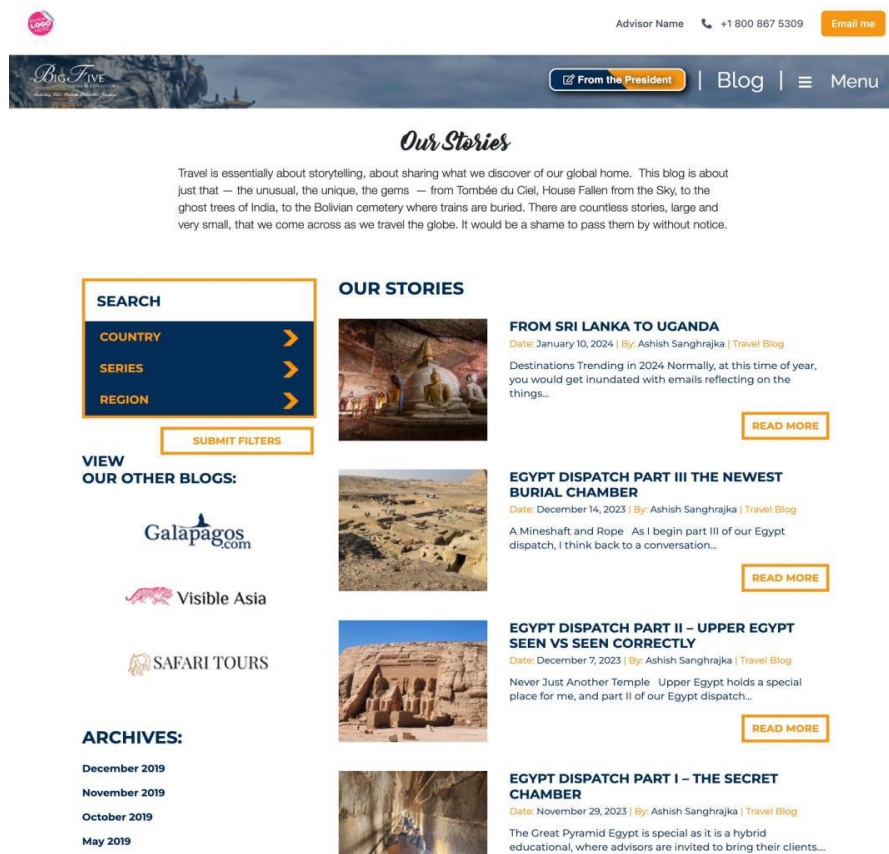


FOR IMMEDIATE RELEASE

## Big Five Tours & Expeditions and Approach Guides Partner to Deliver a Co-Branded Website for Travel Advisors

*Travel advisor partners can now share Big Five Tour & Expeditions' travel stories in their branded environment.*

**January 17, 2024, Stuart, FL** - Today, [Approach Guides](#), a leading content optimization platform for travel brands, and [Big Five Tours & Expeditions](#) (Big Five) announced a co-branded website geared to travel advisors.



With Approach Guides' [Copilot](#), Big Five's existing website is dynamically transformed for each travel advisor (via their unique "insider" url), creating a co-branded advisor experience and providing valuable analytics and tracking. The travel advisor's logo and contact information is dynamically injected as a header. Furthermore, all direct booking buttons and links are hidden so all leads go directly to the travel advisor and any website updates made are immediately visible on advisors' websites too.

“We have been working on creating dynamic content for our advisor partners to use with immediate effect for years now. We made great progress, however we seem to have the perfect fit now in adding the co-branding feature to our site for our advisor partners to have access to every blog, video, tour, and photo we add,” said Ashish Sanghrajka, President of Big Five Tours & Expeditions. “We cannot wait to integrate this feature and are honored to be the very first in the market to do this from the tour provider side,” he concluded.

“My clients love the videos and blog posts Ashish and his team create and with the co-branded Big Five website, I can now promote it more broadly on my website, in e-mail marketing and on social media, knowing any inquiries will come directly to me,” said Cathy McDonald, a Virtuoso-affiliated travel advisor with Immersive Travel Experiences, an affiliate of Trevello Travel Group in Halifax, NS Canada.

“Featuring world-class videos and insights, Big Five’s website is a treasure trove for adventurous travelers wanting to get to know destinations throughout the world. Now, advisors can link directly to this multimedia content, while keeping their clients in their own branded environment, complete with their contact information and built-in lead generation. It’s a high-impact way to inspire their clients and boost conversion,” said Jennifer Raezer, CMO of Approach Guides.

For advisors, getting started couldn’t be easier. There are no registration forms, no passwords to remember. All they need to do is enter their email address and they’ve got a site that they can brand with their name, phone number and logo. [Visit inspires.to/big-five/copilot](https://www.bigfive.com/copilot) to get started.

For images, click [here](#).

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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](https://www.bigfive.com).

### **About Approach Guides**

Approach Guides is a leading content optimization platform, empowering travel brands to deliver hyper-relevant, personalized multimedia content at all stages of the guest journey and across all touch points, boosting impact, guest loyalty and conversion. Approach Guides is trusted by the world’s leading cruise lines, hotels, tour operators, airlines, DMOs and consortia. For more information, visit [approachguides.com](https://www.approachguides.com).

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