

PRESS RELEASE

## For the Fourth Year in a Row, Caravan-Serai Tours Named Top Travel Specialist by Conde Nast Traveler Magazine.

**Caravan-Serai Tours**, owned by Rita Zawaideh, has once again received a prestigious honor from the industry-leading Conde Nast Traveler magazine. This marks the fourth consecutive year in which Rita has received this recognition. In an annual survey of travel specialists, the magazine lists the "The Greatest Travel Specialists on Earth", developed after exhaustive interviews, reference checking, and recommendations from other industry insiders. Caravan-Serai Tours and owner Rita Zawaideh have been recognized for excellence and the depth and recent firsthand knowledge of the Middle East and North Africa, but particularly for the countries of Lebanon, Syria, and Jordan. Also part of the equation is Rita's strong relationship with local contacts, the high level of client commitment, a willingness to work with a range of budgets, and discriminating taste. This year's listing and more details on how the list was prepared can be found in the August edition of the Conde Nast Traveler Magazine.

This year the award is particularly poignant as the violence in the region has made travel to Lebanon impossible at this time and for the foreseeable future. Rather than doing what she loves and working with clients to create a trip of a lifetime to visit the ancient ruins around Byblos, Tyre, and Baalbek, and enjoy the seaside atmosphere of the cosmopolitan and very modern city of Beirut, she has been working tirelessly to help get people out. In spite of this, Rita is still planning tours to other parts of the region and encourages people not to give up on travel to the Middle East. Travel is the only way to bring people together and build bridges of understanding.

Caravan-Serai provides expert travel services and tour organization to the Middle East and North Africa. The company caters to small and medium sized groups as well as independent travelers. All inclusive, tailor-made tours blend an educational and cultural experience with fun and adventure.



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Upcoming Tours

Please visit the website for the latest tours and more information about travel to the Middle East and North Africa. Tours are being planned for Saudi Arabia, Yemen, Iran, Morocco, Tunisia, Armenia and more.