

PRESS RELEASE

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Selling Long Haul recognises safari high flyers

Selling Long Haul is raising a toast to Africa's top safari experts this month as sponsor of the 2011 Safari Awards.

The Safari Awards recognise star performers in 20 safari categories and the winners will be announced at this year's Indaba, in Durban.

Leading travel trade publication, *Selling Long Haul*, is committed to developing travel trade knowledge and understanding of the safari product and regularly runs in-depth training features on key safari destinations.

Editor Steve Hartridge said: "Indaba is the largest safari expo in the world and we are delighted to sponsor awards which give recognition to outstanding players in such a key sector of the travel industry."

Over 315 safari specialists have been nominated for the awards, in 20 categories. Three new categories this year will recognise wildlife conservation and individual contributions to safari development.

The winners will be chosen by a panel of 14 safari experts. A full list of finalists can be seen at www.safariawards.com/finalists11.

Selling Long Haul is the flagship publications of BMI Publishing which also produces *Selling Short Breaks & Holidays* magazine, *The Business Travel Magazine*, numerous guides and supplements and over 50 online travel trade training programmes through Travel Uni. www.bmipublishing.co.uk

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