



PRESS RELEASE

Sam's Tours Palau expands distribution in Europe

Partner network reflects growing demand from European customers

Koror/Munich, August 26, 2010 – Sam's Tours, Palau's premier dive center, strengthens European tour operator network

Following the growing demand from European customers to spend their annual dive vacation in the world's first shark sanctuary, Palau, Sam's Tours is now announcing new distribution partner agreements in several European countries. Marc Bauman, Director of Sales and Marketing, is very pleased with the development: "The German speaking markets have traditionally been our main foothold in Europe. But we see a growing demand from other countries in this territory for two years now. With the new distribution partnerships, we can accommodate the increased demand and we are looking forward to establish long-term partnerships with these reputable companies."

The new tour operators are:

Austria

Fish & Trips

The owner of Fish & Trips, Tina Gstoettner, is also Vice President of shark conservation organization Sharkproject.

www.fish-trips.com

Denmark

Kingfish Dive & Travel

Kingfish offers combination of Palau with Chuuk Lagoon and the Philippines.

www.kingfish.dk



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Germany

Action Sport

Action Sport offers sport vacations around the globe and focuses mainly on the Red Sea, Indian Ocean, Philippines and Caribbean.

www.actionsport.de

Tauchreisen Roscher

Tauchreisen Roscher has been around for 18 years and offers customized dive trips.

www.tauchreisen-roscher.de

Tauchtours

Tauchtours is a newcomer and offers customized dive trips around the globe.

www.tauchtours.de

Netherlands

Scuba Dive Asia

Scuba Dive Asia specializes in dive vacations to Asia, Pacific and the Red Sea.

www.scubadiveasia.com

Press Contact:

Tourism Unlimited

Judith Hoppe
Partner
Schmid-Wildy-Weg 46
81739 Munich, Germany
phone: +49-89-673 78 619
samstours@tourism-unlimited.com
www.tourism-unlimited.com/presslounge/samstours

Sam's Tours

Marc Bauman
Director of Sales and Marketing
Box 7076
Koror, PW 96940, Palau
phone: +680-488-7267
marc@samstours.com
www.samstours.com

About Sam's Tours

Sam's Tours is an independent 5* PADI National Geographic Dive Center and eco-adventure tour company based in Malakal Harbor, Koror, Palau. Offers include scuba dive trips, snorkel trips, rock island tours, land tours, kayak trips and sailing charters. The well-equipped dive center offers the complete range of scuba experiences from introductory Scuba programs through PADI Instructor certification and includes a digital photography and videography shop, technical diving services like rebreather support, authorized Scubapro and Aqua Lung sales & service. Sam's Tours offers complimentary Nitrox up to 36% with proof of certification. Sam's Tours is a leader in efforts to protect the archipelago's natural resources and the only Palau dive center to receive the Palau Conservation Society „Corporate Partner in Conservation 10 Year Award“. Sam's Tours is also a corporate sponsor of the Palau Shark Sanctuary Fund. Sam's Tours is a member of Quality Divers, a dive network promoting a common set of quality standards by its associated members.