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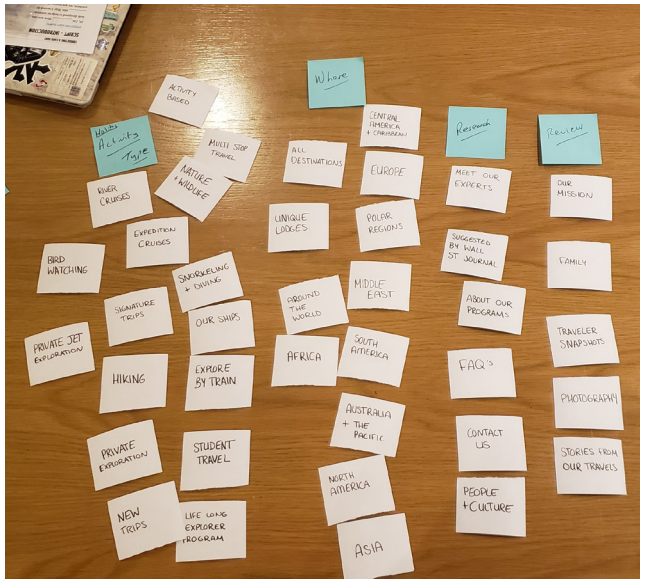

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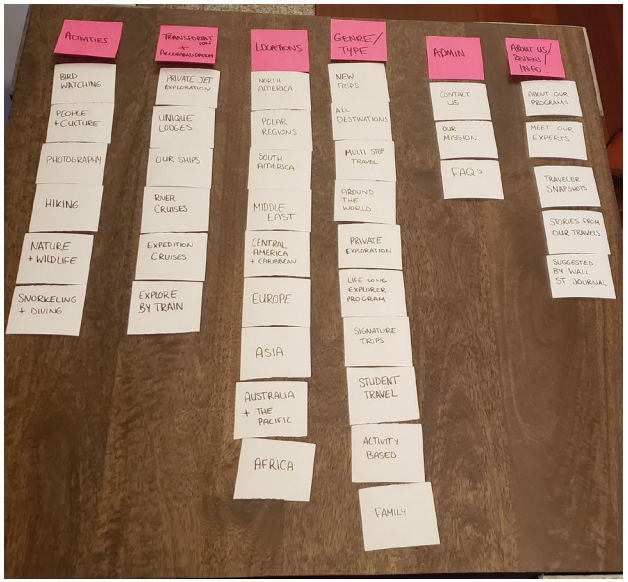

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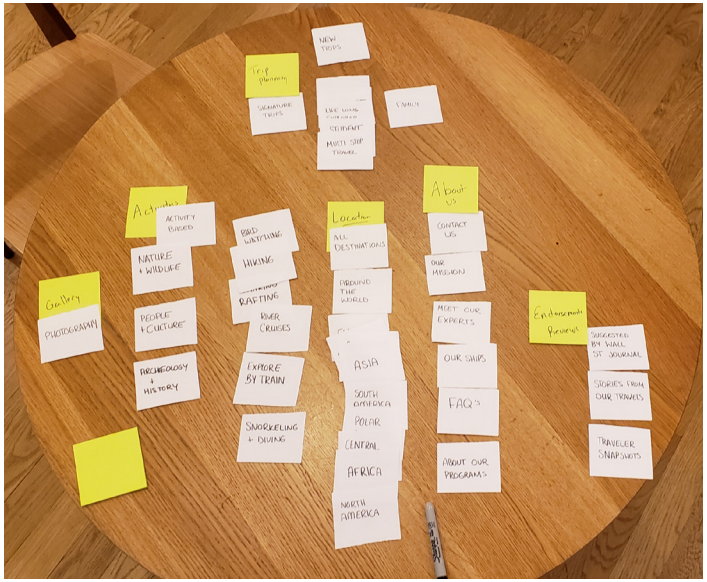

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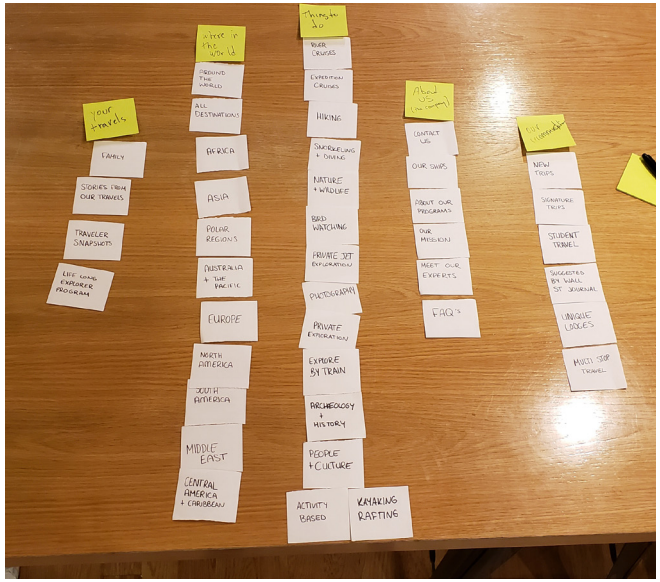

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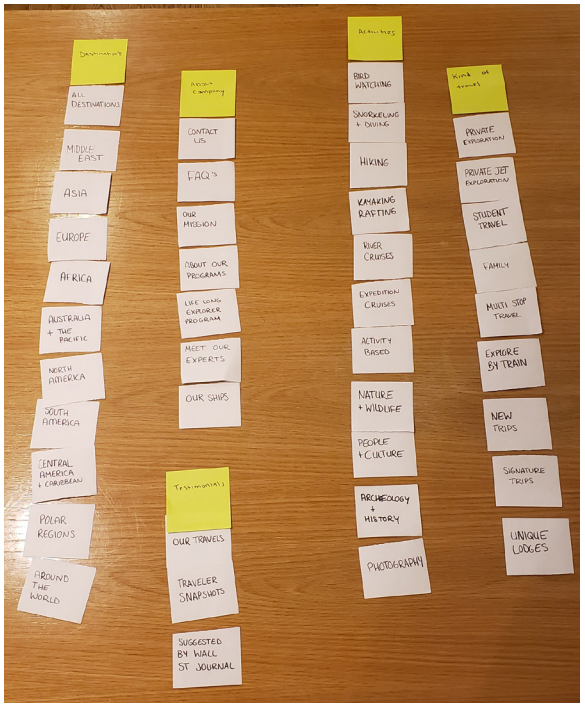


FRANKIE

Nat Geo Expeditions Site - Primary & Secondary Navigation

Destinations	Trip Types	Nat Geo Difference	Get Inspired
North America	Multi Stop Travel	About Us	Stories From our Travels
Polar Regions	Nature + Wildlife	Meet Our Experts	Traveler Snapshots
South America	River Cruises	Nat Geo Society Mission	
Middle East	Expedition Cruises	Our Ships	
Central America & Caribbean	Bird Watching	FAQ's	
Europe	Snorkeling & Diving	Life Long Explorer Program	
Asia	Signature Trips	Contact Us	
Australia + The Pacific	Private Jet Exploration		
Africa	Wall st. journal		
All Destinations	Hiking		
Around the World	Explore By Train		
	Private Exploration		
	Student Travel		
	New Trips		
	Activity Based		
	Unique Lodges		
	Family		
	People & Culture		
	Photography		
	History & Archaeology		
	Kayaking & rafting		

Emma

TRANSPORTATION & ACCOMMODATION	LOCATIONS	GENRE / TYPE	ACTIVITIES	ADMIN	ABOUT US / REVIEWS / INFO
Private Jet Exploration	North America	New Trips	Kayaking & Rafting	Contact Us	About our Programs
Unique Lodges	Polar Regions	All Destinations	Birdwatching	Our Mission	Meet our Experts
Our Ships	South America	Multi Stop Travel	People & Culture	FAQ's	Traveler Snapshots
River Cruises	Middle East	Around The World	Photography		Stories From Our Travels
Expedition Cruises	Central America & Caribbean	Private Exploration	Hiking		Suggested By Wall St Journal
Explore By Train	Europe	Life Long Explorer Program	Nature & Wildlife		
	Asia	Signature Trips	Snorkeling		
	Australia + The Pacific	Student Travel			
	Africa	Activity Based			
		Family			
		History & Archaeology			

Diarmuid

Activity / Type	Where	Research	Review
Multi Stop Travel	North America	Meet our Experts	Our Mission
Nature + Wildlife	Polar Regions	Suggested By Wall St Journal	Family
River Cruises	South America	About Our Programs	Traveler Snapshots
Expedition Cruises	Middle East	FAQ's	Photography
Bird Watching	Central America & Caribbean	Contact Us	Stories From Our Travels
Snorkeling & Diving	Europe	People & Culture	
Signature Trips	Asia		
Private Jet Exploration	Australia + The Pacific		
Our Ships	Africa		
Hiking	All Destinations		
Explore By Train	Around the World		
Private Exploration			
Student Travel			
New Trips			
Life Long Explorer Program			
Activity Based			

Frankie

Destinations	Activities	Kind of Travel	About Company	Testimonials
North America	Bird Watching	Private Exploration	Contact Us	Our Travels
Polar Regions	Snorkelling + Diving	Prive Jet Exploration	FAQ's	Traveler Snapshots
South America	Hiking	Student Travel	Our Mission	Suggested By Wall St. Journal
Middle East	Kayaking & Rafting	Family	About our Programs	
Central America & Caribbean	River Cruises	Multi stop Travel	Life Long Explorer Program	
Europe	Expedition Cruises	Explore By Train	Meet our Experts	
Asia	Activity Based	New Trips	Our Ships	
Australia + The Pacific	Nature + Wildlife	Signature Trips		
Africa	People + Culture	Unique Lodges		
All Destinations	Archaeology + History			
Around the World	Photography			

Quince

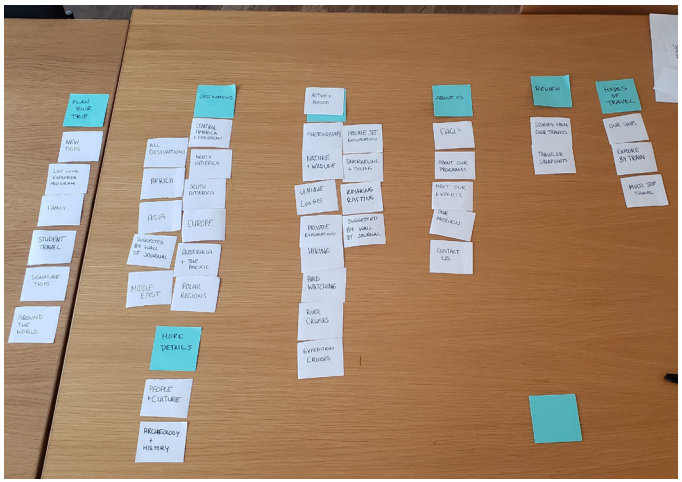
Your Travels	Where in the World	Things to do	About Us	Our Recommendations
Family	North America	River Cruises	Contact us	New Trips
Stories From Sure Travels	Polar Regions	Expedition Cruises	Our Ships	Signature Trips
Traveler Snapshots	South America	Hiking	About our Programs	Student Travel
Life Long Explorer Program	Middle East	Snorkelling & Diving	Our mission	Suggested By Wall St Journal
	Central America & Caribbean	Nature & Wildlife	Meet our Experts	Unique Lodges
	Europe	Bird Watching	FAQ's	Multi Stop Travel
	Asia	Private Jet Exploration		
	Australia + The Pacific	Photography		
	Africa	Private Exploration		
	All Destinations	Explore By Train		
	Around the World	People & Culture		
		Activity Based		
		Kayaking & Rafting		

Andrew

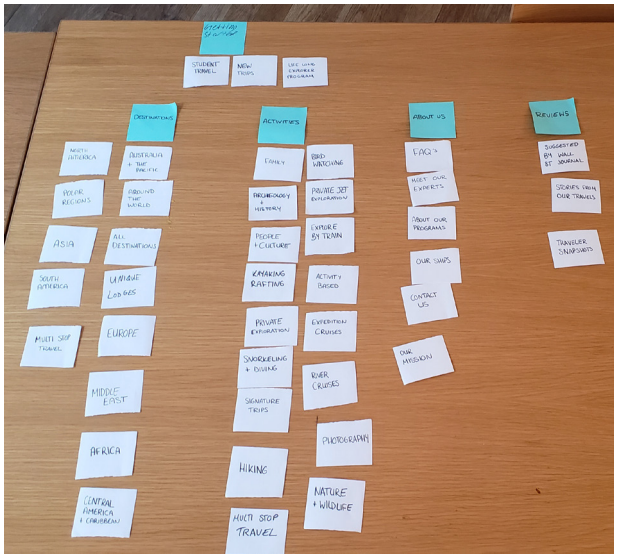
Location	Activities	Trip Planning	About Us	Endorsements / Reviews
North America	Activity Based	Signature Trips	Contact us	Suggested By Wall St Journal
Polar Regions	Nature + Wildlife	Multi Stop Trips	Our mission	Stories from our Travels
South America	People + Culture	Student Travel	Meet our Experts	Traveler Snapshots
Middle East	Archaeology + History	Family	Our Ships	
Central America & Caribbean	Bird Watching	New Trips	FAQ's	
Europe	Hiking	Explorer	About our Programs	
Asia	Kayaking + Rafting	Life Long Explorer Program		
Australia + The Pacific	River Cruises	Unique Lodges		
Africa	Explore By Train	Private Jet Exploration		
Around the World	Snorkelling + Diving	Private Exploration		
All Destinations	Photography	Expedition Cruises		
		Explore by Train		

CURRENT SITE	Destinations	Trip Type	Nat Geo Difference	Get Inspired	Extra / Sub Nav
QUINCE	Where in the world	Things to do	About us	Your travels	Things To Do
DIARMUID	Where	Activity / Type	Research	Review	N/A
ANDREW	Location	Activities	About us	Endorsements / Reviews	Trip Planning
FRANKIE	Destination	Activities	About Company	Testimonials	Kind of Travel
EMMA	Locations	Activities	About us	Reviews / Info	Genre
New Site	Destination	Activities	About us	Reviews	N/A

CLOSED CARD SORTING



MARK



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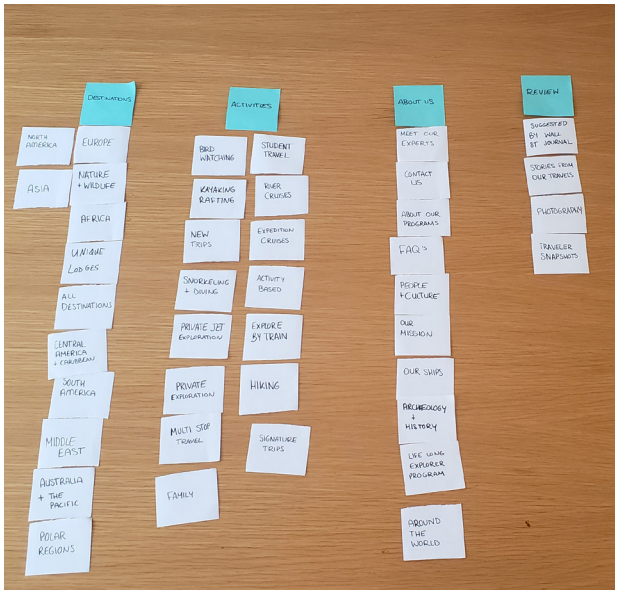
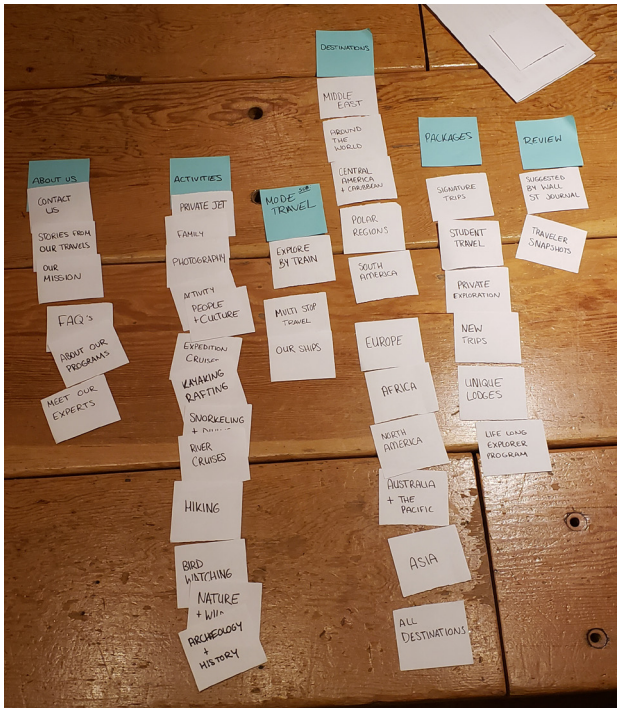


WINNIE

JOHNATHON



NATHON

Nat Geo Expeditions Site - Primary & Secondary Navigation

Destinations	Trip Types	Nat Geo Difference	Get Inspired
North America	Multi Stop Travel	About Us	Stories From our Travels
Polar Regions	Nature + Wildlife	Meet Our Experts	Traveler Snapshots
South America	River Cruises	Nat Geo Society Mission	
Middle East	Expedition Cruises	Our Ships	
Central America & Caribbean	Bird Watching	FAQ's	
Europe	Snorkeling & Diving	Life Long Explorer Program	
Asia	Signature Trips	Contact Us	
Australia + The Pacific	Private Jet Exploration		
Africa	Wall st. journal		
All Destinations	Hiking		
Around the World	Explore By Train		
	Private Exploration		
	Student Travel		
	New Trips		
	Activity Based		
	Unique Lodges		
	Family		
	People & Culture		
	Photography		
	History & Archaeology		
	Kayaking & rafting		

Johnathon

DESTINATIONS	ACTIVITIES	TYPE OF TRAVELER	ABOUT US	REVIEWS
North America	Kayaking & Rafting	Student Travel	FAQ's	Traveler Snapshots
Polar Regions	Snorkelling & Diving	Family	Contact Us	Suggested by Wall St. Journal
South America	Bird Watching	Life Long Explorer Program	Our Mission	Unique Lodges
Middle East	Photography		Meet our Experts	
Central America & Caribbean	Hiking		About our Programs	
Europe	**Travel Themes**		Stories From our Travels	
Asia	Archaeology & History		Our Ships	
Australia + The Pacific	Nature & Wildlife			
Africa	People & Culture			
All Destinations	**Types of Trips**			
Around the World	New Trips			
	Signature Trips			
	Activity Based			
	Unique Lodges			
	Types of Travel			
	Explore by Train			
	Private Jet Exploration			
	Expedition Cruises			
	Multi Stop Travel			
	River Cruises			
	Private Exploration			

Nathon

Destinations	Activities	Packages	About Us	Reviews
North America	Private Jet	Signature Trips	Contact Us	Suggested by Wall St. Journal
Polar Regions	Family	Student Travel	Stories From our Travels	Traveler Snapshots
South America	Photography	Private Exploration	Our Mission	
Middle East	Activity Based	New Trips	FAQ's	
Central America & Caribbean	People & Culture	Unique Lodges	About our Programs	
Europe	Expedition Cruises	Life Long Explorer Program	Meet our Experts	
Asia	Hiking			
Australia + The Pacific	Bird Watching			
Africa	Nature & Wildlife			
All Destinations	Archaeology & History			
Around the World	**Mode of Travel**			
	Explore by Train			
	Multi Stop Travel			
	Our Ships			

Mark

Plan Your Trip	Destinations	Activities	Mode of Travels	About Us	Reviews
New Trips	North America	Activity Based	Our Ships	FAQ's	Stories From our Travels
Life Long Explorer Program	Polar Regions	Photography	Explore by Train	About our Programs	Traveler Snapshots
Family	South America	Nature & Wildlife	Multi Stop Travel	Meet our Experts	
Student Travel	Middle East	Unique Lodge		Our Mission	
Signature Trips	Central America & Caribbean	Private Exploration		Contact Us	
Around the Worlds	Europe	Hiking			
	Asia	Bird Watching			
	Australia + The Pacific	River Cruises			
	Africa	Expedition Cruises			
	All Destinations	Private Jet Exploration			
	Suggested By Wall St. Journal	Snorkelling & Diving			
	More Details	Kayaking & Rafting			
	Archaeology & History	Suggested by Wall St. Journal			
	People & Culture				

Winnie

DESTINATIONS	ACTIVITIES	ABOUT US	REVIEWS
North America	Bird Watching	Meet our Experts	Suggested by Wall St. Journal
Polar Regions	Kayaking & Rafting	Contact Us	Stories from our Travels
South America	New Trips	About our Programs	Photography
Middle East	Snorkeling & Diving	FAQ's	Traveler Snapshots
Central America & Caribbean	Private Jet Exploration	People & Culture	
Europe	Private Exploration	Our Mission	
Asia	Multi Stop Travel	Our Ships	
Australia + The Pacific	Family	Archaeology & History	
Africa	Student Travel	Life Long Explorer Program	
All Destinations	River Cruises	Around the World	
Unique Lodges	Expedition Cruises		
Nature & Wildlife	Activity Based		
	Explore by Train		
	Hiking		
	Signature Trips		

David

GETTING STARTED	DESTINATIONS	ACTIVITIES	ABOUT US	REVIEWS
Student Travel	North America	Bird Watching	FAQ's	Suggested By Wall St. Journal
New Trips	Polar Regions	Kayaking & Rafting	Meet our Experts	Stories From our Travels
Life Long Explorer Program	South America	People & Culture	About our Programs	Traveler Snapshots
	Middle East	Snorkeling & Diving	Our Ships	
	Central America & Caribbean	Private Jet Exploration	Contact Us	
	Europe	Private Exploration	Our Mission	
	Asia	Multi Stop Travel		
	Australia + The Pacific	Family		
	Africa	Student Travel		
	All Destinations	River Cruises		
	Around the World	Expedition Cruises		
	Multi Stop Travel	Activity Based		
	Unique Lodges	Explore by Train		
		Hiking		
		Signature Trips		
		Archaeology & History		
		Nature & Wildlife		
		Photography		

Revised Nat Geo Expeditions Site - Primary & Secondary Navigation

Destinations	Activities	Types of Explorations	About Us	Reviews
North America	Bird Watching	Explore By Train	About Us	Stories From our Travels
Polar Regions	Snorkeling & Diving	Private Exploration	Meet Our Experts	Traveler Snapshots
South America	Active	Student Travel	Nat Geo Society Mission	Wall st. journal
Middle East	Photography	New Trips	Our Ships	
Central America & Caribbean	Hiking	Expedition Cruises	FAQ's	
Europe	Kayaking & rafting	Unique Lodges	Life Long Explorer Program	
Asia		Family	Contact Us	
Australia + The Pacific		People & Culture		
Africa		River Cruises		
All Destinations		History & Archaeology		
Around the World		Nature + Wildlife		
		Multi Stop Travel		
		Private Jet Exploration		
		Signature Trips		