

Winter 2017

Treading Lightly

Excerpted from an article by Don Nichols

The United Nations has declared 2017 the year of sustainable tourism. You might be asking what some of your best options are if you want to embrace this type of responsible travel. To help you out, we turned to **Matthew Upchurch**, the **chairman and CEO of Virtuoso**, one of the leading networks specializing in luxury and experiential travel, with more than 11,400 luxury travel advisers in the U.S. and across the globe. We asked this bona fide expert where he would most like to travel next - for leisure, not work - with this idea of sustainability in mind. Here, his personal wish list for him and his family, and they'll be fortunate enough to experience at least two of the destinations this year. Maybe your paths will soon cross with Upchurch or his clan somewhere in the world - or maybe even out of it.



BOTSWANA AND KENYA

"Africa has held a piece of my soul since my father purchased Percival Tours and helped open up tourism in Africa during the early 1960s. I was fortunate enough to spend many of my childhood summers there, even being made an honorary policeman by the village force in Kasane, Botswana, at age 11.

"In 2013, Jessica and I helped establish the Virtuoso-Upchurch Learning Centre, a facility dedicated to special-needs children outside of Nairobi, Kenya, and a project developed through one of our partners, Micato Safaris, and its AmericaShare charity. Tourism, at its core, has the ability to help raise up people. AmericaShare is a prime example of cultural sustainability because you have to support the people of that land in order for tourism to successfully continue."