



Rise of the Trusted Brand History books tell us of the imperialist Scramble for Africa' from the 1880s to 1914, when European nations fought for a slice of the African pie Now, in a new 'scramble,' in a much lighter context, the world's best-known hoteliers and hotel brands are claiming their stake in the African economy's rapid growth.

→ Traverse multiple countries on **Micato Safaris**' "Elite Jetting" safari (from \$7,000 per person, per day) or indulge in endless panoramas from the air on its "Eurocopter Excursions" (from \$3,000 per hour), jet-setting across Kenya and Tanzania in an EC130 Eurocopter. 800-642-2861; micato.com – P.R.

Clubs



For the Adventurous

Are you an adrenaline junkie? One of the continent's leading trendsetters, luxury outfitter Micato Safaris, has expanded its roster of "active" safaris for true adventure seekers. Two new options:

- → The "Elephant Back South Africa Sojourn," in which you'll explore the bush for 10 days, several of those atop an elephant. From \$14,275.
- → An eight-day Mount Kilimanjaro climb. This nontechnical trek requires no mountainclimbing experience, but you should be in good physical condition and hardy. From \$4,750.

Or opt for ... Micato's new "Private Invitation Safari" ventures to Africa's boutique camps and lodges, where often you'll dine and tour with the proprietors, straying far off the beaten path. From \$16,960. 800-642-2861; micato. com – P.R.