

## Bucket List Travel is Being Booked in Record Numbers for 2021 and Beyond

Excerpted from an article by Eric Grossman

*For global travelers accustomed to exploring the planet in high style, 2020 has presented unprecedented barriers. International travel has ground to a halt, various countries have completely shut off to visitors, and entire tourism sectors have been forced to go dark.*

*The world's most in-demand luxury tour operators haven't been spared from the complications caused by the Covid-19 pandemic, yet many are reporting a surge in bookings for bucket list-style trips into late 2021 and 2022.*

As one of the world's most respected names in luxury safaris, Micato's offerings run the gamut from shorter jaunts lasting just a few days to month-long, six-figure itineraries. The company, which was founded 55 years ago by second-generation Kenyans, recently created a six-week, custom African safari for a family opting to wait until the summer of 2023.

"The privacy and vastness of safari have always lent themselves to putting distance between our travelers and the rest of the world, so we are optimistic about Micato guests past and future discovering—and rediscovering—the magic of safari," says Dennis Pinto, Micato's managing director.

Micato reports that revenues in 2021 are projected to exceed those of 2019, which was its best year in its history. (Tours for summer 2021 are virtually sold out.)

Company data shows other changes clearly being caused by the pandemic. The average safari trip length in 2019 was 13 days, while for 2021 it's 16 days; in 2019, 42% of safari trips involved private charter flights (as opposed to scheduled flights) within the destinations, while in 2021, private charters will be used on 68% of Micato's safaris.



**African safaris are in particular high demand.** Micato Safaris

The company has experienced its highest-ever demand for family trips in 2021-22, citing how families have followed health guidelines while postponing or canceling weddings, graduations, summer vacations, and the upcoming winter holidays. Many clients are opting for Micato's "exclusive use" options, in which clients take over an entire safari camp of six-to-eight tents or a grand safari villa or private estate, with some focusing on truly unique experiences to spectacular, but remote, areas. One example: A helicopter excursion to Lake Bogoria, in the Great Rift Valley, to witness a million flamingoes from the air—something that few people ever get to see.