

Responsible Luxury Travel Operators of the 21st Century

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Luxury travel can catch a bad rap when it comes to sustainability. There are many potential issues to consider, from carbon footprints to dreaded single-use plastic. But there's a growing trend among luxury travel agencies, especially those who create bespoke itineraries: A vacation booked with one of these operators means you will be contributing to a good cause while having the time of your life.

Having won countless awards in its 55 years, Micato sets the finest gold standard for safaris. Founded in Kenya in 1966 by Felix Pinto, the company is still very much a family affair.



Felix and his wife Jane (a former table tennis champ) remain active within the company, and their children and other family members hold senior positions.

At Micato's very core is the unwavering commitment to give back to the land that they so dearly cherish, as well as contributing to the local community and beyond. Micato-AmericaShare was set up over two decades ago and was created to help populations in Nairobi, Kenya who have been affected by the HIV/AIDS epidemic. Recently, the nonprofit partnered with Huru International to help serve the Mukuru community during the Covid-19 pandemic. **And, if you're booking a Micato safari, you will be directly helping — Micato's One for One Commitment means that for every single guest on safari, the company pays for an African child's education.**

The School Sponsorship Programme has been helping the poorest and most vulnerable children, some of whom are orphaned, by sending them to quality boarding schools and creating a lifelong bond between sponsor and child (some students who have been sponsored from early primary school are now graduating from university).

So, which safari to book? You can design your own custom safari — from private jet itineraries to solo traveler safaris — in East Africa, Southern Africa or India. We're particularly enamored of the 'Royal Palaces of India' tour, where you'll spend two magical weeks visiting (and in some cases, staying in) the country's enchanting palaces.