

&Beyond rated among world's top safari operators

&Beyond has been listed as the world's 5th Top Safari Operator in the *US Travel + Leisure 2012 World's Best Awards* readers' survey. As one of Africa and South Asia's leading experiential travel companies, &Beyond's mission is to design luxury safaris and personalised travel adventures whilst remaining committed to its core ethic of "Care of the Land. Care of the Wildlife. Care of the People."



"With over 30 years' experience in tour operating, we are honoured to be recognised by *Travel + Leisure* and its readers in this prestigious listing", says Joss Kent, &Beyond CEO. "We have ambitious plans to take our guest experience at our lodges and safari adventures to even greater heights and to achieve our focused mission of being the finest luxury experiential travel company in Africa and South Asia."

In addition to the above accolade, &Beyond Kichwa Tembo and &Beyond Ngorongoro Crater Lodge were voted among the Top 100 Hotels overall and the Top 20 Hotels in Africa and the Middle East. Kichwa Tembo was also listed 27th in the Top 50 Hotels and Ngorongoro Crater Lodge received 'Hall of Fame' recognition for being listed in the awards every year for the past decade.

The company's travel business and portfolio of luxurious safari lodges are deeply committed to the company's founding principles of creating extraordinary guest experiences in order to achieve ongoing conservation development and community empowerment. Together with its community development partner, Africa Foundation, the company says it has built up a highly successful track record in empowering and enriching the lives of communities living in and around its conservation areas.



Africa Foundation completes &Beyond's model of integrating conservation, high-end tourism and communities to their mutual benefit. As more and more guests are interested in getting involved with the positive legacy that high-end travel can leave, &Beyond's sustainability and conservation ethic has never been more relevant and compelling.

It is for this reason that &Beyond's guests and the readers of *Travel + Leisure* magazine choose to travel with &Beyond, and in this way assist the company to make numerous small but meaningful differences to conserve Africa and South Asia's natural heritage, and most importantly, its people.

Images: &Beyond