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## African Travel, Inc. Voted Top Safari Outfitter by Travel + Leisure



BOCA RATON, Fla., July 10, 2019 – **African Travel, Inc.** is honored to have been named No. 1 in “Top 10 Safari Outfitters” for **Travel + Leisure’s World’s Best Awards 2019**.

“For 24 years, our readers have been voting in the Travel + Leisure World’s Best Awards. This annual franchise is a global collection of the top hotels, islands, cities, cruise lines, airlines, and more,” says Jacqueline Gifford, editor in chief, **Travel + Leisure**. “Brands and properties from all over the world—from Peru to Japan, India to Italy, and right here at home in the United States—are recognized by our audience because they deliver on exceptional experiences, rooted in a sense of place. I congratulate all of this year’s winners, who have worked so hard to be among the world’s best.”

Safari outfitters are rated on their staff and guides, itineraries and destinations, activities, accommodations, food, and overall value.

"On behalf of our entire team at African Travel, Inc., we're honored to have been chosen as the top safari outfitter by T+L's readers," **said Sherwin Banda, president of African Travel, Inc.** "Africa is personal to us, it's in our DNA. Whatever their dream of Africa may be, we are dedicated to designing the ultimate experience for our guests. This award reflects that promise."

**Like the stripes on a zebra, no two human fingerprints are the same. That's why for more than 40 years, African Travel, Inc.'s goal has been to match the right Africa client with the right Africa destination.** To focus on creating unforgettable and magical journeys to suit personal travel styles and interests through immersive cultural encounters across the continent. From the classic safari destinations of East and Southern Africa, to the long, dune-fringed beaches and turquoise waters of Madagascar, Mauritius and Mozambique, to the ancient civilizations of Egypt.

The celebration of this award coincides with the luxury tour operator's 10-year anniversary with the TreadRight Foundation and the shared goal to #MakeTravelMatter. As an active partner and supporter of TreadRight, a not-for-profit that works to ensure the environment and communities visited remain vibrant for generations to come, African Travel's mission is clear—to have a positive impact on the people, the planet, and wildlife. Sustainable tourism uplifts local communities and supports wildlife conservation in Africa. The company is committed to reinvesting in Africa to ensure the continent remains vibrant for future generations. A member of the World Travel and Tourism Council (WTTC), African Travel upholds many local projects, including:

- Built on the foundations of forgiveness and reconciliation, **The Amy Foundation**, is a nonprofit organization offering programs to develop and empower youth ages 5 to 25 in the Cape Town area. Their mission is to provide a safe environment in challenged and vulnerable communities where they can help develop emotionally well-rounded children and youth who will make positive life choices. African Travel guests can spend the afternoon with the children in their after-school music program during The Amy Foundation Tour.
- African Travel offers the opportunity to contribute directly to sustainable development in Kenya through an unforgettable experience with **ME to WE: Supporting Local Communities**. This impactful and culturally immersive trip in the Northern Maasai Mara visits a community partnered with WE Charity, a TreadRight-supported organization, where guests connect with local families and help build a school for the community.
- The **rhino boma at Shamwari Private Game Reserve** is used as a haven to rehabilitate injured or orphaned rhino until they are strong enough to be released back into the wild. In 2017, the African Travel, Inc. team traveled to Shamwari to help build a boma. When guests book Majestic South Africa, the company will

donate \$50 per couple, in their name, to go towards building a new rhino boma at the reserve.

In celebration of **Nelson Mandela Day on July 18**, African Travel has partnered with **Sexy Socks, a charitable company whose mission is to provide every child in South Africa's township schools with a pair of socks**. Sherwin Banda, a native of South Africa, will be in Cape Town to celebrate the day with his family. "African Travel will donate over 2,000 pairs of socks on Mandela Day and we will deliver them to schools in the Capricorn region of Vrygrond," said **Banda**. "Giving back is at the core of who we are," he added.

These socks are eco-friendly, made with unique bamboo fibers and crafted by the local women in Cape Town. For every pair of Sexy Socks purchased by African Travel, Inc., a pair of socks is donated to a child in need.

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**To book an exciting dream safari for your clients, contact African Travel, Inc. at (800) 421-8907, or visit [www.africantravelinc.com](http://www.africantravelinc.com). CST 2071444-20**

**Follow African Travel, Inc. on Facebook, Twitter and Instagram, and join the conversation using the hashtag #WeKnowAfrica**

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#### **About African Travel, Inc. - "We Know Africa"**

For more than 40 years, African Travel, Inc. has helped travelers discover the magic of the wild. "We Know Africa" because we create extraordinary and unforgettable five-star experiences for each guest's individual needs. From relaxing in spectacular luxury to touching an ancient culture, your African dream awaits you. Our knowledgeable and dedicated experts, who have lived and traveled extensively throughout the continent, will open your eyes to a new and exciting world. Placing local offices in Africa and our headquarters in the U.S. has earned us an enviable position of influence that will leave you knowing Africa like we do. We're committed to making travel matter by supporting the environment and the local communities we visit through our partnership with The TreadRight Foundation. As a proud member of The Travel Corporation (TTC), a family-owned company with more than 100 years of expertise in luxury travel, we ensure exceptional service every step of the journey. For more information and inspiration, visit [www.AfricanTravelInc.com](http://www.AfricanTravelInc.com).

#### **About The TreadRight Foundation**

Created as a joint initiative between **The Travel Corporation's** (TTC) family of brands, the TreadRight Foundation is a not-for-profit that works to help ensure the environment and communities we visit remain for generations to come. To date, TreadRight has supported some 40 sustainable tourism projects worldwide.

To learn more about our past and current work at TreadRight, please visit us at [TreadRight.org](http://TreadRight.org).

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