

## Big Five Tours Debuts New Safaritours.com Sustainable Website



Big Five Tours & Expeditions has launched what it's calling a sustainable travel website, [Safaritours.com](https://www.safaritours.com), part of a series of websites that highlight world-class destinations that benefit the planet and provide information and rankings to aid travel agents and travelers in crafting sustainable safari holidays.

Safaritours.com comes close behind [Galapagos.com](https://www.galapagos.com), launched last October as Big Five's first sustainable travel site. Like its predecessor, which focused on the archipelagic home of some of the rarest species on earth and birthplace of Charles Darwin's theory of evolution, Safaritours.com offers a wealth of information as well as rankings, employing an elephant icon to show the progress each destination has made with sustainable tourism initiatives.

"We're pleased to launch our new website for travelers and travel advisors to learn about safari destinations that support sustainable tourism practices to safeguard cultural heritage, improve local livelihoods, and save endangered species," said Big Five President Ashish Sanghrajka. "Our company has always been deeply committed to making the world a better place through purposeful travel experiences that reward friends and family with trips they'll always remember, while also benefiting the countries they visit."

Big Five has been a respected operator of safaris and sustainable tourism for years, providing adventurous travelers, including families and groups, access to exceptional wildlife, natural beauty, and authentic culture via travel programs designed to preserve rather than exploit the destinations around them. But the new site is about more than safaris alone.

"We fashioned Safaritours.com to provide an overall context for sustainable tourism destinations in order to help travelers select places to experience safaris that work to protect our planet for the present as well for future generations," said Sanghrajka.

Safaritours.com is focused on providing a general ranking for destinations based upon the three pillars of sustainable tourism including: Environmentally friendly practices; support for the protection of natural and cultural heritage; contributions to the social and economic well-being of local communities; each country listed on the website has been given an elephant icon (one to five elephants, with five being the

highest) reflecting their sustainable tourism initiatives. For example, one elephant means that a country is in the early stages of sustainable tourism, while five elephants reflects a country that has established sustainable tourism programs and initiatives at the national level.

The website also features the World of Ellie blog, which will share travel information, ideas, challenges and solutions on sustainable tourism in Africa. Big Five will continue to explore the world of responsible travel with the next website focused on Asia and the South Pacific. For more information, click on [Big Five](#).