



For Immediate Release

## Big Five Tours & Expeditions Launches Sustainable Travel Site

*New website provides agents and travelers with information to help craft sustainable tourism holidays*

**October 12, 2017 (Stuart, Florida)** – [Big Five Tours & Expeditions](#) announced today the launch of Galapagos.com, a sustainable travel website named after the Galapagos Islands, home to some of the rarest species on Earth and birthplace of Darwin’s theory of evolution. The new website is designed for travelers and travel advisors in search of world class holiday destinations that also benefit local people and the planet.

“I am especially proud to launch our new website for travelers and travel advisors to learn about destinations in Latin America that support sustainable tourism practices, from safeguarding cultural heritage, to improving local livelihoods, to saving endangered species,” said Ashish Sanghrajka, President of Big Five Tours & Expeditions.

“We’re a company deeply committed to making the world a better place through purposeful travel experiences that deliver the trip of a lifetime for friends and family, while also benefiting the countries we visit.”

Big Five Tours & Expeditions has been taking travelers to the Galapagos Islands for nearly 30 years but Mahen Sanghrajka, Founder and CEO of Big Five Tours & Expeditions, says Galapagos.com is about much more than the Galapagos alone.

“The website also provides an overall context for sustainable tourism destinations in Latin America, in order to help travelers, select places to visit that also are working to protect our planet for future generations,” explained Sanghrajka.

Galapagos.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
- Contributing to the social and economic well-being of local communities

Each country listed on the website has been given a Darwin Finch icon (one to five finches, with five being the highest), reflecting their sustainable tourism initiatives; for example, one finch means that a country is at the early stages of sustainable tourism, and five finches reflects a country that is involved with sustainable tourism at the national level.

Costas Christ, an internationally recognized expert on sustainable tourism, and Global Sustainable Tourism Strategist for the Virtuoso Travel network is involved in the rankings. “Any time a travel company like Big Five Tours & Expeditions makes the effort to better educate travelers and travel advisors about the importance of sustainable tourism, it helps the travel industry as a whole to be a positive force for safeguarding our planet’s natural and cultural treasures,” said Costas Christ.

The website also features the Finches Blog which will share travel stories, information, ideas and challenges on sustainable tourism initially for Latin America. Over the next few months, Big Five will roll out similar sites for Africa, Asia and the South Pacific.

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**About Big Five Tours & Expeditions**

Founded in Kenya in 1973 by Mahen Sanghrajka, Big Five Tours & Expeditions is renowned for customized, luxury adventure travel to more than 45 destinations worldwide. Big Five has been recognized for its sustainable tourism commitment. The company is twice winner of the Virtuoso® luxury travel network *Sustainable Tourism Leadership Award* in 2014 and in 2016, while Condé Nast Traveler magazine recognized Big Five with a World Savers Award in 2013. For more detailed information about Big Five customized trip itineraries, contact [info@bigfive.com](mailto:info@bigfive.com) or call one of our destination specialists at (800) 244 3483. Also visit [www.bigfive.com](http://www.bigfive.com).

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