

## Tourism for Tomorrow Awards

### Global Tourism Business Award

**FINALIST: Abercrombie & Kent, USA & Global**

# Abercrombie & Kent

Abercrombie & Kent (A&K), a global tour operator with its roots in Kenya, created its non-profit organisation, now known as A&K Philanthropy (AKP), over three decades ago to support its conservation and community benefit efforts in destinations where they operate. With 50 independent offices worldwide, each A&K office selects projects for AKP's support, enabling A&K guests to visit the projects. A&K provides all AKP operating costs, while AKP leverages its project contributions through partnerships with other organisations, and ensures that 100% of guest contributions reach designated projects. AKP currently oversees 40 charitable projects around the world.

A&K has maintained their commitment to grassroots initiatives, providing financial support to a wide variety of projects, choosing those projects carefully, remaining committed to them over a long period of time, and leveraging their own financial contributions to conservation and community development with guest contributions.

In each destination, an A&K staff member serves as a community liaison to identify projects that have local support, such as the school-based Conservation Clubs in the Masai Mara, and Sam's Brothers Clean Water project in Cambodia. In addition to their strong grassroots conservation and community benefits initiatives, A&K provides capacity building, education, and professional growth and development for over 2,200 people on six continents.

