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&BEYOND'S TANZANIAN SAFARI CIRCUIT CATERS FOR MULTI-GENERATIONAL TRAVEL

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There's no doubt that the growing trend in travel is for whole families to enjoy transformative adventures that they can all share in, from youngest to oldest.

With multi-generational travel bringing the family back together, there is a tremendous opportunity for travel companies to create journeys that allow families to engage not only with each other but also with their environment in a new and stimulating manner that changes the way they see the world. More than just simple diversion, these travellers are seeking a greater sense of purpose and satisfaction. As considerations such as values, family and wellness become more important to consumers than traditional notions of luxury such as status and wealth, travel needs to integrate these factors into the experience.

Companies like luxury safari brand [&Beyond](#) are increasingly looking for a way to achieve this. For &Beyond this ranges from simple details like providing additional facilities for families at their lodges to creating thought-provoking yet exciting children's programmes such as their [WILDchild](#) offering and putting together itineraries filled with opportunities to take travellers out of their comfort zone and broaden their horizons.

As families become increasingly more comfortable with destinations traditionally considered too challenging for family travel, &Beyond has kept pace by providing family suites at many of its East African lodges. Almost all &Beyond's lodges and camps in Tanzania and Kenya now boast specially designed family suites that allow parents travelling with their children to keep an eye on the young ones while retaining an element of privacy for themselves. Even &Beyond [Serengeti Under Canvas](#), a semi-mobile tented camp that traverses Tanzania's best-known wildlife reserve, now features extra spacious tents big enough for parents to share with a child. Many of these lodges also have private vehicles, available at an extra cost, which ensure that the whole family can enjoy a safari together whenever suits them best.

Family is an important cornerstone of African culture, with &Beyond's staff reflecting this in the warmth with which they welcome travelling families. Exactly the right level of care is provided for all ages, with childminders on hand to look after young children. Expertly trained guides run the activities that form a part of the [WILDchild programme](#), tying each in to the lodge's environment, as well as the local heritage of the region.





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For example, children staying at [&Beyond Ngorongoro Crater Lodge](#) in Tanzania may enjoy excursions to an authentic Maasai village where they can learn about the tribe's fascinating traditions through local folklore. Dressed up as Maasai warriors, young guests set off on walks that explore the lodge grounds, where they learn to identify plants and animal tracks. Children also get the opportunity to try their hand at colourful traditional beading with the local Maasai ladies, as well as planting seedlings in the lodge's nursery.

At nearby [&Beyond Lake Manyara Tree Lodge](#) young adults set off on a butterfly trail through the natural forest, stopping to enjoy a game of table tennis at the local village before exploring the lakeshore by bicycle. At [&Beyond's Klein's Camp](#) specially designed obstacle courses require children to master skills such as making their own bows and arrows or building a fire in the traditional method. Private and secluded [&Beyond Mnemba Island](#) goes for more of a pirate adventure feel, where a bottle washed up on shore contains the key to a thrilling treasure hunt.

While all this is going on for the children, adults are by no means neglected, with safaris scheduled carefully tailored to provide some private time for parents and build in enough gentle activities for older grandparents to enjoy.

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ABOUT &BEYOND

&Beyond is one of the world's leading luxury experiential travel companies, designing personalised luxury safaris in 15 African countries, as well as arranging bespoke tours in India, Bhutan, Sri Lanka, Nepal, Chile and Argentina. The company also owns and operates 33 extraordinary lodges and camps in Africa and India that positively impact more than 9 million acres of wildlife land. Established in 1991, &Beyond takes exceptional care of its guests in order to make a difference; its commitment to sustainable responsible travel, conservation and community empowerment has been globally recognised with multiple awards over the years.

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