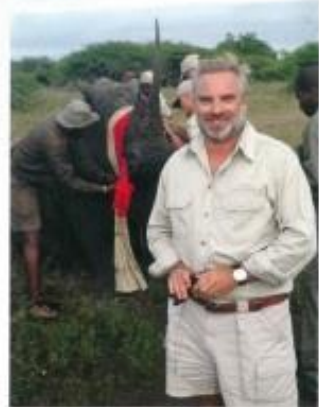


Stopping for drinks at a game drive, &Beyond Sandibe, Botswana



Rhino-anching at &Beyond Phinda Private Game Reserve, South Africa and, above, Tara Getty at Phinda, 2013



TARA & JESSICA GETTY

The son of Sir John Paul Getty II, Tara (full name: Tara Gabriel Galaxy Gramophone) is known as the 'sensible' one in the often troubled Getty clan; he lives happily with his family between their South African homestead and London home. He and his wife, Jessica, have long been champions of blending tourism and conservation with &Beyond. They hold the eminently sensible viewpoint that a profitable enterprise is totally compatible with conservation and development, which is one of the reasons why the eco-adventure company—run by dashing CEO Jess Kent, now with 29 gorgeous camps in Africa—is so successful. Tara started out doing every kind of work in safari camps (yes, we're talking washing dishes); now &Beyond's camps offer staggering wildlife experiences to well-off customers while funding countless projects in communities adjacent to the camps.

'Things have changed so much,' Jessica says. 'Twenty-five years ago, &Beyond was a pioneer. We built the Africa Foundation [the not-for-profit arm of the business] into it from the start. But now, the conversation has become global.' Everyone's getting into it, she observes. 'Tourists want to feel like they're doing something worthwhile—they want to jump in and get involved, and expose their children to what's really important. Not just killing about on inflatables somewhere...' &Beyond has also launched Rhinos Without Borders, together with Great Plains Conservation (see page 176), which moves rhinos from poaching-stricken areas like South Africa to release them into the Botswanan wilderness, where poaching is virtually non-existent.

'I have a very adventurous, unconventional husband,' Jessica says—they spend a lot of time on their yacht roaming the seas, so it makes sense that &Beyond has also just started Oceans Without Borders, spanning their three island lodges, from Zanzibar down to Mozambique. &Beyond, says Jessica, is 'the jewel in the family's crown'. Quite an accolade, given the size of the crown... andbeyond.com



ABOVE: &BEYOND PHINDA ROCK LODGE. BELOW: JESSICA GETTY & JESSA, WHO WORKS AT &BEYOND PHINDA ZUKA LODGE



A beach adventure trip with &Beyond Phinda

David de R... in Mongoli...

HOW NOT TO BE A DICK ON HOLIDAY

By Holly Tappin

Protect animals
From people filled with 'lured' tigers to elephant rides along the beach, think twice before spending cash on activities that might cause damage to wildlife.

Save sea life and reduce plastic
Carry reusable bags and water bottles with you. Avoid plastic straws (best to say 'no thanks'), unless they're of the bamboo variety, and beauty products that contain microbeads.

Shower rather than soak
If water conservation is a local issue, don't fill up your bathtub with potential drinking water.

Ask questions and be curious
The more borders and travel companies know that you give a toss, the more they will be motivated to do better.

Spread the cash
Avoid the all-inclusive trap of adding nothing to the local economy.