

COX & KINGS CHARITABLE THINGS

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Nathaniel Waring (below), president of Cox & Kings USA, a private tour outfitter that caters to affluent travelers, has been helping a number of clients reach out to impoverished communities during their travels to Asia, Africa, India and Latin America. Here, he explains how.



How do you market charitable travel to high-end clients?

Actually, the impetus comes from the guest. Our specialty is creating experiences that clients want, and more people now want to have vacations that reflect their values. People take their interests abroad; for instance, a love of wine might bring someone to Italy. And now we're finding that those who give back in their own communities want to do the same for the places where they travel.

How does it work?

Often our clients first read up on the places they are visiting, and then we suggest activities, like a township tour outside Cape Town. At that point, if they want to contribute, they can—and not just with money but by actually getting involved.

What are some of the things they've done?

We'll, after meeting orphans in Rwanda, one client decided she wanted to buy a milk-producing cow for their school. We arranged to make that happen, and now the cow is not just producing milk for the children's meals, she is also generating money for the school through the sale of excess milk.

– *Michael Guy*
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Cox & Kings USA • 1.800.999.1758 • Fax: 1.813.258.3852 • www.coxandkingsusa.com

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