

# Kuoni Launches Ananea



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Kuoni has announced the launch of its brand new environmentally responsible travel offering, ananea.

These holidays are for those who want to book ethical travel and it underpins the company's long-term credentials as a responsible and [sustainable travel](#) company.



The holidays available under the ananea brand - a word that derives from the ancient Greek word for renewal - are available only via an e-brochure. The new style, page turning e-brochure features video streaming and stunning slide shows. The trips within the brochure provide respectful, authentic and [responsible travel](#) experiences, from jungle hideaways to volunteering trips, from tours way off the beaten track to indulgent luxury escapes.

Holidaymakers can relax in one of the 21 carefully chosen hotels around the world, many of them being lavish retreats that meet the highest standards of sustainable tourism and fair employment, from [Italy holidays](#) and Morocco to the Maldives, Costa Rica and Kenya. Hotels such as the Sextantio Albergo Diffuso regenerated the medieval village of Santo Stefano di Sessanio in Abruzzo's snow-capped Apennine Mountains.

Customers can also enjoy ethical touring and unforgettable experiences such as private access to key projects on an exclusive Born Free [Kenya safari](#) or a fascinating insight into self-sufficiency in a Sri Lankan village. Travellers can learn how Vietnam's people have been scarred by war and contamination in moving and inspirational visits with Green Cross or take a self-drive tour of South Africa's Garden Route, staying at Fair Trade lodges.

Joanna Edmunds, Kuoni UK MD commented: "At a recent event at the Royal Opera House, we had Will Travers amongst our expert panel of speakers. Will is the son of Virginia McKenna and he now runs Born Free. He spoke about the support Kuoni has given Born Free over the years and in particular covered some of the projects which were funded by the centenary Cape to Cairo tour which celebrated Kuoni's 100th birthday. All the profits of that wonderful trip went to Born Free and it was incredibly inspiring to hear what a difference this money had made. Born Free is also a key partner for ananea, our new range of sustainable hotels, tours and volunteering."

The third ananea element is volunteering, which adds a new dimension to travel. From climate change to endangered animals, customers can contribute in a small way to change the world for the better by working on projects such as Volunteers Without Borders in Thailand, teaching English to village children, helping with building projects and assisting the development of [eco-tourism](#) projects. By booking one of these volunteering projects, customers are actively supporting non-profit organisations, their research, the wildlife and people within the communities.

"The concept of ananea is all about unforgettable experiences, sustainability and respectful travel," explained Dagmar Marrocco, Market Manager for Kuoni. "People want to go on holiday and learn about the community and give something back. These are holidays for those whose urge to preserve is as strong as their desire to discover. It's part of our mission to be a socially and environmentally aware tour operator."

**About Kuoni:**

Kuoni offers luxury holidays in a number of beautiful locations, with a host of Cuba holidays, Egypt holidays, USA holidays and Bali holidays. The company's Authentic Experiences enable travellers to do as the locals do or learn from experts in their field.

Quality is an integral part of companies like Kuoni who are aiming at the luxury market, however Kuoni has recently launched its 'smart' holidays - a collection of three to four-star holidays that have been handpicked and designed to give customers more holiday for their money.

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