

By Julia Dimon

## Pursuit of Passion: Inspirational Escapes

**Passion—defined by Merriam-Webster** as “a strong feeling of enthusiasm or excitement for something or about doing something”—has become a byword for how many people live their lives today. Philosophers, management leaders and talk show hosts all preach the virtues of following our passions as a road map to self-fulfillment, happiness and personal development. The notion of passion has seeped into our collective consciousness and has become synonymous not only with pleasure, but also with a larger personal purpose.



Following our passions may bring about a new business venture, guide us in our quest for inner meaning and change the very way we experience the world around us. Today, the passion principle informs the way we spend our time, the way we interact, even the way we travel.

Indeed, more and more travelers are now choosing to spend their time being active and engaged on their vacations. They're trading in conventional, all-inclusive piña colada holidays for immersive experiences that get them out of the resorts and into local culture. In fact, pursuit of a particular interest or passion can now be the driving force when it comes to actually booking a destination. Whether it's photography, surfing, fishing or cooking, travelers are eager to experience their favorite activities and live their passions across the globe.

**Nature Lover** For those travelers with a passion for wildlife, a trip to Africa is a life changing experience. Live out your most cinematic wildlife fantasies by viewing your favorite creatures in their natural habitat. *Micato Safaris, a travel company offering luxury safaris, provides high-end tours throughout East Africa, in countries like Tanzania, Kenya, Mozambique, Botswana, Namibia, Rwanda and Uganda. Named the “#1 World's Best Tour Operator and Safari Outfitter” by the readers of Travel + Leisure magazine nine times, Micato offers nature-rich excursions across the African Savannah.* Watch wildebeest migrate through the Serengeti, explore Botswana's Okavango Delta by dugout canoe, photograph hippos in the Ngorongoro Crater and spot lazy leopards camouflaged in acacia trees.