



ENCOMPASS
AFRICA

WHY AFRICA?

5 REASONS
AFRICA
IS THE
ULTIMATE
HOLIDAY
DESTINATION





#1

UNIQUE WILDLIFE

ON THE BRINK OF EXTINCTION

UNIQUE WILDLIFE

WHAT YOU COULD SEE

- Africa offers an outstanding opportunity to see unique and endangered wildlife up close.
- It's famously home to the "Big Five" – buffalo, lion, leopard, rhino and elephant – but there's so much more.
- More than 1,100 other mammals also live in Africa, as well as 2,500 bird species, hundreds of reptiles and a huge diversity of marine life.
- The most vulnerable and endangered species that people love to see in the wild are rhino, African wild dog, cheetah, chimpanzee and mountain gorilla.
- But sadly there are hundreds of endangered species in Africa today – you'll get close to wildlife that is literally on the brink of extinction.
- Just by going on a holiday to Africa and paying park and conservation fees, you'll be contributing to helping protect these magical species that are under threat from poaching, loss of habitat, human conflict and more.
- And because we partner with properties that run conservation initiatives to ensure the preservation of wilderness and wildlife in their areas, you'll also help simply by staying at these fantastic places.

GETTING AROUND

- African wildlife is abundant in wilderness areas and some creatures are deadly, so it's important you view them from a safe environment and with a skilled professional guide by your side.
- On a game drive, wildlife is traditionally viewed from a 4x4 vehicle, with a highly qualified guide behind the wheel. Walking safaris are also becoming popular.
- Water safaris offer the chance to see animals from a different perspective, either gliding in a canoe or onboard a small boat.
- If you want to get really adventurous, you can soar over wildlife in a hot-air balloon, or go quad biking or mountain biking.

REMEMBER

You're not in a zoo or at a theme park, and the wildlife you'll see is not "on show". The animals will go about their everyday life, so you may witness births, signs of affection, attacks and even deaths.



#2

STUNNING WILDERNESS

THAT'S GENUINELY WILD

STUNNING WILDERNESS

WHAT YOU COULD SEE

- Africa is the second-largest continent, cut almost equally in two by the equator,
- It boasts sandy deserts, highlands, lush rainforests, mountains, rivers, lakes and beaches. Each ecosystem has its own unique flora and fauna.
- Savannah or grasslands cover almost half of Africa. Among them are the Serengeti and Masai Mara, famous for the great wildebeest migration where more than a million animals travel in a circular migration as they follow the seasonal rains.
- The highest point in all of Africa is Mount Kilimanjaro in Tanzania, which stands 5,895 metres tall, while the Congo River Basin is four million square kilometres.
- Most of Africa's native rainforest has been destroyed. What's left is concentrated in central Africa, and features an estimated 8,000 plant species, Some 1,100 of these are found nowhere else on Earth.
- The Great Lakes of Africa include some of the largest and deepest on the planet.
- Southern Africa is a shelf of bedrock more than 2.6 billion years old. It's also home to the Cape Floral Region, one of the richest areas in the world for plants.

HOW TO SEE IT

- There are different ways to explore Africa's many wilderness areas. It all depends on:
 - Where you want to go
 - How you want to explore
 - Your level of fitness
 - The time of year (some areas get unbearably hot in summer and – you guessed it – wet in rainy season)
- It's easy to combine a multitude of wilderness areas in one holiday with the right help.
- The key to a great trip is having the very best guides and crew to get you off the beaten track, away from the crowds and safely home again.
- Some regions are very difficult to access, so light aircraft flights may be involved – they're all part of the adventure!

REMEMBER

There are restrictions on how many people can visit certain wilderness areas at any given time.



#3

DIVERSITY OF CULTURES

IN THE CRADLE OF MANKIND

DIVERSITY OF CULTURES

DID YOU KNOW?

- There's no one single culture in Africa: there are thousands of colourful tribal communities.
- In fact, around 3,000 ethnic groups and 2,000 languages exist in Africa.
- Each group maintains unique practices and traditions which have been handed down over centuries and shaped their respective cultures.
- These cultural traditions and practices will inspire wonder if you're lucky enough to experience them. They range from the healing dances of the San, the lip plates of the Mursi, the colourful beadwork of the Samburu and the red ochre paste applied to the skin of the Himba, to Xhosa initiations, the jumping and spitting of the Maasai and Hamar bull-jumping.
- African culture is expressed through many different forms, including music, chanting, dancing, art, sculpture, beadwork and elaborate ceremonial costumes.
- Music is used to communicate birth, marriage and other rites of passage; ward off evil spirits; and pay respects to good spirits, ancestors and even the dead, while singing is very important and a way of passing stories down through generations.

CULTURAL INTERACTIONS

- Whether you travel solo, or with your loved ones, take time to slow down while you're on holiday in Africa and spend time with the people you meet along the way.
- These interactions with other fascinating cultures will help you to learn more about the lives of others, in some of the most remote regions of Africa.
- You'll share stories and find connections with people living a life that's vastly different to your own, helping you to reflect on your own life and privilege.
- You'll find this special time to be educational, meaningful, highly emotional and deeply rewarding.

REMEMBER

Africa is the cradle of mankind. It's the oldest inhabited continent on Earth: humans and human ancestors have lived here for more than five million years. Modern humans all came from here, so when you go on holiday to Africa, you're going "home"!

#4

LUXURY REDEFINED

WHAT DOES LUXURY MEAN TO YOU?

LUXURY REDEFINED

LUXURY IN AFRICA

- Luxury abounds in Africa. It's not only a continent rich in wilderness, wildlife, cultures and creativity – it also oozes appeal for those seeking a luxury getaway.
- It's home to extraordinary accommodation in the most breathtaking locations across the continent, and unforgettable, super-luxe experiences worthy of any high-end bucket list.
- But this doesn't mean a holiday in Africa has to be expensive. Yes, if you want five-star accommodation, business-class tickets, private chauffeurs and charter flights, you'll need to crack out the cheque book. But there are beautiful places to visit and affordable places to stay that can give you the luxury holiday experience you crave without the crazy price tag. There can be elegance in the simple things, without necessarily the great expense.
- But all this talk of luxury only relates to its traditional definition – which, according to the dictionary, is as follows: "a state of great comfort or elegance, especially when involving great expense".

THE NEW DEFINITION

- For us, luxury means so much more than its traditional definition:
- It means once-in-a-lifetime experiences that are possible nowhere else on Earth.
- It means unforgettable wildlife interactions in the middle of astonishing wilderness.
- It means soaking up the spirit of the land through stories from guides and local people.
- It means sleeping under canvas beneath Africa's night sky.
- It means staying in beautiful properties in remote locations that support local communities.
- And, most importantly, it means sharing the journey and spending time with your loved ones

REMEMBER

Whether your definition of luxury means Champagne and gold taps or time with loved ones experiencing something completely different, Africa's got you covered.



#5

PERSONAL REWARD

BEYOND EXPECTATIONS

PERSONAL REWARD

THE JOYS OF TRAVEL

- When it comes to holiday destinations, Africa offers personal reward like no other destination. Yes, we're biased because we love it so much, but once you've been, we're sure you'll agree!
- That's because Africa, like nowhere else on Earth, offers unique and mind-blowing experiences rooted in the natural world.
- It allows you and your loved ones to share in these experiences, challenging and potentially changing your perceptions. You will connect on a deeper level and forge lasting, shared memories.
- And along the way you'll get to live out your African safari dream: exploring the bush and seeing Africa's amazing wildlife; meeting its people; experiencing awe-inspiring moments; and learning stories that will remain with you for a lifetime.
- Fulfilment can come from a journey to Africa... and so can enlightenment. For Africa is not the "Dark Continent", it is the continent of light. To quote Canadian-American author, John Hemingway: "If I have ever seen magic, it has been in Africa".

GIVING BACK

- Want to take things even further? As you travel, think about giving back along the way.
- For example, you can weave cultural interactions into your traditional safari, or conservation opportunities such as animal translocation or anti-poaching programs.
- You will get to meet legendary conservationists and local people, participate in projects and witness outstanding initiatives.
- Your safari dollars will go further to help children in need and local communities, and help protect wildlife and the wilderness.
- It will be the most rewarding holiday of your life.

REMEMBER

A conservation-focused safari or philanthropic safari to Africa will be hugely rewarding and one of the most inspiring journeys you ever experience.

ARE YOU READY FOR AFRICA?

WE TAILOR HOLIDAYS TO SUIT YOU

LET'S CHAT!



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AFRICA**

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