

# REBRANDING AFRICAN TRAVEL



## ESCAPE + EXPLORE AFRICA

The backbone of Escape+Explore Africa developed from 10 years of living and working in Africa. As our personal travel experience became more in-depth we realised how so much of what was on offer was far from the 'real' modern engaging Africa. Leave the colonial-style Safari behind and experience the REAL luxuries of Africa – its wilderness, people and sense of adventure. You will encounter local people that will be as amazed by what you are doing as you are by them. These mutually engaging encounters offer so much more than staged cultural visits. Once you have encountered wildlife out of the comfort zone of a 4x4 you gain a whole new respect for Africa's unique circle of life. These experiences, many a first of their kind, allow you to encounter Africa from a new perspective, while still enjoying the safety and in some cases the indulgence of a conventional safari.

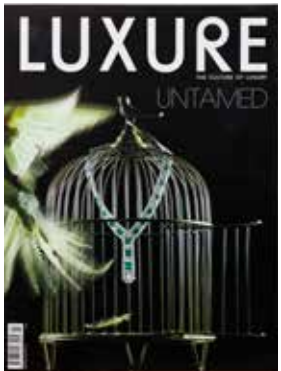
These unforgettable trips are not intended to consume your whole travel experience but offer a mind blowing 3-5 days genuine once in a life time, off the beaten track adventure.



## LONDOLOZI GAME RESERVE

Londolozi is always looking for a fusion between Ancient African Wisdom, Modern Technology and Nature. In the words of Dave Varty: "The age of restoration will be born from the age of information".

It is against this backdrop that we have been pioneering the Londolozi Blog: uniting a tribe of like-minded people wanting to reconnect the human spirit back to the wilderness. Since 2009, the Londolozi blog has showcased the stories, images and videos of Londolozi Game Reserve, bordering the Kruger National Park in South Africa. Our daily blog posts are about engaging with past, present and future guests, through high quality wildlife imagery, HD videos and stories of the Londolozi family. In addition to this daily content, we offer visitors access to our digital bookstore. These interactive, media rich eBooks, designed exclusively for the iPad, cover a range of topics from "A Guide to Wildlife Photography" to our "Junior Big Five Tracker" and free-to-download 'Eco-Guide'. Londolozi is passionate about sharing its knowledge, experiences, images and videos with the globally connected world. Whether you are a safari enthusiast, avid photographer or young naturalist...we have a blog just for you.



## ROAR AFRICA

ROAR AFRICA's desire to conquer the perception that Africa is a place of catastrophe, beautiful landscapes, animals, and people fighting wars, dying of poverty and waiting to be saved by some kind of foreigner, has led to the creation of their iconic life changing experiences. By channeling its African heritage, ardent passion, and refined taste, ROAR is transforming the way the world experiences and perceives Africa. Partnerships with brands that define the luxury landscape; instead of the regular travel media is how ROAR is breaking ground, and conquering the perception. Luxure has exclusively collaborated with ROAR and its African luxury travel brand, to create the "UNTAMED" issue published Spring 2014. "UNTAMED" captures the history and heritage of ROAR AFRICA and the craftsmanship of each tailor made experience in Africa, orchestrated for some of the world's most discerning customers. Luxure is regarded as the most upscale luxury international magazine in the English spoken language, boasting first-look relationships with more than 75% of the world's most iconic brands – ROAR AFRICA being the first of its kind in travel.

ROAR AFRICA is an innovative force exposing Africa's luxury landscape through new sources and to new audiences like never before.



## STARS OF AFRICA

Handelsbanken, one of Sweden's largest banks searched for a business partner that had the brand power to attract a very discerning group of clients to the launch of their new premium card, Visa Infinite. During the later part of 2013, fifteen exclusive events in co-operation between Stars of Africa and Handelsbanken have taken place. Getting the attention of the Premium segment to tell the story of Africa today in a divine setting has led to numerous clients getting the Handelsbank's Visa Infinite Card, using it for purchasing journeys to Africa.

Handelsbanken invited their most valued clients to a premium customer evening. Fine dining, Champagne and South African Wines in an exclusive and exotic environment. Stars of Africa took these guests on a one-hour journey covering: African challenges - successes beyond the most noticeable image of Africa. African Wildlife - more unique now than ever, presenting the crisis of the iconic animals and the enormous need for conservation. Introducing Modern Africa - world-renowned wines, contemporary art galleries without ever losing sight of traditional Africa. The target audience is high net worth individuals, well travelled cosmopolitans seeking a good life with a conscience, searching for new experiences, new knowledge, new insights and sense of new identity.