

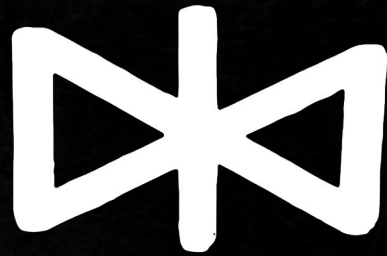
2020
INNOVATION
AWARDS





DISCLAIMER

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EXPERIENCE AFRICA



Imaginative itineraries that surprise, amaze and challenge traditional expectations of African travel: show us how you are immersing travellers in unique and authentic experiences.

ANDBEYOND

andBeyond Phinda Night Eye

Project launch date

August 2019

Describe your innovative journey or standalone experience, including key highlights and unique elements

The Night Eye Experience at andBeyond Phinda Private Game Reserve uses state-of-the-art technology to enhance night drives through the use of high-definition infra-red cameras. This allows guest to virtually see in the dark, watching the night life of the bush come alive. With predators such as lion, leopard and hyena preferring to hunt after dark, the experience provides a clear glimpse into an exciting and previously unexplored world.

The experience makes use of a dedicated guide, tracker and specialist cameramen, as well as a vehicle equipped with three screens mounted in such a way that each row has a clear view of the action. The game drive departs in the early afternoon, so that guests can make the most of the camera's zoom function, which is twice as powerful as the average pair of binoculars. Once the sun has set, the guide is able to switch off the vehicle and the headlights at sightings.



ANDBEYOND

The cameraman then uses the infra-red camera function to unobtrusively allow guests to view the wildlife on their screens in their most natural and relaxed state. Guests are provided with a short, high quality video including some of the highlights of their night safari experience.

What is your company's role in the actual delivery of the experience?

andBeyond offers the experience to guests at all six lodges at andBeyond Phinda Private Game Reserve. We have fitted a vehicle with the equipment necessary for the experience. While the specialist cameraman focuses on manning the technology, the game drive is led by an andBeyond guide and tracker, who use their specialist skills and knowledge to position the vehicle in the best locations for some night-time action.

How does this offering challenge perceptions of experiences in Africa?

Because the equipment used makes it completely unobtrusive, the Night Eye provides an untouched glimpse of the nocturnal life of the bush that is usually denied to safari travellers. Unlike traditional spotlights, the infrared camera has no effect on the wildlife that is being watched, thus allowing guests to experience completely natural behaviour. The fine details revealed in this way are far beyond anything that guests would be able to view with a normal spotlight. A video is also made to give travelers a lasting souvenir of this unexpected element of their safari.



ALEX WALKER'S SERIAN

SOUL DRIFTER

Project launch date

March 2019

Describe your innovative journey or standalone experience, including key highlights and unique elements

Soul Drifter... A walking safari in the remote vastness of the Serengeti. On foot, you engage the essence of your being, senses sharpening to the immediacy of the wilderness. The vitality and acute wisdom of our Hadza bushmen, Datoga and Ndorobo trackers, your guides on this gentle journey of introspection.

Partly it has to do with silence. At night, you can feel a lion's roar resonate in your chest cavity because the air is not clogged with distractive sound. Its clarity lets you see straight to the sparkling heavens. It is also to do with distance from the rest of the world – not just a physical distance, but a deliberate distance in the way we decide to live. It's about choosing to disconnect, in favour of what these spaces have to offer you if you allow them.



ALEX WALKER'S SERIAN

There is also an indescribable purity to being immersed in a wholly natural setting. Clean air, unspoilt and untamed, and animals that are truly wild: it's an unconditional environment that we are lucky to touch, and yet is untainted by our fingerprints. If you immerse yourself in it, osmosis begins to take effect, and the quietude and the beauty quietly infuse your being...

What is your company's role in the actual delivery of the experience?

With over 35 years outfitting and operating Alex Walker's Serian; safari experience is in our DNA. Using the comfortable stripped-back simplicity that is the beauty of fly camping. We traverse the farthest reaches of the Serengeti National Park and the Ngorongoro Conservation Area, unearthing wilderness areas, way off of the beaten path. In the company of Alex and our guides, you are among people innate to the place, who can unveil this way of life to you.

Attuned to its essence; to its being, feeling what can only be delivered if you offer up the most precious commodity; time...

How does this offering challenge perceptions of experiences in Africa?

I want to talk more about how experiences are missed....

So much of today's safari experience is about cruising from location to location, radio guides blasting from sighting to sighting. An A.D.D attempt to tick all the boxes. Traditionally, safari was much more than that. Oftentimes with no set itinerary, but rather guests would give their undivided time and attention to sit, wait and to observe.

Nature delivers at will. Azure skies, thunderous clouds, gentle giants, Elephant rolling in the mud, the tiniest DikDik flirting with its mate. The adventure was in the unknown, in time, there is no rush...



LAKE NATRON CAMP

NATRON 100

Project launch date

December 2018

Please outline the initiatives context, objectives and scope

Natron 100 is a festival mixed with music, adventure, food and drink.

It's called Natron 100 because we sell only 100 tickets and we do it this way to have a low impact and eco-friendly festival to protect the landscape.

Our objective for Natron 100 was to help raise awareness of the special Lake Natron and to bring money and employment into the local community. To also open a women's clinic on Ngare Sero airstrip to give women a private safe place to be seen by the flying doctors.



LAKE NATRON CAMP

What was your company's role in the project and level of contribution?

Our company's role was to organise, promote and set up the festival, on the grounds of lake Natron Camp, with help from sponsors and friends that love Lake Natron and its people. We organised the woman's clinic to be built on the airstrip and liaised with the local community and lodges about how we could help support the community now and in the future.

We held an X Factor type audition in Arusha, called The Flamingo Factor, to scout for new local Tanzanian talent to warm up for our headline act, Souti Sol, the number 1 band in East Africa and to get people hyped about the event!

Lake Natron is a very off the beaten track, unknown, location so by holding this event we hoped to increase bed nights in the area therefore bringing more money and local employment.

Please quantify the tangible results and overall impact of the initiative to the community

From the festival over \$4,500 went into the local community. The impact that the festival goes made from attending Natron 100 helped open a women's clinic, on Ngare Sero airstrip, which gives women a private, safe place to be seen. This is being used frequently and the woman can now be seen in a private safe place, rather than underneath the wing of an aircraft. Money was brought into the local community by people staying at other camps and lodges and by people buying food and drink in the local village. The whole community came together for this festival!





EL KARAMA AND KARISIA WALKING SAFARIS

TRANS LAIKIPIA WALKING ADVENTURE WITH KARISIA
& EL KARAMA

Project launch date

February 2020

**Describe your innovative journey or standalone experience,
including key highlights and unique elements**

Karisia Walking Safaris & El Karama have joined together to create an exciting new safari concept, an 8-night walking adventure from Karisia's Tumaren Camp to El Karama led by experienced, passionate local guides who explore the stunning Laikipia landscape with you on foot on what is perhaps the Ultimate Slow Safari.

With technology all around us and our lives seemingly busier by the day, this safari is designed to allow guests to unplug and step out of our hectic worlds, reconnecting you with nature and rebooting your soul.



EL KARAMA AND KARISIA WALKING SAFARIS

Start at Karisia's Tumaren Camp for a night before departing on your mobile walking safari for 3 nights sleeping under the stars in their luxurious mobile camp. No comfort is spared! The joy of Karisia's camel walking safaris is you travel at the slow ambling pace of the camels allowing you to appreciate the little things in nature, from tracking to insects, birds and reptiles.

From here you arrive at the border of El Karma conservancy traversing the property on foot arriving in your mobile bell tented El Karama camp. For your final 3 nights of safari you will walk into El Karama itself, Kenya's leading eco lodge and pioneering family safari destination.

What is your company's role in the actual delivery of the experience?

Karisia are Kenya's No. 1 walking safari company. For the past 15 years they have worked tirelessly to develop their tourism experience; rewilding their Tumaren ranch, building their eco camp, respecting and engaging the local surrounding communities, and crafting the perfect mobile walking safari experience.

Karisia is all about offering authentic but refined experiences that immerse clients into nature - true Africa rather than an Africa viewed through a windscreen. Together with their neighbour, El Karama they have combined forces to craft the most perfect walking journey between their properties. Karisia have an entirely local team hosting each trip, this creates a special atmosphere whereby you are guided by local experts who live and breath the bush sharing their passion for nature, rewilding and of course their love of camels!

How does this offering challenge perceptions of experiences in Africa?

The offering challenges perceptions more about how customers should experience safari in general across Africa. People new to Africa may often think of it as a wild and potentially dangerous landscape, a place which takes you out of your western comfort zones. By slowing down, getting out of vehicles and reconnecting with nature this trans-Laikipia walking experience is quite simply the very best way to dispel these perceptions and show people the magic of not only Northern Kenya but safariling in Africa in general - rewilding peoples souls!



TIME+TIDE

MIAVANA

“IMPOSSIBLE IS NOTHING” EXPERIENCES

Project launch date

2019

Describe your innovative journey or standalone experience, including key highlights and unique elements

Wildlife - finding eight known lemur species including the endangered diurnal Golden Crowned Sifaka, nocturnal Aye Aye.

- o Conservation - Sponsor a lemur relocation and help first-hand with the protection of this wonderful wildlife.
- o Adventure Ridgeline Walk or Ultramarathon - Explore an uninhabited area of Madagascar on foot-hopping by helicopter to the mainland and following the ridgeline to Black Lemur Camp to see the most endangered primate in the world; the critically endangered black lemur, where approximately only 400 individuals remain.
- o Unique landscapes - Explore the caves and tsingy of Ankarana National Park. The region has a fascinating human history and extremely high biodiversity.



TIME+TIDE MIAVANA

Find the surprise fine-dining experience on an untouched mountain setting.

- o Remote exclusivity – Canoe or boat to Nosy Manamphao, part of the Nosy Ankao archipelago. Enjoy an uninhabited, deserted island experience and find the site of a champagne picnic lunch, beach barbecue or sleepout on the sand under the Madagascan sky.
- o A spice island - Hop in the helicopter for a rare opportunity to understand the complexities of vanilla production at one of the world's premier vanilla production facilities. Use your nose to find the ultimate vanilla crop.
- o Onsite treasures – Find specific treasures in our Cabinet de Curiosities – a museum part of TIME + TIDE Miavana, which showcases a blend of cultural artefacts and natural wonders from around Madagascar. Also use buggies, bikes, quadbikes and boats and helicopters we can create the ultimate treasure hunt across the archipelago.

What is your company's role in the actual delivery of the experience?

Our operations team manage the entire experience with a motto of 'impossible is nothing'; always ensuring the safety of the guest above all else.

How does this offering challenge perceptions of experiences in Africa?

- Our private island, TIME + TIDE Miavana is the ultimate barefoot luxury experience where we like to imagine anything is possible. Time, space, exclusivity and ungoogleable opportunities to make memories and a positive impact at the same time. It's where adventurers come to play and experience a world very different to the ordinary.
- Madagascar is completely unique with its wildlife endemcity, white sandy beaches, rich natural and cultural history, the opportunity to discover new species monthly and relatively undeveloped tourism economy and wide-open spaces.
- Guests have an opportunity to leave having made an impact, feeling challenged, inspired and changed at a very elemental level.

