

INNOVATION AWARDS 2019

DISCLAIMER

To keep things fair, all entries included in this judges' pack are shown exactly as they were submitted. We Are Africa has endeavored not to edit for spelling, grammar or readability – as such, please be aware that we take no responsibility for such errors.

Experience Africa

Imaginative itineraries that surprise and challenge
traditional expectations of African travel

AURIC AIR SERVICES

Connecting Serengeti with Entebbe, Kigali and Masai Mara

DATE(S) THE EXPERIENCE WAS FIRST OFFERED

January 2018

WHAT WAS THE OBJECTIVE?

In order to widen the safari circuit for any tourist coming to the region, connections between various tourist destinations becomes very important. Auric Air felt the need of it and included flights between Serengeti and Kigali/Entebbe/Masai Mara. No air operator is providing all these 3 connections. Just to keep flexibility and affordability for classes of tourists we are offering daily scheduled flights.

WHAT WAS THE MOST OUTSTANDING PART OF THE ITINERARY?

The most outstanding part of our schedule to Kigali is that the timings. Our flight timings are in the morning which provide comfort and cost saving. You take easy breakfast in Serengeti, board the flight to Kigali @ 0915 to arrive Kigali @ 1025 LT. .



THE SAFARI COLLECTION

Lion King Adventure

DATE(S) THE EXPERIENCE WAS FIRST OFFERED

December 2018

WHAT WAS THE OBJECTIVE?

In celebration of Disney's live-action remake of its best-selling 1994 Lion King movie, The Safari Collection have launched a new educational and inspiring safari adventure for families. Children are captivated by journeying into the actual 'Pride Lands' to meet the Lion King's characters in real life including Simba's pride, Zazu the hornbill, Pumba the warthog, and Ed, Shenzi and Banzai the hyenas. During their adventure, they will learn about the threats these animals face in the wild and actively engage in conservation efforts. While staying at Sasaab Lodge in northern Kenya, guests join Samburu Warrior turned lion protector, Jeneria Lekilei, who helped pioneer the Ewaso Lion's Project's 'Warrior Watch' programme and received the Conservation Hero Award from The Walt Disney Company for his dedication to lion conservation. Spending time with him learning about lions and how to track them is a unique opportunity for guests to meet people actually in the field and experience conservation in action.



At Borana, guests join the anti-poaching rangers to track rhinos, partaking in their daily data collection which must account for every rhino on the conservancy. At Sala's Camp, our Maasai guides love taking younger guests under their wing to teach them about wildlife and surviving in the bush – tracking lion spoors and making a toothbrush from a tree! This epic journey to four of Kenya's most stunning wilderness areas leaves families exhilarated, but also with a deeper connection and understanding of the natural world around them.



WHAT IS THE MOST OUTSTANDING PART OF YOUR ITINERARY?

The Lion King Safari is privately guided by Robert Carr-Hartley, who was the guide for Disney's original animators during their 1991 Kenyan research trip, enabling guests to gain a fascinating insight into the discussions behind the original film. As well as an experienced guide, Robert is also a professional photographer, who leads guests to notice and appreciate the tiny details and magic in Kenya's unique wild landscapes. Sundowners from atop the boulders which inspired 'Pride Rock' offers a glimpse of how Mufasa must feel in the movie, gazing out over his pride-lands during the powerfully emotive 'Circle of Life' opening.



GOLDEN AFRICA SAFARIS

Tsodilo Hills Epic Shaman Trance Dance at Full Moon

DATE(S) THE EXPERIENCE WAS FIRST OFFERED

26 August 2018

WHAT WAS THE OBJECTIVE?

We were approached to put on a "money can't buy" experience at the World Heritage Site Tsodilo Hills in North Western Botswana. The client was a VVIP arriving by private helicopter charter. We needed to bring the very best and most experienced shamans from the Ju/hoasi tribe of Khoi San endemic to this region, together at their traditional cultural birthplace, for a "one-night-only" healing trance dance under the light and power of the full moon. After extensive negotiations and discussions between the community and Department of Museums, we were granted privileged access to set up a campsite between the male and female hills, for our guests to stay. This night was made so special as the power and traditional culture of the trance dance of the Ju/hoasi Khoi San, used to communicate with the ancestors, is dying off, due to the aging of the wizened elders, and almost no youngsters taking up the baton. We had the most widely respected elder/shaman of the Ju/hoasi, Kgumxoo Tiqao, present. The experience had to be private and intimate for both the Ju/hoasi and the guests. We needed to have total exclusivity in a commonly visited tourist attraction, and we needed the full co-operation of all parties for it to be a success. We had to have the provision of plentiful amounts of fresh water in a barren landscape in the middle of the Kalahari, whilst delivering a 5-star service in camp to our guests, and affording them maximum exposure to this life-changing experience.



WHAT IS THE MOST OUTSTANDING PART OF THE ITINERARY?

We sat with our guests under the full moon and starry night sky, in the very heart of this world heritage site. The melodic clapping and singing of the women around the powerful fire, the draw of the orange flames and coals, the cold and close night air, and the shaking of the men's ankle rattles, all powered the shamans to go into trance, to communicate with their ancestors, and start the traditional healing ceremony by invoking their ancestors' power, all in the cultural birthplace of these incredible hunter-gatherers, for a night which will probably never be repeated ever again.



TRAVEL DESIGNER

Travel Designer's Cape Town Legends

DATE(S) THE EXPERIENCE WAS FIRST OFFERED

June 2018

WHAT WAS THE OBJECTIVE?

Motivated by a burning desire to offer the very best travel experiences to my clients, at Travel Designer we have launched a Cape Town Legends project that allows us to bring together extraordinary people, our kind of people, that would otherwise not have the opportunity to meet.

Having stepped beyond the ordinary, I don't want visitors to Cape Town to limit their time to iconic attractions and recognised restaurants, but to truly engage with the people who make this city, and country, so special.

Already showcasing a collection of extraordinary locals on our Travel Designer website, under the Cape Town Legends banner, we are bringing the city's best innovators, creatives, trailblazers and game changers to life in video, photography and words in one place, with the express idea of introducing them to others.

The project is a long-standing dream of Ozzy's, a consummate connector of beautiful people. Having encountered these larger than life characters while working in Cape Town and taking their stories as the gift that drove him to follow his passion, this is his way of saying thank you and giving back.



Filming has begun with 30 Cape Town Legends identified, among those on the list are Zapiro, the SA Barista Champion Winston Thomas, award-winning artist animator Ree Treweek. Jade de Waal of Food Jams, street artist Mak1One, and Oranjezicht City Market's founder Sheryl Ozinsky.

Travel Designer clients will be offered exclusive access to the Legends, although the project will retain its altruistic feel-good ethos.

WHAT IS THE MOST OUTSTANDING PART OF THE ITINERARY?

As somebody who loves meeting people, having the opportunity to spend time with these legendary Cape Town characters in their homes and studios has provided invaluable insight into what drives their magic. We all have stories to share, and I've learnt over the years that our clients appreciate nothing more than the opportunity to meet and really get to know the locals who carve the character of the city they're visiting. Witnessing conversations spark over common interests, be it art or politics, and how boundaries are broken down and true friendships formed, while everlasting memories are created, remains my inspiration.



CONGO CONSERVATION COMPANY

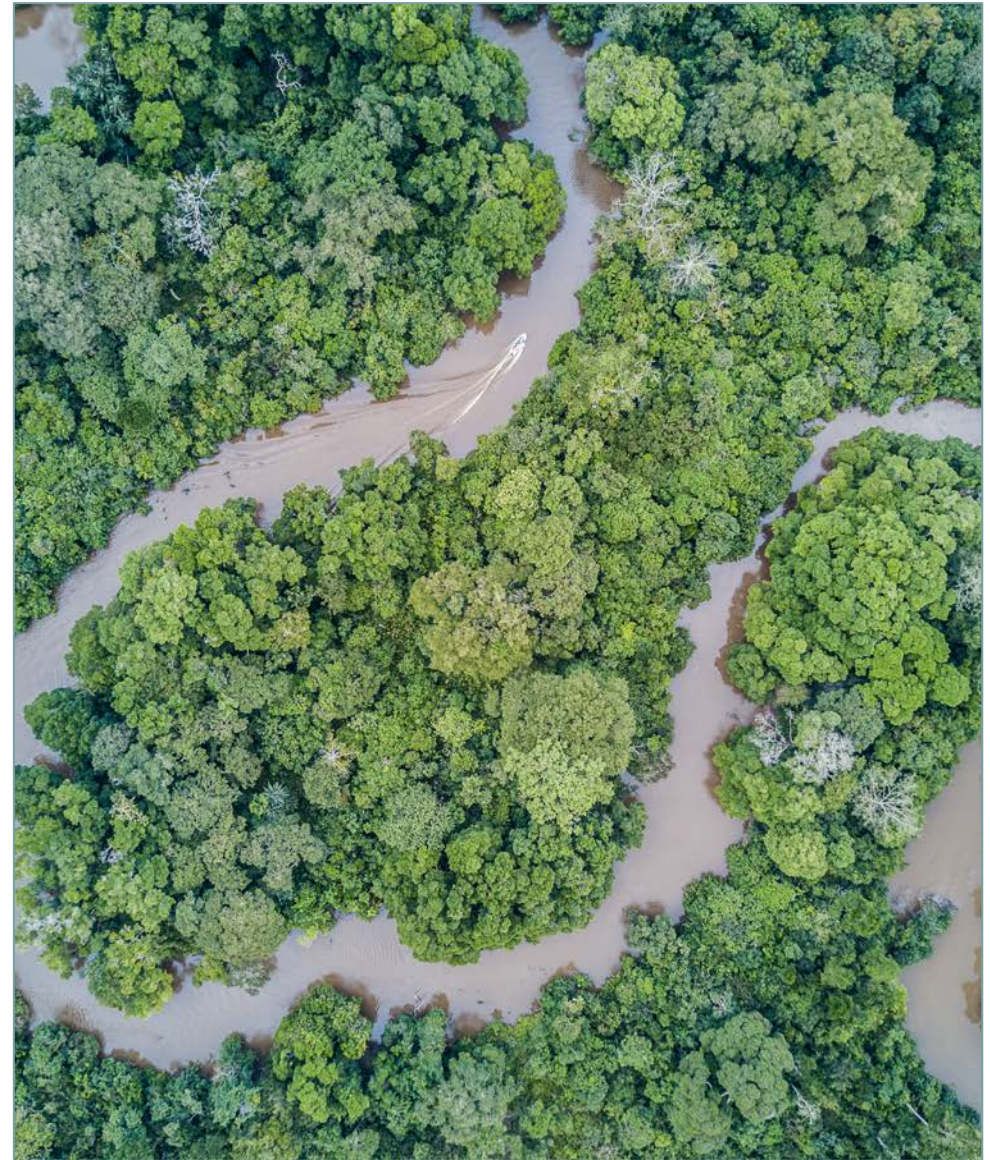
Pioneering New Access Route into Central African Republic

DATE(S) THE EXPERIENCE WAS FIRST OFFERED

1 January 2019

WHAT WAS THE OBJECTIVE?

Odzala Discovery Camps has been operating camps in the Congo Basin since 2012 and in 2019, Congo Conservation Company (CCC) launched the first journeys connecting Odzala-Kokoua National Park in Republic of the Congo by creating a new access route to the Dzanga-Sangha Special Reserve in Central African Republic for new 10 and 11-night Discoveries. CCC is the only company connecting these two unique locations, soon to be three, so as to open the Congo Basin for tourism. Through innovative itineraries, CCC is opening part of the widely heralded Mike Fey MegaTransect as published by National Geographic in 2000 which, at the time, was considered the most exciting travel in Africa. The objective has been to provide an opportunity for travellers keen on primal discovery, to visit these remote regions with more ease than ever before and, in turn, guests support conservation efforts through the creation of viable tourism ventures. Today, Odzala Discovery Camps – Ngaga Camp, Lango Camp and Mboko Camp – are gaining fast traction with eco-tourists who visit to experience one of the world's last intact eco-systems, a haven for western lowland gorillas, forest elephant, bongo and many more species.



WHAT WAS THE MOST OUTSTANDING PART OF THE ITINERARY?

This year, Congo Conservation Company launched two journeys connecting Odzala-Kokoua National Park with Dzanga-Sangha Special Reserve by creating a new access route in collaboration with governments to Central African Republic through an airstrip at Kabo in Republic of the Congo and a boat journey up the Sangha River. This innovative access route creates a pioneering pathway between Odzala Discovery Camps and Sangha Lodge. For the first time, travellers have the opportunity to access two destinations in the Congo Basin through Brazzaville with charter flights and boat journeys with the choice of a 10-night or 11-night expedition into these remote areas.

