



WE ARE AFRICA  
**INNOVATION**  
AWARDS 2014

BROUGHT TO YOU BY SOUTH AFRICAN TOURISM, HOSTED BY GOLD



*Inspiring new ways*



# CATEGORIES

Our inaugural Awards launched six categories to unveil the most imaginative and unexpected projects conceived by our African travel specialists. To complement our festival of excellence in African travel, we will reveal the leaders of African innovation with lavish celebration on Tuesday 6 May at the official We Are Africa Innovation Awards ceremony, brought to you by South African Tourism and hosted by Gold.

Our 2014 categories have been designed to champion the most visionary, inventive and forward-thinking projects breaking with convention in African Travel. The categories are:

## CONTEMPORARY DESIGN

Creative, contemporary and innovative designs launched in the last year, from sleek forward thinking urban hotels to inspiring structures in the wilderness.

## ORIGINAL ITINERARY

Surprising, amazing itineraries that challenge the traditional expectations of travel in Africa, whether outback in the bush or in the concrete jungle.

## COMMUNITY ENGAGEMENT

Ingenious projects created in a spirit of solidarity, social awareness and hope of building a better, more prosperous and united Africa.

## CONSERVATION PROJECT

Newly launched initiatives that seek to protect the natural resources in their countries and regions through bold and imaginative new approaches.

## CAMPAIGN STRATEGY

Ground-breaking marketers that find unique ways to engage with the African travel community by using compelling and cutting-edge communications for an itinerary or resort, from suppliers, buyers or DMCs.

## REBRANDING AFRICAN TRAVEL

Itineraries, resorts or campaigns that create a platform for travellers to connect, engage and promote a diverse, refined and modern Africa.

## CONTEMPORARY DESIGN



### BABYLONSTOREN

An engineering feat underpinned by functionality (and with green credentials), Babylonstoren's Puff Adder is a meandering timber tunnel created for the display of flowering clivias. Designed by French architect Patrice Taravella and engineered by the farm's Terry de Waal, the sinuous walkway is constructed from slender balau slats precision-set on a custom made steel frame. It reminds one of the elongated silhouettes of its reptilian namesake *Bitis arietans* (complete with a bulge called "The Mouse", suggesting lunch in the belly).

Positioned alongside a stream that springs from the nearby Simonsberg mountains and snaking its way through a wild olive grove and eucalyptus trees, the walkway's innovative structure shades the delicate indigenous clivias from direct sunshine, allowing only 40 percent light inside. Yet its open ribs promote the circulation of fresh air - absolutely essential to keep the fussy clivias disease free. They flower profusely in October, when thousands of visitors snake through the Puff Adder, admiring the Babylonstoren clivia collection, one of the finest in the world, started by the botanist Mick Dower and augmented by the expert Dr Hans Roos.



### BUSHTOP CAMPS

Bushtops is going mobile. Bushtops Camps have already created a gold standard for 'wild luxury' in Kenya and Tanzania, blending superb game viewing with the highest standards of care and attention for guests. The original Mara Bushtops continues to expand and the Serengeti Bushtops has matched the exceptional standards and success of its Kenyan sister. Both camps create a permanent oasis in the bush - havens of peace, refinement and exquisite facilities. Now husband and wife team Andy and Claudia Stuart, the powers behind Bushtops, are adding a third option: wild luxury is going mobile - through the introduction of Roving Bushtops.

Roving Bushtops is no ordinary mobile Camp: it combines the glamour of its siblings and the excitement of game drive camping, to create the most thrilling of safari experiences. Roving Bushtops' home base lies in the Central Serengeti, just 20 minutes' game drive from the Serenora Airstrip. The design is created to ensure the lowest environmental footprint while allowing for a seamless blending into the environment using natural colours.



### SAXON HOTEL

Located in 10 acres of landscaped garden, this secluded boutique hotel found at the end of a quiet tree-lined road is an exquisite sanctuary in which to find inspiration.

Designed with an elegant fusion of the contemporary and traditional, Saxon Hotel is a heaven of tranquillity with its modern interiors, fish-filled koi pond, and African spears on display in public spaces. Each room is adorned with acclaimed artworks by local artists, and imposing writing desks to conjure up the image of Nelson Mandela who wrote his autobiography 'Long Walk to Freedom' within those very walls. More than a symbolic cultural touch, this elegant atmosphere is supported by the hotel's celebration of contemporary South African art, the Saxon Art Affair. The impressive art collection showcases an eclectic mix of established and emerging artists and includes art and artefacts from Africa, Europe and the East, offering a wide and wonderful selection of pieces from the continent.



### TRIBE HOTEL

Set apart from the crowded city centre in the lush suburbs of Nairobi, Tribe Hotel echoes nothing but the ultimate in luxury and tranquility. It's sleek architecture and crisp lines are sure to set forth a brand new experience in hotel accommodation. Drawing inspiration from its African heritage, the interior of the hotel boasts exquisite art, crafts and furnishings handpicked from the farthest corners of the continent. Each of the 137 rooms is carefully designed to whisk you away from the average mundane hotel room into a world of chic and hip design with an emphasis on detail and luxury.

Cool granite, earthy shades and Indian slate make up the interior with authentic Kenyan materials used throughout the public areas. Taking inspiration from the surrounding environment this is a hotel that champions design while staying true to its roots.

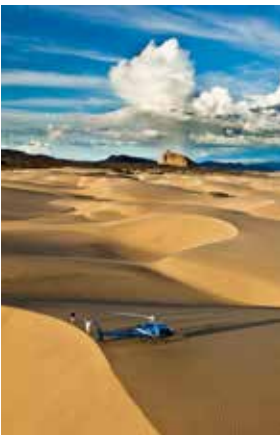
# ORIGINAL ITINERARY



## ESCAPE + EXPLORE AFRICA

Africa's greatest Social Rally in a Retro Ice Cream Van.

8000 km, 18 Days, Any Vehicle, Any Route crossing 5 Southern African Countries coast to coast. The ultimate adventure visiting rural Africa in a Retro Ice Cream truck handing out ice creams and new school shoes to young underprivileged children in the most rural corners of Southern Africa. Imagine the experience of giving a child the dignity of his/ her 1st pair of school shoes. This is the ultimate African Top Gear adventure with a conscience. The 'Put Foot Rally' provides a unique, fun and exciting new way for people to not only see 5 different African countries, but to truly experience our continent's deep and varied cultures and traditions. It is a fun and easy way to meet people, promote goodwill, cultural awareness, and respect and tolerance, whilst having the privilege of taking in some of the world's most incredible heritage sites. Our hope is to leave Africa just a little better than we found it. "An adventure is defined as an exciting or unusual experience". Traversing Africa in a Retro Ice Cream Truck certainly provides the most unusual of experiences.



## MICHAEL POLIZA PRIVATE TRAVEL

Michael Poliza, one of the world's top nature and wildlife photographers, founded Michael Poliza PRIVATE TRAVEL in 2011. His bestselling book EYES OVER AFRICA shows that Poliza knows Africa by heart and bird's eye perspective, thus being able to offer destinations untouched by civilization and not to be found in any guide.

The Michael Poliza Private Travel itinerary is amazing because it offers clients the best of all worlds. Every tour is designed like a personal film script - dedicated to provide a dramaturgy of outstanding nature experiences, adventure, wonder, and relaxation. It challenges traditional expectations of African travel because clients will be taken to spots where they can still experience local tribes and wild game in an authentic way.

The Michael Poliza private Travel tour is not only designed to take clients breath away but also designed with the environment in mind and everything we do serves the conservation of nature.



## RED SAVANNAH

The Red Savannah itinerary starts off in Botswana, in The Makgadikgadi Salt Pans, at San Camp for 3 nights. Here clients experience encounters with the meercats, bushman interactions, quad biking across the salt pans, not to mention expert guiding and studying the incredible night sky. This is followed by a stay at the Zarafa Camp Dhow Suite for 2 nights, experiencing game drives and boat trips. Then it's flying off to Victoria Falls, to stay at The Elephant Camp for 1 night, including a trip to view the Falls by micro-light and riding an African elephant.

After Botswana, it's off to Singita Pamushana for 3 nights of game drives, bush walks, visits to the rock art sites, fishing and viewing the most fabulous community projects, including the children's feeding programme.

The final destination is Mozambique, flying to the Quirimbas Archipelago, to stay at Azura Quilalea for 3 nights of fishing, dhow sailing, kayaking and diving in the clear turquoise waters.

The grand finale is a night at Ibo Island, with a historical tour of the island, seeing the silver jewellery project; kayaking through the mangrove swamps and watching the sun go down on a traditional dhow.



## WILDERNESS SAFARIS

Mountain biking in a Transfrontier Park - Children in the Wilderness (CITW's) Nedbank Tour de Tuli.

The Nedbank Tour de Tuli, now in its 10th year, is a renowned, premier mountain bike tour through some of Africa's most pristine wilderness areas in South Africa, Botswana and Zimbabwe, taking cyclists through the Greater Mapungubwe Transfrontier Park. It takes place in the first week of August, for a maximum of 350 cyclists. It is organised and operated by non-profit organisation CITW, and is its main fundraiser. Over the last 10 years, the tour has hosted 2,369 cyclists and raised R11.6 million. It is renowned for its extremely high standards of service, tented accommodation in beautiful wilderness locations, and obviously the unique experience of riding through some of Africa's most pristine wildlife and geologically rich areas. The Nedbank Tour de Tuli provides cyclists with the unforgettable opportunity to follow ancient elephant and other wildlife trails in the remote, wilderness protected areas of South Africa, Botswana and Zimbabwe. Cyclists not only have the opportunity to see a parade of wildlife, but the route also includes magnificent scenery and rare cultural interactions with the local communities living on the boundaries of these protected areas.

# COMMUNITY ENGAGEMENT



## CAMP YA KANZI

Defying expectations has been the story of Campi ya Kanzi from the start. Rather than building a safari lodge in an existing national park, Luca Belpietro and his wife Antonella wanted to build a camp in a way to truly involve the local community and make a difference. After a long search, they ended up on Kuku Group Ranch, an expansive Maasai reserve situated between Tsavo, Chyulu, and Amboseli National Parks. Within two years, with the help of the Maasai community, Campi ya Kanzi was born. From the beginning, the camp adopted a radical mission – to serve as a framework to preserve and conserve land, wildlife and culture while being a functional example that sustainable tourism can provide monetary rewards for locals. A few years later, Luca and Antonella started the Maasai Wilderness Conservation Trust to directly implement these ideas and their mission on the ground.

Campi ya Kanzi is owned by the Maasai community, was built by the Maasai community and is run with and for the Maasai community. We employ over 300 Maasai and have a combined total impact of \$2 000 000 annually.



## GREAT PLAINS CONSERVATION

Great Plains Conservation have multiple community outreach programmes that aim to benefit and educate the local community so they can reap greater rewards and welfare opportunities from their natural resources. We fundamentally believe it is a universal responsibility of all businesses to improve community welfare and capacity as well as reduce poverty and increase education quality to achieve conservation goals. We recycle any financial dividends BACK into conservation.

In Botswana, we operate and support: an Annual Children's Conservation Camp, an environmental education programme called "Communities Caring For Big Cats", numerous medical community outreach workshops, a Women's craft cooperative and a Sister school program between local communities and elementary schools in the Bronx (New York). In Kenya, we operate and support: an Environmental Awareness Club in local schools, host field trips, tree-planting events, co-sponsored building of new health clinic and two new water boreholes. We also launched an adult English literacy program and developed the first Maasai Olympics to replace lion hunting with sports.



## GROOTBOS PRIVATE NATURE RESERVE

The social context surrounding Grootbos is exceedingly complex, with racial and cultural issues abounding in our post-apartheid democracy. We identified sport as one of the most effective tools to bring people together and encourage social integration between the segregated communities surrounding Gansbaai. The commitment of our Grootbos Foundation initially manifested in 2008 with the construction of a multipurpose sports facility, including a full-size artificial soccer pitch situated at the cusp of traditional black, white and mixed race areas of Gansbaai; and the establishment of the Football Foundation of South Africa (FFSA). The FFSA believes in unlocking the potential of individuals through sports, education and skills development and has achieved incredible results in the Overberg area in recent years, using hockey, football, netball and athletics programmes to address various social issues, running programmes for girls and boys in the Overstrand area six days a week. Based on the success of these programmes, we recently launched a new Coaching Skills Training initiative in Cape Town, in partnership with ecoTravel Africa and the City of Cape Town. The site at Hout Bay, presents a wonderful challenge, similar to Gansbaai, uniting three divided communities - who live within walking distance but rarely engage with each other - through integrated sport and development initiatives that encourage social inclusion, understanding and acceptance.

## IMVELO SAFARI LODGES

Imvelo are part of Zimbabwe's CAMPFIRE initiative, the Communal Area Management Program For Indigenous Resources. This important natural resource management project involves communities in tourism as a way to directly link proactive conservation of wildlife with positive benefits derived from improved tourism. The Imvelo Safari Lodges' annual Dentists Safari, which started 3 years ago, is one of the forward-thinking initiatives by Imvelo to direct benefits to the disadvantaged 'front line' communities living around Hwange National Park and along the Zambezi River. The program centres around a team of volunteer dentists from Europe based out of, and supported logistically, by Imvelo. In 2012 the dental safari conducted 7 clinics, treated 1516 patients and performed 5500 procedures. People travelled from miles away to receive vital, and in cases, life-saving dental care. Having just completed our third tour and treated our 3915th patient, and well over 10,000 free dental procedures later, the dental care provided to these communities has evolved to regular annual dental care for an entire community that now includes both a surgical component and oral hygiene education for hundreds of school children. Most exciting of all is how the Imvelo team are already making plans for the 2014 'smile safari' to ensure the continuation of this wonderful initiative.



# CONSERVATION PROJECT



## &BEYOND

In the first ever private game reserve donation of rhino to another country, &Beyond translocated six white rhino from &Beyond Phinda Private Game Reserve in South Africa to Botswana's Okavango Delta. In 2012 alone, South Africa lost a devastating 668 rhino to illegal poaching, a 49% increase from the previous year. &Beyond believes translocations are fundamental to securing the ongoing survival of endangered species and this project aimed to increase Africa's dwindling rhino population. The Okavango Delta has proven to be a successful rhino relocation habitat and Botswana has a strong security and monitoring framework in place, with the country's military helping to protect the endangered species. Following the success of this project, &Beyond has partnered with Great Plains Conservation to translocate a further hundred rhino, each of which will be tagged and microchipped. A dedicated anti-poaching team will work with Botswana government agencies to monitor the animals using the latest technology.



## BOM BOM ISLAND RESORT

We decided to address the recycle and plastic issue with a ground breaking idea of exchanging used plastic bottles against our "Príncipe Biosphere Bottles" in order to remove all plastic bottles from the Island of Príncipe and simultaneously provide safe drinking water, with purification fountains, to the local community. The local population and tourists can deliver at the dedicated "ECO point" a minimum of 50 used plastic bottles, of any size. In return they will receive a free "Príncipe Biosphere Bottle". Once in possession of the "Príncipe Biosphere Bottle", they will be able to replenish freely at the dedicated water purification fountains. We expect that in 2 years, most of the plastic bottles will be removed from the grounds of Príncipe. On the first recycle day we managed to collect 24,000 bottles and we expect to collect a total of 100,000 plastic bottles. The best thing is that this concept can be applied anywhere in the world.



## CHIAWA CAMP AND OLD MONDORO

We have developed a ground-breaking night game drive safari protocol that could revolutionise night game drives for Africa's entire safari industry. Grant Cumings has developed the "Chiawa Night Safari Protocol" where at his camps all night safari vehicles have been equipped with two types of spotlight, one red filtered light to find the wildlife and then a second spotlight with a soft white filter to photograph the wildlife without disturbing it. This new technique prevents the temporary blinding of animals that can lead to injury as a result of insensitive or incompetent use of traditional spotlights. A win/win solution for wildlife and guest alike, one that stands to revolutionise night drives in Africa for the good of all.



## HORIZON HORSEBACK

In July 2013, the 'Institute of Rhino Cryogenetics' (IRC), a South African charity was established by Horizon Horseback partner, Dr. Tanya D. Baber. The IRC addresses rhino poaching from a scientific angle and is the first biological solution ensuring that rhino have a future. The IRC is providing an "INSURANCE POLICY" for rhino now before it is too late, by saving viable cells, sperm and eggs for the future. Sperm, eggs and skin samples will be collected from live rhino and poached carcasses and stored cryogenically. This innovative project ensures that, even if rhino poaching remains unabated and continues to be a constant threat, we will not lose the already limited genetic diversity of our rhino. It is not enough to just 'save a species', as it technically could refer to a few individuals. For a species to be healthy and thrive, the genetic diversity also has to be conserved.



## JEMBER LTD - BALE MOUNTAIN LODGE

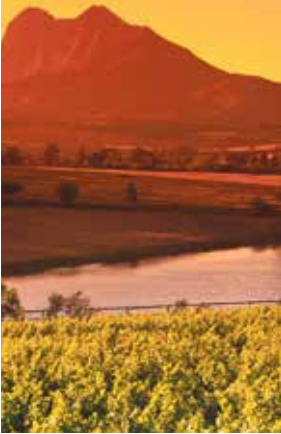
Bale Mountain Lodge (BML) is the first private concession to be granted inside an Ethiopian National Park. The project is designed to be ethical, conservation driven and of benefit to the local and wider Ethiopian population. To that end BML has written a new concession document, conservation covenants and lease for Ethiopia which, in this exciting but non-conservation aware country, have been accepted as the new standard for all National Park investment. Conservation efforts stress the need to protect the Bale 'water tower' which supports 12 - 15M downstream users and which is under threat from grazing and deforestation, as well as the myriad endemic species that populate the Bale Mountains National Park. The lodge has been constructed to be modern, welcoming and comfortable but using traditional craftsmen, materials and techniques. It sources its power from a 25Kw micro-hydro power plant, and its cooking gas from a bio-gas plant.



## SHAMWARI GROUP

Since 1996 Shamwari Game Reserve has been awarded multiple tourism and conservation awards, their most recent project is the creation of a wetland to act as a secondary filter system that sewage water flows through, once it's undergone a chemical treatment process. This natural treatment system is designed to further enhance the quality of the river water, which is the lifeblood of the reserve. This pilot project, if successful, will be repeated throughout the reserve. Each Shamwari Group property has a "Kids on Safari Programme" to educate younger guests about flora, fauna, conservation and environmental issues. Over the last two years Shamwari Group has taken part in the Wilderness Foundation's 'Forever Wild Campaign', a conservation initiative to help save our endangered African rhinos and has raised, as of February 2014, a staggering R5 million!

# CAMPAIGN STRATEGY



## LOZANO

"Love Me in Africa" is a campaign we launched to promote Africa to the Honeymoon Market. We partnered with our DMC and key hotels in Southern Africa to put together this promotion in which the Bride had a highly discounted rate during low season in order for "Love Me in Africa" to become an irresistible destination to consider for a honeymoon trip. The Campaign was launched in Spanish for the Mexican consumer.

We designed the logo and the campaign's content. We love Africa, and there is a misconception that this destination is unaffordable and only for a few. Our campaign is about love, and letting our consumers know that it can be affordable and available to surprise your Bride with a dream package to Africa, in which the Bride may say... "Love Me in Africa", you may afford to take me with this promotion. It is not a literal request, but a love request, because Africa is about love and the origin of life.



## LION WORLD TRAVEL

Lion World Travel has undergone a complete digital presence transformation by rebranding our website, upgrading our brochure and introducing several exciting new initiatives.

We are the first travel company in North America to introduce the innovative Layar App in our new brochure. This Augmented reality (AR) is cutting-edge technology that allows for a digitally enhanced view of the real world. By downloading and installing the Layar App on a Smartphone or Android device one can then scan Layar-enabled Interactive Print and engage with the added Interactive Print content. In Lion World Travel's case this will give one a taste of what a safari is like on this dynamic interactive experience. The page comes alive and you are instantly transported onto a safari in Africa providing a sneak preview of the wonders that await travellers on our tours. During this experience one can hit the "like" button on Facebook and dial directly into our office to talk to one of our Africa Specialists. Lion World Travel is focused on conservation so we are printing our business cards on paper made from fibre from the dung of elephants. 100% natural, 100% African, 100% unique and 110% recycled...it's the DUNG thing!



## OUTSIDE GO

One team. One mission. One powerful film.

A Mission to Change is an Outside GO exclusive, visceral, life-changing African adventure in a wild and rugged million-acre conservancy in Kenya's Northern Frontier District. Through an inspiring film and photography workshop, this trip will empower each traveller to become an agent of change by creating and crafting a short film that documents the worsening crisis facing some of Africa's most endangered wildlife. Eight committed guests with a passion for filmmaking will venture into the vast, untamed Samburu Wilderness to document the elephant poaching crisis, with a full support team on hand at all times. Given the scale of this tragedy, collective thinking and collective action are sorely needed, and our work will be to inspire it in a huge way. Our eight participants will work together to craft a documentary—to be distributed via our far-reaching networks—that will reveal the heart-wrenching plight of Kenya's elephants to a worldwide audience, encouraging real and lasting action across the globe. Empowering a new generation to make a difference, to save a species and to be a creative agent of change is the very reason we designed and created this itinerary. Outside GO aims to create an emotionally invested Outside community that will create change over time.



## PASSAGE TO AFRICA

Passage To Africa's newsletter, The Periscope has become one of our most successful brand build and marketing tools. Central to the Periscope is our monthly interview with leading conservationists, scientists, philanthropists and other key stakeholders in the African wilderness industries. This interview series asks the hard questions about the future of Africa's wildlife and wilderness. The insightful answers create an awareness in our audience, both trade and customer, of the threats and solutions facing us. Knowledge inspires action and without that the very foundation of our industry will be lost - for very few tourists will visit an Africa devoid of its charismatic mega fauna. These interviews are also an opportunity for us to highlight the experiences, organisations, and people that we work with in blending the unique safaris we curate.

In essence we believe that travel to Africa needs to be informed, insightful, responsible, adventurous, multi-dimensional and fun, and we use the storytelling within The Periscope to share that message. It continues to be a hugely successful campaign in driving both new and repeat business.

# 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.

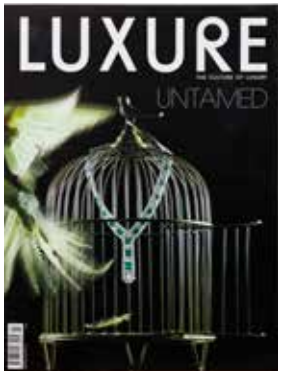
These unforgettable trips are not intended to consume your whole travel experience but offer a mind blowing 3-5 days genuine once in a life time, off the beaten track adventure.



## 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.