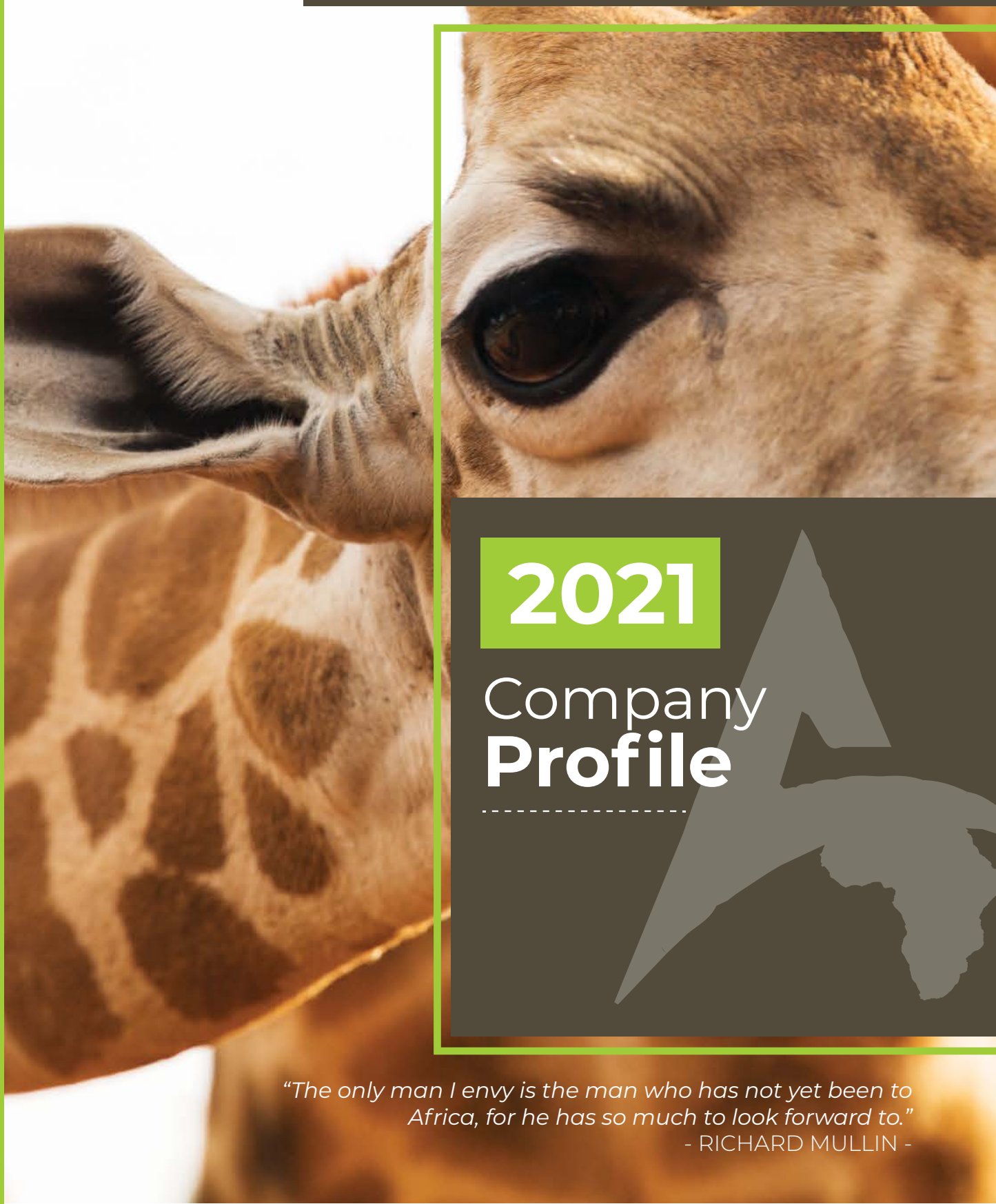
THE JOURNEY BEGINS HERE

About Africa



2021

Company Profile

"The only man I envy is the man who has not yet been to Africa, for he has so much to look forward to."

- RICHARD MULLIN -



THE **JOURNEY** BEGINS HERE

Africa is a continent that is honoured for its diversity. We have love, compassion and respect for the continent we live in, paired with a striving passion for creating experience. This is why we are:

ABOUT AFRICA | ADVENTURES, TOURS & TRAVEL!

From where you are most at peace, the best ideas and memories are created. So our story began more than 10 years ago around a campfire, at a lodge, in an airplane and in a 4x4.

Watching the sun rise in Africa is experiencing the dawn of a world of adventure. Then when the sun sets over the horizon, you find yourself with a divine inner peace reminiscing over the day and dreaming about the new day that that lies ahead. This, to us, is Mama Africa and how the dream to share this magic was realized.known!

Seated within our deep routed passion for what we do, stems our mission statement: *Through collective and inspired experience we create the extraordinary by bringing you to Africa and making your venture into the unknown, known!*

Our aim is to create the happiest and awe-inspiring moments for our travellers. Just imagine, stumbling upon one thing, whilst in pursuit of something completely different! Now that, is living the experience! The Journey Begins here! *Experto Crede!*

IMAGINE STUMBLING UPON ONE THING WHILE
IN PURSUIT OF SOMETHING COMPLETELY DIFFERENT!

IT'S LIVING THE EXPERIENCE!







WHAT WE DO

As a fully-fledged Destination Management Company (DMC), we provide complete tour facilitation with an extensive bookings & reservations capabilities portfolio.

DESTINATION MANAGEMENT

We are a Professional Services Company offering local knowledge, expertise and resources to be able to work in the design and implementation of events, activities, tours, transportation and program logistics.

We are your eyes, ears and hands on the ground. By catering for clients on ***Business to Business (B2B)*** and ***Business to Customer (B2C)*** levels, our capabilities become unsurpassed as we are able to work closely with you and communicate directly with the client in representing you, or ourselves as agent and point of contact.

We are your ground service provider with a combined experience of over 30 years in our destinations. Some of these services are comprised of hotel & lodge accommodation, transportation restaurants, excursions, activities, conferencing, themed events, gala dinners and logistics and incentive schemes.

Another important, yet sometimes forgotten facilitation we pride ourselves in is the overcoming of language barriers between locals and parties from abroad.
Our extensive portfolio allows us to act as a *"purchasing consortia",* allowing us to provide preferential rates based on the buying power we have with preferred providers.

BOOKINGS & RESERVATIONS

Our office and its affiliates serve as an agency for bookings and reservations. Our job is to assist customers and travellers with the planning and booking aspect of their vacation, business trip or during their stay. We can support customers in person, on the phone, online or in a combination of these. We can answer customers' questions, make travel suggestions and book hotels, lodges, resorts, transfers, airlines and vehicle rentals.

We cater for a range of markets and strive to meet every need.

TOUR FACILITATION

Our Tour Facilitation division provides services for planning and arranging all-inclusive tour packages for our clients (local and international agents, as well as direct to tourists, depending on the platform).

We facilitate either fixed tour programs or custom tailor-made programs to suite the wishes of individual travellers or groups, with respect to itinerary, destinations, accommodation and if provisioned, such transportation needed for the particular purpose.

Our transport is provided specifically by an independent reputable tour and safari operator from whom we hire comfortable transportation or our own Tour and Safari operator division offering only the most suitable transportation needed.



TOUR & SAFARI OPERATIONS

With our roots so deep into Africa, our Namibian Base provides services directly to our other divisions or bookings agents and direct clients that include services and facilities for sightseeing tours, guided self-drive tours, transport to tourist destination spots, guides, tour meals as well as accommodation provisions as needed.

This division has also just developed a new "Raw Namibia – An Epic Camping Adventure" where you are able to drive your own vehicle into parts of Namibia that are sometimes forgotten to have existed or be driven there. The experience is though that you will be enjoying a relaxing night cap around the campfire when the rustle of a bush suddenly reminds you of the wilderness that is Africa. You won't notice something, but the next morning the Elephant tracks will have gone directly past your tent, and you would not have heard a thing.























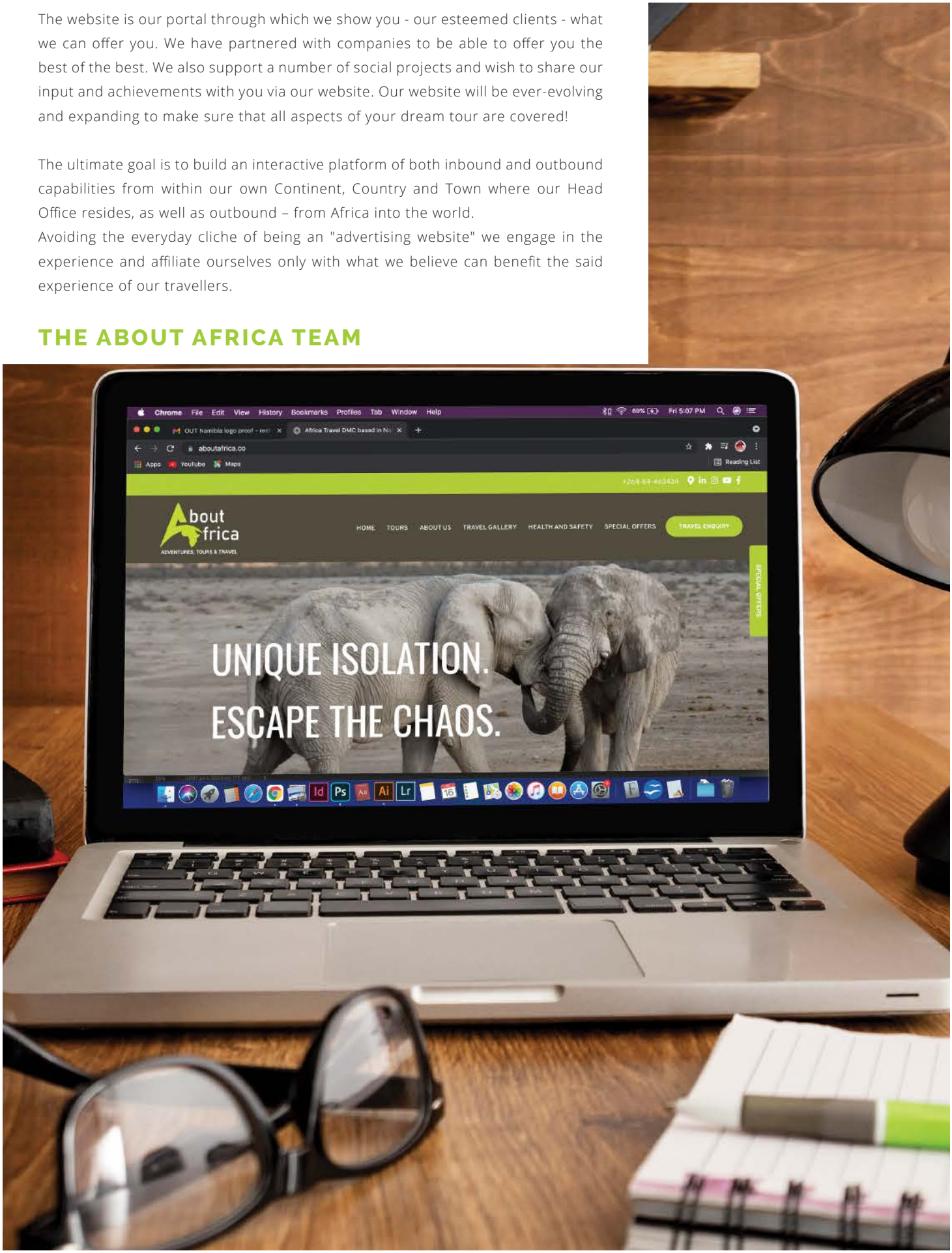



WEB**SITE**

The website is our portal through which we show you - our esteemed clients - what we can offer you. We have partnered with companies to be able to offer you the best of the best. We also support a number of social projects and wish to share our input and achievements with you via our website. Our website will be ever-evolving and expanding to make sure that all aspects of your dream tour are covered!

The ultimate goal is to build an interactive platform of both inbound and outbound capabilities from within our own Continent, Country and Town where our Head Office resides, as well as outbound – from Africa into the world.
Avoiding the everyday cliche of being an "advertising website" we engage in the experience and affiliate ourselves only with what we believe can benefit the said experience of our travellers.

THE ABOUT AFRICA TEAM



WHO IS OUR CLIENTELE?

We are comfortable and experienced to create the extraordinary to the following clientele:

- FIT (Free Independent Travellers) / Individual Travellers
- GIT (Group Inclusive Tours) / Group Tours
- MICE (Meetings, Incentives, Conferencing & Exhibitions)

Our combined divisions portfolio – from Destination Management to Tour Operator – make our Company distinctively capable of covering all basis and needs, when collaborating on a Business to Business (B2B) principle where we are the upfront eyes, ears and go-to-guys for agents, or direct Business to Client (B2C) basis.

COMPANY PROFILE

CONCLUSION

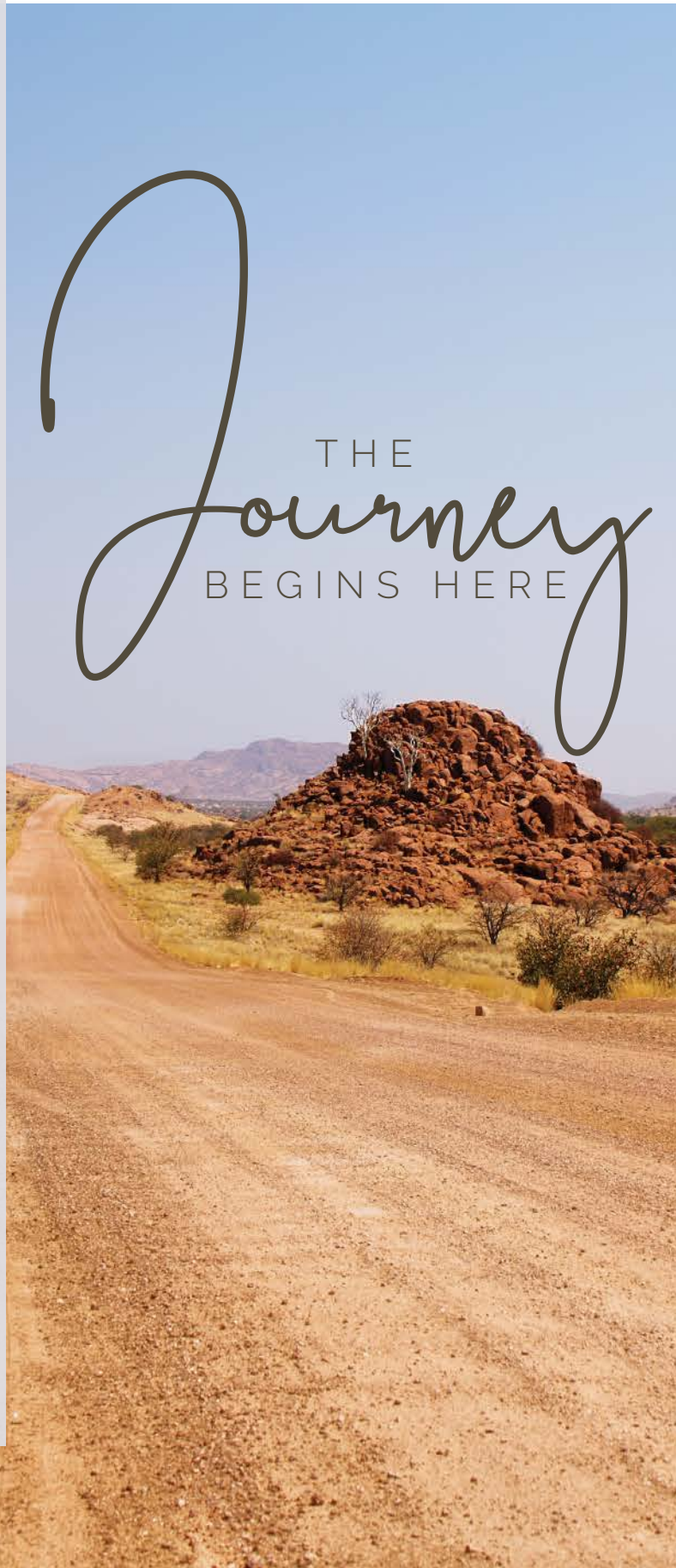
"You cannot leave Africa," Africa said, "It is always with you, there inside your head. Our rivers run in currents in the swirl of your thumbprints; Our drumbeats counting out your pulse; Our coastline, the silhouette of your soul".

- BRIDGE DORE -

In keeping with our philosophy, "The Journey Begins Here!", the About Africa Collection crafts an experience instead of merely a journey. We plan the experience; our clients have the joy! We set the highest standards in safety, comfort and reliability, and safeguard our clients and travellers to the best of our ability.

If you are an agency, we stand together with you and respect your values and standards to guarantee that your clients receive the best through us. If you are the traveller, we ensure that our combined powers place your needs first, and that you receive the best of everything.

Combining our passion, we strive at all times to ensure a world class service, whether around the camp fire, in a roof top tent, at a lodge, in a plane, bus or 4x4. Our clients take with them the best than can be taken from all successful travel, with real value, and everlasting memories!





THE **JOURNEY** BEGINS HERE

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