WTM 2008 ETHOS UPDATE

JOIN TOURISM KWAZULU-NATAL FOR A BUNNY CHOW

An opportunity to come and meet Ndabo Khoza (CEO), Boni Mchunu (Trade Marketing Manager) and Nqobile Majozi, who has just joined Tourism KwaZulu-Natal as General Manager for Marketing & Communications. TKZN are launching a new tourism strategy for the UK market over the next few months with lots of exciting plans! Make an appointment to find out more! We are on the South Africa stand AF3200.

Tourism KwaZulu-Natal will again be running their popular **Bunny Chow event** at World Travel Market on **Tuesday 11 November at 16h30** on the South Africa stand AF3200. A Bunny is one of the most popular take-aways in Durban … a half- loaf of bread with a scooped-out middle, filled with a meat or veggie curry! The scooped out bits are usually used to mop up the sauce – yum!! Mini bunnies, as well as some other South African favourites will be available for 'tasties' – along with drinks, good conversation and warm Zulu Kingdom hospitality! Not to be missed! Just follow your noses….

www.zulu.org.za
Images http://gallery.ethosmarketing.co.uk/gallery/tkzn

BAINES RIVER CAMP IN ZAMBIA CLOSES FOR MAJOR RECONSTRUCTION

Please note that Baines' River Camp will close on 01 November 2008 for the re-construction of the new lodge area. **The new lodge will reopen to guests** on 01 July 2009. The new structure will be in keeping with the guest suites; colonial style, grey iron roof, large verandah area, open truss ceilings, "earthy" tones, etc.

In addition to what the current lodge building offers, the new structure will include:

- A new Library/studio that will be used for photographic and birding workshops, seating 18 people comfortably around a large teak table.
- Reception area with facilities to showcase local arts and crafts and small souvenirs
- Double guest toilets in the lodge building.
- Separate bar, linked to the lounge and dining area with a cosy fire place.
- Increasing the current plunge pool into a 15-meter swimming pool
- Private offices for admin purposes

Please make an appointment to see Sabine Featherby in the ATTA lounge at WTM to see detailed drawings of the new lodge.

www.bainesrivercamp.com
Images: http://gallery.ethosmarketing.co.uk/gallery/Baines

GHOST MOUNTAIN INN – KWAZULU-NATAL

Ghost Mountain Inn in Mkuze is a fantastic base from which to explore the wildlife and coastal reserves of Zululand and The Elephant Coast. Come and meet Owner Craig Rutherfoord at WTM and find out more about their new **community outreach programmes**.

Justice Miyeni used to be the chef at the hotel and on retirement set up his own business offering cultural tours to guests. This is a very different experience to the choreographed and showbiz shows offered by many cultural villages. It is the real thing with no gloss. The tour visits Zulu homes, features cultural activities, introduces guests to local inhabitants, and includes a scenic drive across the Lebombo Mountains and a game-viewing boat cruise on Lake Jozini.

Other news is that Ghost Mountain Inn will benefit from some exciting **new developments** starting with first impressions – with a new entrance and freshly paved parking lot! They will also be renovating the popular outdoor bar, making it usable in all weather conditions and enlarging and relocating the indoor bar (if the original bar could only talk - that was installed in 1962!). Most exciting however is that they will be **adding a 16 bedroomed wing of mountain facing rooms, including two two-bedroomed suites for families.** The staff will also benefit from a new kitchen!

www.ghostmountaininn.co.za
For images visit http://gallery.ethosmarketing.co.uk/gallery/GHOST-MOUNTAIN-INN
Contact info@ethosmarketing.co.uk to set up a meeting time and place.

SERENA NEWS

Please come and meet Michael Opondo, the new Sales & Marketing Director who replaced Peter Mbogua earlier this year, as well as the rest of the Serena team. Find out what you can do to kick-start your Kenya programme. Please visit Serena stand AF4600.

THE OL PEJETA CONSERVANCY ENTERS EXCITING NEW PARTNERSHIP WITH SERENA

The Ol Pejeta Conservancy and Serena Hotels **signed a US$ 6 million agreement on 25th October 2008 in which the hotel chain will lease a portion of the 90,000 acre Conservancy, in the Laikipia District, to construct an 18-room luxury tented camp worth US$ 4 million.** Serena will continue to lease and manage the Conservancy's famous Ol Pejeta House and will be spending **US$ 2 million on its complete refurbishment**. They will also continue with their management of the popular Sweetwaters Tented Camp also owned by the Conservancy. The Ol Pejeta Conservancy is the largest black rhino sanctuary in East Africa, and home to 43 orphaned chimpanzees at the Sweetwaters Chimpanzee Sanctuary. It is also the closest place from Nairobi to see the Big 5. For further information about the Ol Pejeta Conservancy, please visit www.olpejetaconservancy.org or contact info@olpejetaconservancy.org

NAIROBI SERENA

The **Nairobi Serena Hotel** Orchid Room, which was the venue for the Kenya peace talks early in the year, has been officially renamed **Amani Room** (Swahili for peace). Mr Koffi Annan, who brokered the power-sharing deal between President Kibaki and Prime Minister Raila Odinga, was given the honour of unveiling the plaque.

SERENA SHINES

Serena Hotels was recently selected by the **World Travel and Tourism Council** as a **finalist** in the **Global Tourism Business Award category** at the **Tourism for Tomorrow Awards 2008** of the 8th Global Travel & Tourism Summit in Dubai. Serena Hotels was one of 12 finalists from applicants from over 40 countries in the four categories of the Tourism for Tomorrow Awards and the only hotel group in Africa selected.

CELEBS MAKE A DIFFERENCE IN RWANDA

Serena Hotels runs 2 properties in Rwanda, namely the **Lake Kivu Serena Hotel**, a beach resort in Gisenyi and the **Kigali Serena Hotel**, in the city. In May 2008 Kigali Serena was honoured to host American movie star Ashley Judd who was visiting programmes run by an NGO Population Services International (PSI). **Lake Kivu Serena Hotel** also hosted another movie star George Clooney, also doing charity work, earlier in the year.

http://www.serenahotels.com/
For images visit http://gallery.ethosmarketing.co.uk/gallery/serena

RANI RESORTS TO OPEN PARADISE ISLAND

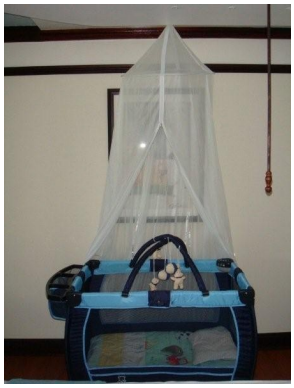
Rani Resorts, Mozambique's largest investor in the tourism industry, will start construction towards the end of the year on a new property on Paradise Island (also known as Ilha Santa Carolina) in the Bazaruto Archipelago, southern Mozambique, due to open in 2011. The island is a proclaimed marine national park with sensational beaches and magnificent scenery.

Ilha Santa Carolina was a well-known and much-loved exclusive playground for the rich and famous in the 1950's and 60's, when Mozambique was still a province of Portugal. Bob Dylan is reputed to have composed his song, 'Mozambique' on the piano of the original hotel before the island was abandoned and fell into ruin during the war of independence and the ensuing civil war. The piano bar will be named in his honour.

Paradise Island will consist of 60 beautifully appointed rooms, stylish restaurants and bars, a Clube Naval, kids-club, Sanctuary Spa, shops, a dive and fishing centre, flood-lit tennis courts and an innovative Qolf chipping course - first introduced at Rani Resorts' Indigo Bay Island Resort and Spa. Lawn tennis and high tea will be offered. It will retain its retro-style architecture and quirkiness.

INDI KIDZ – THE PERFECT FAMILY HOLIDAY

Indigo Bay Island Resort and spa is not only perfect for honeymooners with its amazing location, luxury accommodation and Sanctuary Spa and inviting hammocks in the ocean! It is also ideal for families with small children. Indigo Bay offers a wide range of activities from water sports and horseriding to Quolf to keep the whole family busy, plus it has Indi Kidz club that is fully supervised. Children are given adventure packs and can enjoy playing games, watching DVD's, paint, colour-in in the adventure room, which is beautifully decorated with underwater scenes. There is also soft play equipment and a ball pit. Indigo bay also looks after its littlest guests in style! An inviting cot will be ready and waiting for babies and toddlers on arrival – complete with themed linen, music/light box, teddy mobile and toiletries holder, a mosquito net and best of all – a Dougie the Dugong soft toy to love and take home as a momento of one of their earliest beach holidays! The full programme runs during peak periods (Christmas and Easter).



LUGENDA – ONE OF AFRICA'S LAST WILD PLACES…

A safari to Lugenda Wilderness Camp is to go where few have travelled. It is not a safari for first-timers only interested in seeing the Big 5. It is a journey of discovery for safari pioneers to an emerging photographic safari destination. Lugenda Wilderness Camp provides visitors with the true quality of wilderness that is rare to find on safari today. Located in the greater Niassa National Reserve in the remotest corner of northern Mozambique, Lugenda is set in one of the continent's 'last wild places'. On walks and game drives guests experience raw Africa at its wildest, but within the confines of the tented camp, guests are cosseted and pampered. In fact it is so inviting that a leopard made itself comfortable in the camp recently! And their breakfasts on the dry (or sometimes not so dry!) riverbed near camp are nothing short of spectacular!

www.raniresorts.com
For images visit http://gallery.ethosmarketing.co.uk/gallery/indigobay
Please visit Rani on the Mozambique stand AF4225 at WTM

THE BLUE TRAIN

At Nelson Mandela's 90th Birthday 46664 concert held in Hyde Park on 27 June 2008, well-known Music Producer and Composer Quincy Jones, spoke in a live interview of his relationship with Nelson Mandela, including a very memorable trip together on The Blue Train. The Blue Train is an icon of South Africa with a rich and fascinating history. With the announcement of the sale of The Blue Train imminent now, please do make an appointment to come and see us at WTM for an update.

www.bluetrain.co.za
For images visit http://gallery.ethosmarketing.co.uk/gallery/TheBlueTrain
Please visit stand AF2620 at WTM

FOR MORE INFO ON ANY OF THESE STORIES PLEASE CONTACT:

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