

MalaMala wins 2019 Family Traveller Excellence Award



On 13 November 2019 Claire attended, on behalf of MalaMala Game Reserve, the **Family Traveller Excellence Awards**, hosted by renowned singer songwriter, Sophie Ellis-Bextor at the spectacular Natural History Museum Ice Rink in London. Tensions were high as MalaMala was one of 50 top travel experience finalists in ten categories - as voted for by over 110,000 Family Traveller readers and subscribers. In a pioneering new approach, to make the awards more meaningful and relevant to how British families are travelling, Family Traveller moved away from the traditional “Best Hotel” type categories to embrace emerging travel trends.

MalaMala’s category was “Sustainable Intentions” in recognition of organisations working hard to make sure family holidays can be maintained long term without bringing harm to natural and cultural environments - and **we were delighted to be crowned winners for MalaMala’s Junior Rangers programme**, which sees families learning survival and conservation skills, as well as fun activities such as cooking brekkie in the bush.

Sophie Ellis-Bextor, host, said “The outstanding calibre of the award winners really shows what’s important to Family Traveller readers when choosing and booking their holiday experiences. As a mum of five boys it’s important to me that they not only have a wonderful time, but they are also educated by other cultures and experiences.”

Jane Anderson, editor, Family Traveller said “It’s vital to us that we are constantly evolving with the times and offering our audience choice. We know their holidays are precious and we have seen from the awards that sustainability and environmental impact is a real deciding factor when they choose to book an experience or holiday”.

It’s great to see that the “pester power” from children has become less about materialistic things and more about climate change and world events!

Click [here](#) to see the full list of 2019 Winners and see some fun photos of the event – or to read more about MalaMala’s Junior Ranger programme please visit www.malamala.com

