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Company	Desk Number	Colour Zone	Country	Management Contact	Business Category	Profile
&Beyond	Stand Centre		South Africa	Mrs Erin Fletcher	Accommodation	Established in 1991, &Beyond strives to leave our world a better place through the delivery of extraordinary travel experiences and our care of the land, wildlife and people. We are a bespoke tour operator for sub-Saharan Africa, Asia, South America and Antarctica. We also own and manage 29 lodges and camps across 3 continents, as well as a luxury expedition yacht. Together with our long-standing community and conservation development partner, Africa Foundation, we positively impact 75 communities and directly conserve our footprint of 1 million acres. Our 2030 vision is to scale our impact through partnerships to support the conservation
Africa Hidden Gems	60	Green	South Africa	Ms Hayley Plaskitt	Accommodation	Our hidden gems are a handpicked collection of properties that are pushing boundaries – they offer the places and experiences that globetrotters are yearning for – connected travel, unusual travel, unforgettable travel.  Being represented in Zimbabwe and Botswana are, Victoria Falls River Lodge, Imvelo Safari Lodges, Golden Africa Safaris and Moela Safari. They are all leaders in evolving the safari landscape, the cherry on top of any itinerary, showcasing truly transformative conservation work and far from the norm.  Hidden gems are best known for doing things differently. You'll want to add these to your client's bucket list.
African Adventure Specialists	43	Red	Kenya	Mr Andrew Kitema	Tour Operator	African Adventure Specialists Ltd is a premier DMC in East Africa that curates and plans luxury trips for individuals, couples, families and small groups to see the incredible wildlife and pristine sandy beaches of East Africa.  Our Head office is based in Nairobi, Kenya with branch offices in Arusha, Tanzania and Kigali, Rwanda. Our long standing and cordial relationship with suppliers gives us a strong buying power enhancing value for money without affecting the quality and level of service. We are enthusiastic about the possibility of welcoming your clients on board and providing them with an unforgettable experience.
African Bush Camps	30	Yellow	South Africa	Mr Karl Parkinson	Game Lodge / Nature Reserve	About African Bush Camps??African Bush Camps?(ABC) is a 100% owner-run, African-based safari company designed to delight adventure traveller's with authentic safari experiences amid untamed wilderness across Botswana, Zimbabwe, and Zambia. Operations are always focused on the guests, with 18 luxury tented bush camps and lodges, offering seamless safari experiences with internal flights, food, drinks, and activities included. African Bush Camps promotes and influences travel to Africa on a global scale while operating with a strong focus on conservation and an environmentally sustainable footprint that celebrates the culture of communities in the areas in which it operates.
African Horseback Safaris	3	Blue	Botswana	Mrs Riana Fourie	Accommodation	African Horseback Safaris were early pioneers of horse riding safaris in Africa and, nearly three decades later, we pride ourselves on offering one of the most unique and exciting horseback adventures in the world.
African Monarch Lodges	37	Red	Namibia	Ms Tinolla Rodgers	Accommodation	African Monarch Lodges' Nambwa Tented Lodge, Kazile Island Lodge and The Sijwa Project, an owner run collection located in the Bwabwata National Park in the Zambezi Region of Namibia, in the heart of KAZA, the World's Largest Wildlife Conservation Area. Our unquenchable desire to create memorable African experiences takes you on foot, by boat or vehicle, up close and personal with some of the biggest herds of elephants that traverse this continent.  The Sijwa Project is the re-purposing of all recyclable waste from our lodges and the community with whom we share joint venture partnerships.

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Albatros Travel & Safaris (Pty) Ltd	14	Blue	Tanzania	Mr Julian Camm	Tour Operator	Albatros Travel and Safaris (Pty), is part of Albatros Travel A/S, a Danish travel company founded in 1986 by the biologist and writer Søren Rasmussen. Initially we only offered tours to Africa but over the years this has expanded to include worldwide destinations, with a particular emphasis on ecotourism in Greenland and Africa. In Africa we have offices in Kenya, Tanzania and South Africa handling safaris to Eastern and Southern Africa. We have destination specialists that can assist you with creating the best trip for your clients and ensuring the best value.
ATTA® - African Travel & Tourism Association	Reception		UK	Mr Chris Mears	Industry Association	Founded in 1993, the African Travel and Tourism Association (ATTA®) is the pan-Africa travel industry membership association, that has powered, connected, and supported worldwide tourism to Africa for nearly thirty years. ATTA® is widely regarded as the trusted authority on tourism to Africa and its members receive unrivalled benefits via its digital and event platforms.
Bean There Coffee Company	Bar Counter		South Africa	Mrs Heather Neary	Restaurant	Coffee roastery
Belmond Southern Africa	50	Red	South Africa	Mrs Cindy Boshoff-Roberts	Accommodation	Belmond's Southern African escapes embrace an iconic Cape Town hotel and two thrillingly different safari experiences in Botswana. Find an oasis of calm at Mount Nelson, a Belmond Hotel in the heart of Cape Town. Its legendary pink buildings and lush gardens lie beneath the gaze of Table Mountain. Our two Belmond Safari lodges are set in the unspoilt wilderness of Northern Botswana. This is where the incredible Okavango Delta floods each year, attracting a breathtaking diversity of wildlife.
Bushtracks	13	Blue	Zimbabwe	Mr Simon Teede	Tour Operator	Our luxury DMC services, backed by firsthand expertise, are facilitated through on-ground offices in Zimbabwe, Zambia, and Botswana. We offer "meet & greet" services in Victoria Falls, Livingstone, Lusaka, and Kasane. With expert staff and extensive industry experience, we're also renowned for owning iconic dinner trains, exclusive cruises, and leading Chobe day trips.
Cape Cadogan Boutique Hotel	MORE Family Collection		South Africa	Ms Sisanda Vena	Accommodation	MORE Family Collection (MFC) is a fourth-generation family business, which owns and manages a private group of award-winning, luxury safari lodges, boutique hotels, and private residences set within some of Southern Africa's finest locations. Our origin dates to 1933 and the founding of Lion Sands Game Reserve. Since, we have established six lodges in two unique safari reserves, and four hotels in the vicinity of two Natural Wonders of the World. In so doing, we have committed to protecting the environment, preserving our legacy, and delivering on our purpose of creating life-enriching experiences for our guests.
Cape Grace, A Fairmont Managed Hotel	58	Green	South Africa	Mrs Stacey Hopkins	Accommodation	A graceful icon, crafting bespoke journeys into the essence of the Cape. Standing at the heart of the V&A Waterfront with 112 rooms gazing out onto the harbour, marina, or Table Mountain, this grand hotel feels as if it has always been part of the landscape. Our Fairmont Spa, Fairmont Fit and exclusive heated pool exude an intimate atmosphere akin to a private retreat. End your day at Cape Grace's iconic Bascule Bar; a beloved rendezvous for sundowners, served alongside gorgeous marina views, and its renowned collection of wines and whiskies from around the world.

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Chilo Gorge Safari Lodge & Camps	46	Red	Zimbabwe	Ms Katja Quasdorf	Game Lodge / Nature Reserve	Nestled in Zimbabwe's Gonarezhou National Park, Chilo Gorge Safari Lodge epitomizes community-led conservation, attracting adventurers worldwide. Its luxury chalets offer sweeping views of the Save River and wilderness, ensuring guests reconnect with nature. Explore on foot or safari vehicle, engage with the Mahenye community, then unwind in luxury. Chilo Tented Camp, a 6-tent sanctuary, promises intimate wildlife encounters. For the ultimate adventure, try Chilo-Fly-Camping, immersing in remote park corners, tracking wildlife, and marveling at the iconic Chilojo Cliffs. Experience Gonarezhou's regeneration and conservation, empowering local communities. Discover Zimbabwe's rising star at Chilo Gorge Safari Lodge.
Chiwani Safari Camps & Onguma Nature Reserve	41	Red	Namibia	Ms Storm Napier	Accommodation	Mowani Mountain Camp & Camp Kipwe (Chiwani Safari Camps) offer individual architectural beauty and comfort, designed to blend within the ancient landscapes of Damaraland.  Onguma Nature Reserve offers 34,000 ha of private wilderness on the eastern boundary of Etosha National Park, including Camp Kala and the newly renovated Tented Camp.
Credo Travel Consultancy	40	Red	South Africa	Mr Andy Woods Ballard	Training Institution	Credo Travel is a growth consultancy fanatical about empowering entrepreneurs and business leaders to grow their travel companies. Our obsession with growth and creating lasting impact is what fuels us to go above and beyond for our clients.  We develop high-performing teams and cultures, instil world-class sales processes and behaviours, and catalyse your strategic thinking and execution planning.
Crystal Safaris / Lodges Uganda	68	Green	Uganda	Ms Christine Mwinike	Accommodation	Gorilla trekking in Bwindi Impenetrable Forest Gorilla Safari Lodge sits comfortably at the edge of the Bwindi Impenetrable Forest National Park, a primeval forest and lush jungle region in south west Uganda. This national park is home to wild gorillas, forest elephants and 23 species of bird endemic to the area. Crater Safari Lodge Crater Lakes & Chimpanzee trekking The well-appointed Crater Safari Lodge is situated in a prime location on a hill overlooking the second largest crater lake in Uganda. The views from the lodge are breathtaking, and the rooms (deluxe chalets or standard cabanas)
EcoTraining	EcoTraining		South Africa	Mr Annemi Zaaiman	Training Institution	We offer enthusiast programmes and wildlife courses designed for everyone interested in nature, either to pursue a career in conservation or simply to learn more about being in the bush.
Essence of Africa	Reception		Ireland	Mrs Penny Snodgrass	Tourism Marketing Organisation	Essence of Africa is Africa's International Buyer Forum, a meetings-driven event launched by On Show Solutions and ATTA. The event is designed to connect pre-qualified international buyers with African sellers.
Gamewatchers & Porini Camps	33	Yellow	Kenya	Dr Mohanjeet Brar	Tour Operator	Gamewatchers Safaris has been operating safaris to the best wildlife reserves in Africa for over 35 years and recognized globally for its positive reputation and leadership in conservation, sustainable tourism, and community conservancies. Their Porini group of Camps are exclusive camps & high end safari cottages in conservancies: Porini Amboseli - Selenkay Conservancy, Porini Mara, Porini Cheetah & Ol Kinyei Safari Cottages - Ol Kinyei Conservancy, Porini Lion - Olare Motorogi Conservancy, Porini Giraffe Camp - Mara Ripoi Conservancy, Porini Rhino - Ol Pejeta Conservancy and Nairobi Tented Camp in Nairobi National Park and Rhino River Camp, Meru National Park.

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Green Safaris	35	Yellow	Mauritius	Mrs Rosalind Hine	Accommodation	We are driven by our passion to preserve the most pristine areas of African nature. And we want to share our passion with you, by offering unique experiences. Intimate encounters in the most beautiful and remote locations. With the greatest care we handpicked our destinations where we operate our premier camps. Every place has a special story to tell and is part of an important ecosystem. We take the greatest care to help protect and nurture these places, so that generations to come may enjoy it as we do.
Helicopter Horizons	23	Yellow	Botswana	Ms Laura Morrison	Adventure / Experiences	Helicopter Horizons is the perfect complement to any safari itinerary offering an entirely unique perspective to Botswana's Wilderness. The founding experiential helicopter company based in Botswana, specializing in doors off scenic experiences, photographic flights, private lodge transfers, helicopter safaris and various other experiences such as Cultural Visits, Tsodilo Hills and Conservation Projects throughout the Okavango Delta, Linyanti Region, Makgadikgadi Pans & The Kalahari Desert.  We pride ourselves in offering an integrated, sustainable and people driven approach to empowering communities in Northern Botswana.  Our fleet of over 22 helicopters includes Robinson and luxury Bell Turbine aircraft.
Hemingways Collection	22	Yellow	Kenya	Mrs Belinda McIntyre	Accommodation	Hemingways Collection represents the definitive portfolio of luxury boutique Hotels, Residences and Camps in Kenya founded on decades of experience in tailored travel and the very best of Kenyan hospitality and spirit. Four unique luxury properties in a variety of favourite wildlife and cultural locations in Kenya.
Heritage Hotels Limited	42	Red	Kenya	Mrs Tabitha Muchogu	Accommodation	Kenya's best-known and most hospitable 'safari host', Heritage Hotels offers seven properties in three different brands: Voyager camp and beach resort in Tsavo and Mombasa; the famous Intrepid camps in Samburu and the Maasai Mara, and Kenya's and Africa's Best Golf Hotel in Naivasha.
HODI HODI TANZANIA	55	Green	Tanzania	Ms Julia Bishop	Game Lodge / Nature Reserve	HODI HODI is a family-owned and run business, with two properties in Tanzania - in Zanzibar and in Ruaha. In Zanzibar we have two boutique beach houses on the famous Matemwe beach, a paradise of palm trees, white sand, warm calm sea. In Ruaha, beautiful canvas and thatch rooms on teak decks, in 18 sq kms of pristine bush, with wide views over the national park. Both are intimate, exclusive, yet casual - for couples, parties or private groups of up to 16 people. An intoxicating blend of the best of Tanzania.
Honeyguide Tented Safari Camps	18	Blue	South Africa	Mr Johan Pfahl	Game Lodge / Nature Reserve	A COLLECTION OF AUTHENTIC TENTED SAFARI CAMPS IN SOUTH AFRICA & TANZANIA Perfectly blending serenity, luxury and adventure, all our four camps offer guests a deep and rich immersion in untouched nature within wildlife-rich regions in South Africa & East Africa. From our family friendly Khoka Moya Camp to the romantic Mantobeni Camp (both located in the private Manyeleti Game Reserve bordering Kruger National Park), to Honeyguide Ranger Camp (Entabeni Game Reserve), formerly a training camp for professional rangers, to our astounding Honeyguide Tarangire Camp in Tanzania: our camps provide authentic safari experiences.

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Imvelo Safari Lodges	56	Green	Zimbabwe	Mr Cuan Rush	Game Lodge / Nature Reserve	<p>Imvelo Safari Lodges offer four special camps in and around Hwange National Park, Zimbabwe. Our lodges and camps are built in nature's most pristine and magnificent settings.</p> <p>At Imvelo, we offer our guests an honest eco tourism experience. Many of our lodges are built on land that belongs to local village communities; we believe in enriching the lives of those who live around us as well as our guests. We are determined to ensure that it's the local people and wildlife continually benefit from tourism.</p>
Inyati Game Lodge, Sabi Sands	28	Yellow	South Africa	Ms Leighanne Dawkins	Game Lodge / Nature Reserve	<p>Renowned as one of the world's prime locations for encountering the elusive leopard, Inyati Game Lodge offers a unique and intimate wildlife experience. It's not just a safari but an immersion into an untamed world where nature's drama unfolds before your eyes.</p> <p>The Sabi Sand Nature Reserve is more than just a destination; it's a window into the soul of Africa's untamed landscapes and majestic wildlife.</p>
Karibu Camps & Lodges	19	Yellow	Tanzania	Mr Manraj Chadha	Accommodation	<p>Karibu Camps &amp; Lodges - your gateway to the untamed landscapes of Tanzania. An exceptional array of exquisite camps and boutique lodges, our sanctuaries are beautifully nestled within the majestic settings of the legendary Serengeti National Park and the awe-inspiring Ngorongoro Crater - two of Tanzania's most iconic destinations.</p> <p>At Karibu Camps &amp; Lodges, we strive to offer the perfect blend of luxury and wilderness, interweaving every moment of your stay with the thrilling pulse of the African wild.</p>
Kariega Game Reserve	32	Yellow	South Africa	Mr Mark Rushmere	Accommodation	<p>Kariega Game Reserve is an internationally renowned malaria-free "Big-5" private game reserve situated near Port Elizabeth in the Eastern Cape, thus forming a natural extension to Cape Town and the Garden Route. Family owned and managed, it would be accurate to say that the gradual growth and development of the now expansive 11,500 hectare reserve is one of the most accomplished conservation projects in the Eastern Cape to date. Kariega enjoys a dramatic landscape with 5 different eco systems and 2 major rivers. Prolific game viewing experience. Choice of 5 luxury lodges (4 and 5-star).</p>
Ker and Downey Botswana	27	Yellow	Botswana	Ms Boikanyo Moribame	Accommodation	<p>Ker &amp; Downey Botswana is a name that is – and always will be – associated with exclusive, time-honoured safari experiences. Over five decades it has developed into one of Botswana's most esteemed safari operators, representing luxury service and personal attention to detail.</p> <p>At Ker &amp; Downey Botswana we are committed to providing guests the highest quality wildlife and adventure safari experience, whilst preserving the delicate environment and natural beauty of Botswana. We constantly strive to maintain standards of excellence within the industry whilst fostering economic and social development of the local communities and Botswana as a whole.</p>
Kingfisher Journeys (Rwanda)	59	Green	Rwanda	Mr Steve Venton	Tour Operator	<p>Waking amongst a family of mountain gorillas is the pinnacle of an immersive tour of Rwanda. However, alongside fascinating safaris, forest and countryside walks full of iconic and rare wildlife, as Rwanda's adventure DMC we also kayak and canoe on blue lakes and beautiful rivers, cycle on trails that criss-cross the landscape and discover a truly African way of life.</p> <p>We arrange luxury lodges and boutique hotels for tailor-made or small group tours and even organise self-drive itineraries. And committed to sustainability, everything we do is designed to help make a difference.</p>
Kruger Gate Hotel	48	Red	South Africa	Ms Bronwyn Bloem	Accommodation	<p>Kruger Gate Hotel offers a Big 5 Kruger safari experience combined with a luxury hotel stay defined by modern comforts, upscale dining, warm South African hospitality, and excellent service. Our lodge-style, 4-star hotel caters to international and local guests travelling as individuals, couples, families, or groups who want to experience the thrill of an authentic Kruger safari along with a luxury stay.</p>

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Lemala Camps and Lodges / Adrift Adventures	Lemala Camps and Lodges / Adrift		Tanzania	Mr James Haigh	Accommodation	<p>Lemala properties are an authentic collection of luxurious lodges, intimate villas and classic tented camps. Our locations include Tanzania's Serengeti, Ngorongoro and Tarangire regions, and Uganda's River Nile.</p> <p>Our properties are located in the heart of the wilderness, allowing our guests to connect deeply with the environment, while still experiencing superior comfort and service. Exceptional guides, year-round game viewing and first-class cuisine are hallmarks of a classic Lemala stay.</p>
Lion Sands Game Reserve	MORE Family Collection		South Africa	Mr Miguel Brunido	Game Lodge / Nature Reserve	<p>MORE Family Collection (MFC) is a fourth-generation family business, which owns and manages a private group of award-winning, luxury safari lodges, boutique hotels, and private residences set within some of Southern Africa's finest locations. Our origin dates to 1933 and the founding of Lion Sands Game Reserve. Since, we have established six lodges in two unique safari reserves, and four hotels in the vicinity of two Natural Wonders of the World. In so doing, we have committed to protecting the environment, preserving our legacy, and delivering on our purpose of creating life-enriching experiences for our guests.</p>
Machaba Blue	7	Blue	South Africa	Mrs Jadia Stanley	Tour Operator	<p>Machaba Blue, the premier inbound DMC division of Machaba Safaris.</p> <p>Our passion lies in crafting thrilling, imaginative itineraries that unveil the magic of Our Africa. With expertise in South Africa, Botswana, Zimbabwe, Zambia, Mozambique, Rwanda, Tanzania, and Alphonse Island for Seychelles, we offer personalized journeys beyond boundaries.</p> <p>Explore hidden gems, embrace diverse cultures, and enjoy seamless collaboration with 3rd party products meaning an itinerary doesn't have to include our Machaba Safari Camps</p>
Madagascar Classic Collection	36	Yellow	Madagascar	Mr Edward Tucker-Brown	Tour Operator	<p>MCC are a Madagascar based DMC and Lodge/Camp operator with 18 years experience in the country. We specialise in unique experiences and high end tailormade travel around the island.</p>
Matetsi Victoria Falls	52	Red	Zimbabwe	Mr Lynwin Reid	Game Lodge / Nature Reserve	<p>Matetsi Victoria Falls, a luxury safari lodge positioned on the banks of the mighty Zambezi river, offers guests an exceptional combination experience of exclusive safari, tranquil river, easy access to the Victoria Falls and relaxation all wrapped up in warm authentic Zimbabwean hospitality.</p> <p>With 16 suites, 2 family suites and the 4-bedroomed River House, the property affords guests privacy and the freedom of time and space, allowing them to explore the 136,000-acre Matetsi Private Game Reserve and a 9 mile stretch of the Zambezi River with game drives, boat cruises and walking safaris.</p>
MORE Family Collection (Pty) Ltd	MORE Family Collection		South Africa	Mrs Jisca Johansen	Game Lodge / Nature Reserve	<p>Family Collection (MFC) is a fourth-generation family business, which owns and manages a private group of award-winning, luxury safari lodges, boutique hotels, and private residences set within some of Southern Africa's finest locations. Our footprint is in three unique safari reserves, and our hotels in the vicinity of two Natural Wonders of the World. Our properties include Lion Sands Game Reserve, Marataba Luxury Lodges and Monwana Game Lodge, Cape Cadogan Boutique Hotel and More Quarters Neighbourhood Hotel, Stanley &amp; Livingstone Boutique Hotel and Ursula's Homestead. Driven by our purpose of creating life-enriching experiences for our guests.</p>

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Natural Selection Safaris	39	Red	South Africa	Mrs Nadine Smith	Accommodation	Natural Selection is all about remarkable experiences in wild, untouched places. It is for the adventurers, explorers, wilderness enthusiast & star gazers. We are a conservation driven tourism company offering a collection of 24 welcoming safari camps – while contributing to conserving & protecting Southern Africa's last great wild places. Driven to make a meaningful difference, we whole heartedly believe in travel that matters. For the last 30 years, our founders have been pioneering unique safari experiences. From intimate encounters with the continent's iconic wildlife to meaningful interactions with the people who live here.
New African Territories	1	Blue	Kenya	Ms Alia Bellamy	Adventure / Experiences	We're wild about adventure and with over 37 years of experience operating camps, lodges and outfitting safaris in East Africa, we have an extremely robust local knowledge based on first-hand experience, making us a great partner to have on ground in East Africa. New African Territories represents private, un-franchised camps and lodges in Kenya and Tanzania, which include Serian Camps, Tawi Lodge, Kitich Forest Camp, Speke's Camp, Manzili House and Baobabs of Kitangani.
Off 2 Africa DMC	65	Green	Zimbabwe	Mr Beck Edwards	Tour Operator	DMC for Botswana, South Africa, Zambia & Zimbabwe. "Every journey we create is built on the same belief – that travel is more than a collection of destinations, activities or properties. It's more than combining a selection of these to deliver an itinerary... What we do is deliver the "magic" that makes travel a joyful, all-sensory, vibrant experience. When you see the beauty up close, feel your heart beating faster, hear the stories for yourself, meet the characters in person, this is the kind of travel that delights and changes us all for the better.
On Show Solutions	Reception		South Africa	Mrs Amanda Margison	Tourism Marketing Organisation	Global tourism event organisers promoting inbound travel business to Africa. International events are hosted on 6 continents: Africa, Asia, Australia, Europe, North & South America.
Painted Wolf Wines	Bar Counter	N/A	South Africa	Mrs Emma Borg	Tourist Attraction	Since 2007, Painted Wolf Wine has been a fervent supporter of African wild dog conservation, contributing over \$200,000 to the cause through its wine sales. Inspired by the social nature of African wild dogs, the winery crafts bold, distinctive wines, reflecting a commitment to quality and conservation efforts. Join us at our tasting room and boutique cellar for a wines for conservation tasting & tapas interactive experience. Find us at the Simondium Guild on the R45 Paarl to Franschoek road.
Primate Tours	62	Green	Kenya	Mrs Bancy Njeru	Tour Operator	Primate Tours, is a well-established Travel and Adventure Management Company, owned and operated by experienced tours and travel professionals. We combine Africa's most unique attractions and unscathed safari locations to nurture and develop a unique bespoke ideal holiday that will leave lasting memories for all our clients.
Pullman Cape Town City Centre	54	Green	South Africa	Mr Willie Williams	Accommodation	Situated in one of the most sought-after places on earth, the 5-star Pullman Cape Town is nestled in the vibrant, cosmopolitan heart of the city. Enjoy pulsating nightlife, diverse cultures, inspiring art, and innovative cuisine in various restaurants and cocktail bars, all within walking distance. Pullman Cape Town oozes African chic and contemporary design, blending premium with playful. This is tastefully reflected within each of our 214 carefully designed, world-class spacious rooms, all inclusive of extra-large showers. Energize at our rooftop pool with piquant cocktail in hand or feast at one of our many restaurants, each with a different vibe.



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Pure Africa	25	Yellow	Zimbabwe	Ms Memory Kaigawile	Tour Operator	Pure Africa is a premium tourism operator with a responsible ethos. Based in Victoria Falls Zimbabwe, we offer an array of curated experiences, river cruises, events, weddings and full destination services. We strive to redesign the destination experience for high-end travellers in Victoria Falls.
Ranger Safaris (Tanzania) & Pollman's Tours & Safaris (Kenya)	11	Blue	Tanzania	Mr Taqi Moledina	Tour Operator	Visiting the open plains for the Serengeti or Masai Mara with two the most celebrated and awarded safari companies in East Africa. Celebrating over 110 years of excellence, Pollman's Tours & Safaris in Kenya and Ranger Safaris in Tanzania are leading destination management companies. We offer an unparalleled fleet, exceptional service and competitive pricing. Our experienced team can facilitate a wide range of services including custom safaris, scheduled safaris, flying safaris, weddings, groups, incentives and cruise ship handling. We have the ability to tailor-make an itinerary specific to clients' needs to ensure a memorable experience in East Africa.
Remote Africa Safaris	12	Blue	Zambia	Mrs Jennifer Coppinger-Riddin	Game Lodge / Nature Reserve	Remote Africa Safaris is an owner run safari operation with five intimate bush camps in both the South and North Luangwa National Parks of Zambia. The camps are built with a sustainable and eco-friendly approach using natural materials and employing local skills. Being located in remote and prime wildlife areas, guests can enjoy exclusivity instead of jostling for space on sightings. The operation's long-standing team and highly experienced local guides ensures great attention to detail, expert knowledge of Zambia and its wilderness and a truly authentic safari experience.
RETURN Africa (Pafuri Collection, Welgelegen House & An African Story)	9	Blue	South Africa	Ms Nirvani Pillay	Accommodation	RETURN Africa has its origins at Pafuri in the far north of the Kruger National Park where we operate our flagship Pafuri Camp, two walking safaris and the exclusive Baobab Hill House in partnership with the Makuleke people who own the land. Pafuri is the most diverse area in Kruger, combining varied landscapes, an unsurpassed array of wildlife and a rich human history. In Cape Town, we also offer the much-loved Welgelegen House, recently rated number one on Tripadvisor, and, perched high above the Atlantic seaboard, our latest addition, the luxurious An African Story.
Safari Essence	26	Yellow	Botswana	Mrs Melandia Campbell-Stone	Tour Operator	Safari Essence, a Maun-based DMC with a decade of operation, boasts extensive tourism experience spanning 20-25 years primarily in Botswana. Our diverse offerings cater to various client preferences and budgets, ranging from adventure expeditions to cultural excursions like Tsodilo Hills visits and exclusive Hunter-Gatherer experiences with the San people. While Botswana may lack in cultural safaris compared to other African nations, we compensate with unique products alongside standard lodge itineraries. Our comprehensive DMC services encompass bookings, ground handling, Maun Airport meet-and-greets, site inspections, and active social media engagement.
Safari HQ Ltd	44	Red	Tanzania	Mr Shannon Mathew Brunson	Tour Operator	SafariHQ, based in Arusha, Tanzania, provides destination management services to esteemed travel agencies worldwide. With 16 years of expertise, we specialize in tailor-made safaris, small group guided tours, and mountain trekking on Mt Kilimanjaro. Committed to safety, sustainability, and social responsibility, we offer personalized itineraries that showcase East Africa's biodiversity. Trusted by agencies from the Netherlands, the UK, the US, Canada, Australia, Sweden, South Africa, and Spain, our experienced team ensures unforgettable experiences while supporting local communities and conservation efforts. Join us for an authentic safari adventure through Tanzania's natural wonders and beyond.

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Safari Lodges & Classic Retreats (Pty) Ltd	17	Blue	South Africa	Mr Andre Celliers	Accommodation	Safaris & Retreats is committed to exceeding the expectations of our valued guests and trade partners by delivering a range of personalised, bespoke and exceptional African experiences for local and international visitors, focusing on the African bushveld as well as the splendour of the Franshhoek Winelands.
Safairlink Aviation Ltd	69	Green	Kenya	Mrs Anu Vohora	Airline	Safairlink is an established airline with an experienced management team, specifically providing air services for the tourist visitor to Kenya. From Wilson Airport, Nairobi, it provides a network of inter-connecting scheduled services to the main 'safari' destinations in Kenya, the Coast and northern Tanzania and charter flights throughout East Africa
Sanctuary Retreats	53	Green	South Africa	Ms Susanna Voysey	Game Lodge / Nature Reserve	Sanctuary Retreats is a portfolio of luxury safari lodges, bringing the exclusive experience to guests with the added promise of authenticity. Located in some of the most magnificent locations in the world, each property is completely unique in its design. Besides offering exceptional luxury and some of the most impressive game viewing in the world, Sanctuary Retreats is also dedicated to philanthropy and continuing to build long lasting relationships with the rural communities in which we operate.
Seolo Africa (Pty) Ltd	8	Blue	South Africa	Mrs Nicci Baransky	Accommodation	Our intimate lodges share a love of wildlife & conservation. Rhino Walking Safaris – specialist walking safaris & Rhino Post Safari Lodge – on road game drives – both on a private wilderness concession and in the Kruger National Park. Chundu Island – a private island sanctuary on the Zambezi River. River cruises, fishing, walking trails & 4x4 safaris. Masuwe Lodge – best of both worlds – 'life on safari' & easy access to Victoria Falls!
Serengeti Balloon Safaris	29	Yellow	Tanzania	Mr John Corse	Adventure / Experiences	As the first company to set a balloon aloft over the Serengeti 30 years ago, Serengeti Balloon Safaris have set the bar high for an exceptional adventure, delivered with safety at the forefront of our minds, and with our passenger's experience as a priority. From the outset, we've established ourselves as partners in conservation in the parks in which we operate and we take an active role in ensuring ballooning standards are rigorously maintained. We've learned all the patterns of wind, wildlife and weather over the years so we can give our guests the very best safari
Shamwari Private Game Reserve	2	Blue	South Africa	Mrs Shelley van Rensburg	Game Lodge / Nature Reserve	Shamwari Private Game Reserve is one of the largest private game reserves in the Eastern Cape, South Africa and a leader in conservation and hospitality. Shamwari Private Game Reserve has 6 luxury lodges and an explorer camp, each providing distinct experiences from exclusive tranquility, effortless family enjoyment to the back-to-nature appeal of a luxury tented camp. Shamwari Private Game Reserve is home to five of South Africa's 8 biomes, providing rich vegetation which is suitable for an array of animal and plant species to thrive in, making for excellent game drive experiences.
Shenton Safaris	20	Yellow	Zambia	Ms Alexandra Harrison	Game Lodge / Nature Reserve	For passionate nature lovers looking for a tailored, authentic safari, Shenton Safaris delivers guests the opportunity to experience incredible wildlife and photographic moments in Zambia's iconic South Luangwa National Park. Kaingo Camp and Mwamba Bush Camp are located deep within the remote North of the park in an area renowned for its varied, beautiful landscapes and exceptional game viewing. For more than three decades, the Shenton's, and their extended family of extraordinary guides and camp staff, have been sharing the magic of the Luangwa with guests from all over the world.

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SLOW Walks & Hikes	51	Red	South Africa	Ms Ruth Stone	Adventure / Experiences	<p>SLOW Walks &amp; Hikes is a B2B tour operator in Cape Town, South Africa that offers captivating walking tours and hikes which immerse travellers in our local culture and breathtaking scenery.</p> <p>Drawing on 20 years of expertise in luxury active travel in Africa, our carefully curated portfolio of all-inclusive day walks and hikes on Table Mountain, the Cape Peninsula, and in the vibrant city of Cape Town is designed to elevate any Cape Town itinerary.</p>
Small World Marketing	31	Yellow	UK	Ms Alice Baker	Accommodation	<p>Small World Marketing is a luxury marketing company, representing unique properties in Africa &amp; the Indian Ocean in the UK and European markets. At Indaba we will be representing:</p> <p>Lewa Wilderness, Kenya Naibor Camps, Kenya Heritance Aarah, Maldives Molori, Zimbabwe &amp; South Africa</p>
Sopa Lodges, Kenya & Tanzania	66	Green	Kenya	Ms Rosemary Muthoni	Accommodation	<p>Sopa Lodges has seamlessly woven its legacy into the East Africa's premier safari destinations since 1986. Nestled within the heart of these breathtaking landscapes, we offer a haven of tranquility and luxury for explorers seeking unparalleled experiences. With an exquisite selection of handpicked locations, Sopa Lodges is committed to providing a gateway to the soul-stirring beauty of Africa. Pinnacle of excellence in (M.I.C.E). Sopa Lodges is proudly represented in Kenya and Tanzania, spanning a collection of prestigious establishments. Recreation beyond Boundaries: offers a diverse array of recreational activities that celebrate the natural bounty of East Africa.</p>
Southern Cross Safaris	6	Blue	Kenya	Mr John Lyall	Tour Operator	<p>Southern Cross Safaris Ltd is a high end, fully independent, specialist DMC for Kenya and Tanzania with the head office located in Nairobi and associated offices in Mombasa, Arusha, Zanzibar and a sales office in the UK. Founded in 1957 we have established an excellent reputation throughout the trade for impartiality, honesty, service and safety. We are your one stop shop for all ground handling and representation offering a truly professional service to all clients throughout their chosen itinerary.</p>
Steenberg Hotel & Spa	21	Yellow	South Africa	Mr Neilen Tolmay	Accommodation	<p>Set in the breathtaking Constantia Valley, Steenberg Hotel &amp; Spa offers guests an immersive and curated 5-star boutique experience with 24 beautifully appointed rooms, including three luxury suites and two bespoke private villas, a luxe spa, two exceptional, locally inspired onsite restaurants, the Steenberg Vineyards Tasting Room, an 18-hole championship golf course and 65 hectares of vineyards. Steenberg Spa offers a variety of revitalising treatment options.</p> <p>The immaculate gardens and majestic vineyard and mountain views, make Steenberg Hotel &amp; Spa the complete leisure destination, centrally located 25 minutes from the V&amp;A Waterfront, Cape Point and Cape Town International Airport.</p>
Sun Africa Expeditions	38	Red	Uganda	Ms Faridah Ddamulira	Tour Operator	<p>We specialize in epic responsible journeys through the pristine wilderness of Rwanda, Uganda, Tanzania, and Kenya. Our journeys awaken the senses, blending supreme comfort with a commitment to conservation and community empowerment. Born in Africa, we offer unrivaled expertise, ensuring each journey is a lifelong memory of this magnificent region. Travel is our passion, our safaris are meticulously designed to immerse travelers in the breathtaking landscapes, diverse ecosystems, and rich biodiversity of the region. From the misty rainforests of Bwindi Impenetrable National Park, where endangered mountain gorillas roam, to the iconic vast savannas of the Serengeti &amp; Masai Mara.</p>

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Sun Destinations	34	Yellow	South Africa	Mrs Cecilia Blunden	Accommodation	<p>At Sun Destinations we have two portfolio collections extending into Southern Africa and Botswana. We represent a careful selection of unique bush camps and supreme safari lodges waiting to be explored. Whether it's the allure of fireside gatherings by the riverside or the enchantment of gazing at the unobstructed expanse of stars, each lodge is chosen for its strategic placement, intimate owner-led management, and outstanding wildlife experiences.</p> <p>We are the home of marketing and reservations for a collection of Africa's Hidden Secrets.</p>
Terra Nova Tours	45	Red	South Africa	Mrs Christine van der Merwe	Tour Operator	<p>At Terra Nova Tours, we redefine the way your clients experience Southern Africa. We have offices in South Africa and Namibia and with our passion for travel, attention to detail, and insider knowledge, we craft unique personalized itineraries. No matter if leisure, or group travel, our team of experts is dedicated to curating extraordinary journeys that leave a lasting impression. Round-the-clock phone support give your clients peace of mind and they can trust that they are in capable hands every step of the way, enjoying a truly hassle-free and immersive Southern African adventure.</p>
The Bayete Collection	4	Blue	Zimbabwe	Ms Lauren Johnson	Accommodation	<p>Discover the Bayete Collection: Your Passport to Unforgettable Victoria Falls Experiences! Luxurious yet Affordable Retreats nestled just 3 km from the awe-inspiring Victoria Falls in the heart of Zimbabwe. Whether you're a family seeking bonding moments, a couple in search of romance, or a backpacker craving adventure, our lodges cater to every traveler's dream. Embrace the perfect blend of comfort and thrill with us, your ultimate gateway to the wonders of Zimbabwe!</p>
The Cellars-Hohenort, The Marine, The Plettenberg	61	Green	South Africa	Mrs Nicole Tunmer	Accommodation	<p>A warm welcome to The Liz McGrath Collection, comprising The Cellars-Hohenort in Cape Town, The Marine in Hermanus, and The Plettenberg in Plettenberg Bay - three iconic hotels that exemplify South African hospitality. Unique in location, the three 5-star, Small Luxury Hotels of the World member hotels share a philosophy of creating "a world away from the ordinary".</p>
The Fairlawns Boutique Hotel & Spa	15	Blue	South Africa	Mrs Olivia Bell	Accommodation	<p>With close attention to detail and exceptional service, Fairlawns creates an intimate atmosphere where some of the globe's most vibrant personalities converge. Our 41 upscale suites are individually decorated in varying themes, each featuring every desired modern amenity. The hotel also caters to a variety of culinary tastes with an array of elegant dining experiences to choose from. Located in Johannesburg – South Africa's largest city and gateway to the rest of Africa – Fairlawns is situated just 6 km from central Sandton, and 20 km from the Johannesburg city Centre, to offer a delicate mix of luxury and convenience.</p>
The Liz McGrath Collection	57	Green	South Africa	Ms Martina Barth	Accommodation	<p>The Liz McGrath Collection, comprising The Cellars-Hohenort, The Marine, and The Plettenberg - three iconic hotels that exemplify South African hospitality. Each of these 5-star, Small Luxury Hotels of the World member hotels boasts a unique location, mesmerising history, splendid design, and amenities and services that are second to none.</p> <p>The result is three magnificent properties in exceptional locations that all create "a world away from the ordinary": The Cellars-Hohenort in Cape Town's leafy Constantia Valley, The Marine in Hermanus, one of South Africa's most spectacular seaside hotels; and The Plettenberg in Plettenberg Bay, the ultimate Garden Route</p>

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The Royal Portfolio	64	Green	South Africa	Mr Werner Krause	Accommodation	The Royal Portfolio is a collection of exclusive hotels and lodges and private residences located across a circuit of quintessentially South African travel experiences. These include Royal Malewane and its three luxury safari lodges which offer an unrivalled wildlife experience in the Greater Kruger National Park. Birkenhead House, a chic and intimate beach house in the whale watching paradise of Hermanus. La Residence, a glamorous and opulent wine estate in the heart of Franschhoek – South Africa's gourmet capital. The Silo Hotel in Cape Town is an architectural and design masterpiece towering over Zeitz MOCAA – Africa's largest contemporary art
The Vineyard & Oude Werf Hotels	49	Red	South Africa	Ms Belinda Morrison	Accommodation	We an independent hotel group who own The Vineyard, in Newlands, Cape Town; and Oude Werf in the vibrant heart of Stellenbosch. The Vineyard's 211 rooms are set in 8 acres of lush gardens against the backdrop of Table Mountain. With extensive leisure and meeting facilities, the hotel's central location offers easy access to Cape Town's sights. In the centre of Stellenbosch, guests stroll out from the Oude Werf to sample the shops, galleries and artisanal eateries which line the streets of Stellenbosch or explore the nearby wine estates. We are committed sustainable hotel practices.
Time + Tide	63	Green	Mauritius	Mrs Bron Taylor	Accommodation	Time + Tide's family-owned properties are pioneers in luxury safaris in Zambia, and an exclusive island escape in Madagascar. We have a legacy of responsible tourism and offer modern-day explorers the luxury of space and the chance to feel truly alive.
Travel Africa Magazine	Reception		UK	Mr Craig Rix	Media Publication	Travel Africa is the only international (English language) print magazine dedicated to the promotion of travel to Africa from overseas source markets. Published quarterly since 1997. Readership split between UK, USA, Europe and Australasia. With digital version in App.
Ultimate Africa Expeditions	24	Yellow	Kenya	Mr Harrison Kaloki	Tour Operator	We are a local DMC and tour operator based in Kenya. We specialise in guaranteed sit in a bus safari departures, incentive groups and private tailor made FIT safaris as well as discounted last minute promotions for beach and bush packages. With our own fleet of cars, and language guides, we offer wide range of transport services such as airport pick ups, safaris adventures in Kenya, Tanzania, Uganda and Rwanda. We have a selection of special deals for beach stays on the Kenyan coast from Lamu island, Watamu Beach, Diani Beach and Zanzibar
Under The Influence (Pty) Ltd	Bar Counter		South Africa	Mr Chad Huskisson	Training Institution	Under the Influence is dedicated to bringing better beverages to Africa by sourcing premium wines and spirits from producers and offering them directly to customers in 25 African countries. With headquarters in Stellenbosch, South Africa, and additional offices in Lusaka, Zambia, and Nairobi, Kenya, the company ensures maximum returns and enhanced guest experiences through their BeverageIntelligence system. Committed to education, they have trained over 25,000 waitstaff and hospitality personnel across Africa since 2008, helping to build knowledgeable advisors and enhance the beverage experience. Their training programs are integral to their service offerings, underpinning their philosophy of empowering local talent.

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Victoria Falls Safari Collection	67	Green	Zimbabwe	Ms Bryony Acutt	Accommodation	Introducing the ultimate in luxury and adventure - the Victoria Falls Safari collection. Anchored by the iconic Victoria Falls Safari Lodge, the collection also boasts the premium Victoria Falls Safari Club, the spacious Victoria Falls Safari Suites, the family-friendly Lokuthula Lodges, the "must-do" Boma – Dinner & Drum Show and the rejuvenating Victoria Falls Safari Spa. Located just 4km from the majestic Victoria Falls on the Victoria Falls Safari Lodge estate, this superb collection offers unparalleled comfort and unforgettable experiences against a backdrop of expansive views and stunning sunsets.
Virgin Limited Edition	47	Red	South Africa	Mrs Sarita Kielblock	Accommodation	Virgin Limited Edition, Sir Richard Branson's special collection of retreats, provides unsurpassed friendly service, a high quality product, value for money and of course, fun ! The properties that make up the Virgin Limited Edition portfolio aren't what you'd find in a cookie cutter hotel group - each property in the collection has its own unique personality and soul, irrespective of size.
Volcanoes Safaris	10	Blue	UK	Mr Boniface Ng'ang'a	Accommodation	Volcanoes Safaris has been at the forefront of reviving gorilla and chimpanzee ecotourism in Uganda and Rwanda for twenty-five years. We have three lodges near the mountain gorilla parks: Virunga Lodge in Rwanda and Bwindi Lodge and Mount Gahinga Lodge in Uganda. Kyambura Gorge Lodge and Kibale Lodge, opening in early 2024, focus on the chimpanzees. Each of our lodges are connected to unique community and conservation projects, developed by the Volcanoes Safaris Partnership Trust, which allow guests to experience the local community and participate in ecotourism and community-based conservation
Zambian Ground Handlers	5	Blue	Zambia	Mrs Dani Rose-Landing	Tour Operator	Established in 2009, Zambian Ground Handlers bridges the gap between global travel trade and Zambian safari operators. As the sole independent ground handling company in Zambia, ZGH offers impartial booking services for all camps in the country. With a focus on transparency, ZGH maintains competitive pricing and aim to provide our services at no extra cost to clients. Our expertise allows us to recommend tailored itineraries, ensuring a safe and reliable one-stop-shop for Zambian tourism.
Zulu Nyala Game Lodge	16	Blue	South Africa	Mr Keshan Pillay	Accommodation	The Zulu Nyala Group comprises of 2 magnificent privately owned properties - Zulu Nyala Game Lodge & Reserve and the Heritage Safari Lodge & Tented Camp - both in Hluhluwe, KwaZulu-Natal, South Africa.