

SOUTHERN AFRICAN

TOURISM UPDATE

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FOR ORGANISERS OF TOURS

Ready to Pounce

Lodges tackle new markets

Western Cape

Creating a Big Five
destination

WTM

Technofocus
for 2010

- + Gauteng gains market share
- + Single currency in the works for SADC?
- + Oz route to SA cut

Enjoy the Sound of Silence

The Huab Lodge in Damaraland, Namibia, recently launched its new BushSPA. The spa is located in the Huab, known for its 'sound of silence' where nature is completely undisturbed by white noise from TVs, radios, cellphone reception and fridges.

Located close to the nearby natural hot springs, the spa offers professional treatments including shiatsu massage, reflexology, face and back massages as well yoga. Guests also have the option of having a treatment outdoors overlooking the Huab River Valley.

The successful banning of all white noise from the lodge has led to the claim 'the sound of silence', which gives new meaning for guests who want to 'get away from it all'. For guests who still crave a bit of the world outside, Huab Lodge & BushSPA provides always-on high-speed Internet connection and Wireless LAN in all bungalows and in the lapa. For those who don't have a smart phone, an iPad is available for N\$ 250 (€27) per day.

Guests aren't the only ones who stand to benefit,

as Huab Lodge & BushSPA recently announced its new DBB rate for contracted channel partners. The rate applies for a minimum two-day stay and includes luggage and car-cleaning service, breakfast and a sundowner drive. Promotions and special rates for the travel industry are also on offer.

Huab Lodge & BushSPA provides a comprehensive new set of sales and marketing tools for its channel partners online at <http://partners.huab.com>. The service allows channel partners to select a username and password and provides information and support online, including access to photos, videos, an educational programme, the channel partner incentive programme and STO rates.

The new partner portal provides real-time and online reservation information, which will eliminate the barrage of emails and phone calls to check availability. In addition, a new dedicated email address has been set up to deal specifically with reservation requests: reservation@huab.com.



UTE SONNENBERG

PERFECT SHOT... Guests of Roho Ya Chui will be taught how to determine the best features that go into the perfect wildlife shot.

Exclusive photographic safaris with Roho Ya Chui

Roho Ya Chui, or Soul of the Leopard, is offering exclusive photographic workshops while on safari at a client's lodge of their choice. Owner of Roho Ya Chui, **Ute Sonnenberg**, is an accomplished photographer who directs photographic workshops on safari for all levels of photographers.

Sonnenberg says the company will design photographic safaris to suit any budget and is highly flexible to the client's needs. There is a minimum requirement of two people for a workshop and a maximum of eight people. Groups are kept small to ensure individual attention to each budding photographer.

Safaris are mainly conducted in South Africa and Kenya but other countries can be included at the request of the client.



“ WTM is going to be even more challenging than normal this year. We are not out of the recession yet and we are going to have to work really hard for every scrap of business. WTM is an opportunity to meet with tour operators and cement relationships, to discuss the year ahead and update them on any changes. It is also often a place to pick up new contacts. Steenberg is a very special and unique property, which offers exceptional service, accommodation and an amazing gourmet experience. ”

Amanda England, UK Sales & Marketing, Steenberg Hotel

Kaya Mawa gets 'green' transport

Kaya Mawa, on Likoma Island on Lake Malawi, has undergone extensive refurbishment and has recently taken delivery of three four-stroke quad bikes and a mini 4x4.

The new vehicles were designed to keep emissions low by using smaller, cleaner engines than the usual Land Rover or Land Cruiser. They also offer

guests an easier and more efficient way of exploring the island.

Kaya Mawa also features in a new book published by Harper Collins and called 'Authentic Ecolodges', which tips the lodge as one of the top eco lodges in the world. Kaya Mawa is offering guests an end-of-year special with rooms starting at US\$225 per person. The special is valid from November 1 to December 15.



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