

# Somewhere in Africa

NEWSLETTER – APRIL 2011:

## “CORPORATE VISION – ENDLESS HORIZONS” FIND YOURSELF SOMEWHERE IN AFRICA

*Somewhere in Africa* is pleased to unveil some extraordinary experiences in South Africa for small corporate groups.

South Africa is a country that beguiles and excites and it never fails to offer a wealth of diverse experiences. For the new travel season *Somewhere in Africa* has developed an extensive array of original products and exciting venues in conjunction with our award-winning ground partners to further enhance the new Southern Africa experience. And many of these superb experiences complement South African Tourism’s innovative philosophy for Business Tourism, “*Corporate Vision – Endless Horizons*”.



Though *Somewhere in Africa* will continue to provide traditional incentive and conference programs the company has devised a number of personalised programs which incorporate the true concept of South Africa Tourism’s “Business Tourism” message so that corporates and small incentive groups can take pleasure in South Africa’s modern rhythms and new experiences.

This includes focusing on South Africa’s new ‘business’ frontiers that are ideal for small groups looking for a corporate retreat, or a luxurious venue ideal for an annual general meeting or a “think tank” strategy session, albeit with a sideline bushveld experience at a private game reserve.

“Not only will we offer exquisite accommodations, streamlined transportation and venue options for groups of ten couples or less, we will also create an inspirational environment where business creativity can thrive and guests can enjoy the ambiance and setting,” says Sue Wallace, Director of *Somewhere in Africa*.

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### *New Frontiers in Luxury Corporate Retreats:*



For your client or company’s next annual general meeting or “think tank” strategy session, *Somewhere in Africa* would like to invite you to discover the true concept of “Business Unusual”.

Just 45 minutes from arrival at Johannesburg’s Tambo International is the beautifully-appointed **Saxon Boutique Hotel Villas & Spa**. Situated in the secluded area of Sandhurst beneath the lofty skyline of the city’s bustling commercial centre, the Saxon’s elegantly restrained setting provides a perfect base for guests who want to explore the “powerhouse” city of the African continent.

Voted the world's Leading Boutique Hotel since 2001, guests enjoy panoramic views of the city in a property that was first designed as a private home for Douw Steyn, one of the country's leading businessmen. Boasting 26 guest suites of varying sizes and fused with ethnic African elegance and high-tech amenities, Saxon Boutique Hotel, Villa & Spa also features reception rooms, a restaurant, bar and patios and a magnificent 920 square metre pool that provides in an inner city sanctuary for discerning corporates and leisure guests.

Not only does the boutique property stand as the vanguard of South Africa's chic small hotel phenomenon it also witnessed history in the making when former South African president, Nelson Mandela, called the Saxon, 'home' after he was released from his long years of incarceration.

So serene is the Saxon's setting and sublime gardens the Nobel Peace laureate edited his autobiography, *Long Walk To Freedom* during his lengthy exile.



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## *Johannesburg City Escape:*

To escape the bustle of Johannesburg, guests can journey to the stunning Waterberg region and enjoy a different South African 'wilderness experience', just two and a half hours north of the city.



Right in the heart of this rich biosphere region is **Shambala Private Game Reserve**, which spans over 12,000 hectares of natural bushveld in Limpopo Province.

Originally developed by Saxon Boutique Hotel, Villas and Spa's Douw Steyn as a private estate, Shambala also became a sanctuary for Nelson Mandela when he wrote his prize-winning autobiography and has since become one of the most sought-after retreats for the world's leading executives since opening its doors in 2008.

Today, Shambala Private Game Reserve provides a serene environment for executive meetings and casual networking and also offers a range of superb activities including holistic spa treatments, Big Five game viewing and other wildlife spotting including Cape Mountain zebra, cheetah and spotted hyena; elephant safaris, sunset cruises and star gazing in the evenings.

At the Reserve's lavish Zulu Camp guests stay in one of the 15 honeycomb-shaped chalets overlooking a freshwater stream with each decorated in new, Afro-French Provincial style, complete with a rejuvenating, outdoor shower.



Guests can also enjoy a rejuvenating spa treatment and delectable breakfast surrounded by Shambala's treasured art collection at the Reserve's "Centre for Reconciliation".

"Because of *Somewhere in Africa's* buying power and competitive pricing, the company will look after every group booking from start to finish including ground transportation and customised activities," adds Ms. Wallace.

Ensuring absolute privacy and seclusion for its guests, Shambala only accepts one group booking at a time.

For further information on any customised conference and incentive programs, and pre or post touring options, please call Nemonic Concepts on +61 2 95268519, which operates the Australasian operations for *Somewhere In Africa*.



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Website: [www.nemonic.com.au](http://www.nemonic.com.au)

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### *About Somewhere In Africa:*

Based in Johannesburg South Africa, ***Somewhere In Africa*** provides professional destination management services for groups and business tourism events. The company is fully licensed and is a full-member of Southern Africa Tourism Services Association (SATSA).

***Somewhere In Africa's*** unsurpassed travel experiences and customised programs are expertly hosted from start to finish by a team of knowledgeable and dedicated senior staff. Many of its ground partners have also earned the highest levels of professional recognition within the travel industry.

The company is equally committed to working with ethical suppliers who only focus on wildlife and environmental conservation and corporate social responsibility. That includes developing local community programs and sustainable tourism in the rural and remote areas of Southern Africa.

**Nemonic Concepts also represents ~**



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