



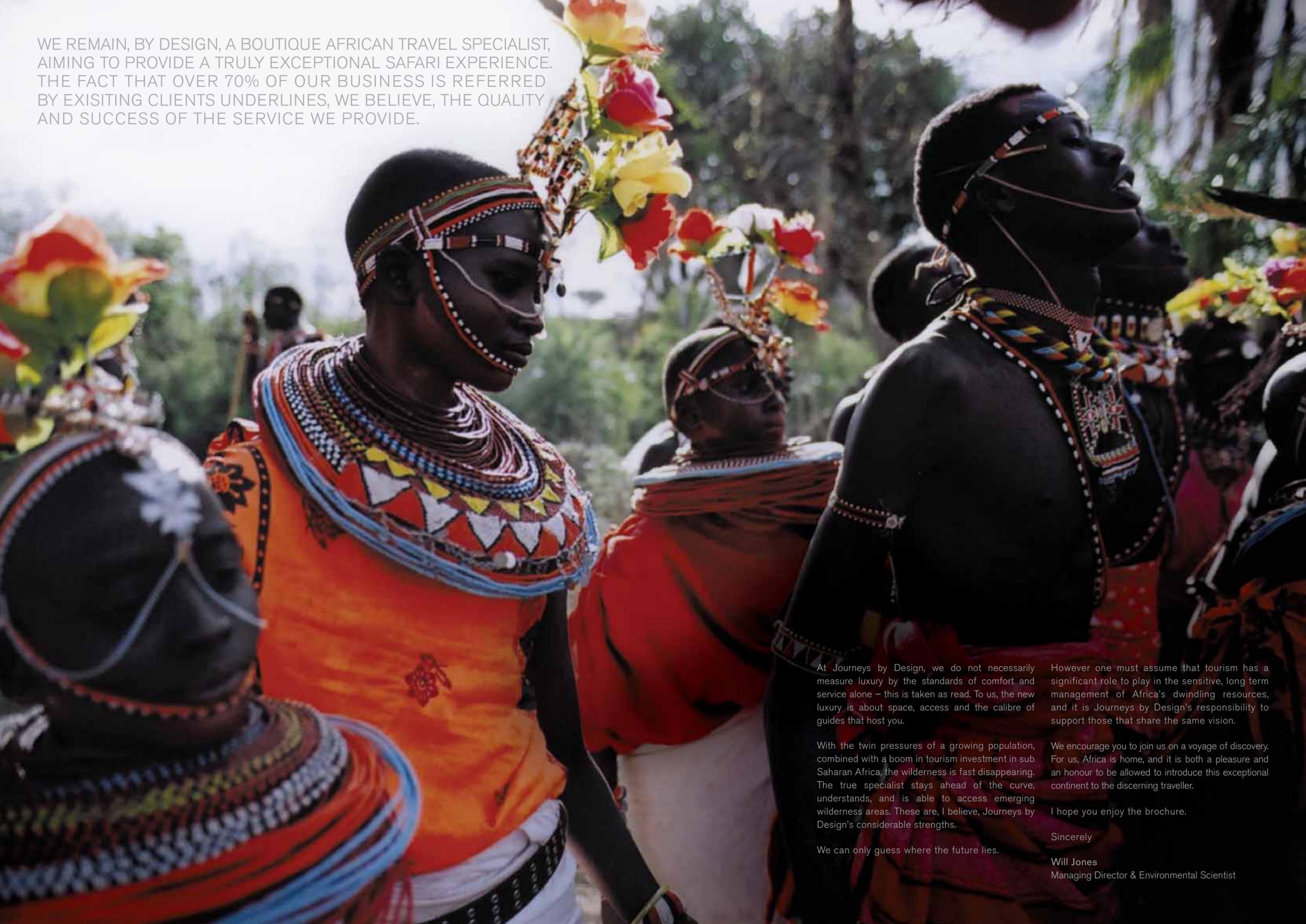


JOURNEYS BY DESIGN IS TEN YEARS OLD. TO CELEBRATE THIS MILESTONE WE HAVE DESIGNED OUR BROCHURE TO GIVE A BRIEF INSIGHT INTO JOURNEYS BY DESIGN, AND THE PASSION WE HAVE FOR ONE OF THE WORLD'S MOST ICONIC DESTINATIONS.

“RUN BY PEOPLE WITH AN UNRIVALLED KNOWLEDGE OF AFRICA AND A PASSION FOR EXPLORING ITS MOST REVEALING SECRETS, JOURNEYS BY DESIGN TAKE YOU PLACES OTHER TRAVEL COMPANIES ONLY DREAM ABOUT.”

STANLEY STEWART | THE SUNDAY TIMES

WE REMAIN, BY DESIGN, A BOUTIQUE AFRICAN TRAVEL SPECIALIST, AIMING TO PROVIDE A TRULY EXCEPTIONAL SAFARI EXPERIENCE. THE FACT THAT OVER 70% OF OUR BUSINESS IS REFERRED BY EXISTING CLIENTS UNDERLINES, WE BELIEVE, THE QUALITY AND SUCCESS OF THE SERVICE WE PROVIDE.



At Journeys by Design, we do not necessarily measure luxury by the standards of comfort and service alone – this is taken as read. To us, the new luxury is about space, access and the calibre of guides that host you.

With the twin pressures of a growing population, combined with a boom in tourism investment in sub Saharan Africa, the wilderness is fast disappearing. The true specialist stays ahead of the curve, understands, and is able to access emerging wilderness areas. These are, I believe, Journeys by Design's considerable strengths.

We can only guess where the future lies.

However one must assume that tourism has a significant role to play in the sensitive, long term management of Africa's dwindling resources, and it is Journeys by Design's responsibility to support those that share the same vision.

We encourage you to join us on a voyage of discovery. For us, Africa is home, and it is both a pleasure and an honour to be allowed to introduce this exceptional continent to the discerning traveller.

I hope you enjoy the brochure.

Sincerely

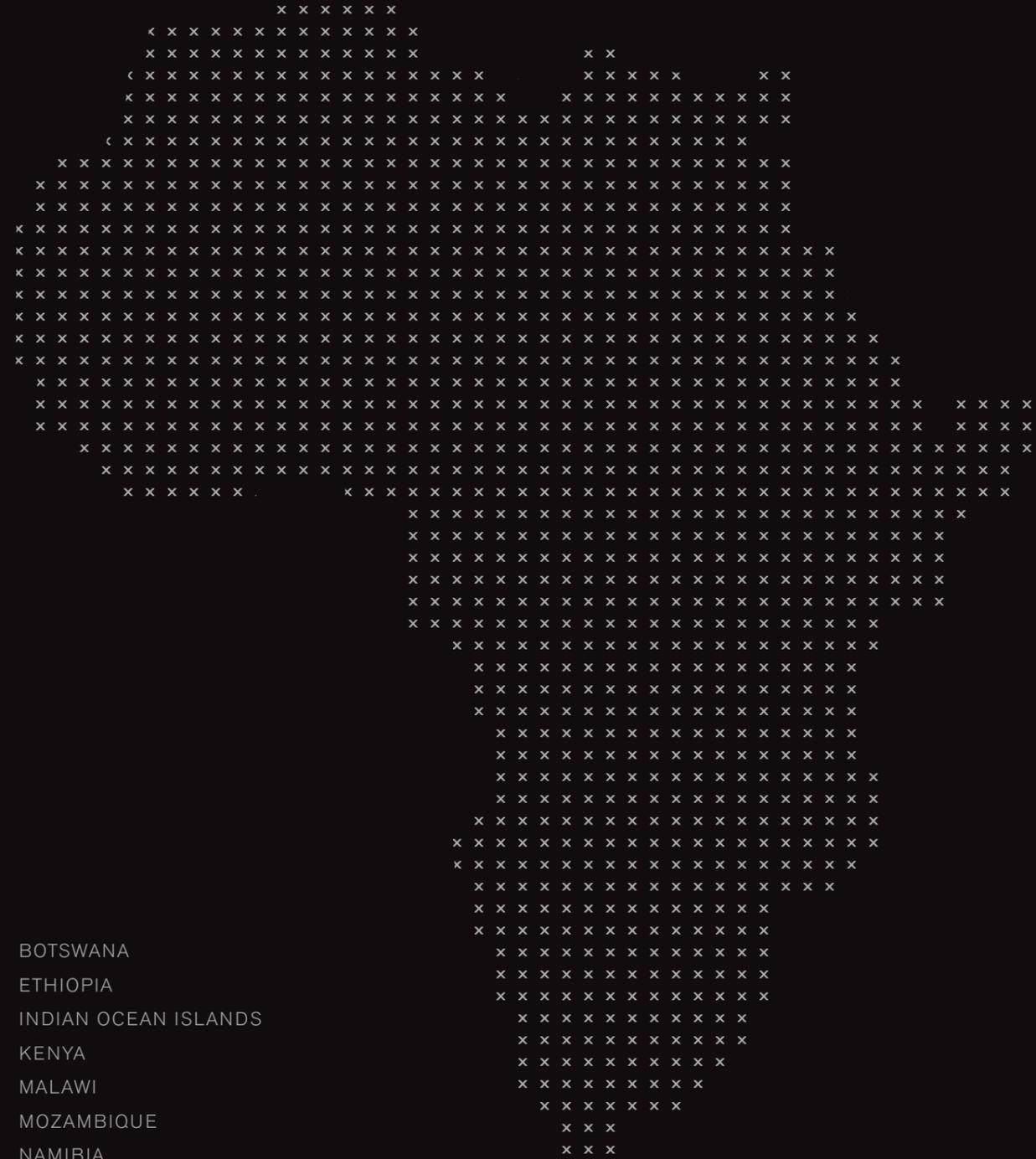
Will Jones
Managing Director & Environmental Scientist

“I THINK YOU WERE PUT ON THIS EARTH TO GIVE ME WANDERLUST.”

AA GILL | THE SUNDAY TIMES
CRITIC OF THE YEAR 2007 / 2008

“THE GREAT THING ABOUT WILL JONES, WHO IS THE SPIRIT AND FOUNDER OF JOURNEYS BY DESIGN, IS THAT HE HAS WALKED ALMOST EVERY INCH OF THE CORNER OF AFRICA THAT HE SPECIALISES IN. HE HAS LIVED IN AFRICA FOR 25 YEARS, RUNNING CAMPS IN THE MOST REMOTE AND WILD SPOTS KNOWN TO MAN. THERE IS NOT A CAMP OR A LODGE IN HIS PORTFOLIO THAT HE DOESN'T KNOW INTIMATELY.”

LUCIA VAN DER POST | THE FINANCIAL TIMES



Journeys by Design tailor-made distinctive African safaris. We use the finest camps, parks and wildlife guides in east and southern Africa and explore the lesser known frontiers of this vast safari continent. Rather than provide a specific guide to each country, the brochure covers key safari themes and styles.

All of the locations shown within this brochure can be built into a tailor-made Journeys by Design experience. All of the captions and quotes in this brochure are from writers, travellers and adventurers who have journeyed with us.

As we do not arrange set-departures, we have not included any itineraries or prices and encourage you to contact us directly.

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www.journeysbydesign.com



“ALL IN ALL, THAT RARE THING,
A PERFECT FAMILY HOLIDAY.”

CAROLINE MACDONALD | MOTHER OF THREE





SPIRIT OF PLACE

“Standing on the Gatsby-green lawn of Sasakwa Hill Lodge, I am reminded of Alexander the Great, who it is said, wept when he realised there were an infinite number of worlds. The vista is astonishing, a seemingly endless landscape of savanna and sky.”



THESE DAYS TOURISTS ARE LOOKING FOR MUCH, MUCH MORE THAN A PASSIVE EXPERIENCE

“Today the new styled traveller still wants adventure – and he can get that – but he also longs for some sort of cultural experience, for insights and human exchanges that the old-style hunters were never interested in. So all over Africa new style safaris, to meet these new needs, are being evolved. Eco-tourism has long been the buzz word in all travel.

Ever since we began to realise that the rush to the world's most desirable spots looked as if it could end up destroying the very things we all wanted to see, those involved in tourism have been trying to work out ways of keeping the destinations as pristine as possible.”

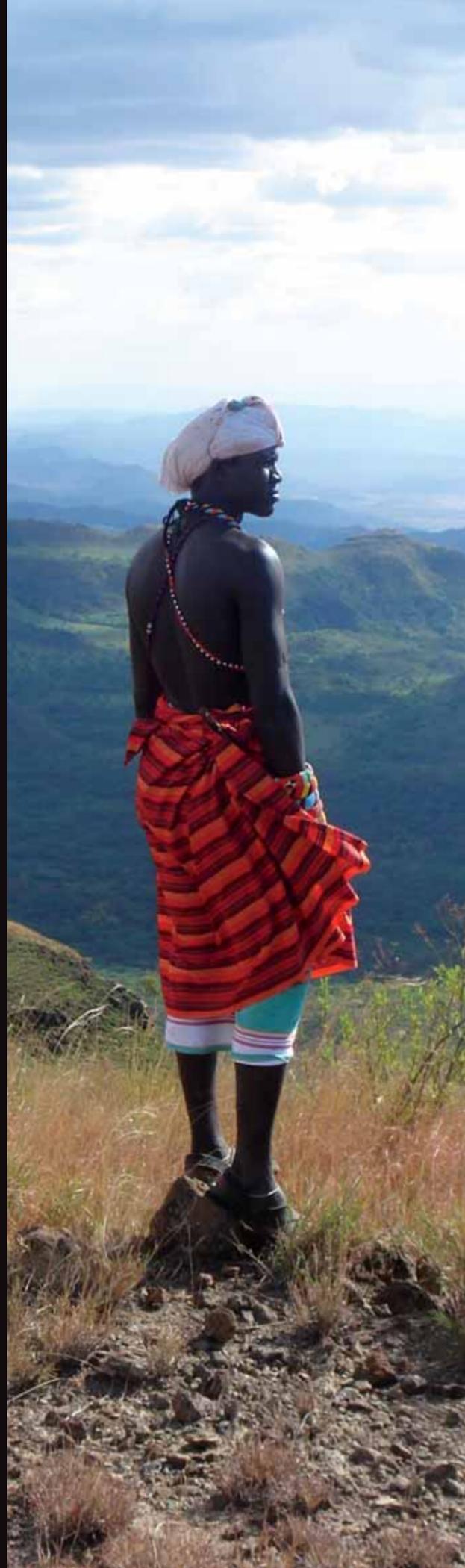


A REAL SENSE OF REMOTENESS

“We walked on the cracked, dry bed of the great Katuma river and along hippo trails, and watched as a pride of lion patiently stalked a herd of buffalo. Returning later that day, we watched the lions feed until the sun began to set and it was time to head back to camp.

...small camps such as this are also very sociable, with new friendships sparked by intense, shared experiences. Returning just after dark one evening, for example, several of us were held captive in the dining tent by a lone bull elephant nobody had seen or heard arrive; the next day, an entire herd descended on the camp before breakfast to Hoover up tamarind pods and use the acacias as scratching posts...”

AMONGST THE INDIGENOUS
PEOPLE...YOU LEARN,
YOU CONNECT



"When we arrive, the scene is almost biblical. Camels stand amid a backdrop of colours diffused by dust. With nightfall, the mica-filled sand glitters in the moonlight.

...Bathrooms painted the colour of blood red earth with seats made from the lower jawbone of an elephant ...There's no electricity, just candles everywhere. There are only five rooms, each made from cedar and canvas, each with a different river view. The furniture is extraordinary, designed by Anna using shells, ostrich eggs, and iridescent butterflies.

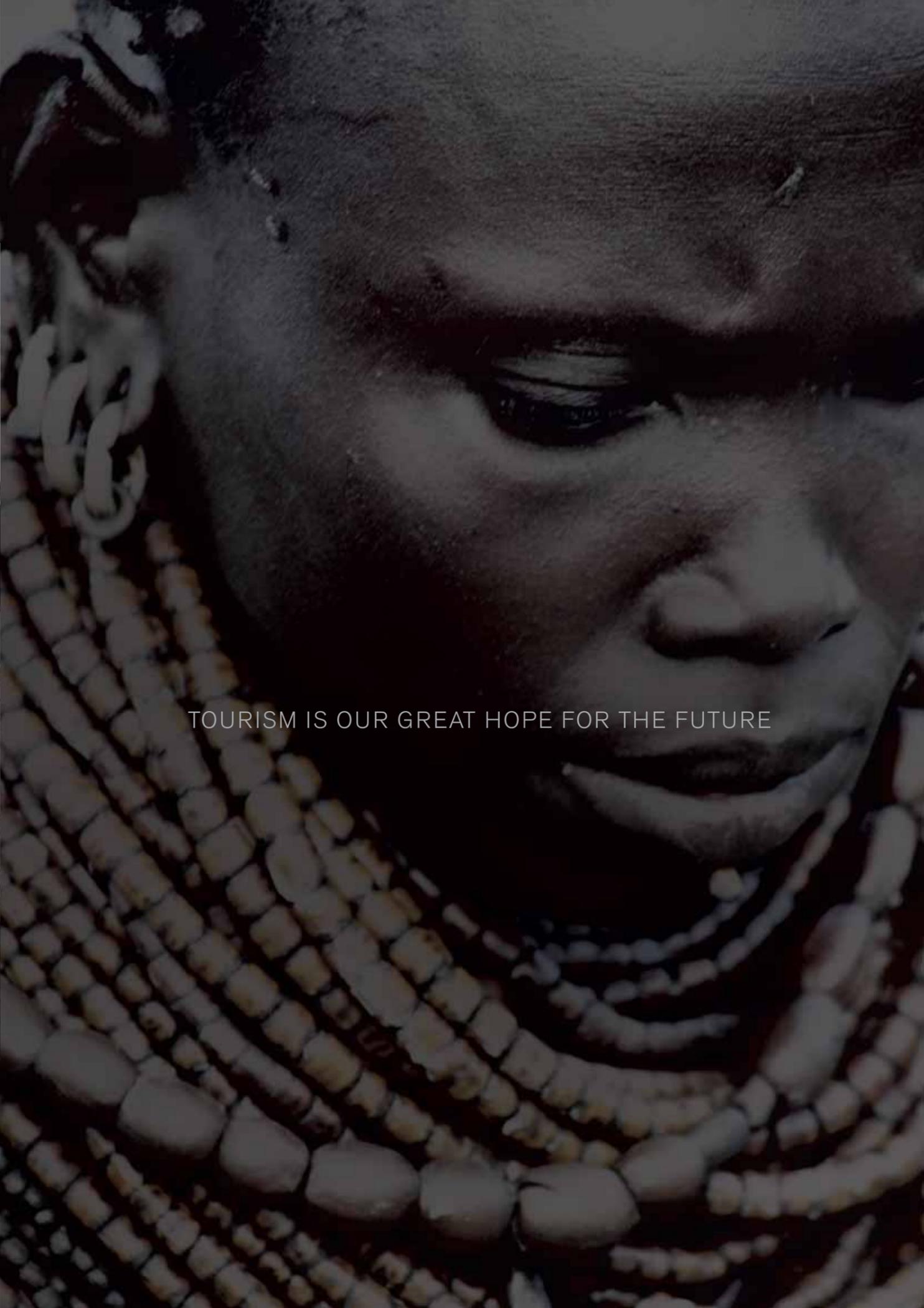
We just walk and walk and walk..."



ACRES OF VIRGIN CRUSHED-CORAL BEACH



“Vamizi’s beach is certainly the best I’ve seen ever and anywhere...two and a half miles of blinding white sand packed with pretty shells and the ocean bristles with flying fish...Jungle surrounds each residence, ensuring sightings of wildlife: crabs at your feet, bats swirling around your muslin-wrapped four poster bed and Samango monkeys whooping in the trees.”



TOURISM IS OUR GREAT HOPE FOR THE FUTURE

“We never felt alone. As we walked through fields full of farmers gathering crops, we could hear voices from shepherds echoing from miles away across the mountains, offering advice about the best path to follow.

...Spiralling views down to a patchwork of tiny fields dotted with churches and clusters of thatched dwellings thousands of feet below.”



WE TRAVEL FOR THESE PERFECT MOMENTS

“Here the waters of the Okavango river, into which drains a vast area of Angola to the north, flow into this nothingness, spread out, and seep away. Nothing like it happens anywhere else on Earth.

We travel for these perfect moments, where mood and landscape coalesce into an instant of perfect time. You cannot imagine yourself to be anywhere better – you feel as if you have found something you didn't even know you were looking for.”



LIGHTNESS IN EVERYTHING WE DO

“You can walk into the landscape with just a guide, a scout, and a rifle...

It's about enjoying a more elemental relationship with the earth.

...here, on foot, in this forgotten corner of Africa, luxury is something different, something more basic. It's about an intimate connection with the open spaces, the animals, the land, and a conservation that works hand in hand with the Masai landowners.

...the clouds skimming over the plain, their shadows creating a dramatic menacing sense of space, belittling everything beneath them. I have never felt more irrelevant.”



SECLUSION AND EXCLUSIVITY



“Journeys by Design show you the outré and the exotic with a style and adventure that most of you thought had disappeared with the Empire.”



EXPERIENCE THE MIGRATION IN ITS FULL GLORY

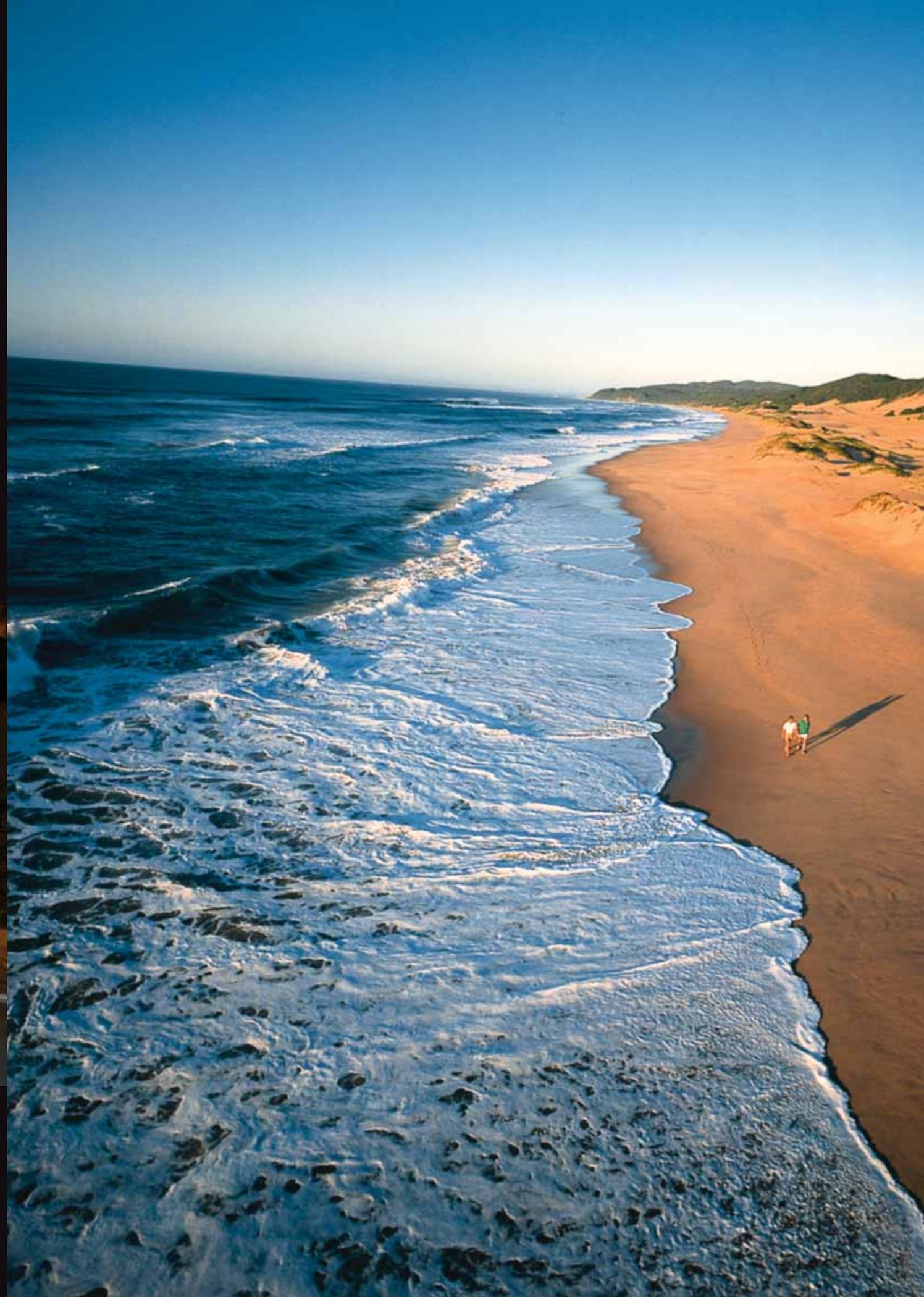
“To experience the migration in its full glory you need to be flexible and ready to move as the animals move, to be with guides who know where the animals are and how to get you there.

...here, if you catch the migration in the right place at the right time, are Africa's iconic animals in the sort of abundance that elsewhere has gone forever. It's a moving testament to the power of millions of

years of encoded memory that impels the huge herds to keep constantly on the move, braving crocodile-filled rivers and the bands of predators – lion, leopard, hyena, cheetah – that lie in wait, as they react to distant storm clouds, searching for the short grass they need to survive. It's also a living witness to the glories of a totally intact ecosystem, as well as a devastating reminder of what we have lost everywhere else.”

“LYING IN BED AT NIGHT, I COULD HEAR THE DULL ROAR OF THE SEA BREAKING ON THE REEF AS THE WAVES RAN BEFORE THE KASKAZI MONSOON, AND FROM MUCH CLOSER CAME THE WASH OF WAVELETS AS THEY COLLAPSED ON THE BEACH AND FELL BACK WITH A GASP, LIKE THE UNTROUBLED BREATHING OF A SLEEPER. A FEW MORE DAYS OF THIS, I DECIDED, AND I COULD END UP IN THRALL TO THE BAREFOOT LIFE FOREVER.”

BRIAN JACKMAN | WRITING IN THE SUNDAY TIMES, TRAVELLED TO MNEMBA ISLAND, THE ULTIMATE HONEYMOON RETREAT, AS A GUEST OF JOURNEYS BY DESIGN.





“A TRULY SUSTAINABLE VISION OF TRAVEL IS ONE WHERE ALL STAKE HOLDERS ARE INVOLVED, AND THAT INCLUDES YOU.”

WILL JONES | MANAGING DIRECTOR | JOURNEYS BY DESIGN

Will Jones, founder of Journeys by Design, is an environmental scientist who has worked in numerous National Parks and Nature Reserves, with studies as diverse as Wild Dogs in Tanzania to Tigers in India. In the mid 1990's he developed Ethiopia's first community tourism project, Bishangari to generate revenue for local area conservation and development initiatives in and around the East Langanu Nature Reserve.

During his time in Africa he has helped run some of Africa's finest camps and lodges, run conservation education programmes, initiated development projects and raised significant sums for charities.

In line with his desire to develop philanthropy in Africa, he has recently launched Nomadic Professionals.

Finding, building and managing conservation projects, Nomadic Professionals will fulfill dreams and change lives by enabling major philanthropic investors to access and fund developments in some of the world's last great game sanctuaries. These new ventures will be designed to bring significant mutual benefit to the lives of both the givers and the receivers.

If you want to make a difference visit:
www.nomadicprofessionals.com

FLYING DOCTOR MEMBERSHIP

Journeys by Design are delighted to support the good work of the African charity AMREF (African Medical and Research Foundation) who implement vital medical programmes across East Africa.

As part of their work in Africa, AMREF offer a FLYING DOCTOR EMERGENCY RESCUE SERVICE for travellers. As part of our specialist travel service, Journeys by Design offer all clients complimentary Flying Doctor Traveller Membership when on safari with us. Airborne ambulances are on call throughout Kenya, Tanzania, Uganda and Ethiopia as well as neighbouring countries and members are entitled to one free aeromedical evacuation.

YOUR FINANCIAL PROTECTION

The air holiday packages in this brochure are ATOL protected by the Civil Aviation Authority. Our ATOL number is ATOL 9680. Please see our booking conditions for more information on our website:

www.journeysbydesign.com



We are kindly indebted to Peter Beard for his stunning imagery. For further information on location photography and credits please see our website: www.journeysbydesign.com

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