



JOURNEYS BY DESIGN ARE DELIGHTED
TO INTRODUCE TWO OF AFRICA'S FINEST LUXURY
ECO-LODGES: ABU ELEPHANT BACK SAFARIS
AND ZARAFA CAMP



ABU ELEPHANT BACK SAFARIS AND ZARAFa CAMP ARE BOTH BASED IN BOTSWANA, SOUTHERN AFRICA. ABU CAMP IS A LEADING LIGHT IN THE OKAVANGO DELTA. ZARAFa CAMP IS A PREMIER DESTINATION IN THE SELINDA RESERVE.

WORLD LEADERS IN THE KIND OF SUSTAINABLE LUXURY ECO-TOURISM WE SUPPORT, ABU AND ZARAFa ARE AMONG JUST A HANDFUL OF LODGES TO WHICH WE LOOK FOR THE LEVEL OF EXPERTISE AND CARE EXPECTED BY JOURNEYS BY DESIGN'S CLIENTS.

JOURNEYS BY DESIGN'S PLATINUM SERVICE OFFERS ITS CLIENTS A HIGHLY PERSONAL SERVICE. THIS INCLUDES SELECTING A LODGE TO HOST CLIENTS FOR THE DURATION OF THEIR STAY. A PLATINUM SERVICE ITINERARY MAY TAKE PLACE IN A NUMBER OF DIFFERENT AREAS AND COUNTRIES, AND THE OPERATIONAL CLOUT OF THE BASE CAMP HAS TO BE OUTSTANDING. ABU CAMP AND ZARAFa ARE EXACTLY THAT: OUTSTANDING.

Abu and Zarafa can be booked through Journeys by Design on an exclusive basis.

"JOURNEYS BY DESIGN OPENED OUR EYES TO A WORLD WE NEVER KNEW EXISTED."

RALPH LAUREN



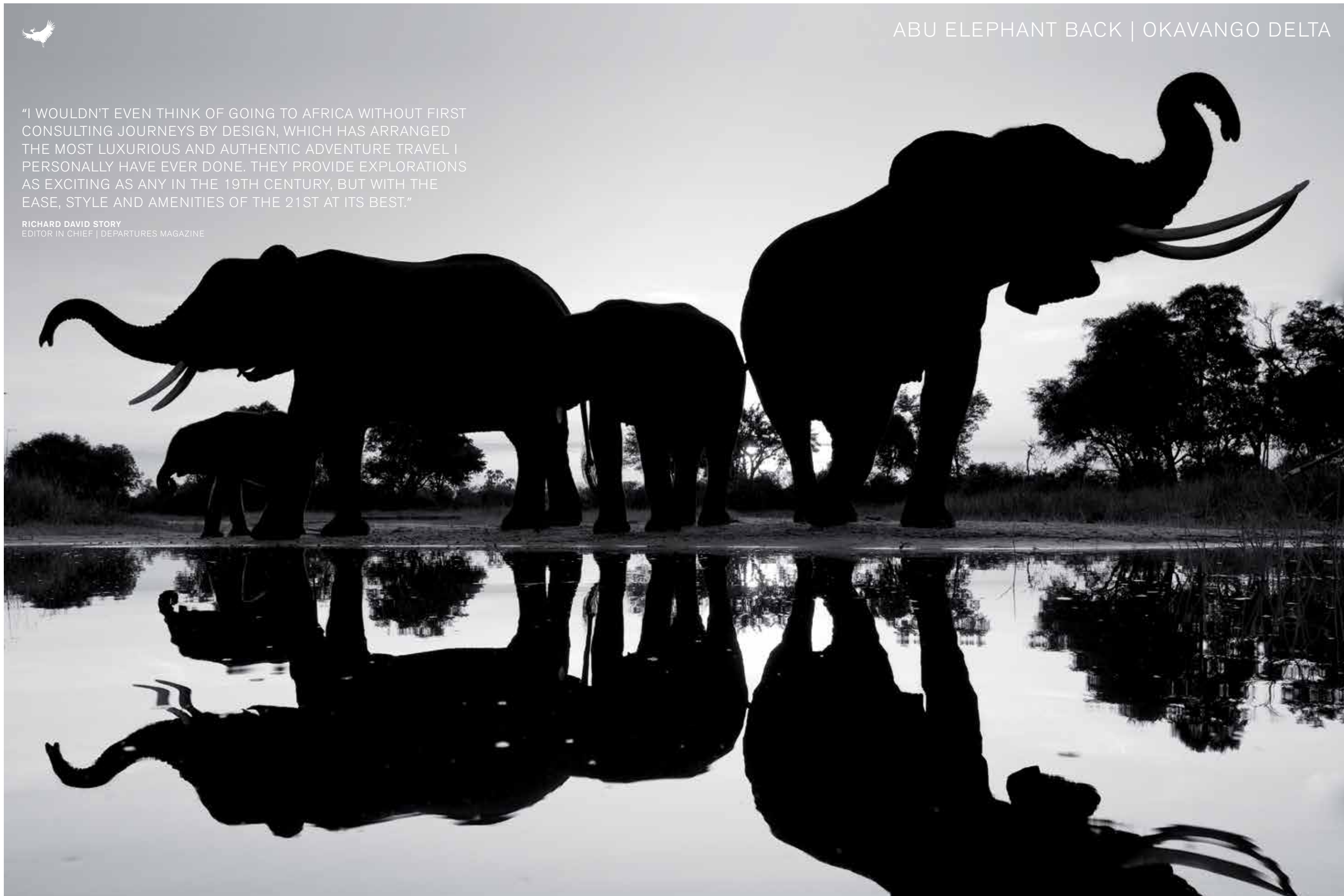
Established in 1989, Abu Camp is the original elephant back safari. Managed by Michael Lorentz, one of the continent's foremost naturalists and conservationists, it is the rarest of learning experiences. It's setting, the Okavango Delta, is Africa's largest inland delta, an extraordinarily rich and diverse ecosystem. Seeing it from the back of an elephant places the traveller right at the epicentre of something truly beautiful.

Opened in 2008, Zarafa Camp is one the latest – and finest – additions to a select band of super eco-lodges. With room for only 8 guests, it is the brainchild of Colin Bell and Derek and Beverly Joubert. Built entirely from recycled and locally sourced materials, and set in the shade of a thicket of giant jackalberry trees, Zarafa overlooks the flood plains of Botswana's Zibadianja lagoon. It leaves a negligible carbon footprint, and provides its guests unfettered access to a game-rich wilderness.



"I WOULDN'T EVEN THINK OF GOING TO AFRICA WITHOUT FIRST CONSULTING JOURNEYS BY DESIGN, WHICH HAS ARRANGED THE MOST LUXURIOUS AND AUTHENTIC ADVENTURE TRAVEL I PERSONALLY HAVE EVER DONE. THEY PROVIDE EXPLORATIONS AS EXCITING AS ANY IN THE 19TH CENTURY, BUT WITH THE EASE, STYLE AND AMENITIES OF THE 21ST AT ITS BEST."

RICHARD DAVID STORY
EDITOR IN CHIEF | DEPARTURES MAGAZINE





Michael Lorentz is passionate about wildlife. He is especially passionate about the elephants of the Okavango Delta.

Michael was born in South Africa in 1966. He spent much of his childhood in the bush, and his career began in the Timbavati Game Reserve, where he trained under legendary tracker, Jack Matabula. After many years of guiding professionally, he established his own business in ecotourism. He set up and oversaw the establishment of training for specialised guiding, and he remains a leading African wilderness consultant.

In 2001, Michael was made managing director of Elephant Back Safaris. Michael will be responsible for overseeing all the private guiding at Abu and Zarafa.



“MICHAEL DOES NOT TAKE YOU FOR A WALK IN THE AFRICAN BUSH; RATHER HE TAKES YOU FOR A WALK WITH IT. UNTIL YOU HAVE EXPERIENCED THE CONTRAST, YOU WON'T KNOW WHAT I AM TALKING ABOUT. BUT BELIEVE ME: IT MAKES – QUITE LITERALLY – THE WORLD OF DIFFERENCE. I SAW, HEARD, SMELT, TOUCHED AND EVEN TASTED AN AFRICA THAT I, A SON OF THE CONTINENT, NEVER KNEW WAS THERE.”

MICHAEL POWER | CLIENT



THE ORIGINAL ELEPHANT BACK SAFARI



THE SPOT IS SO WELL CHOSEN; A PARADISE AND THE PERFECT PLACE FROM WHICH TO EXPLORE – BY ELEPHANT – THE GAME-RICH PLAINS AND WATERWAYS OF THE OKAVANGO DELTA.



The elephant back safaris are based at Abu Camp, on the western side of the Okavango Delta. Started by Randall Moore, and named after one of the company's original bull elephants, Abu Camp plays host to 500 000 acres of private concession.

Surrounded by open grasslands, island sanctuaries and papyrus-fringed channels, it is set in a grove of fig and jackalberry trees. The spot is so well chosen; a paradise and the perfect place from which to explore – by elephant – the game-rich plains and waterways of the Okavango Delta.



EACH TENT HAS ITS OWN PRIVATE ELEVATED TEAK
DECK SCULPTED AROUND ONE OF THE LOFTY
SYCAMORE FIGS OR JACKALBERRY TREES.



Raised up on teak decking, and discreetly located about the lagoon, the accommodation is in 6 luxurious custom-designed tents. En-suite and individually furnished, the tents' design fuses a Bedouin-like sense of space with hints of an opulence that once marked all bush accommodation.

With fully zipped entrances, and roll down canvas on the windows, and either mahogany four-poster or antique sleigh beds, Abu Camp's sleeping tents are beautiful, functional and luxurious.



The dining area is set on layered teak decking, which winds its way around African ebony and Sycamore fig trees. An expert safari chef conjures up meals, catering to all tastes and dietary requirements. Meals are taken inside, or out on the decking. Sundowners, served in the shade of a giant sycamore, signal a change in the day's pace.



ABU, THE MUCH LOVED BULL
ELEPHANT AFTER WHOM THE
LODGE IS NAMED.





RESCUED FROM THE WILD, SAVED FROM A CULL,
BROUGHT IN FROM ANOTHER COUNTRY, BORN AT BASE
CAMP, THE ABU HERD CONSISTS OF AN EXTRAORDINARY
GROUP OF ELEPHANTS. MEETING THEM IS A HUMBLING,
UPLIFTING EXPERIENCE – A LIFE TIME OPPORTUNITY.



ZARAFI CAMP | SELINDA RESERVE

"Zarafa, in its understated way, is about as close to five-stars as one could hope. Its four tents—yes only four: maximum eight people—are not only extremely comfortable but very beautiful: Persian rugs, sliding glass doors, copper bathtubs, and thread-counts to die for. Each comes with its own plunge pool, telescope, and Canon EOS 40D digital camera with memory card. By any standard, Zarafa would be extraordinary, but because it was built to the particularly demanding eco-standards of Derek Joubert, the camp is also the model of low-risk luxury. Here on the Selinda Reserve in northern Botswana, one of the richest natural habitats on earth, Joubert and his partners at Great Plains Company have managed to create something both sumptuously luxurious, but at the same time as green as any camp in Africa."

RICHARD DAVID STORY
EDITOR IN CHIEF | DEPARTURES MAGAZINE





ZARAFI CAMP SITS ON SELINDA'S OPEN MARSHLANDS, A PART OF THE RIVER'S SPILLWAY – THE IDEAL HABITAT FOR A HUGE RANGE OF WILDLIFE.



ZARAFA HOSTS UP TO EIGHT GUESTS...THERE ARE 325,000 ACRES – THAT IS AN AMAZING 75,000 ACRES PER PERSON! IT HELPS YOU IMAGINE JUST HOW, IN TERMS OF DENSITY OF TOURISM ALONE, IT MAY BE THE LOWEST IN THE WORLD.



DINING UNDER THE STARS,
A PERFECT END TO THE DAY



THE MAIN AREA ALLOWS EXCELLENT VIEWS
OF THE SURROUNDING MARSHES.



SELINDA IS ONE OF THE LARGEST WILDLIFE
RESERVES IN BOTSWANA.





The Selinda Concession is a wonderfully vibrant reserve. Its habitats, which range from thick mopane forest to open plains, are dotted with small islands of trees, and are home to lion, hyena, elephant and the African wild dog, for which it is world famous.

Game is best seen during the drier months when migratory game joins the resident game to concentrate along the Zibadianja Lagoon and Linyanti River.



THE PLATINUM SERVICE

JOURNEYS BY DESIGN WILL BOOK A LODGE OR PROPERTY ON AN EXCLUSIVE BASIS. IT IS THEN USED AS A BASE FROM WHICH TO EXPLORE AFRICA.

DOING AWAY WITH TRADITIONAL SAFARI MODELS, THE PLATINUM SERVICE OFFERS A MULTITUDE OF POSSIBLE ITINERARIES, ALL AT THE BEHEST OF THE CLIENT, ALL OPERATING FROM A SINGLE FIXED POINT.

SUCH A SERVICE REQUIRES AN EXTREMELY SOPHISTICATED AND WIDE RANGING BACK-UP OPERATION. IT PROVIDES THE CLIENT WITH A VERY PRIVATE HOME, ONE THAT CATERS FOR EVERY NEED, WHILE AT THE SAME TIME IT IS PREPARED FOR ANY EVENTUALITY, ANY ADVENTURE, AND CAN PLAN AND EXECUTE A JOURNEY IN A MATTER OF HOURS. THIS WAY THE CLIENT 'MOVES IN' JUST THE ONCE, AND THE SHAPE OF THE ITINERARY EVOLVES ORGANICALLY – BASED ON THE DESIRES OF THE CLIENT AND MOVEMENT OF GAME.



JOURNEYS BY DESIGN | DISTINCTIVE AFRICAN TRAVEL

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