

SPACE  
IS THE  
NEW  
LUXURY









# LUXURY

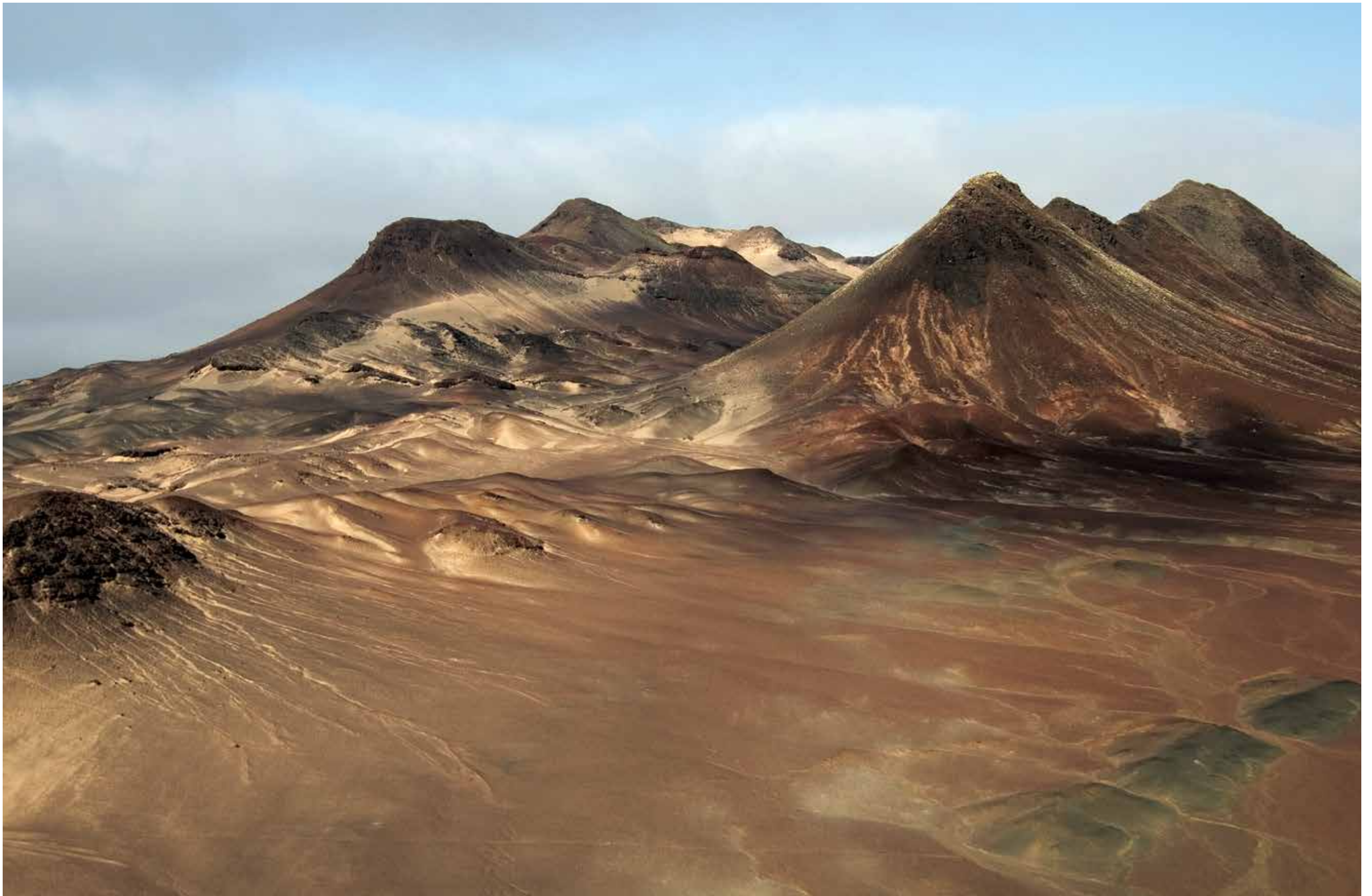
BY DEFINITION, IS EXCESSIVE.

PROMOTING LUXURY OVER AND ABOVE  
THE IDEA OF SUSTAINABLE TOURISM IS A  
SHORT SIGHTED APPROACH. IT SUGGESTS  
A THINKING THAT IS ALL ABOUT THE NOW,  
WITH NO THOUGHT AS TO THE IMPACT  
SUCH THINKING HAS ON THE FUTURE.

JOURNEYS BY DESIGN  
PROMOTES DESTINATIONS  
THAT OFFER, IN THEMSELVES,  
A REAL ELEMENT OF LUXURY...

NOT LUXURY  
FOR LUXURY'S SAKE.





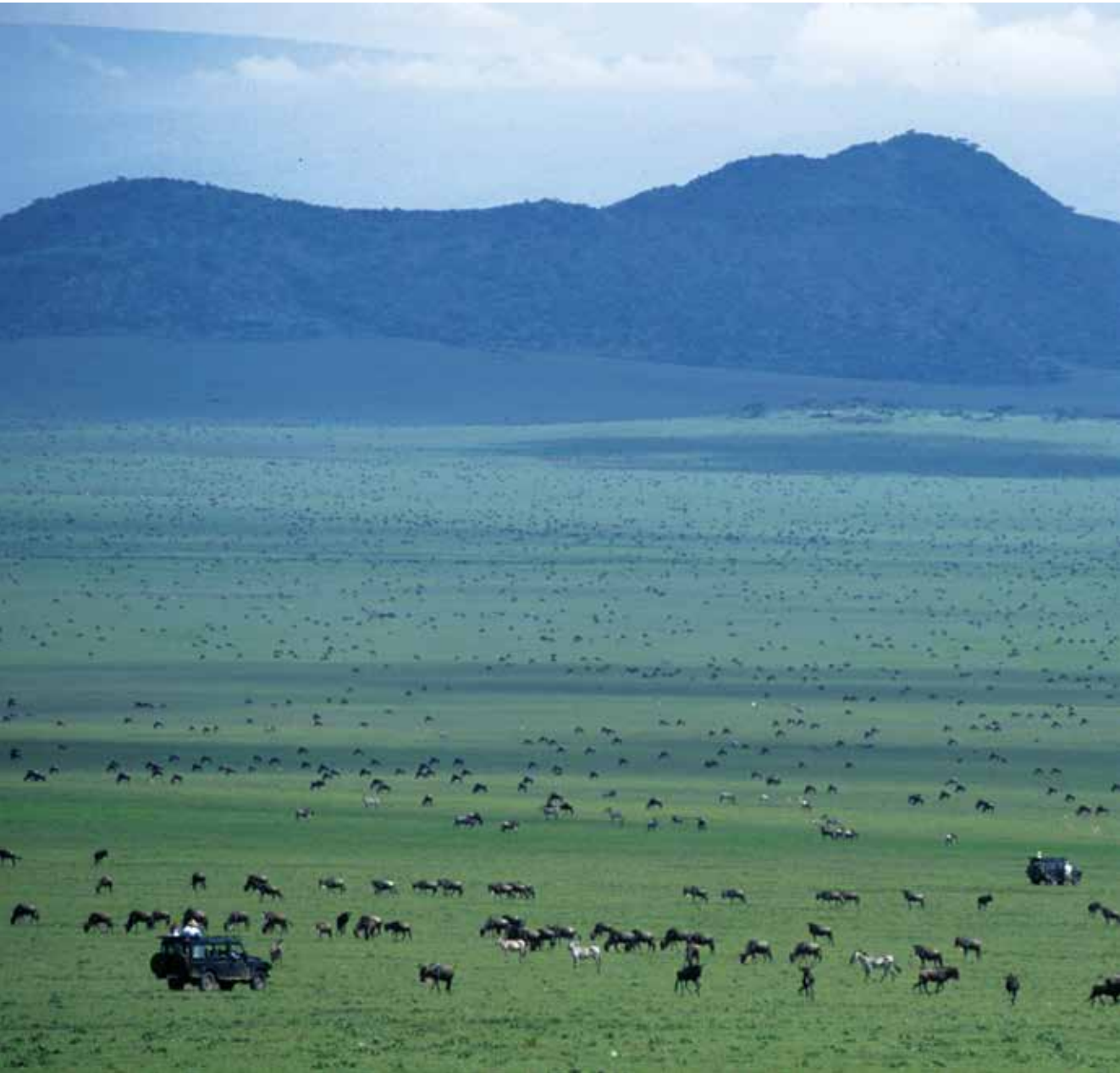
THE LUXURY HERE ON OFFER  
IS NOT, WHATEVER THE FINERY,  
STATUS-ASSOCIATED.  
IT IS NOT EXCESSIVE. RATHER, IT IS  
A DRAW, AND AS SUCH IS PUT TO  
THE SERVICE OF THE MODERN WORLD'S  
ONLY REAL LUXURY

# SPACE

WHICH WHEN SPEAKING OF  
AFRICA'S WILDERNESSES,  
MEANS HELPING ENSURE THE SURVIVAL OF  
SOME OF THE MOST DELICATELY BALANCED  
ECOSYSTEMS YOU ARE EVER LIKELY  
TO COME ACROSS.  
SUCH SPACE  
IS BEYOND PRICELESS







THE FUTURE OF AFRICAN TRAVEL  
BELONGS TO THOSE WHO STAY AHEAD  
OF THE WILDERNESS CURVE

WILL JONES | MD





JOURNEYS BY DESIGN'S MODUS  
OPERANDI IS ALWAYS THE SAME:

MAKE IT ORIGINAL,  
UNFAILINGLY WELL-ORGANISED,  
FUN, CARING AND

# LIFE

CHANGING

**CONDE NAST TRAVELLER**  
**THE EXPERTS**

All photographs in this brochure have been taken by clients, staff and our African partners on their many and varied travels around the continent. Many thanks to all for making this possible.



JOURNEYSBYDESIGN.COM



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