

# News Round-up



July 2015

## Dragonfly Africa turns 25!

Rupert Jeffries, Executive Chairman and Founder of the travel group, commented: "It has been an amazing journey that started off with our acquisition of Cybele Forest Lodge and Heath Spa in White River.

From the lodge, the idea of Dragonfly Helicopter Adventures was born, and in conjunction with this we started Dragonfly Travel, whose purpose was to package Cybele Forest Lodge with the nearby private game lodges in the Kruger Park.

The travel business expanded to incorporate itineraries throughout Southern Africa, and eventually the travel business was moved to Johannesburg.

Our first big challenge was to provide the transport and logistics for Heads of State and VIP's, during the Inauguration of President Mandela.

At this time, as South Africa became a democracy, the opportunity arose to pursue corporate reward incentive travel to Southern Africa - a destination that of course had previously been shunned, due to apartheid.

This incentive travel business grew very rapidly, as South Africa was seen to be one of the most exotic destinations in the world, offering sophistication, diversity and value for money.

It has certainly been an amazing journey with many highlights, challenges and excitement over the years.

As we reflect on our 25 years in the industry, I think that our strengths have been that we have always invested well in Sales and Marketing, we

have trained and motivated our staff, and through our continuing growth we have been able to offer a way forward for career growth.

We have completed some extremely complex and high number incentive programmes, and we have the expertise to tackle these large and complicated projects.

We have excellent relationships with both our clients and our suppliers in Southern and Eastern Africa."

Dragonfly Africa with their head office in Johannesburg bought Green Route in 2010, and now is also operating from this Cape Town office and the new Green Route Africa brand.

The group currently employs 55 staff.

Specialising in incentive travel, with the leisure division looking after individual travellers, Dragonfly Africa and Green Route Africa are well known names around the world, and are the market leaders in Incentive travel to Southern Africa in Northern America, UK, Australia and New Zealand.

**Dragonfly Africa and Green Route Africa have won 11 Site Crystal Awards - the worldwide Oscars of the travel industry.**



## Australian Travel Agents explore Southern Africa

Our Australian Travel Agents recently spent eight nights exploring the four corners of Southern Africa. Their journey started at Marataba Private Game Reserve, an easy 3.5 hour drive from Johannesburg. This malaria-free reserve offers unique, luxury tented accommodation in Big Five territory.

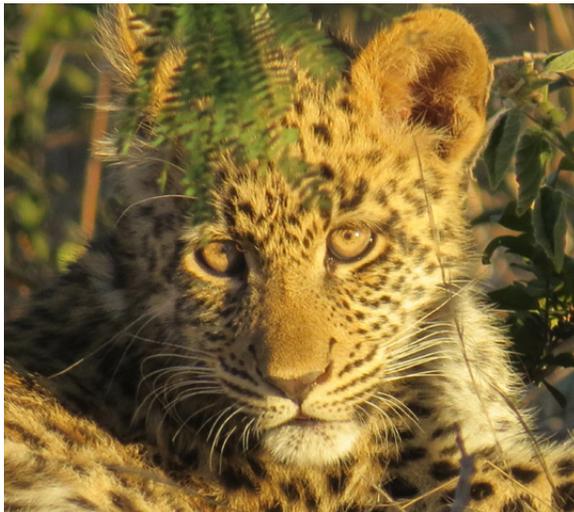
After two nights they flew down to Cape Town where they stayed one night at Cape Cadogan in the city bowl and two nights at the Cape Grace Hotel in the heart of the V&A Waterfront. Our visitors were given the opportunity to explore the city and the winelands - with lunch and an eagle encounter at Spier Wine estate, as well as the Cape of Good Hope. Lunch was enjoyed at Harbour House overlooking the ocean.

After a fantastic stay in South Africa it was time to head north to explore Livingstone in Zambia and Chobe National Park in Botswana. Their first night was spent at the River Club, ideally situated on the banks of the Zambezi River.

Highlights included a visit to Tujatane School, a NGO doing great work in the area, and a Zambezi river cruise. The next day they explored the Victoria Falls, which were thundering at full capacity, offering spectacular viewing. The last night in Zambia was spent at Sanctuary Sussi and Chuma Lodge, also located on the banks of the Zambezi River.

The final night, and a highlight for many, was a stay at Sanctuary Chobe Chilwero in Botswana, overlooking the Chobe River and Chobe National Park. An afternoon river cruise was the perfect ending to the safari before heading home. In the words of our clients:

*"I am definitely missing the African Spirit, just wanted to personally THANK YOU for being a wonderful host, all your support and sharing your knowledge. Dragonfly were fantastic!! You made this trip unforgettable for me, I truly had a wonderful time experiencing Southern Africa."*



## UK Leisure Educational highlights best of South Africa



Last month Dragonfly Africa hosted nine influential travel agencies for six action-packed nights, exploring the best South Africa has to offer.

The journey started at Grande Roche Hotel, in the heart of Paarl Winelands, where the guests were treated to a delicious 7-course tasting menu. Day two saw the group visit Mont Rochelle and Protea Hotel Franschhoek for site inspections and of course a wine tasting in the gardens. Thereafter they headed across the Franschhoek Pass down to the coast for an overnight stay at Grootbos Nature Reserve. This 5\* eco reserve is perfectly located for viewing the Southern Right Whales, enjoying a world-famous shark cage dive and an on-site Fynbos (wildflower) 4x4 excursion. The group then headed back to Cape Town, stopping en-route at the picturesque town of Hermanus and at Betty's Bay for a tour of the penguin colony.

The group's home for the next two nights was the beautiful Belmond Mount Nelson Hotel. Ideally located in the city bowl, it offers breathtaking views of Table Mountain, all set in six acres

of landscaped gardens. A visit to Cape Town would not be complete without taking the cable car to the top of Table Mountain, and luckily it was a perfect day to enjoy the view. The group had an opportunity to explore the V&A Waterfront, before enjoying dinner at Camissa's at the Table Bay Hotel. A full day was spent exploring the Cape of Good Hope, including a delicious lunch at Cellars Hohenort in the heart of the Constantia Winelands.

Next on the list was a true Big Five safari in the Kapama Private Game Reserve, located near Hoedspruit - a quick 2 hour flight from Cape Town. The reserve is home to four lodges; River Lodge, Buffalo Camp, Camp Karula and Southern Camp, each unique in style and design. After two nights in the bush our visitors reluctantly had to head back home.

*"I just wanted to thank you very much for such a fantastic trip! I have fallen in love with South Africa and cannot wait to get back out here again."* **CG UK**



## Brief updates from Southern & East Africa

Legacy Hotels & Resorts has announced that the rooms at the **Commodore Hotel** will be undergoing a soft refurbishment from 13 July 2015. They will be making improvements within the guest bedrooms to offer even more comfort and luxury. The rooms will have new carpeting, new curtains, new lighting and new headboards. Some of their en-suite bathrooms will also be upgraded to include showers. This project is due for completion in late 2015.

The **Radisson Blu Hotel Nairobi** is scheduled for opening in September this year. The hotel is located at the centre of upper hill, the central business and financial district of Nairobi. It offers 271 spacious designer guest rooms and suites with a choice of three distinct inspired styles. The hotel offers four distinct food and drink outlets. The hotel will offer one of the best and largest meeting facilities in Kenya with 12 meeting rooms and boardrooms, including a 590m<sup>2</sup> ballroom. All venues offer natural daylight and the latest technical equipment.

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