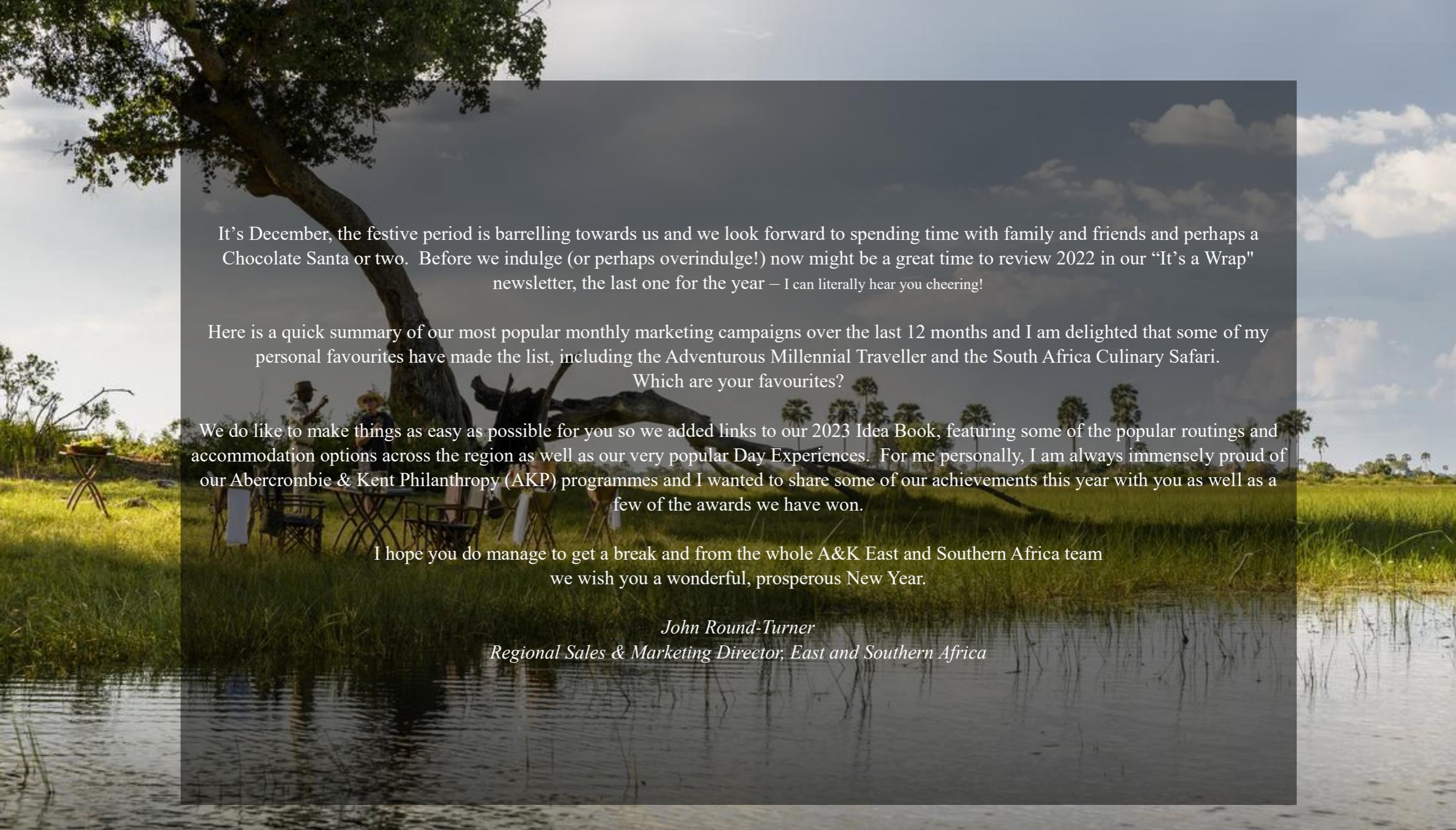


Abercrombie & Kent  
EAST AND SOUTHERN AFRICA

*It's A Wrap!*



It's December, the festive period is barrelling towards us and we look forward to spending time with family and friends and perhaps a Chocolate Santa or two. Before we indulge (or perhaps overindulge!) now might be a great time to review 2022 in our "It's a Wrap" newsletter, the last one for the year – I can literally hear you cheering!

Here is a quick summary of our most popular monthly marketing campaigns over the last 12 months and I am delighted that some of my personal favourites have made the list, including the Adventurous Millennial Traveller and the South Africa Culinary Safari.

Which are your favourites?

We do like to make things as easy as possible for you so we added links to our 2023 Idea Book, featuring some of the popular routings and accommodation options across the region as well as our very popular Day Experiences. For me personally, I am always immensely proud of our Abercrombie & Kent Philanthropy (AKP) programmes and I wanted to share some of our achievements this year with you as well as a few of the awards we have won.

I hope you do manage to get a break and from the whole A&K East and Southern Africa team we wish you a wonderful, prosperous New Year.

*John Round-Turner*

*Regional Sales & Marketing Director, East and Southern Africa*

A RECAP OF 2022 INTO THE NEW YEAR

---

Abercrombie & Kent

EAST AND SOUTHERN AFRICA

AKP Projects

Reminder of Past Campaigns

Idea Books 2023

Day Experiences 2023





# AKP Philanthropy Projects

We believe our partnership with local communities is critical to sustain the fabric of the diverse destinations we visit. We are deeply committed to the Four Pillars of Abercrombie & Kent Philanthropy: Education, Conservation, Health and Enterprise.

A&K have been honoured with a myriad of awards for 2022 and we are all so grateful for the accolade and could never have done this without our valued travel partners – so thank you very much. These awards are wonderful but I want to focus on the achievements of our Abercrombie & Kent Philanthropy (AKP) programmes.

The [Bike Enterprise Programmes](#) continue their success with Chipego in Zambia restocking for the 12th time. Doffa received their first shipment since the start of COVID and in total AKP have sent a total of 15,214 to all the bike shops.

In Uganda, in partnership with Walkabout Foundation, and [Bwindi Community Hospital](#), 100 wheelchairs were delivered and distributed to people that desperately needed help to become mobile.

Our Chief Tour Operating Officer Kerry Golds was in Uganda at the time and was able to get involved and see our team's efforts in action. She said, "One 7-year-old boy told me how life changing this was for him, now he could go to school and learn. I was amazed by the achievements of Bwindi Community Hospital. Their dedication to the healthcare of the local communities and education of nurses through their nursing school and their immense hard work and passion left me truly humbled."

AKP truly does make a positive impact on the lives and livelihoods in the communities where guests travel and I urge you to have a look at the Abercrombie & Kent Philanthropy website to learn more.

Alternatively [email us](#) and we would be delighted to talk through what we do in East and Southern Africa and how we can incorporate an AKP visit for your guests into their itinerary.

Abercrombie & Kent  
EAST AND SOUTHERN AFRICA

A RECAP OF OUR BEST 2022 MARKETING  
Campaigns



## The Adventurous Millennial Traveller

Adventure travel is one of the pinnacles of exploring a destination - offering challenges, exhilaration and meeting exciting new people. This month we give you an amazing introduction to adventure-packed travel in East and Southern Africa. [Click here](#) for more.



# Abercrombie & Kent

EAST AND SOUTHERN AFRICA

## The Baby Boom

There is something incredibly beguiling about the young of wild animals, it is almost impossible for us not to go 'aaaahhhh'. This affects us all, both young and those with large dollops of life experience and pretty much everyone in between. [Here](#) we have collected some of our favourite itineraries that offer your clients plenty of "aaaahhhh" moments.



## A Culinary Safari - South Africa

South Africa is known for its incredible wine and culinary experiences which is brought to life by people who have a love for food and hospitality. Let us take you on a delectable culinary journey while exploring the beauty, scenery and wild-life of this spectacular country.



# Abercrombie & Kent

EAST AND SOUTHERN AFRICA

## A Family Safari

Family Safaris should be fun-filled and adventure packed! Our 9-night **four safari** and **five star** safari include children's programs aimed at educating and entertaining young minds as future custodians of our precious wildlife. There are numerous family activities on offer in the Lion Sands Private Game Reserve, Cape Town and the Cape Whale Coast. The itineraries have been tailored to suit each family's need, interests and requirements.



# Abercrombie & Kent

EAST AND SOUTHERN AFRICA

## Horse-riding and Walking Safari

Nothing truly brings the size, scale and beauty of Africa into perspective more perfectly than an opportunity to explore it on foot and horseback. You get to appreciate the sights and smells far more deeply – the sweet smell of distant rain, the abrasive purr of the leopard sleeping, the celebratory cackle of the hyena and the sheer size of the lion footprints make your safari more real, more intense, more memorable. [Explore more.](#)





Abercrombie & Kent  
EAST AND SOUTHERN AFRICA

## Travel Goals

What's on your travel bucket-list?  
Tick off these must visit areas in  
East & Southern Africa.



# Abercrombie & Kent

EAST AND SOUTHERN AFRICA

## Romance In The Wild An African Rendezvous

Africa encapsulates romance perfectly. [Here](#) we truly captured the ideal wild romantic safari with carefully chosen properties and wildlife areas that showcase the region.





## Beach Escapes

Imagine having some quiet moments to sit and reminisce about your safari experiences before heading home to a life that unfolds at a million miles per hour. This is the opportunity to soak in everything you experienced during your safari, from how big the elephants were, to how fast cheetahs ran or how a lion's roar sent chills down your spine. [Read on](#) to find a collection of wonderful extensions at the beach.



Abercrombie & Kent  
EAST AND SOUTHERN AFRICA

CLICK BELOW FOR OUR 2023

Idea Book



Abercrombie & Kent  
EAST AND SOUTHERN AFRICA

CLICK BELOW FOR OUR 2023  
**Day Experiences**



A woman stands in the center of a modern, open-plan interior. She is wearing a vibrant pink dress, a large orange and black patterned shawl, and multiple colorful necklaces. Her head is adorned with a traditional headpiece. The room features stone walls, large windows, and modern lighting. A large, semi-transparent 'A&K' logo is overlaid on the left side of the image.

*From A&K East and Southern Africa  
Asante sana...*

*Thank you very much  
Siyabonga kakhulu  
Murakoze urakoze  
Tinotenda zvikuru  
Ashe oleng  
Tweyanzizza*