



Abercrombie & Kent
EAST AND SOUTHERN AFRICA

2023 Round-Up

In case you missed it...Here is a round-up of
our creative Sales & Marketing tools and
Campaigns created in 2023.

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- 
- Idea Book 2024 Page 3
 - Map Book Page 4
 - Wildlife Conservation Page 5
 - #Travelgoals Page 6
 - Unusual Accommodation Page 7
 - Africa from Above Page 8
 - All things Photography Page 9
 - Day Experiences Page 10
 - Sales & Marketing Toolbox Page 11
 - Stay in touch Page 12



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Idea Book - 2024

We launched our popular East and Southern Africa Idea Book which includes the best time to travel to each country, suggested itineraries featuring hotels, lodges & camps based on the guests budget and suggested extensions. Reach out to your A&K Sales Director for your rate sheet.

[DOWNLOAD](#)

An aerial photograph of a savanna landscape featuring a winding river with several meanders. The river is surrounded by green grass and patches of trees. In the background, there are rolling hills under a hazy sky. A large, semi-transparent ampersand watermark is overlaid on the left side of the image.

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Map Book

Our map book consists of information on regions A&K operates in, with park and regional maps which indicate most of the properties located in those areas.

[DOWNLOAD](#)

Wildlife Conservation

A look at some of our travel partners' conservation efforts at helping preserve our environment and protect our wonderful wildlife, marine life and birdlife for generations to come.

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#Travelgoals

Tick off these must visit areas in East & Southern Africa and our recommendations on what to do as well as a selection of four and five star properties in each area.

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Unusual Accommodation

We love a unique take on our environment so we thought we would show off just how creative we can be in Africa. Whether inspiration has been sought from Mother Nature or taking advantage of a different perspective this campaign has some serious inspiration for you to start an exciting conversation with your clients about Africa.

[DOWNLOAD](#)

Africa from Above

Perspective changes everything. So this month, we are focusing on some of the best places to soar sky high! Witnessing Africa from much higher up gives us the ability to truly appreciate just how vast, how diverse and how stunning this wonderful continent is. All of these wonderful excursions enhance your client's trip offering them a unique viewpoint, a wonderful add-on to an already awesome itinerary. It's time to escape the ordinary.

The background of the advertisement is a photograph of a safari scene. In the foreground, a black leather safari hat and a pair of black binoculars are resting on a dark surface. To the right, a martini glass filled with a red liquid and garnished with a raspberry sits on a silver tray. The background is a blurred view of a savanna landscape with a body of water and distant hills under a warm, golden light.

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All Things Photography

Pictures have captivated humans since the beginning of our time on this planet from cave paintings to the high-resolution images and videos we can capture now. For many it is the essence or purpose of a safari, who will believe your stories and experiences without being able to see it for themselves? East and Southern Africa offers so much visual stimulus for all levels of photographer. Our wildlife, birdlife, cultures, colours and landscapes are second to none and being able to capture that magic is important. Inside this marketing piece we explore some of our favourite photographic hides, vehicles, editing labs and curated experiences to enhance any journey.

[DOWNLOAD](#)

Day Experiences

Our selection of day experiences encompass a wide variety of full and half day excursions allowing guests a tailor made experience to suit their individual interests. Our Insider Access delves into the culture & history of the country offering rare and authentic experiences in East & Southern Africa.

Sales & Marketing Toolbox

Welcome to your sales and marketing toolbox. Everything you need to sell East and Southern Africa can be found within these cover pages. This toolbox serves as your perfect “go to” document that contains curated sales tools, webinars, destination experiences and brochures that have been specifically created to help and guide you in selling Africa. From getting the conversation started with guests, to suggesting ideas and itineraries, to ultimately making the sale, this toolbox contains the essential information and guidance you are looking for.

Stay in touch

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FOR OUR NEWSLETTER

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