

## **African Travel Inc.**

### **Company Backgrounder**

#### **Background**

African Travel Inc. opened its first office in Chicago In 1976, pioneering travel to South Africa from the USA. Two years later, the company and its staff of three moved to California where, today, the company numbers more than 30 African safari specialists. Focusing on Africa for more than 30 years, African Travel Inc. has grown from an adventure tour company into a leader in high-end custom safaris for individuals and small groups. Its specialty is designing super-luxe journeys and experiences throughout the African continent and to islands in the Indian Ocean and to Dubai. With a combined expertise of 440 years, African Travel's staff provides clients with the kind of in-depth knowledge that is only gained by living, studying and traveling extensively throughout the continent. In 2007 African Travel Inc. was named one of the top ten safari operators by Travel + Leisure magazine.

#### **Founder and Managing Partner**

Dave Herbert, founder and managing partner, is a British-born, South African who lives in the U.S. and Africa. A confirmed conservationist and environmentalist, he is a leader in the leave-nothing-behind-but footprints and take-only-photographs school of business. Before coming to America, Dave had created the first overland tour company taking cruise ship passengers from Cape Town to Durban, which was followed by a company focused on European inbound travel to South Africa.

During the late '70's and into the '80s, Dave divided his time between building US market share and developing lodges in South Africa, Botswana and Mozambique. Initially, he converted former hunting camps into wildlife viewing and photography lodges, luring back the wildlife that had gone into hiding. An advocate of giving back to Africa, Dave initiated job training programs for hundreds of unskilled workers, thereby creating a workforce with a vested interest in preserving the natural habitat and the wildlife. Providing local people with the education and opportunity to invest in the tourism around them is the key, he believes, to ensuring the protection of Africa's ecology and cultures.

The 1990s saw an explosive growth for African Travel Inc., as increasing numbers of discerning travelers began discovering the African continent. That growth continues today, with African Travel's expansion not only as a luxury wildlife safari company, but as a designer of one- of-a-kind experiences such as yoga and spa treatments in the bush, cultural encounters, walking tours and safaris, wine tours, and luxury train trips.

## Company Philosophy

African Travel Inc. encourages preservation and economic development through a number of additional activities: donating a portion of profits to wildlife conservation and cultural preservation; promoting education and community-based initiatives; and supporting the efforts of locally based properties that encourage conservation and community development. The company was an early proponent of low density tourism to lessen the impact on fragile wildlife and eco-systems. ATI also partners with hotels, lodges and camps that are involved with giving back to their communities and promoting conservation. In addition, the staff at African Travel Inc. privately collects and sends hard-to-obtain shoes to children and staff at an AIDS orphanage in South Africa.

## Company Offerings

Aimed at the highest end of the upscale market, African Travel Inc. offers three types of published programs for singles, couples, small groups, families, and inter-generational families or groups. These programs fall into four basic categories:

- **Inclusive Expeditions** include adventure itineraries focused on the wildlife and culture of one or two African nations.
- **Exclusively Yours Africa** is a collection of journeys for people who want the utmost in exclusivity and personalization. Designed around six themes – Romancing Africa, Ultimate Indulgences, Luxury under Canvas, Action & Adventure, Ancient Pathways and Family Footsteps -- each is customized to suit client interests.
- **Off-The Beaten Path/ Dreamscape Programs** are experiential adventures into the Africa less traveled. They can range from trekking gorillas in Uganda to canoeing the Zambezi River, a back-to-nature walking safari in Zambia or climbing Mount Kilimanjaro, etc.
- **Extensions** are special interest traditional and non-traditional experiences added onto an individual or group departure, such as exploring prehistoric rock art in a wilderness reserve, visiting a Mozambique coastal wildlife sanctuary, or whale watching.

In addition to its published program, African Travel Inc. designs totally customized voyages from scratch and fashions pre-existing itineraries to suit each client's personal needs and desires.

African Travel Inc. is located at 1100 East Broadway, Glendale, CA. 91205; phone (800) 421-8907 or (818) -507-7893; fax: (818) 507-5802; email [ati@africantravelinc.com](mailto:ati@africantravelinc.com). On the Internet visit [www.africantravelinc.com](http://www.africantravelinc.com).

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