

AFRICAN TRAVEL INC's ULTRA-CAMPING: LUXURY UNDER CANVAS **Adventure by day, Comfort by night in the Wilds of Africa**

Travelers can relive the days of the grand adventurers, with a modern twist, on African Travel Inc's ultra-camping mobile safaris.

According to Dave Herbert, ATI's founder and managing director, ultra-camping is a walk on the wild side with the amenities of home -- tents with Persian carpets, fine food, wine, turn-down service and more. Designed for discerning private parties who seek adventure and comfort, ATI's mobile tented camping harks back to the original safari concept romanticized by the likes of Hemingway and Theodore Roosevelt. Since ATI customizes each mobile safari, travelers can choose a more rugged, back to nature experience, or embellish their experience by adding special requests such as their favorite wines, goose-down pillows, and other amenities flown in.

Follow the Migration in East Africa

No matter the style – rugged or embellished -- ATI's mobile safaris are highly personalized explorations led by some of Africa's top safari rangers who are often the offspring of the original safari pioneers. Usually 7, 10 or even more nights, the safaris follow the animals' migration. To maximize game viewing the camps are typically moved to a new location every three days. While guests enjoy a day game viewing and a night in a bush estate or game lodge, the next site is set up and waiting for them the following day.

Situated in remote and scenic areas, away from typical tourist lodges, the mobile camps provide great flexibility. "For instance, if the migration is very slow come July the camp may set up in the southern Serengeti where the animals are munching new grasses and in no hurry to march northward. In the meantime guests staying in the northern permanent lodges are wondering where all the animals are!" says Herbert.

"On game drives and walks, you can get very close to the animals and go the whole day without seeing any other vehicles or people. "For those who want their nature up close and personal, animals can come up to your tent at night and literally rub against the canvas. And a lion's roar – from a mile away – can sound like it is three feet outside your tent flap!" observes Herbert.

A Walk on the Wild Side

Unless travelers request otherwise, the mobile safaris place equal emphasis on walking and driving game viewings; however, walking safaris are not for the faint-hearted, advises Herbert. The walking is completely geared to guests' desires, and can range from a gentle 1-2 hour hike to a full day with packed picnic lunch. Those who cannot or don't want to walk can go out with a tracker in a vehicle.

"The bush provides a sense of excitement and vulnerability for those who choose walking safaris. One of our clients said it was the difference between observing and actually being part of nature," says Herbert.

Persian Carpets and Bucket Showers

Following a day in the bush Ultra-camping guests are treated to canvas tents complete with Persian carpets, and regular mattress beds with cozy duvets. Since electricity is

limited, lanterns and candles are used at night, evoking the adventure days of years gone by. Tents are equipped with flush toilets, and hot water bucket showers al fresco provide a blend of nature and creature comforts. Meals are prepared in a central kitchen tent and served in the dining tent.

For travelers in search of a more rugged, "back to nature" experience the emphasis -- while highly customized -- is on being close to nature, explains Herbert. "There are no designer toiletries, no fancy liquors in crystal decanters, and no place to plug your hair dryer." In general, the concept is geared for people interested in flora and fauna rather than Cafe Lattes in the morning and Jack Daniels at night," he says.

Custom Comforts

Those who want adventure and indulgence can request their favorite trappings such as Thanksgiving dinner with all the trimmings, a decorated Christmas tree in their canvas quarters, or their favorite bottled water or champagne flown in...and yes, crystal service. "The beauty of a private mobile is that it is exclusively tailored to our guests. Safari guests can advise ahead about food and drink preferences, and African Travel Inc. will make sure the camp is stocked accordingly," says Herbert.

A Sample Itinerary

Since itineraries are customized, travelers can combine countries such as South Africa and Botswana, or concentrate on a single country like South Africa or Tanzania. A typical 9-day Kenya itinerary, for instance, might include a night or two in each of Nairobi, Amboseli and Samburu lodges then 5 or 6 nights in a Masai Mara mobile-tented camp. Included in the experience are all transfers and meals, private charter flights within Africa, and wildlife viewing activities on foot, by horseback and/or in four-wheel vehicles with open hatch roofs. Per person price for this all-inclusive safari would begin at \$10,745 per person. Round trip air fare to Africa would be additional.

A Step Above

For those who want more creature comforts, semi-mobile camps combine elements from both the traditional mobile camp and permanent lodges, offering very large tents with plush furnishings and more sophisticated plumbing, designer toiletries in the tents, and drinks in crystal goblets. However, unlike the mobile camps, these semi-permanent camps are moved only twice yearly.

Or for the ultimate in luxury under canvas, African Travel Inc. offers a selection of tented camps in Botswana and East Africa. Comparable to luxury game lodges; these canvas-walled walk-in tents are fastened to permanent foundations and provide private flush toilets and showers. Both semi-mobile camps and the permanent tented canvas lodges accommodate a number of parties simultaneously and are booked like a hotel, rather than exclusively for a single private party.

About African Travel, Inc.

Since 1976 African Travel Inc, under the leadership of its founder and managing director, Dave Herbert, has designed custom-tailored, luxury vacation experiences to the African continent and beyond for discerning travelers. The company's offerings stretch from Cape Town to Morocco, the Seychelles islands, Mauritius, Madagascar and Dubai. Travel + Leisure magazine named ATI one of the top ten tour and safari operators in 2007.

For more information and a descriptive brochure, see your travel agent, or phone African Travel at 1-800-421-8907 or (818) 507-7893. Information is also available by keying in www.africantravelinc.com or emailing ati@africantravelinc.com

-END-

Media: For more information and photos visit African Travel Inc.'s press site:
www.africantravelmedia.com

Contact:

Linda Kundell

Kundell Communications

(212) 877-2798

Kundellcom@nyc.rr.com – or –

LRKPR@aol.com