

Pamushana Lodge kicks up a storm

by Cheryl Mandy

SINGITA Game Reserves (stand H171) will be among the exhibitors at this year's International Luxury Travel Market (ILTM), highlighting its Singita Grumeti Reserves luxury safari lodges in Tanzania, Pamushana in Zimbabwe and also its properties in South Africa.

Meaning 'place of miracles', Singita has been balancing hospitality, conservation and community enrichment with luxury safari experiences in Africa since it first started in 1993. It aims to serve small numbers of discerning guests in large areas of wilderness so that there is little impact on the environment.

In Tanzania the properties are Singita Sasakwa Lodge, Singita Sabora Tented Camp and Singita Faru Faru Lodge, and in South Africa, among its properties are two lodges in the Kruger National Park namely Singita Lebombo Lodge and Singita Sweni Lodge. Dubai World owns 50 per cent of the management company's interest in the concession on which the lodges are built. In the Sabi Sand Private Game Reserve Singita also manages Ebony Lodge, Boulders Lodge and Castleton Camp.

But the Singita property that stands out significantly is Pamushana Lodge in south eastern Zimbabwe. After several years of political instability affecting tourism in the country, things are now changing for the better. Designed to depict Great Zimbabwe, a settlement of stone structures built by the local people in the 11th Century (now ruins and a UNESCO heritage site), this fabulous lodge is found within the protected Malilangwe Wildlife Reserve.

Perched on a rocky hill, the lodge blends into its natural surroundings. The central area of leadwood and thatch opens out onto a clear blue infinity swimming pool which seems to cascade into the picturesque Malilangwe Dam lying far below. Two dining rooms serve pretty sensational five-star meals, there's a bar, library, plus free high speed wireless internet access, satellite TV and fax facilities, an open-air lounge, wine cellar and a Jacuzzi with uninterrupted views of the dam and surrounding sandstone hills.

Every one of the six luxury suites and one villa, catering for from one to five people, has a view to die for. All are air conditioned, have an en suite bathroom and shower, an outdoor shower, private plunge pool surrounded by a game viewing deck complete with Swarovski telescope and again, views of the dam. Just for good measure there's a double-sided fireplace (it gets a little nippy in winter), mini-bar and fridge, room safe, private lounge and direct dial US telephones.

Included in the price of around US\$800 per person per day is accommodation, all meals and drinks (excluding premium wines and Champagne), all activities and open Land Cruiser safaris accompanied by experienced guides and trackers.

Singita Pamushana recently introduced bird and game viewing sunset cruises aboard its new luxury range 3G aluminium pontoon boat. Fishing excursions are also offered.

The Malilangwe Wildlife Reserve is owned by the Malilangwe Conservation Trust, a non-profit organisation which channels revenue generated by tourism into the reserve and the surrounding communities. The trust is currently supplementing a feeding programme for 23,000 children, and

has completed many projects for the community including the building of schools, a clinic, micro-financing of small businesses, supporting agricultural initiatives as well as training people in the conservation and hospitality sectors. ■



Pamushana Lodge



Who's who of the luxury travel market joins ILTM in Cannes



'KEEPING Luxury Relevant' and 'The Future of Luxury Travel' are the key themes the world of luxury travel will be tackling at this year's ILTM in Cannes from December 7-10.

Now in its eighth year, ILTM (International Luxury Travel Market) has attracted a who's who of the industry.

The event, having assembled the world's definitive collection of luxury experiences and prestigious luxury travel products, has brought together a heavyweight panel of the industry's movers and shakers to discuss the two key themes.

Sitting on the two panels at the ILTM Ultratravel Forum will be Paul Jones, president One & Only Hotels and Resorts; Katie Taylor, president and COO Four Seasons Hotels and Resorts; Brett Butcher, CEO Langham Hotels; John Gianquitto, chairman and chief executive The Appointment Group; Sonu Shivasani, CEO Six Senses Resort and Spa; Amerigo Perasso, president and COO Silversea Cruises; Glen Pushelberg, YabuPushelberg; Tom Storey, president Fairmont Hotels and Resorts; Tom Shelley, vice president Marketing Space Adventures; Tom Marchant, director and co-founder Black Tomato; Melissa Biggs Bradley, founder and CEO Indagare Travel Inc.; Andrés Ergas, president Nomads of the Seas; Guy Crawford, CEO Jumeirah Group and Kristi Jones, president Virtuoso.

Apollo 11 Astronaut, Dr Buzz Aldrin - together with Neil Armstrong the first humans to set foot on the Moon in 1969 - will be delivering ILTM's keynote address at the Forum.

"We are absolutely delighted that Dr Buzz Aldrin, an icon of the golden age of space travel, will be reminiscing on his experiences with Apollo and his moonwalk whilst looking ahead to the future of space travel.

"It is also particularly pleasing that ILTM has attracted such a prestigious panel that represents a cross section of the international luxury travel market. It is rare to bring together in one place on one stage such a distinguished group of industry leaders," said Debbie Joslin, group exhibition director ILTM.

The ILTM Ultratravel Forum will be followed by the inaugural ILTM ultra-travel Awards recognising the best luxury travel experiences from around the world, as voted for by the users of luxury travel community www.ultra-travel and the participants of International Luxury Travel Market.

The event looks forward to once again showcasing a variety of the most prestigious luxury travel products and services to the most discerning international luxury travel buyers.

For further information on ILTM visit www.iltm.net ■



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