



January 2008

Greetings Member of the Media,

The Fazendin Portfolio presents classic African experiences. This collection of African travel product, representing Ethiopia, Kenya, Tanzania, Uganda, Zambia and South Africa, was developed specifically with the needs and desires of North American travelers in mind. From luxury tented camping safari experiences to unique cultural adventures, The Fazendin Portfolio offers the most current information and best "on the ground" access to bring these classic African adventures to the North American market.

The year 2007 was an excellent year in travel to Africa. Our partners welcomed record numbers of North American travelers to Africa. Additionally, African Latitude and Heritage Hotels enjoyed high-profile media coverage in *National Geographic Adventure* and *Conde Nast Traveler* respectively. Ethiopia was certainly the rising star of the year, with a significant increase in the number of inquiries about travel to Ethiopia.

So what's in store for 2008?

- North Americans are returning to the luxurious roots of African safaris. We're seeing all-time high use of private guides, safaris in remote locations and new insider's access in 2008.
- Ethiopia will continue to be a hot destination as travelers look to experience this exotic destination as it is today, before it becomes more mainstream in the years to come.
- Hands-on safari opportunities abound, such as walking safaris with cultural encounters or educational "safari guide training" experiences.
- The combination of the exotic nature of Africa, the classic safari experiences and lovely Indian Ocean beaches make it an increasingly popular Honeymoon destination.
- Beyond the much-hyped "green" travel experiences, we're seeing a true dedication to socially- and environmentally-responsible travel in Africa.

And finally, we launched our new CD Interactive Media Kit in the fourth quarter of 2007. This is a great tool for you, containing information on all of the companies we represent in one place. At The Fazendin Portfolio, we value the delicate African ecosystems to which we travel and strive to help protect these environments for future explorers. This CD works to help minimize paper use via printed brochures and other informational materials. Please email [contact@fazendinportfolio.com](mailto:contact@fazendinportfolio.com) to request this CD Interactive Media Kit.

We always endeavor to maintain open lines of communication with our media partners. New to The Fazendin Portfolio? Please contact us to introduce yourself and send samples of your work. Always appreciating when our media partners come to us with unique ideas and angles, we enjoy working together to make your ideas come to life!

We look forward to working with you in 2008 to promote travel to Africa.  
With very best wishes for a healthy and prosperous New Year,

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