

# AFRICA'S BEST

Featuring a Selection of the Most Spectacular and Sustainable Stays in Africa





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## ABOUT US

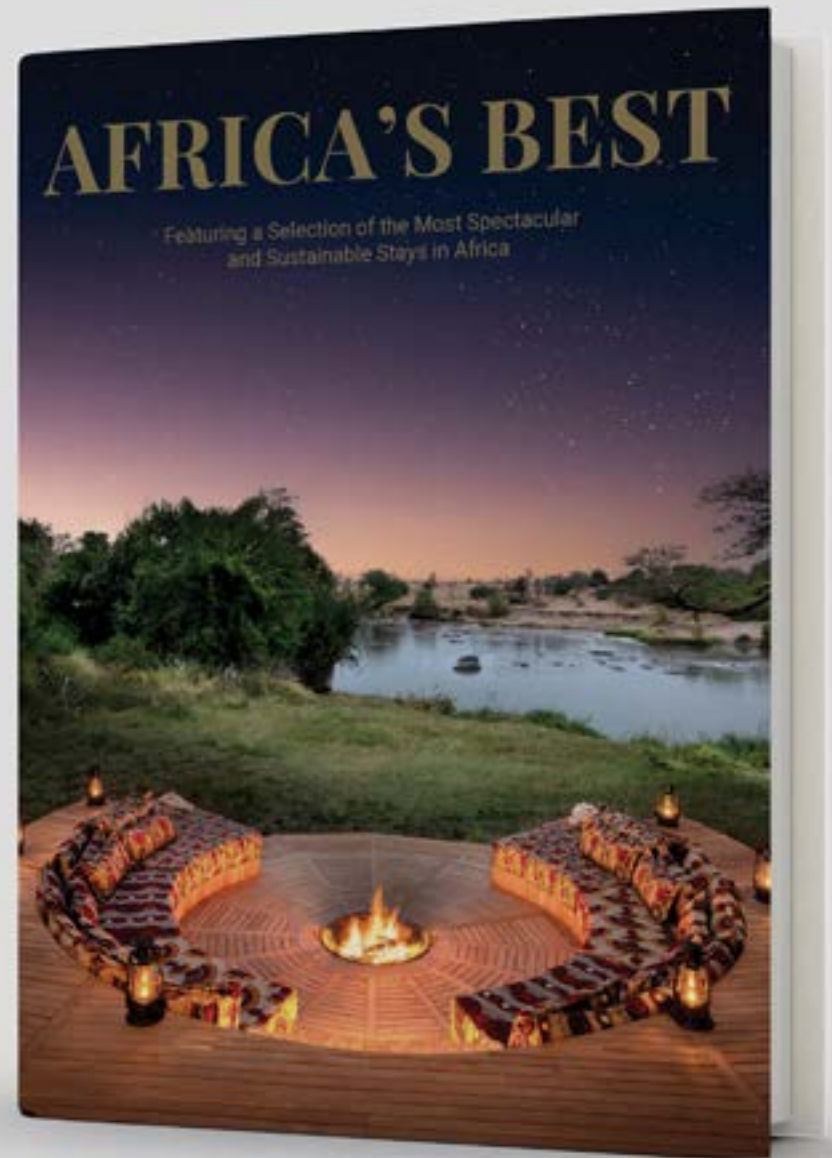
Hello, we are "Trips to Earth". We love to travel and explore the world, and we want to help you see as much of it as possible too. But, here is the rider; while we are very much about the spectacular, we are also all about sustainability.

## ABOUT AFRICA'S BEST

Our team has searched far and wide to assemble a collection of the most spectacular and sustainable destinations in Africa. We pondered the question; if an alien visited Earth, where would we take them? We would want to dazzle them for sure: X-factor is a big part of our offering. But we would also want to show them an unspoiled Earth, one that is being looked after. It was from this idea that this beautiful book, "Africa's Best," was born. A host of world-class destinations (or Landings, as we prefer to call them), all assembled in one place.

We showcase and celebrate the best that Africa has to offer featuring each selected property over a 4- 6 page spread which includes magnificent visuals and editorial information under the subtitles "How They Dazzle Us" "Why We Love Them" and "Their Sustainable Superpower." We also include interesting information and bucket list experiences pertaining to each of the 15 countries we have selected properties in.

So, whatever type of getaway appeals to you, be it relaxing on a beach, an authentic African safari, wine tasting or exploring cultural delights, you will find it paging through this book.



# AFRICA'S BEST

## WHY AFRICA'S BEST ?

In creating an ecosystem that brings like-minded people together, we want to drive sustainable travel, promote out-of-this-world experiences and give back to the people and wildlife who share this planet with us. This book is a celebration of all that is good in the world - with a particular focus on Africa. It is about excellence and kindness. It is about setting the bar high and then raising it. We want to honour and thank the incredible properties featured, as they are collectively doing immeasurable good in Africa and the world at large. We would like to invite readers to join us in our quest to travel responsibly so that the beauty and splendour of planet Earth can be enjoyed for years to come - be it by alien visitors or by our future generations.

## SPECS

**Size (W x H):** 240 x 290 mm

**Pages:** 624 pages plus cover.

**Printed:** Litho Printed - 4 process colours plus 1 pantone ( metallic gold)

**Cover:** 350 gsm Cover Ensocoat board – UV Spot Varnish, Lamination and Soft

**Exterior:** Touch Laminate. Embossed and UV Spot Varnished.

**Text:** 150 gsm Silk Art

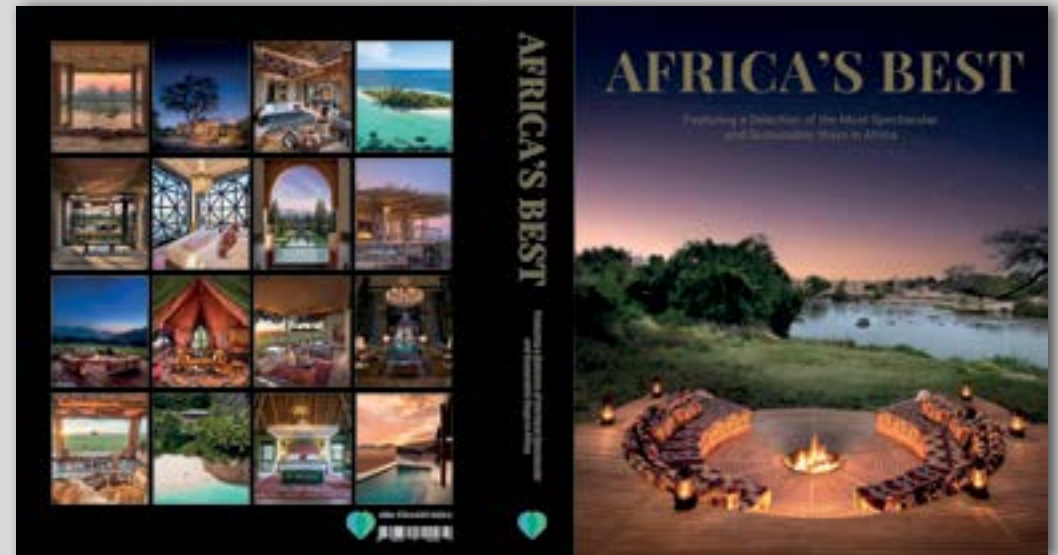
## COST

Recommended retail:

**R1130-00** ex vat

## ISBN

ISBN: 978-0-6397-3020-2



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# CURRENT PRINTED MEDIA PROMOTION



AFRICA'S BEST

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