



## Suggested Marketing Copy

The descriptive copy below aims to help our travel partners to easily and accurately describe and promote Tswalu Kalahari Reserve on their website, in newsletters and across social media.

### **About Tswalu Kalahari Reserve – conservation angle (50 words)**

Tswalu Kalahari Reserve offers a privately guided safari experience on the edge of the southern Kalahari. Three secluded safari camps share privileged access to 114,000 hectares (282,000 acres), helping to support a bold conservation vision to regenerate the Kalahari ecosystem's biodiversity and protect habitat for iconic species, including the desert-black rhino and black-maned lion.

### **About Tswalu Kalahari Reserve – guest experience angle (50 words)**

Tswalu Kalahari Reserve, a vast arid savannah spanning 114,000 hectares (282,000 acres), offers a privately guided safari experience on the southernmost edge of the Kalahari. Three luxury safari camps share privileged access to this private wilderness, offering quiet luxury, iconic wildlife encounters, and freedom to connect with the Kalahari's profound sense of place.

### **About Tswalu Kalahari Reserve (100 words)**

Tswalu Kalahari Reserve offers an exclusive, privately guided safari experience on the southernmost edge of the Kalahari, a vast arid savannah spanning 114,000 hectares (282,000 acres). Tswalu is a year-round destination with three secluded safari camps designed for couples, families and small groups. The guarantee of a private 4x4 vehicle, guide and tracker with every booking sets the scene for exclusive sightings of iconic big game, including the black-maned lion and endangered desert black rhino, as well as shy, elusive species like the brown hyena, aardvark, aardwolf and pangolin. Habituated meerkat encounters, horse riding across grassy red dunes, rock art walks, and an introduction to the Tswalu Foundation's scientific research projects are some of the guest activities unique to this reserve.

### **About Tswalu Kalahari Reserve (200 words)**

Tswalu Kalahari Reserve offers a privately guided safari experience on the southernmost edge of the Kalahari, a vast arid savannah recognised as South Africa's last great wilderness. The ancient Korannaberg mountain range cuts through remarkably diverse habitats within a privately

protected conservation area that spans 114,000 hectares (282,000 acres). Within this luxury of space, three secluded safari camps share privileged access to extraordinary and varied wildlife encounters year-round. Every guest who stays here becomes part of the Oppenheimer family's bold, regenerative conservation vision to restore biodiversity to the fragile Kalahari ecosystem and contribute to the socio-economic development of a remote, marginalised region of South Africa. Every booking is assured of a private 4x4 vehicle, guide and tracker, setting the scene for a safari of unparalleled exclusivity and flexibility. Sightings of iconic Kalahari species, including magnificent black-maned lions and endangered desert black rhinos, are matched by tracking the elusive, nocturnal species that find sanctuary here, including the brown hyena, aardvark, aardwolf and pangolin. Habituated meerkat encounters, horse riding across grassy red dunes, rock art walks, and an introduction to the Tswalu Foundation's scientific research projects are some of the guest activities that are unique to this reserve.

### **About Tswalu Kalahari Reserve (300 words)**

Tswalu Kalahari Reserve is a regenerative conservation success story with sustainability at its core, offering a privately guided safari experience on the southernmost edge of the Kalahari. With three safari camps on 114,000 hectares (282,000 acres), Tswalu is the largest privately protected area in South Africa and has the lowest ratio of guests to space. Understated luxury, seclusion and an authentic sense of place characterise each of the camps. The Motse has nine individual legae (Setswana for 'home'), each a private retreat for couples or families. Designed for exclusive use, Tarkuni is a spacious, five-bedroom homestead for a group of friends or a multi-generational family. Loapi's six tented safari homes evoke the pioneering spirit of camping and offer the ultimate private wilderness experience. Dining at Tswalu is consciously rooted in local provenance and celebrates the very best of South Africa. Restaurant Klein JAN invites guests on a culinary adventure with a theatrical tasting menu championing seasonal and foraged ingredients. Days on safari are unscripted and immersive, from interpretative game drives, walks, and horse riding to dune dinners, sleep-outs, and meerkat encounters. A private vehicle, guide, and tracker are guaranteed with every booking, providing complete freedom to traverse and explore the rich biodiversity of this semi-arid ecosystem. Rolling red dunes and grasslands are punctuated by the ancient Korannaberg mountain range, contributing to greater habitat diversity than elsewhere in the Kalahari. Iconic safari sightings include black-maned lion, cheetah, desert black rhino, African wild dog, oryx and springbuck. A highlight of after-dark drives is tracking some of the shy, elusive creatures that emerge at night, such as the brown hyena, aardvark, aardwolf, and pangolin. Guests can also spend time learning about the scientific research supported by the Tswalu Foundation. Those who choose Tswalu become part of a bold conservation vision to leave the world better than how it was found.

## What makes Tswalu Kalahari Reserve a unique destination

Tswalu Kalahari Reserve is a destination that lends itself to longer stays - a minimum four-night stay is always recommended. Every safari is privately guided and many of the guest activities are complimentary and unique to Tswalu.

### Highlights of Tswalu's privately guided safari offering:

- The guarantee of a private 4x4 vehicle, guide and tracker at no extra cost
- Privileged access to South Africa's largest private game reserve
- Game drives, walks and horse riding in 114,000 hectares (282,000 acres) of regenerated wilderness - a 30-year conservation success story
- No other camps besides our own to dilute the private safari experience
- Just 3 secluded safari camps, equating to the lowest ratio of beds to hectares (acres) in South Africa
- A team of guides and trackers experienced in the biodiversity-rich Kalahari ecosystem leading interpretative drives and walks
- Unlimited time at wildlife sightings
- Up-close encounters with habituated meerkats
- Iconic Kalahari species, including the black-maned lion, desert black rhino, brown hyena, oryx, and springbuck
- Opportunities to track and find seven of the most elusive species in Africa in one reserve, namely the aardvark, aardwolf, bat-eared fox, Cape fox, African wild cat, brown hyena, and Temminck's pangolin
- Excellent cheetah sightings
- The option of booking a dedicated photographic guide for a day or two, for photographers of all levels (even those with smartphones only)
- Nature walks and rare access to historic rock art sites (Tswalu is famous for its petroglyphs)
- Horse riding (Tswalu has its own horses, stabled on the reserve)
- Different dining experiences every day, including dune dinners, bush picnics, boma dinners, and a special evening at Restaurant Klein JAN
- Private wine tastings and the option to join a cooking class
- Introduction to the Tswalu Foundation's research, which informs conservation - opportunity to spend time in the field with scientific researchers, observing data collection and monitoring
- Option of funding wildlife project work, such as a hands-on rhino notching experience (subject to availability at time of booking)