travel
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Taking Travel Business to New Heights

AIRBNB-
DISRUPTION OR
REORIENTATION?

PILIGRIMAGE,
HERITAGE
AND HISTORY
ADDING TO THE
RICH FABRIC OF
RAJASTHAN

UNEARTH A DELECTABLE PACKAGE TO
THE RAINBOW NATION!

istinctive wildlife experiences, adrenaline-pumping adventure activities, delectable food and wine, locally inspired art and culture; high-end shopping experiences and untouched natural beauty are just some of the star attractions which draw a large pool of global and Indian tourists to the Rainbow Nation also known as South Africa!

People have heard the stories, seen pictures, and had South Africa on their bucket list for years but now Unearth Experience is truly playing a major role in unleashing the potential traveller in them. Unearth Experience a bespoke luxury travel company which provides authentic travel experiences, who serve the true essence of Africa with authentic handcrafted travel.

All the 'Experiences' are designed to whet the tourist's taste buds and to help them to envisage their very own African adventure. Unearth experience handcrafts itinerary, tailored specifically to tourist's desire. They base their recommendations on their conversations with tourists and around their budget. No request is too big or small as said by Karen Loader, Director Sales & Marketing, Unearth Experience.

"With the economically attractive rate of the Rand (ZAR) to INR, South Africa has increasingly become an appealing proposition for Indian tourists. Since the South African product quote comes in ZAR and not USD, Indian travellers are able to buy more experiences and activities for less money thus, making South Africa a value-for-money

destination" says Divya, Marketing Head for a leading tourism company.

Some of the premium USPs South Africa has to offer are:

Adventure: With over 300 adventure activities and counting, South Africa is undoubtedly the adventure capital of the world. The country has and just about any extreme sport one can name, and all supported by dedicated and authorised operators.

Game Reserves & Wildlife: South Africa boasts deep pockets of wildlife regions and game parks encircling every possible landscape from deserts to forests, mountains to coast. South Africa is also the only place in the world where wildlife-lovers can see not just the Big 5

but also the Big 7 that include the Southern Right Whale and Great White Shark (in Port Elizabeth / Nelson Mandela Bay).

Food & Wine: South African cuisine is a unique fusion of many different external cultural influences. These include Dutch, French, Indian and Malaysian flavours and techniques that continue to make their way onto the menus of restaurants and into the homes of locals all over the country. South Africa's wine lands

stretch from the Cape Overberg in the south-western Cape, through the Little Karoo and the West Coast into the adjacent province of the Northern Cape.

Karen Loader further adds "We want 2020 to be a great year for tourism from India. The growth in total spends and the average length of stay signifies that Indians travelling to South Africa are staying longer and experiencing newer activities than before. This is a positive

indicator of the potential growth in the market and gives us the confidence to continue introducing new regions and experiences."

One Rep Global, Vice President, Sunil Prabhakar said, "The Indian travellers visiting South Africa are well informed and aware about the destination. There is a good mix of luxury travellers, adventure seekers, wildlife watchers. Indian travellers are always on the lookout for great value for money holiday experience and South Africa is a perfect destination for the same. The key to success in this scenario is to deal with the changing travel patterns and consumer preferences effectively by diversifying products and maintaining excellent service."

One Rep Global is India's premier boutique sales and marketing representation company for travel, hospitality and lifestyle brands across the globe. Selecting only the finest and collaborating with like-minded companies, the team is dedicated in providing exemplary service to clients within India and their esteemed partners. ■