

ROTHSCHILD • SAFARIS •

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Rothschild Safaris Offers Insider Edge to Growing Culinary Tourism Trend

Denver, CO (June 17, 2009) – A rising trend has taken the tourism industry by storm. Culinary tourism, defined as ‘travel to learn about or enjoy unique and memorable eating and drinking experiences’, is topping the list of factors tourists look to when planning their next vacation. Always a trendsetter in the safari world, Leora Rothschild, founder of Rothschild Safaris (<http://www.africaadventures.com/>) understands how important the food and drink experience is to one’s African safari and offers insider safari secrets on the best recipes and camp kitchens in the African bush, along with other safari planning tips, in her recently released Safari Secrets: Insider Africa Safari Guide.

“After our clients return from safari in Africa and start telling us all about their adventure, without fail their best memories are intrinsically linked with what they were eating and drinking at the time,” explains Rothschild. “For this reason we always prefer camps and lodges where meals are a social event, with guests eating together around one table, gathering in enclosed bomas around a log fire under a canopy of stars or in large dining areas lit up with candles. This creates a wonderful atmosphere and an opportunity for our clients to share stories and conversation with other interesting people from around the world.”

Having been on over 200 safaris over the last decade, Leora and her team of expert safari planners at Rothschild Safaris have the latest insight and knowledge about camp and lodge kitchens, secret recipes and where to find the best South African wines. However, it’s not just what travelers are eating and drinking, it’s how. Leora’s itineraries include traditional African cuisine served in expansive bomas or the catch of the day cooked to perfection on a South African Braai. In fact, knowing that the smell and taste of the fabulous food at the camps and lodges can leave just as much of an impression as the sights and sounds of the bush, Rothschild Safaris goes so far as to send all clients a cookbook with recipes from African safari camps and lodges after they return from their trip.

Rothschild Safaris understands that nearly half of all travelers say that culinary or wine-related activities were either a key reason or the deciding factor between two comparable destinations and will work with each traveler to build this great experience into their itinerary. Having lived and worked in Africa for many years she has the insider knowledge to provide unique food and drink experiences that are not on a typical itinerary. This is just one of many tips Leora offers in her Safari Secrets: Insider Africa Safari Guide which can be found at (<http://www.africaadventures.com/>)

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For nearly two decades, Rothschild Safaris has been dedicated to personally exploring the African Continent in order to custom design safari adventures for clients worldwide. Whether travelers are looking for the adventure of camping under the stars of the African sky or a safari in total luxury and style in permanent tents and lodges, Rothschild Safaris always delivers high value at a reasonable cost. And, having personally experienced every destination, guide, camp and lodge the company sells within Africa over the course of 200+ safaris, Rothschild Safaris prides itself on offering something special and unique when it comes to African Safaris.

For more information please call 1.800.405.9463.

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Rothschild Safaris: Denver-based custom African safari expert Rothschild Safaris strives to leave their clients in awe of the magnificent continent of Africa. The company understands that it is daunting for most travelers to start planning a life-changing adventure to Africa, and therefore spends hours communicating with clients to understand their travel-style, budget and expectations to create a perfect custom African safari. For more information and to contact a custom African safari expert email info@rothschildsafaris.com.