

# ROTHSCHILD • SAFARIS •

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## **Safari Expert Reveals New Trends in African Travel for 2009**

**DENVER, CO (November 17, 2008)** – Rothschild Safaris, a boutique travel company specializing in custom-designed African safaris, is leading a quiet revolution in the world of luxury travel. Many travelers are looking for alternatives to extravagant, high-profile accommodations and travel experiences in Africa. Leora Rothschild, president of Rothschild Safaris, has been custom creating adventures to Africa for her clients for over a decade and now more than ever she is focused on getting these savvy travelers away from the crowds and into more private and exclusive settings that bring clients closer to a true African safari experience. In 2009, Rothschild Safaris will be leading the safari industry in promoting private sanctuaries, conservation-focused safaris and new opportunities for clients to travel in total privacy.

Luxury travelers are no longer satisfied with just high thread-count bedding and fancy meals. With true exclusivity in mind, Rothschild Safaris recommends safari experiences such as Lukula Selous which is located in the remote Selous National Park in southern Tanzania. This private photographic sanctuary of over 300,000 acres allows only one group of guests in the area at any given time with a maximum of 8 guests ensuring complete privacy. Accommodation is in traditional East African Meru-style safari tents that sacrifice absolutely nothing on comfort, yet respect the environment and offer a chance of a lifetime to experience the wild African bush.

Rothschild Safaris also works with conservation-minded organizations such as Great Plains Conservation. This is an initiative to help protect and revitalize the delicate ecosystems of Africa via sound conservation which is sustainably funded by sensitive, low volume, low impact conservation-ecotourism. “While these safaris sacrifice nothing on comfort,” said Leora Rothschild, president of Rothschild Safaris ([www.rothschildsafaris.com](http://www.rothschildsafaris.com)), “they allow our clients an opportunity to learn about conservation in Africa in some of the most remote locations on the continent while experiencing a world-class wildlife safari.”

Finally, Rothschild Safaris can book clients in totally private camps in Botswana that are so exclusive they do not have web sites nor are they marketed or advertised. While A-list travelers have enjoyed this privacy for years, couples looking for a once-in-a-lifetime experience or family groups looking for pure intimacy are enjoying these exclusive safari options.

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“Game viewing is still the priority for our clients, but we’re always exploring new ways for them to have a unique experience, whether it’s through privately guided trips or being in a setting where they’re exposed to conservation efforts and all without sacrificing the comfort they’re used to,” said Rothschild. “I’m very proud that our clients trust us to provide the most current, insightful recommendations when planning African safaris, and that our clients understand we do provide so much more than the standard luxury safari.”

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 an African adventure. For more information please call 1.800.405.9463 and visit [www.rothschildsafaris.com](http://www.rothschildsafaris.com).

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