



Corporate Fact Sheet

Private Safaris

Overview

With an initial concentration and interest on the Swiss market, Private Safaris (EA) Ltd started humbly in 1976 with an office in Nairobi, Kenya. They have since opened another office in Mombasa and have diversified into other markets all around the world, becoming one of the leading and most reliable Destination Management Companies in East Africa. Another and very successful office opened in Cape Town, South Africa in 2003. Their fourth office is located in Windhoek, Namibia and started operations in 2007. Private Safaris continuously excel in arranging all aspects of destination management services in South Africa, Namibia, Botswana, Zambia, Zimbabwe, Malawi, Kenya, Uganda, Tanzania, Zanzibar, Rwanda, Mozambique and Madagascar. Private Safari's source markets have grown continuously and now include Germany, France, Italy, United Kingdom, Scandinavia, Benelux, Japan, China, South-East Asia, USA and South Africa.

Structure & Brand Profile

Kuoni Private Safaris consists of two companies:

- Kuoni Private Safaris East Africa with offices in Nairobi and Mombasa Kenya
- Kuoni Private Safaris Southern Africa with offices in Cape Town South Africa and Windhoek Namibia

Overall, there are four offices in Kenya, South Africa, Namibia and one Destination Management Service-Centre in Arusha Tanzania.

The company operates under the Brand of Private Safaris, a Kuoni Destination Management Company.

Products & Services

Private Safaris arranges custom-designed specialised tours and safaris for groups or FIT's and offers accommodation, city-breaks, safaris, tours, trains, regional and domestic flights, fly-drive packages, cruise-ship handling, excursions and transfers for the individual traveller. A dedicated MICE department offers services in Southern- and East Africa.

Services include:

- Sightseeing and Special Interest tours
- Meet & Greet services
- Airport transfers
- Conference and incentive support

Milestones

- Opening of Private Safaris Kenya in 1976
- Considered today's market leader in Kenya
- Opening of Private Safaris South Africa in Cape Town in 2003. After 4 years in operation – considered one of the TOP 5 DMC's
- Expansion to Namibia in 2007 with fully operational office in Windhoek

Key Figures

- Kuoni Private Safaris is ranked as one of Africa's most respected destination management brands
- Kuoni Private Safaris employs approx. 270 staff
- PAX per year: 46'000

Management

Thomas Goosmann
MD Destination Management Africa

Thomas Iten
Executive Director East Africa

Frank Glettenberg
Executive Director Southern Africa

Christian Vogt
Finance Director Africa

Cleophas Mong'are
General Manager Mombasa

Michelle Tanneberger
Manager Operations, Namibia

Locations of Kuoni Private Safaris

East Africa

Head Office: Private Safaris E.A. Ltd.,
Destination Management, Twinstar Bldg.,
Mombasa Road, P.O. Box 45205, KE-
Nairobi

Private Safaris E.A. Ltd., Destination
Management, Off new Mombasa-Malindi
Road, P.O. Box 85722, KE-80100
Mombasa

Southern Africa

Head Office: Kuoni Private Safaris (Pty)
Ltd., Destination Management, Waterford
Place, 1st floor Waterford House, Century
Boulevard, Milnerton 7441, ZA-Cape
Town

Namibia

Private Safaris Namibia (Pty) Ltd.
Destination Management,
Schuetzenhaus, Schuetzenstr. 1
Windhoek / Namibia

Tanzania

Service Centre: Leopard Tours / Private
Safaris Rep office, Kijenge Road, Plot No.
17, P.O. Box 1638, Arusha, Tanzania

For more information contact

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