



## **WILDERNESS SAFARIS LAUNCHES DEMAND-BASED PRICING**

We are delighted to announce the release of our new, simplified nightly camp rates for 2017 and 2018, the first time we have done this for a 24-month future period. These rates include significant immediate reductions in selected camps.

After a comprehensive internal review and wide consultation with our trade partners, we have decided to move away from the dynamic pricing approach that we had been contemplating and which we had discussed at length with many of you.

Instead – and in order to give longer-term visibility and certainty to our partners – we have done the following:

1. Kept our rate framework intact (the year is still divided into peak, festive, shoulder and low seasons);
2. Adjusted nightly rates for all camps in line with recommendations from the industry (this is based on historical occupancies and yield and in some cases means an immediate and significant reduction in price – see table below);
3. Discontinued the offering of last-minute discounts;
4. Retired the Six Countries special and replaced it with a comprehensive and generous re-pricing of the summer season.

We believe that you will find the new rates for 2017 and 2018 realistic and the long-term visibility extremely helpful in securing bookings.

While we will no longer be offering last-minute discounting we may from time to time offer 'early bird specials' for long lead bookings as a means of rewarding the consumer for committing early in the buying cycle.

In addition, we believe that the immediate rate reductions for some camps in 2016 – particularly in low and shoulder season – are extremely attractive. These prices are available for new bookings only.

See table below for a quick guide to those camps where immediate rate reductions are being applied. These range in depth from 2% to 29%.

*\*Abu and Seba Camp rate changes for 2016 to be released shortly.*

	01 Apr 16 to 31 May 16	01 Jun 16 to 31 Oct 16	01 Nov 16 to 19 Dec 16	20 Dec 16 to 10 Jan 17
<b>Botswana</b>				
Chitabe			-8%	
Duma Tau	-2%		-9%	
Jacana	-4%	-10%	-20%	
Jao		-4%	-26%	
Kings Pool	-2%	-4%	-26%	
Kwetsani			-14%	
Savuti			-14%	-5%
Vumbura Plains	-8%		-26%	
Xigera	-29%	-28%	-29%	-3%
<b>Zimbabwe</b>				
Davison's			-18%	
Linkwasha			-15%	
Little Makalolo			-17%	
<b>Zambia</b>				
Toka Leya	-4%		-16%	
<b>Namibia</b>				
Damaraland - FI			-14%	
Desert Rhino Camp - FI			-16%	
Doro Nawas - FI			-27%	
Kulala Desert Lodge - FI			-27%	
Little Kulala - FI			-3%	
Serra Cafema - FI			-9%	