



SHADES OF AFRICA TRAVEL LTD

Our Company Profile

... Delivering the African Experience...





Shades of Africa

SHADES OF AFRICA TRAVEL LTD

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FOREWORD

It is our pleasure to introduce you to Shades of Africa Travel, What began as a dream of selling African art in America led to arranging trips for friends and customers who asked to see our homeland. A college classmate, Glen Dewey said it best when he took the first unofficial Shades of Africa trip to Kenya in 1993; “Kimani, it is better than I ever imagined”.

Since then our profile has greatly expanded to include additional offerings from Kenya, Tanzania, Egypt and Southern Africa with enthusiastic effort from our home base in Kenya and the Shades of Africa team in the USA, who have carefully put together the most exciting safari and travel itineraries around. When you tour with Shades of Africa Travel, you get the real taste of Africa – all the sights, flavours and hospitality of the people.

We have used our years of experience and love of Kenya to take you to some of the most scenic destinations with the best hotels and lodges. Each step of your safari or tour is a chance to see magnificent wildlife and landscape and an opportunity to experience African Culture in an ultimate, first hand way.

Our goal is to provide memories, once in a life time vacations that capture the magic of Africa while benefiting Africa itself. Shades of Africa Travel contributes to wildlife organizations dedicated to conserving the nationalarks, flora and fauna and we also use co-friendly accommodations as our key partners. We promise that your safari will be respectful and sensitive to the homelands of the world's most significant animals.

In keeping with the tradition of Africa hospitality, let us guide you through the process of preparing for your trip and take care of you from the moment you arrive until the time you leave. Experience the wonders of Africa with us. Your dreams of Africa are about to come true.

Our CSR activity actively supports the Imani rehabilitation center, a children's home that rescues orphaned or abandoned children of all ages. We invite you to visit Imani center and make a contribution that will assist the wonderful work being done there.

Peter Kimani – Director & CEO

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Shades of Africa

COMPANY BACKGROUND

Shades of Africa Travel has been in existence for over 25 years now with full commitment to continue providing personalized service and the finest products to the local & international wholesale and retail tourist community, individual travellers and MICE organizers. Our partners are reliable, efficient and committed to the growth of the business in this dynamic industry.

Shades of Africa Travel has a mature knowledge of the tourist market with our pursuits consisting of designing and running tour and safari programs and our ultimate goal being part of the fulfilment of our clients' dreams. Our flexibility, adaptability and professionalism give our clients all the more reason to make Shades of Africa Travel their preferred destination management company.

Having a fleet of 15 vehicles and a professional team of 23 staff with a wide range of experience in the field, one of our mission statements is "going the extra mile". We pride ourselves in striving for quality and excellence in the services that we provide.

With the main office located in the capital city, Nairobi, we also have our Branch offices in Voi (Kenya), Pennsylvania (USA) and Beijing (China) which are strategically located and have specific departments dedicated to "delivering the African experience" thus making our communication and ground operations excellent. To maximize the scope of our products, we also have client handling offices in East, Central and Southern Africa.



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OUR MISSION, PHILOSOPHY, VISION AND VALUES

To fulfil all the needs of our clients by providing tailor made itineraries and streamlining our customers desired programs.

Our Mission

To create memorable customer experiences by providing professional services that go beyond the extra mile by adding value to your travel budget

Our Philosophy

Delivering the African Experience

Our Vision

To be the preferred and leading destination management company within East African region and beyond.

OUR CORE VALUES

- Integrity - We faithfully adhere to high principles and professional standards. We commit and dedicate ourselves to our clients' needs
- Innovation - Creativity, exploration and imagination are key to our business approach
- Team work - Our team is committed to excellence and goes the extra mile to meet and exceed our clients expectations
- Passion - Every day we work with passion to serve our Clients the best way we can. We love creating unique experiences and show you the most authentic part of each country.
- Responsive - We strive to respond quickly to customer needs / requests and meet deadlines as promised. We offer flexible scheduling of services to cater to our client's ever-changing needs.
- Customer satisfaction - We use our industry expertise to serve our guests for unforgettable memories

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OUR COMPETITIVE ADVANTAGE

- a. Seasoned operator - 25 years
- b. Professional and Experienced team
- c. Financial stability
- d. Convenience of 24 hour service
- e. Hotel deals
- f. One stop shop
- g. Specialized services
- h. International network

PRODUCTS & SERVICES

- 1. Inbound and Outbound Packages
- 2. Specialised Tours & Safaris
- 3. Business & Leisure Travel
- 4. Group & Free Independent Travel
- 5. MICE Organisers (Meetings, Incentives, Conferences & Events)
- 6. Hotel & Lodge accommodation deals
- 7. Weekend Getaways & Retreats
- 9. Team Building and Corporate Challenges
- 10. Air Ticketing for Domestic, Regional & International Destinations
- 11. SGR (Rail) Ticketing
- 12. Airport and Rail Station Transfers
- 13. Visa processing and Travel Insurance
- 14. Private Car and Safari Vehicle Hire

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M. I. C. E

Meetings, Incentives, Conferences and Events

MICE is a dynamic and growing market focused on organising of events yet it has many faces, features and forms making MICE an industry, and both travel and tourism.

When it comes to conference tourism or corporate events, Shades of Africa Safaris leads the field. We have extensive experience in organising a broad range of events from large-scale conferences to focused client-tailored workshop events, as well as delegate transportation, themed corporate events, entertainment options, venue management, and pre- and post-event safari and travel options.

Our extensive African experience ensures that we deliver the kind of rewards that are not only memorable, but also imaginative, value-added and innovatively client-relevant. Apart from the usual wildlife safari options, choices can also include: walking, climbing, ballooning, camel-trekking, gorilla-tracking, horse-riding, water sports, white-water rafting, PADI diving, flying, helicopter, golfing or cultural discovery.

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TEAMBUILDING

Shades of Africa Safaris have been offering exceptional team building solutions and have helped shape the industry which has grown in significance and impact over the years. Our team building is designed to complement any conference, function or excursion and our programs range from recreational activities to adventure sports and team development.

The end goal of any team building is to work together as a team to obtain unity using experiential learning activities to open up communication among team members. We offer structured interventions that address specific needs and achieve measurable outcomes as well as high energy events that will simply delight and astound even the most jaded participants.



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VOI TOWN BRANCH



In 2018 Shades of Africa Travel became a pioneer by being the first Tour Operator with a presence in Taita Taveta County. The office is located in Voi Town at Potters House Complex.

Taita Taveta falls within the coastal region and is in Taita Taveta County. The county has four constituencies: Wundanyi, Mwatate, Voi and Taveta. Lying 200km northwest of Mombasa and 360km southwest of Nairobi city, the region is known for its vast wildlife conservation efforts and is the home of the largest National Park in Kenya, Tsavo National Park.

There are 48 forests, remnants of a larger forest that once draped the Taita hills out of which 28 forests are gazetted. The Taita Hills are part of the Eastern Arch mountain range that stretches into Tanzania with the Usambara Mountains as part of the chain. The forests thrive because of moisture from evening clouds and ocean breeze.

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OUR STAFF

Our team is chosen for their experience, careful attention to details, and their vast knowledge of the tourism industry.

We believe that by investing in our staff, we are investing in

the future growth of our company and the quality of service to our clients.

With dedicated teamwork and cutting edge technology, we continue to meet the challenges of a changing workplace.

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OUR DESTINATIONS

- a) Tanzania - Arusha, Dar es Salaam, Zanzibar
- b) Kenya - Masai Mara, Amboseli, Tsavo, Naivasha, Mt. Kenya, Mombasa
- c) Rwanda - Kigali
- d) Uganda - Entebbe
- e) Egypt - Cairo
- f) Botswana - Gaborone
- g) Zimbabwe - Harare
- h) South Africa - Johannesburg, Cape Town
- i) UAE - Dubai
- j) Thailand - Bangkok
- k) China - Beijing, Guangzhou
- l) Israel - Jerusalem
- m) Europe - Paris, Rome
- n) South America - Sao Paulo, Buenos Aires
- o) Chile - Santiago
- p) Mexico - Ciudad de Mexico
- q) US - Washington DC
- r) India - Chennai
- s) Mauritius - Port Louis
- t) Seychelles - Victoria



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CLIENTELE

It is through interest in our customers, that we have emerged as a market leader in our region. This has enabled us to serve a wide range of customers which include Government Organizations, Parastatals, Financial Institutions, various NGOs, Corporate Organizations and Individual Travellers, amongst others. We have the resources and capabilities to support your travel program both locally and internationally. Our services range from Inbound and Outbound Travel, Tours & Safaris, Visa Assistance, Travel Insurance, Air Ticketing, Airport Transfers, Accommodation Reservations, Car Hire, Domestic Tours & Excursions, Events & Conferences Management (MICE) including Team building





CORPORATE SOCIAL RESPONSIBILITY

Since 1992 Imani Children homes has been making a difference in children's lives of orphaned and abandoned children in Kenya. Run by Faith Wanjiru the home currently cares for over 300 children ranging from infants to teenagers. Imani operates its own primary school and provides school fees for secondary school students as well as vocational training. Imani strives to place children in a suitable adoptive homes or reunite children with their families through rehabilitation and special follow up care.

Shades of Africa and other donors provides funds that help feed, clothe , house and educate the Imani children but the children from Imani can benefit from your help as well. We have established a schools supplies program to enable travelers to contribute in a meaningful way. Visitors may donate new notebooks, pencils and children books to the program.

Our tour guide will accept these items once you arrive in Nairobi. Your kindness will go a long way towards helping Kenya's needy children live and learn in a safe and loving environment. We are proud to be a supporter of this orphanage and the school supplies program and hope you will join us in this worthy effort. While in Kenya you are invited to visit Imani children's home as one of your excursion option. The kids look forward to seeing you!

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PROFESSIONAL AFFILIATIONS

Shades of Africa Travel is currently present in more than 10 markets. Among our clients are major charter operators, group operators as well as travel agents specialized in exclusive Tour and Travel packages. Nevertheless we are open to invest in new markets and new destinations, offering in this way a special support and stimulant to existing and potential partners. Our affiliates include:



The Kenya Association of Tour Operators (KATO) is one of the key tourism trade associations in Kenya, representing the interests of over 400 of the most experienced professional tour operators in Kenya. Our members are bound by the Code of Conduct to provide the highest possible quality of service to their clients.



The World Wide Fund for Nature is an international non-governmental organization founded in 1961, working in the field of the wilderness preservation, and the reduction of human impact on the environment.



The National Wildlife Federation, America's largest and most trusted conservation organization, works across the country to unite Americans from all walks of life in giving wildlife a voice



ASTA is the leading global advocate for travel advisors, the travel industry and travelling public.

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