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## SAFARI TRAILS APPOINTS NEMONIC CONCEPTS TO SHOWCASE EAST AFRICA'S UNIQUE EXPERIENCES

**SYDNEY, AUSTRALIA: March 28, 2011** ---Australian-based **Nemonic Concepts** has been appointed the Australasian representative for **Safari Trails**, one of East Africa's leading boutique destination management companies, which is headquartered in Nairobi, Kenya.

First establishing the company as a ground operator before expanding its operations in incentive market **Safari Trails** today offers the finest selection of customised safari and wilderness programs in the marketplace. Backed by fully-serviced operations in neighbouring Tanzania, Rwanda, Uganda and Zanzibar, **Safari Trails** specialises in designing unique incentive and FIT itineraries as well as pre and post touring options.

"Nemonic Concepts is proud to add **Safari Trails** to our growing portfolio of superb product throughout the African continent. The wildlife and safari experiences with **Safari Trails** are incomparable and their excellent infrastructure and renowned professionalism will provide every client with one of the most memorable and seamless travel experiences," says Sue Wallace, Director of Nemonic Concepts.

**Safari Trails'** client dedication has earned the company the highest levels of professional recognition. As members of **East African Wildlife Society**, Kenya Association of Tour Operators, Advancing Tourism To Africa (ATTA), Association of Promotion of Tourism to Africa (APTA), United States Tour Organisation Association (USTOA) and Green American Society of Travel Agents, the company is committed to providing absolute program and client service delivery. This includes selecting professional and highly-skilled staff accredited by the **Kenya Professional Safari Guides Association**, where each staff member is required to have a broad knowledge of the wildlife, conservation and regional tourism, and adhere to all aspects of business ethics and standards in the local tourism industry.

"Though the East African scenery, its people and wildlife creates a template for a perfect trip, ultimately it is the company's infrastructure, right down to its selection of hotels and lodging, themed events including hospitality desks, gourmet meals and bush banquets, skilled guides and superior vehicles that define and complement the extraordinary experiences. And that is exactly what **Safari Trails** unwaveringly delivers on every occasion," confirms Ms. Wallace.

### PROGRAM DELIVERY:

**Safari Trails'** extensive destination network includes Kenya, Tanzania, Uganda, Rwanda and the island of Zanzibar and its exceptional infrastructure allows clients to optimise their investment and once-in-a-lifetime travel experiences. By anticipating and meticulously customising every incentive and FIT itinerary to suit the group or client's needs and budget, all programs are expertly hosted from start to finish by knowledgeable and dedicated bilingual staff.

Enjoying accommodations at the finest properties, lodges and camps in the cities and game reserves, clients also have the luxury of travelling in a fleet of eco-friendly and fully-customised touring vehicles; each equipped with their own GPS tracking equipment and HF/VHF radio communication and backed by 24 hour workshops and radio control rooms.



For further information on Safari Trails, please contact Sue Wallace at Nemonic Concepts on

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