

C4 GLOBAL COMMUNICATIONS

Great Plains Conservation adds a family unit to their Mara Plains Camp, Kenya

Small groups can stay together and enjoy the Great Migration season

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"Great Plains Conservation has been watching the trends across Africa and has decided to throw its weight behind Kenya," said Dereck Joubert, CEO of Great Plains Conservation.

Interviewed in May at **Indaba**, the world's largest African Safari travel convention, **Dereck Joubert** explained: "Kenya has such a great wildlife product, from the rich visuals of giant elephants against **Mt. Kilimanjaro** to the insane densities of predators in the **Maasai Mara** ecosystem that no matter what, it is a very attractive environment for serious eco- or conservation-based tourism. Kenya and Kenyans need the revenues from tourism to be able to convert into community and conservation projects."

As a result, **Great Plains Conservation** is announcing plans to expand its operations in Kenya, adding a family unit to **Mara Plains** in the Maasai Mara ecosystem, as well as looking at a walking trails camp in the Chyulu Hills at ol Donyo Lodge and at options throughout their other Kenya camps. This expansion starts with a new double unit at Mara Plains, suitable for families or guests who want a unique private experience, opening in August. In November, **Mara Toto**, a small expedition camp located near Mara Plains, will open based on the old authentic exploration style.



Illustration of the new Mara Plains family unit, debuting for the 2012 Great Migration.

The newly designed family unit tent is located at one end of the camp, custom built into the surroundings to represent a modern journey into the past. Acknowledging the romantic era of safaris, the family units are **Maasai** chic with hanging tents of canvas, colorful interiors designed with leather, reds and purples, all enhanced by brass, copper, crystal and soft

flowing fabrics. The family unit tent at Mara Plains will debut during the **Great Migration** – an annual movement of animals from the **Serengeti** into the **Maasai Mara** and vice versa.



Sunrise from the camp deck; Mara Plains lounge and dining tents.

Mara Plains camp is on the forested river bends of the Ntiakitiak River on the central northern boundary of the **Maasai Mara Game Reserve in Kenya**. Knowledgeable Kenyan guides escort camp guests to the river migration crossing points for the day, packing a healthy picnic prepared by chefs Juma and Moses.

Located centrally within the Maasai Mara region, **Great Plains Conservation** guests can explore the beauty of this huge area and incredible ecosystem with local guides driven in brand new Land Cruiser 4x4 vehicles, modified for game viewing (300 degrees), comfort and photographic safaris. Safari guests are supplied with Swarovski crystal binoculars and Canon cameras with long lenses.



Guides drive Mara Plains guests to view the Great Migration; new camp vehicles.

Mara Plains closes on November 1, 2012 for a total rebuild in time for next year's Migration, in the style of a traditional East African safari – a homage to the local Maasai people and their lineage. While Mara Plains is renovated, Mara Toto, downriver, will be open. In April 2013, Mara Plains will reopen as the finest camp in the Mara ecosystem.

This exclusive camp is located in the private 35,000-acre **Olare Orok Conservancy**, where tourist density is limited to 350 acres per person. The **Olare Orok Conservancy** is a community-based conservation tourism model, where local Maasai are the landowners and are paid a monthly fee to benefit from wildlife living on their lot. This ensures that the Maasai people have a guaranteed income and that the wildlife corridor through this area is protected. “For us its all about conservation, so if we can add positively to conservancies or to areas where communities really need help, we will,” said Joubert.

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www.greatplainsconservation.com

http://greatplainsconservation.com/mara_plains/index1.html

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