

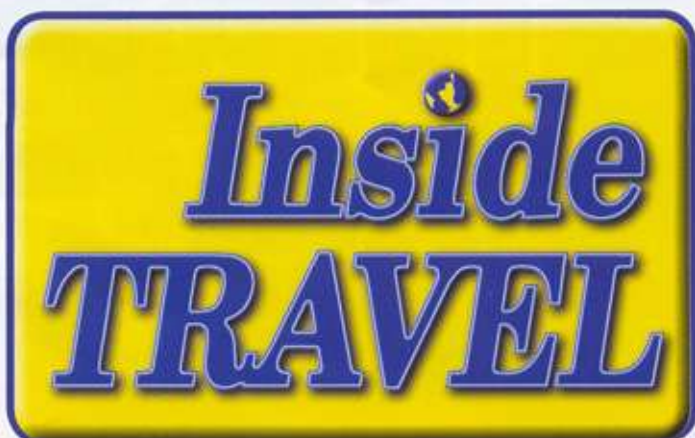


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MalaMala



SOUTH AFRICA'S MOST DISTINGUISHED PRIVATE GAME RESERVE

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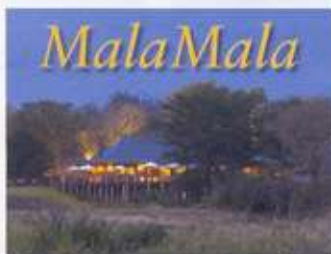


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INSIDE SOUTH AFRICA'S FINEST



MalaMala

At INDABA 2005, the first public announcement was made by MalaMala that a new, luxury camp was being built, and would be completed in November, 2005. The details of the new camp – Rattray's on MalaMala, appear below, but let's take a look at what MalaMala represents, and the contribution it has made to the total South African tourism product.

It is said that there are over 700 private game lodges in South Africa, each doing its utmost to be just a little bleep on the cluttered expanse of South Africa's game lodge and wild life radar screen. With all of this promotional activity, there are new attractions over and above the basic 'Big Five' that is now considered to be mandatory. Now there is 'malaria free'; there are 'Big Six' and even 'Big Seven'. Lodges are now boasting high tech, modern accommodation with masses of brass and glass; spa and wellness facilities, and a whole lot more that makes the simple pleasure of game viewing less necessary.

And with 700 game lodges killing themselves to survive, and visitors' wild life aspirations stoked by the racy whims of twenty-first century lifestyles, the honest contribution made by wild life icons like the Rattrays of MalaMala are both easily forgotten and overlooked.

The purpose of this cover story is twofold: to announce the new, ultra-luxurious lodge at MalaMala, and to pay tribute to the family whose vision, dedication and unwavering commitment to environmentally responsible wild life tourism, has resulted in MalaMala being the most distinguished, internationally renowned private game reserve in South Africa, and possibly the world.

A LETTER FROM MICHAEL RATTRAY

"My first foray in to the SSW began in 1937 when I was a mere 5 years old and this initial visit was, for me, the commencement of almost 70 years of uninterrupted association with the valuable greater Kruger National Park wildlife enclave.

Norma and I are into our fifth

decade on MalaMala and we now reflect with great enjoyment and humility, memories of this privileged period in our lives. Africa's ecology is unique and we have learned to respect and cherish the many characteristics of the wealth of her wildlife. We are therefore both excited and delighted to launch Rattray's on MalaMala in 2005.

In the conceptualisation of Rattray's on MalaMala we are creating a camp that defines our interpretation of classic 'Into Africa'. We are now nearing the completion date and the final product is appearing to be more than we ever envisioned. We are confident that you will, in due course, share our sentiments.

Unlike MalaMala Camp, which remains a monument to the pioneers of yesteryear, Rattray's on MalaMala embodies what Norma and I have aspired to for many years. That is a camp which represents a style of accommodation relevant to present day international requirements and which complements the game viewing for which the MalaMala Game Reserve is world famous.

Norma and I now enter our twilight years and look back over the past 40 summers in ecotourism and we reflect on our unwavering passion for MalaMala. We are indeed proud of this little paradise in Africa over which we are the environmentally responsible custodians. Rattray's on MalaMala is a tribute to our excellent staff as well as our wonderful friends who have inspired us to create this, our new camp.

Thank you for your contribution...

Michael and Norma Rattray"

RATTRAY'S ON MALAMALA

- 8 Luxury Suites each with separate his and hers bathrooms
- Private plunge pools
- Private in-room dining facilities
- Full telephone, satellite television, e-mail and internet facilities in each suite
- Complimentary laundry service

Rattray's on MalaMala represents a classical "into Africa" safari experience in keeping with MalaMala's history of presenting an authentic view of wildlife in Africa to the discerning traveller.

The Rattray's camp experience is exclusive, with each of the eight comfortable suites occupying its own elevated site overlooking the Sand River. Filtered plunge pools complete each of the secluded verandas and an outdoor dining area provides the ideal vantage point from which to enjoy bush cuisine in complete privacy. Each guest has the choice of remaining

connected to the outside world, from the sanctuary of their room, via continuous internet connectivity and satellite television.

Facilities within the elegant, main building incorporate a viewing deck, complete with telescope, an air-conditioned library providing a refuge for the literary devotee, an attractive bar showcasing the history of the area and an adjoining wine cellar stocked with a wide range of South Africa's best wines. Breakfast and lunch are served in the air-conditioned dining room or on the adjoining deck whilst the traditional reed boma, under a magnificent jackalberry tree, is the ultimate outdoor evening venue.

The focus of the Rattray's safaris will continue to reflect the ethos of the reserve over the past forty years – game viewing. Sound conservation management has ensured an environmental sanctuary for an impressive density and diversity of wildlife. Striving for a maximum of 4 guests per safari vehicle this wildlife wonderland that is MalaMala unfolds. Sightings of the Big Five and the interactions of the various species along the food chain from ants to elephants provides visitors with a glimpse of Africa as it has always been – untouched by the modern human hand.

This camp has a 16 year old age limit. ☺

RATTRAY'S ON MALAMALA



Interior view of the Library



View from the veranda



Luxury Suite