

Singita

Singita Winner of the Conservation and Sustainability Award at PURE Life Experiences



On Tuesday evening, 12 September, the coveted PURE Awards were announced in Marrakech during PURE Life Experiences, a niche travel-show that annually gathers a hand-selected global community of leading experts in experiential travel. The PURE Awards are a celebration of this global community and their power to have an impact on the world. The judging panel, featuring renowned, experientially minded travel journalists, narrowed down over 200 entries to create the final shortlist, and Singita was the winner in the highly respected Conservation and Sustainability category. The PURE Awards are designed to showcase a project or initiative that places a high priority on preserving planet earth, showing due responsibility to the earth's natural resources and going above and beyond to protect a legacy – not only for the tourism industry but for future generations. The project that placed Singita in the spotlight was its solar initiative at Singita Kruger National Park that aims to reduce reliance on fossil fuels by utilizing solar power together with state-of-the-art battery and inverter power systems.

This award is on the back of the Conde Nast Traveller (UK) Readers' Choice Awards announced in London last week where Singita Sabi Sand was presented 'Favourite Overseas Holiday Hotel in the Middle East, Africa and the Indian Ocean' with Singita Grumeti following closely behind at number 3. The Readers' Travel Awards celebrate the most incredible travel experiences as voted by the readers themselves of Conde Nast Traveller, the leading UK-based luxury travel magazine. We are always humbled by these awards but also inspired to strive even further to be the best custodians of African wilderness and wildlife for many years to come.

Note to Editors

Singita

Singita is a conservation company preserving African wilderness for the past two decades. Through an exceptional safari experience with 12 award-winning lodges and camps across South Africa, Tanzania and Zimbabwe, Singita is able to partially fund the protection and preservation pristine land and existing wildlife populations, not to mention help create economic independence within local communities surrounding the reserves.

Press Release

Contact: Singita Public Relations

E-mail: PR@singita.com

Reservations can be made through the address below:

Singita, Tel: +27 21 683 3424,

Email: enquiries@singita.com, www.singita.com