

Singita

THE REIMAGINED SINGITA SABORA TENTED CAMP – REVEALED



November 2020 – Singita is thrilled to announce that the extensively redesigned Singita Sabora Tented Camp has opened in the Serengeti. With travellers yearning for wide-open spaces, intuitive service and unfiltered space and time, this modern interpretation of luxury tented safaris reflects a new dawn on the continent – and presents the perfect opportunity to return to Africa to rest, reset and be restored.

Sophisticated comfort

Retaining the quintessential elements of a romantic safari under canvas, the camp's nine tented suites are now set even closer to the ground. Subtle décor and design elements merge seamlessly with the continent's creative energy and contemporary cultural identity; while hand-stitched leather finishes, durable canvas and campaign furniture echo the spirit of classic East African adventures.

Conceptualised by Singita's design partners, Cécile & Boyd and GAPP Architects, the camp's sophisticated aesthetics are inspired by the surrounding grasslands. Featuring muted taupe, tan and beige, the textures and tones also include touches of brown leather, thick beige stitching, mesh and weave finishes throughout.



Intuitive simplicity

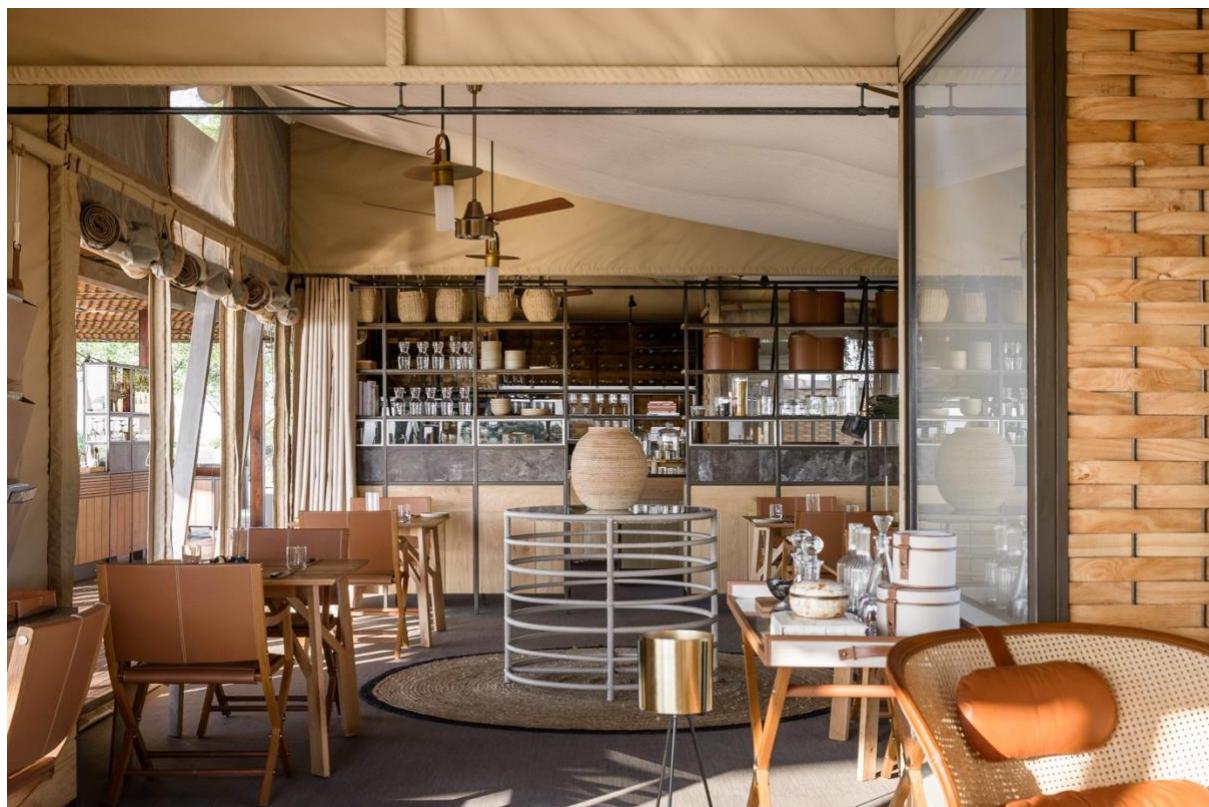
Deeply restorative comforts such as individual private meditation decks and secluded outdoor salas with shaded daybeds allow guests to spend languid afternoons reading, idly watch game pass by and immersing themselves in the breathtaking views of the Serengeti. With nothing separating them from rolling grasslands, every sight, sound and smell is amplified.

Here, set against the backdrop of the sweeping savannahs, teeming herds of wildlife and powder-blue skies, a sense of spaciousness and peace abounds.

Sabora's nourishing farm-to-table food journey celebrates seasonal freshness and regional flavours. A unique 'Guest Deli' in the main lodge area – featuring wicker baskets and fridges filled with gourmet delights – allows guests to pick and choose treats to enjoy in the privacy of their suites or picnic spots around the camp.

With private in-room fitness areas, soothing treatments, up-close encounters with wildlife and more, a variety of opportunities for wellness are woven into the guest experience. A stay at Sabora nurtures and nourishes, continuously tapping into the profoundly healing potential of nature.

Inherently African, earthy and evolved, Singita Sabora is an authentic and transformative retreat. In the gentle flow of this landscape and healing experience carrying you from one moment to the next, you feel grounded at last, and can finally reaffirm your sense of place in the world.



A sanctuary under Africa's starlit skies awaits.

Set in the western corridor of the Serengeti, Singita Grumeti gives guests exclusive access to the Serengeti Mara ecosystem – the renowned migratory route of the Great Migration. It's protected by the dedicated conservation team at the Grumeti Fund, Singita's conservation partner in the region, who spearheads projects like the Anti-Poaching Canine Unit, black rhino relocations and the Serengeti Girls Run for the empowerment of girls in rural communities. This partnership applies the best of tourism and conservation to create programmes that benefit the local communities, wildlife and the natural landscape.

In addition to a classic Serengeti safari, Singita Sabora Tented Camp's proximity to Singita Volcanoes National Park in Rwanda enables guests to experience a circuit with easy flights from Kigali to Singita

Grumeti – combining transformative encounters with Rwanda's endangered mountain gorillas and the best of Tanzania's wildlife and wilderness.

Rates start from \$1,650 per person per night in off-peak season to \$2,400 per person per night in peak season.

Ends



Note to Editors:

Singita

Singita is a conservation and ecotourism brand that has been helping to preserve Africa's wildlife and wilderness for the past 27 years, offering guests exceptional safari experiences at 15 luxury, award-winning lodges and camps across four countries. In partnership with non-profit Funds & Trusts who implement strategic conservation projects in each region, Singita's 100-year purpose is to preserve and protect large parts of African wilderness for future generations. www.singita.com

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