Wild, rugged, and yet immeasurable in its outstanding natural beauty, Africa is the literal cradle of life, from where much of the world's animal and plant life first originated, and where mankind first began its march to civilisation.
Taking into account its spectacular and wholly unrivalled bounty of natural gifts, it is little wonder how thousands of tourists travel from every corner of the globe to East Africa each year for the opportunity to leave their busy lives behind and sample the authentic African experience.

The Marasa Africa story is the culmination of a journey which began over a century ago in Uganda. From the humblest of beginnings, the company has grown from strength-to-strength with the passing of the years. Where once adventurers and tourists would visit its singular property, a sleepy, lodge in the heart of Uganda’s leading game reserve, today, tourists can stay at one of seven luxury camps, homesteads, and lodges located across the Uganda and Kenya, and soon Rwanda and the idyllic island paradise of Zanzibar.

“Marasa Africa offers bespoke experiences in its properties in various national parks in East Africa with efficient personalised services. We operate regionally with a strong brand positioning in East Africa. Our legacy Lodges in Kenya and Uganda have provided us with the platform to expand within the region. We have been operating for several years in the region. This gives our guests and partners the peace of mind when booking and staying at our lodges.”

A member of the Madhvani Group of Companies, one of the largest private-sector groups in East Africa, Marasa is widely regarded to be one of East Africa’s premiere Safari Hotel Groups.
- an accolade which, as the recipient of the 2015 Best Luxury Hotel gong in only last year’s Tourism Excellence Awards, it is fully deserving of.

As a company which is recognised as one of the industry leaders in its field, and a pioneer with regards to employee recruitment and training, Marasa Africa is one of the largest, most diversified private-sector employers in East Africa, employing hundreds of people, and providing a livelihood, both directly and indirectly, to many more individuals in Uganda alone. Not that its growth over the years has changed the distinctly family business approach to doing business, however:

“Despite our diversity and size, our family business continues to be proudly African and we continue to recognize the key values that have contributed to our success by embracing the stakeholders and communities in which we operate as our destiny is entwined with theirs. We strive to engage with and empower these communities and ensure that we may continue to grow hand in hand with them wherever possible.”

Marasa Africa’s Managing Director Mayur Madhvani, the company’s mission is simple: “Our vision to share our breath-taking country with those from beyond our borders and far away shores, led us to acquire and develop what we felt to be locations of outstanding natural beauty. Each of these properties also represents the combination of the very best of what there is to offer at these destinations. All of our hospitality properties have been consolidated under Marasa Holdings, and as we expect to grow, Marasa will be one of the largest providers of high quality, comfortable, charming safari lodges in East Africa.”

Whether Uganda or Kenya, Marasa Africa has sought to ensure that both destinations captivate their guests, ensuring memories of a magical stay which will last a lifetime. Each of Marasa Africa’s seven separate resorts offer a uniquely enchanting stay, but they all share something in common, however – the guarantee that a stay with Marasa will offer world-class service, and an eclectic blend of luxury and adventure.

---

**THE ABERDARE COUNTRY CLUB**

Only a two and a half hour drive northeast from Nairobi, The Aberdare Country Club is nestled on a slope of Mweiga Hill in the Aberdare Highlands, part of the Great Rift Valley. This captivating site was the homestead of an English couple that decided to settle in Kenya. Almost a half century later, their home, “The Steep”, was renamed the Aberdare Country Club and opened for guests. Considered a heritage property in Kenya, The Aberdare Country Club has retained the charm of a private home with the simple comforts of a country inn. It will take visitors back to a time when life proceeded at a far more leisurely, gentle pace.

*www.aberdarecountryclub.com*

---

**MARA LEISURE CAMP**

Set in what is widely regarded to be Kenya’s prime wildlife area, Mara Leisure Camp is located along the Talek River at the confluence of the Masai Mara’s four wildlife viewing areas, on the northern boundary of the Masai Mara Game Reserve.

Mara Leisure Camp is located within one of the most spectacular locations in the entire Masai Mara Game Reserve. One of the most exciting spectacles in the world is that of the ‘Great Migration’, where two million wildebeest, zebras and other herbivores pass through the Masai Mara/Serengeti ecosystem in Kenya and Tanzania. This is a perilous migration for the animals, where they encounter many river crossings, and have to run the gauntlet of crocodiles in waiting.

*www.maraleisurecamp.co.ke*

---

**THE ARK**

Set in the heart of the Aberdare National Park, it is an iconic and, yes, quirky vacation spot. The Ark overlooks a floodlit waterhole and salt lick, which attracts an incredible host of wildlife. Modeled after Noah’s Ark, The Ark has four viewing decks with balconies and lounges to provide superb game viewing from the comfort of the lodge. For visitors, the animals come to you!

*www.thearkkenya.com*

---

**FIVE STAR LODGE CHOBE SAFARI LODGE**

Located in the Murchison Falls National Park, this Five Star lodge is undoubtedly the gem in Uganda’s crown of tourism destinations. The breath taking panoramic views, coupled with the sounds of the River Nile’s magnificent rapids, sets the scene for an adventure that will impress even the most discerning of visitors.

Chobe Safari Lodge offers a unique opportunity to sample the wildlife, birds, flora and fauna; all in an area of the park that has yet to be discovered. This area of Murchison Falls National Park is ideal for fishing, and will revive this newly refurbished lodge to become one of the best fishing destinations in Africa.

*www.chobelodgeuganda.com*
MWEYA SAFARI LODGE

Mweya Safari Lodge offers visitors an unforgettable experience. Located on a peninsula within the heart of the Queen Elizabeth National Park, Mweya Safari Lodge is surrounded by the magical Rwenzori Mountains, aptly described as the ‘Mountains of the Moon’.

To the east, lie the guardians of the birthplace of mankind, the Great Rift Valley hills, separated from the Mountains of the Moon by the meandering Kazinga Channel. Here the water flows endlessly into two giant lakes – Lake George and Lake Edward.

www.mweyalodge.com

PARAA SAFARI LODGE

Established in 1954, Paraa Safari Lodge is set in Murchison Falls National Park. The lodge is located in the north west of Uganda overlooking one of nature’s best kept secrets, the River Nile, on its journey from its source at Lake Victoria to join Lake Albert.

Paraa Safari Lodge offers a unique blend of comfort, relaxation and adventure. Each of the rooms is a haven of style and serenity, complete with balcony and private bathroom. The safari décor of the lodge still reflects the bygone era of early explorers, enshrined with a modern touch. The luxurious pool overlooks the winding River Nile below. Enjoy a variety of excursions and activities; from exhilarating Safari drives to boat trips along the River Nile, ending at the foot of Murchison Falls.

www.paraalodge.com

SILVERBACK LODGE

The latest addition to the Marasa Africa properties is Silverback Lodge, located in the Buhoma sector of Bwindi Impenetrable Forest National Park in western Uganda. Silverback Lodge is only a 5-minute walk to the national park and has sweeping views of the valley and forests that surround it.

The lodge has sweeping views of Bwindi Impenetrable National Park - a 124-square-mile UNESCO site home to approximately 350 mountain gorillas (half of the world’s remaining population), non-habituated chimpanzees, more than 100 other species of mammals, 346 species of birds, and 163 species of trees.

www.silverbacklodge.com

While Marasa, much like its peers and rivals, has experienced a troubled few years, during which it has been affected by events beyond its control including the distressing rise in terrorist activity in the region, and the Ebola crisis in Western Africa, 2016 proved to be a positive year. All being well, it is anticipated that 2017, which will see the opening of new luxury camps atop the falls in Murchison Falls National Park in Uganda, and expansion into neighbouring Rwanda and Zanzibar, will see Marasa build further on what has been a 12-months of roaring trade.

These are exciting times for the company, and there is no better time to embrace Marasa Africa for a whirlwind romance with nature. At Marasa Africa, it is always an affair to remember. There’s a big, wild world out there – why not reach out to it?
1.2 million businesses like yours are seeing this. Getting your own corporate brochure couldn’t be easier. Get in touch below for details.

www.littlegatepublishing.com
alexs smith@littlegatepublishing.com
+44 1603 296 100