

# DEBORAH CALMEYER

*This authentic experience not only sets a new paradigm in ultra-luxe adventure and sustainable travel but also is a robust catalyst for change by facilitating active participation and insightful dialogue between informed, conscious travelers and local communities.*

Words: José Berrocoso

Photography: Emirates Executive & ROAR AFRICA

A First-of-its-Kind experience Transforming 10 Guests into Change Agents for Conservation and Sustainability. This is what ROAR AFRICA, the leader in ultra-luxe South and East African travel, promises.

Based in New York and Cape Town, founder Deborah Calmeyer and her bi-cultural team curate the most comprehensive and discerning range of storybook experiences. Providing the ultimate in insider access with an extraordinary dedication to making every detail perfect, ROAR AFRICA is unique in the industry, creating a seamless and uncomplicated experience from the moment guests step off the plane. ROAR AFRICA has long been committed to conservation, humanitarian work, and economic education and development in Africa. All employees devote time, money and attention to the preservation and support of the people, animals, and environment of their fragile and extraordinary homeland. This is reflective of ROAR AFRICA'S core values and its employees are fervent believers in these causes. Through actions large and small, direct cause-related activities, and indirectly through travels in Africa, ROAR AFRICA and its clients combine their resources to make a profound and powerful difference.



[www.roarafrika.com](http://www.roarafrika.com)



The inaugural ROAR AFRICA Emirates Executive Private Jet Safari is an extraordinary 'bucket list' travel experience designed to preserve and support Africa's wildlife, wild spaces and communities. This is the first time that the premier airline has partnered with a travel specialist to curate an epic journey, with an ethos rooted in humanity, targeting sustainability and conservation. The life-changing itinerary delivers 10 guests in unbridled luxury to the four iconic African destinations that offer the ultimate adventure and encounters with environmental educators and conservation change makers. Specialist guides, knowledgeable escorts and renowned leaders in a variety of fields provide thoughtful insight throughout the journey. The 12-day safari is priced at \$125,000 per person.

*"It has never been more important than now to curate experiences that facilitate an understanding of how the natural world works, and why and how we should help," says Deborah Calmeyer.*

*"To this end, we have curated this strategic itinerary by working from a place of deep insight and acute understanding of Africa's many strengths and complexities. We have painstakingly selected profound destinations and intimate wildlife discoveries to reveal what must be done to ensure that Africa's people, nature and animals survive and thrive. And knowing that time is a non-renewable resource, guests will appreciate the absolute exclusivity and unparalleled ease of travel.*

*Our goal is to change the philosophy and worldview of leaders, and I truly believe this is the greatest and most impactful safari experience on earth ... it will make your wildest dreams come true," she adds.*

*For Calmeyer, "I also believe it is the safest safari on earth, in this post-Covid era. Our 10 guests will be travelling in a bubble by private plane with a fully vaccinated crew and all travellers and camp staff also vaccinated, with seamless PCR testing on hand as we move countries. Guests will be staying at exclusive-use camps throughout the trip, privately taken over solely for ROAR Africa."*



#### Emirates A319 Executive Private Jet

Providing the sole means of international transport throughout the journey (from Dubai to Africa, and to and from the four African countries visited), the Emirates A319 was created for guests who want to go "beyond first class," and reflects the glamour of a bygone era when air travel was both exclusive and an integral aspect of luxury travel experiences. The jet features 10 private suites, private shower spa and powder room, an expansive lounge which functions as a communal gathering space or restaurant, and a cabin crew committed to providing the highest levels of personal service. Guests will also enjoy screenings of documentaries about Africa from notables such as historian David Attenborough, conservationists Dereck and Beverly Joubert, and environmentalist and filmmaker Craig Foster.

#### The Itinerary

What can only be described as the holy grail of Africa, the transformative and life-changing itinerary includes taking in Zimbabwe's Victoria Falls (one of the Seven Natural Wonders of the World), the Okavango Delta in Botswana (the largest inland delta in the world), Kenya's Great Migration, and the world's last wild mountain gorillas in the forests of Rwanda.

Guests will experience spectacular positioning of stellar properties, hand-picked because of their shared vision and commitment to creating a better future, combined with the charm and hospitality of their local communities and residents.

#### Giving Back

Conscious that flying on the new A319 Executive Private Jet creates a significant carbon footprint, ROAR AFRICA is ensuring the entire trip (flights and on-the-ground emissions) will be carbon-neutral with high-quality offsets. The environmental projects being funded from this journey are the installation of 69 solar panels in local villages in Rwanda; planting of 1,300 trees and access to freshwater for 3,000 people in Kenya; funding the protection of a rhino calf through Rhinos Without Borders in Botswana

