



Cheetah Plains Safari Lodge in Sabi Sand Starts a New Chapter

Key Hires Announced for 2022



Images

June 21, 2022 (Sabi Sand, South Africa) The safari destination for the discerning traveler, Cheetah Plains, is pleased to announce that they have brought the entire sales, marketing and reservations team in house and appointed several key hires. [Cheetah Plains](#) is home to the exclusive-use luxury villa and sustainable safari experience nestled in South Africa's most celebrated wildlife area, the Sabi Sand Game Reserve. A sophisticated, innovative eco-luxe safari run entirely on solar power, Cheetah Plains provides guests with a personalized, and flexible experience giving you the option to plan your safari on your terms. Perfect for families, groups of friends and multigenerational trips, each exquisitely designed villa accommodates up to eight guests and boasts a formal lounge, living and dining room areas, expansive swimming pool deck, entertainment lounge, wine gallery, curated art collection, chef's kitchen and four sumptuous private guest suites.

A complete hospitality team consisting of among others an accomplished host, private chef, sommelier, spa therapist, as well as, an expert field guide and tracker team are dedicated to you for the duration of your stay. Together, this talented group of professionals deliver a luxury safari experience of the highest standard, tailored to your individual preferences.

"I am thrilled to be part of this dynamic team. Luxury safari tourism is where I started my career – it is an enormous privilege to now be involved in creating, what I believe, will be an iconic safari lodge in

terms of next level luxury, exclusivity and sustainability,” shares Peter Dros, Head of Sales and Marketing for Cheetah Plains

Peter Dros, Head of Sales and Marketing: Peter Dros joins the team at Cheetah Plains with considerable experience in the safari industry growing and developing luxury tourism brands. Peter is the chairman of the SATSA Board Marketing Committee providing overall marketing and sales initiatives. Prior to this new role, Peter held positions as Sales and Marketing Director at Fancourt South Africa and Sanctuary Retreats. He also worked for over a decade at Mala Mala Game Reserve.

Nikki Wilsworth, Marketing and Digital Manager: Nikki Wilsworth joins Cheetah Plains with 22 years of experience in experiential marketing, positioning and building premium and niche brands across various sectors and markets. With a love and affinity for nature, travel and culture she has held positions including Channel Head on People’s Weather and Head Curator for The Design Assemblage.

Michelle van der Westhuizen, Reservations Manager and Sales Coordinator: Michelle van der Westhuizen has spent the better part of 29 years working in the 5-star hotel industry. She is passionate about travel and has broad experience in sales across sectors from Corporate to Government, MICE and Leisure and has held positions in various divisions in sales, marketing and reservations. Former roles include working in sales and marketing at Fancourt South Africa, Fairlawns Boutique Hotel & Spa, Taj Cape Town and Starwood Hotel Group properties - The Westin Cape Town and Arabella Western Cape Hotel & Spa.

Brooke Berlin, Founder at Karoo Consulting: Brooke Berlin brings over 20 years of experience in the communications and marketing fields focused on luxury brands and hospitality. She is the US sales representative for Cheetah Plains and will be the point of contact for the travel trade in North America, Mexico and Canada interested in learning about and booking their clients at Cheetah Plains.

Cheetah Plains is conveniently accessible by a 1.5-hour flight from Johannesburg OR Tambo International Airport on a commercial or private charter with a 20-minute private vehicle transfer from the Arathusa airstrip to your villa. A safari at Cheetah Plains is best paired with Cape Town, the Cape Winelands, Kruger National Park, and Victoria Falls. Daily scheduled flights are available on Federal Air from Johannesburg to Arathusa and on Airlink from Johannesburg and Cape Town to KMIA and Skukuza. Charter jets can be arranged by Cheetah Plains to Arathusa, or helicopter transfers directly to its private helipad. Rates begin at \$2,000 per person per day, all-inclusive, based on four adults with a 2-night minimum and \$1,550 per additional guest, or \$770 per child 3-12 years of age, or \$150 under three years of age. Reservations can be made online at www.cheetahplains.com or by contacting reservations@cheetahplains.com or calling +27 79 694 8430.

About Cheetah Plains:

Opened in 2018, Cheetah Plains is home to the exclusive-use luxury villa and sustainable safari experience nestled in South Africa’s most celebrated wildlife area, the Sabi Sand Game Reserve. The eco-luxe experience includes three private villas with four guest bush suites that accommodate up to eight

guests each with its own formal lounge, living and dining areas, expansive swimming pool, and outdoor deck that operates off-grid. Each villa comes with a complete hospitality team consisting of an accomplished host, culinary team, and spa therapist, as well as an expert field guide and tracker dedicated to you for the duration of your stay. Families and children of all ages are welcome to experience their own personalized safari, guided bush walks, wellness offerings, fitness gym, and ‘Cubs Club’ for kids. Cheetah Plains sets the standard in South Africa for zero-emission game-viewing utilizing its own fleet of solar-charged Land Cruiser Electric Safari vehicles. A luxury sustainable safari that is beyond expectations.

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