



Asilia Africa’s Rekeru Camp in Kenya Reopens this June After Extensive Renovations, as they Debut Kokoko Camp in Tanzania in July 2024
Celebrating 20 years with the travel advisor community with new “All Asilia” offer



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Arusha, Tanzania (April 30, 2024): [Asilia Africa](#), the luxury safari outfitter with 16 camps and lodges across Tanzania and Kenya, is pleased to announce the reopening of Rekeru in June 2024 after extensive renovations to reimagine the legacy camp and its newest adventure property, Kokoko Camp in Tanzania, opening in July 2024. As Asilia celebrates its 20th anniversary as a leading safari lodge operator, the company continues its strategic and purpose-driven expansion in East Africa to offer a circuit of wildlife and nature experiences for the adventure and luxury-seeking traveler. The company has launched “[All Asilia](#),” a new offer that includes inter-camp travel via road or air when booked for at least seven consecutive nights. It aims to provide value back to clients while encouraging them to access more far-reaching areas, such as Rubondo Island or Ruaha National Park, as part of their safari circuit. An added benefit to travel advisors is the [Asilia Academy](#), an online training platform that provides courses specifically designed to increase product knowledge of East Africa quickly and efficiently. Asilia also offers its own DMC, which has been servicing East Africa for the last 15 years, aiding advisors in organizing high-quality, tailor-made itineraries with on-the-ground support for things such as VIP meet & greets, transfers, and internal flights.

Rekeru Reopens in June 2024 in Kenya

Exciting changes are underway at [Rekeru Camp](#) in the Masai Mara, one of Asilia’s oldest and most beloved camps in Kenya. With a redesign of both the tents and main areas, it promises to deliver an even

better experience for guests this coming season while retaining its well-loved character and history, which it is renowned for, and maximizing its unique position. Boasting unparalleled views of the great migration for 37 years, with superb year-round game viewing and an enviable location, it is easy to see why the camp is frequented year after year by repeat guests. While Rekeró's much-loved traditional safari camp style will be retained, the reimagining of the property will include an upgrade to the main areas, which will double in size with a wraparound deck oriented to maximize the stunning river outlook, offering greater than 180-degree views. The main area design has been angled to fit perfectly into the riverine forest of Rekeró and around the existing age-old trees that will provide welcome shade in the heat of the day. A fresh new color palette and plenty of natural elements will create a light and relaxed feeling to the interiors allowing them to blend seamlessly with their exterior surroundings. All the furniture is being carefully restored and either reused or repurposed, along with some new locally made items. There will be a quirky nod of respect to the old Rekeró in the décor. While the overall layout of the standard tents will remain the same, the décor and ambience will be brighter, and sheer linen curtains will break up the canvas of the traditional safari tents with beautiful light mango wood replacing the current dark furniture. A new library behind the lounge will double as a private dining area, creating a cozy space where Rekeró's history will be told through a collection of photographs.

The two family tents are being completely replaced with a new design that offers greater comfort for families traveling with older children or adults traveling together. The main en suite bedroom will be similar to the standard tents, joined to the second room by a communal living area. The second room has two single beds that can be made into a double or triple, and it will also have its own bathroom. Both bathrooms will have a double basin, toilet, and shower with sliding doors to offer more privacy. The main bedroom has an extra verandah area and a central sitting room. The windows throughout the entire unit will be larger, bringing the beautiful riverine forest into the rooms with a lighter and airier feel.

Kokoko Camp Opening July 2024 in Tanzania

Kokoko Camp, set to open in July 2024, is located in Ruaha National Park on the banks of the Mwangusi River. Designed to bring guests back to the roots of what safari is all about, Kokoko's perfect location, and unique tent designs will deliver a great sense of adventure. Open from July to October, the property is booked on an exclusive-use basis for up to six guests and includes one of Asilia's top guides to lead private game drives in your exclusive open-sided vehicle, walking safaris, and night drives. The expedition-style tented camp is simple in design to retain focus on the experience and maximize the views of nature. Each of the three guest tents features a removable canopy that can be pulled back to enjoy the night sky and the chance to sleep beneath the stars. Nature and wildlife are the real stars of the show here, while birding is extremely popular, with over 570 bird species in the area. Visitors will likely spot antelope, elephants, giraffes, and bat-eared foxes, among other animals. Hot air balloon safaris are also available for those early risers looking to get a glimpse of the baobab-studded landscape. Geared toward the adventurous traveler, meals prepared by the private chef will mostly be enjoyed outdoors by the fire or picnic style.

Nightly rates start at US\$823 per person sharing for Rekeró Camp and US\$1,600 for two people at Kokoko Camp on an exclusive-use basis. Asilia offers travel advisors dynamic discounting that incentivizes both long- and short-term travel. When used correctly, this can save clients as much as 25%

off Asilia accommodation in addition to the standard advisor commission. When looking to extend more value to your clients, the “All Asilia” offer includes complimentary inter-camp transfers when they stay 7+ consecutive nights at Asilia properties, with a minimum of two adults and two nights per camp. Plus, if they are repeat guests of Asilia, they can receive an additional 5% off their booking.

For more information, visit www.asiliaafrica.com.

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About Asilia Africa: Founded in 2004, Asilia Africa is one of East Africa’s long-standing safari operators, employing nearly 1,000 people across 16 bespoke camps and lodges in Kenya and Tanzania. Meaning ‘genuine’ or ‘authentic’ in Swahili, Asilia has built a reputation for pairing incredible safari experiences with conservation efforts that empower both people and nature alike in the region. With lodges and camps in Africa’s most celebrated areas, such as the Masai Mara, the Serengeti, and Ruaha National Park, Asilia uniquely offers an “All Asilia” safari circuit that is immersive, authentic and engaging — from seeing a predator on the hunt to walking with the Maasai among the wildlife on the open plains. Their customized experiences include game drives, walking safaris, balloon safaris, and community visits that aim to deliver the most genuine and unforgettable encounters. The B Corp certified safari operator with offices in Cape Town, Arusha, and Nairobi makes pioneering investments into areas that are ecologically and economically vulnerable, aiming to turn these areas into viable economies that benefit both the local communities and the environment.

Additional Resources:

[Asilia Press Center](#)

[Rekero Camp Renderings & Images](#)

[Kokoko Camp Renderings & Images](#)

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