

# Asilia

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## **Asilia Africa's Rekeru Camp in Kenya Reopens this June After Extensive Renovations, as they Debut Kokoko Camp in Tanzania in July 2024**

The Retreats at Sayari and Namiri Offer New Exclusive-Use Camps in Tanzania



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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. Celebrating two decades as a leading safari operator, Asilia has remained at the forefront of East Africa's leading destinations, including Serengeti National Park, where last summer it debuted The Retreats at Sayari and Namiri Plains, offering travelers an elevated level of exclusivity and flexibility, creating a personal space for families, privately guided groups, or VIPs.

*“With 20 years as a safari operator, we’ve seen the appetite for wildlife experiences evolve as demand grows within existing demographics and new ones. Asilia’s strategy has been to develop a portfolio of lodges that offers travelers access to the most coveted parks and sightings, but also the hidden gems like Southern Tanzania that are thriving thanks to conservation efforts. We’ve also recognized the new spectrum of safari goers from adventure travelers looking to return to the traditional roots of safari to those looking for luxury comforts in Africa’s remote landscapes to eco-minded citizens eager for*

*regenerative experiences. Our three newest properties offer experiences for every type of traveler,”* shares Joanna Bailey, Head of Marketing for Asilia Africa.

### **Rekero Camp reopens in Kenya in June 2024**

Exciting changes are underway at Rekero 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 Rekero’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 Rekero 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 Rekero 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 Rekero’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 Mwagusi 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.

### **The Retreats at Sayari and Namiri**

[The Retreats at Sayari and Namiri](#) are the perfect locations for multigenerational and small group travel, complete with a private guide and vehicle, host, and dedicated chef, all offering exceptional service from Asilia's most experienced staff. Sayari Retreats, open June to March, and Namiri Plains Retreats, open year-round, each offer two retreats (each with two bedrooms) that share a pool and lounge and spacious deck with a sunken fire pit from which to enjoy expansive views across these iconic Serengeti locations and an additional dining room for larger groups. At Sayari, walking safaris, hot air balloon safaris, and cultural visits can all be enjoyed, and guests are in the premier location to view thousands of wildebeest crash across the Mara River as part of their [Great Migration](#) from July to November. Each Retreat offers two en suite double bedrooms, and additional beds can be added for children over five. Sayari is renowned for its exquisite safari experience amidst the untouched plains of the northern Serengeti. Namiri Plains sits in the eastern corner of the Serengeti, offering unparalleled privacy as no other camp is within an hour's drive. Before Namiri Plains was built, these grasslands were closed for 20 years to allow the cheetah population to be restored. Staying at Namiri Plains allows phenomenal access to the densest big cat viewing in the Serengeti. Game drives, walking safaris, and cheetah research can all be done here and each group will have a private guide and safari vehicle, allowing for flexibility and exclusivity in the experience.

These additions come as Asilia Africa continues its strategic and purpose-driven expansion in East Africa to offer a seamless circuit of unique wildlife and nature experiences for the adventure and luxury-seeking traveler. Furthermore, they have launched "All Asilia," a new offer that includes domestic flights between its lodges when booked for seven nights, which amounts to significant savings and encourages travelers to access more far-reaching areas such as Rubondo Island or Ruaha as part of their safari circuit.

Nightly rates start at \$823 per person sharing for Rekeru Camp, \$1,600 for two people at Kokoko Camp on an exclusive-use basis, and \$3,000 per retreat for the Retreats. Guests can also take advantage of the "All Asilia" offer, which includes complimentary inter-camp transfers when they book 7+ consecutive nights at Asilia properties. For more information visit [www.asiliaafrica.com](http://www.asiliaafrica.com).

**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 ecologically and economically vulnerable areas, aiming to turn these areas into viable economies that benefit both the local communities and the environment.

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