

FOR IMMEDIATE RELEASE:

MULTI-AWARD WINNING LUXURY TRAVEL SPECIALIST BEACON HOLIDAYS TO EXPAND ITS SOUTHERN AFRICA PROGRAMS

SYDNEY, AUSTRALIA: November 15, 2010 ----Luxury travel specialist, **Beacon Holidays** is proud to announce the expansion of its award-winning Southern Africa program for 2011, a collection of customised and special interest travel itineraries that showcase an array of unique experiences in South Africa, Botswana, Zimbabwe, Zambia and Namibia.

Beacon Holidays will unveil the popular Southern Africa travel experiences including the **self-drive, Cape Town to Garden Route** journey, a host of national parks and game reserves including Kruger National Park, and Shamwari and Sabi Sands Game Reserves, luxury safari lodges and city stays including Cape Town and Johannesburg, Stellenbosch winelands and Victoria Falls, together with culinary experiences, optional helicopter scenic flights, micro-light flights at Victoria Falls and a journey along the Zambezi River onboard the luxury *African Queen*.

Included in the programs are an innovative collection of luxurious land excursions, with five star, deluxe and boutique hotel stays, safari camps, soft adventures, provincial dining and “once in a lifetime” experiences that encompass the culture, cuisine and unique adventures the African continent is renowned for.

“Beacon Holidays has long identified that the discerning traveller wants to enjoy the ultimate travel and destination experience and an incomparable service delivery. This is why their individual travel requirements and interests remain our number one priority from the moment they contact us to the time they return home from their journey,” says Himanshi Munshaw-Luhar, Director of Beacon Holidays.

Each customised and special interest itinerary has been painstakingly developed by Beacon Holiday’s team of travel specialists, who not only have the expertise and regional knowledge of Southern Africa but have enjoyed exclusive relationships with the world’s leading ground operators and hoteliers; thus creating an exceptional trip from an ordinary one.



A certified SA FUNDI (South Africa specialist by South Africa Tourism) and a certified Australian and New Zealand specialist, Beacon Holidays is the winner of a multitude of prestigious tourism awards, most notably by South African Airways for *Proficiency in Marketing Development for South Africa, 1998*, and *Continued Dedication in Promoting South Africa in 2007* – and in the New Zealand tourism industry; *New Zealand Asia Award – Best Luxury Product Development in 2008*, *Tourism New Zealand Asia Awards in 2004 for Best Self-Drive Brochure in Asia* and *Grand Innovation Award for Marketing in 2004*.

Beacon Holidays is also acclaimed world-wide for its innovative **India, Eastern Africa, Egypt, Turkey, Fiji, French Polynesia, Australia and New Zealand** travel programs.

“We pride ourselves on delivering the ultimate travel experience for our clients, which is why many repeat guests continue to travel the globe with us. You simply cannot replicate the passion, expertise and service delivery our company brings to every itinerary,” adds Ms Munshaw-Luhar.

In addition to the Southern Africa and East Africa programs, Beacon Holidays is set to launch their exclusive **Masala Trails** program, a unique culinary and cultural journey that will take the discerning traveller to the cuisine capitals throughout India.

“Beacon Holidays’ mission statement is that every journey should be a special one, whether the traveller wants a short getaway ‘indulgence program’ in New Zealand or a customised culinary and adventure program in India or Africa,” says Ms. Munshaw-Luhar.

ABOUT BEACON HOLIDAYS:

Beacon Holidays is a boutique tour operator and wholesaler specialising in customised FIT and special interest packages with a focus on high-end leisure tourism.

Established in Mumbai, India, in 1994, and long recognised for its program and service excellence, Beacon Holidays expanded its fully-accredited Melbourne-based Asia Pacific operations in 2009 and is headlined by Himanshi Munshaw-Luhar.

Growing up in Mumbai and working for family-owned Beacon Holidays for five years, Ms. Munshaw-Luhar moved to Melbourne to complete her tertiary education. Completing her Masters Degree in Management and Accounting from RMIT University, Ms. Munshaw-Luhar now develops high-end travel programs and special interest tours for Australian and New Zealand travellers.

Working in partnership with the world’s leading destination management companies, prestigious marketing organisations as well as an assortment of award-winning hotels and boutique properties, Beacon Holidays provides the discerning traveller with an anthology of all-inclusive, customised programs; each tailored and delivered by dedicated professionals who constantly travel the world to seek out unique experiences for their guests.

Beacon Holidays’ destination portfolio includes **India, Eastern and Southern Africa, Turkey, New Zealand, Fiji** and **French Polynesia**. The company’s collection of destination programs is available through a select network of retail agents and associations.

For further information on any Beacon Holiday itinerary or to secure a copy of the new brochure, please contact Beacon Holidays on 1800 667791.

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