

The Galloping Gnus



Mark Nolting's Africa Adventure Company



NEWSLETTER

2010 FALL

24 Years and Still Galloping Ahead of the Herds!



Dear Safari Traveler:

As I sit down to write this letter I reflect on the past 18 months and feel great success and satisfaction. Although it was a turbulent time in the middle of the world's economic crisis, we stayed fluid to the constantly changing safari industry. Our clients benefited with some of the best prices we have ever seen offered to safari travelers, such as "Pay for 3 nights, stay 4" specials or free charter flights to entice guests. And entice it did! First time and repeat travelers were able to visit camps and regions that they had only dreamt of before.

In a day and age when competition is immense, we are frequently asked by prospective clients "What makes The Africa Adventure Company stand out compared to companies A, B or C?" Unlike some Safari Tour Operators, we do not own any safari camps in Africa. This allows us to freely recommend or discourage certain camps and lodges depending on if they offer value. We know where to find the best accommodations for the money, the best guides and the best game viewing opportunities! Let us go to work for you with the planning of your next trip. (See pages 2-4 "Experts in Africa" highlighting our Signature Safaris).

Every year we take pride in selecting ten up-and-coming camps and lodges that really stand out as offering incredible value, awesome game viewing and eco-friendly accommodation. Page 5 features our 2010 "Top 10 Camps".

To us, a safari is more than just game viewing. It's the local community behind the scenes, the camp guides who grew up in the region and always wanted to be more. A portion of your safari costs go to pay for scholarships, fresh water pump or to feed local school children or building a new wing to a school. We actively support a number of charities and "Making a Difference" is our way of giving back (pages 6-7) including the Donor Trip led by Mark and Alison Nolting in April, 2011.

The hottest trend in adventure safaris is "Voluntourism" - taking time out for meaningful travel. We have been at the forefront of this and have highlighted eight "Safaris that Sizzle" featuring projects with local communities while still enjoying being near traditional game viewing areas (pages 8-9).

Our specialist guides are one of the reasons we stand head and shoulders above our competition. Their background and passion translate into the ultimate safari experience possible. Enjoy the winning photos taken by our clients (page 11) and the introduction to some of the top guides from across Africa including Egypt, and highlighted safari departures that they lead (pages 12-13).

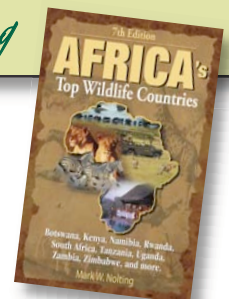
We continue to be recognized as one of the **World's Top Travel Specialist's** in the United States by *Conde Nast Traveler*, our 8th year in a row. This is truly an honor that we would have only dreamed of when we established The Africa Adventure Company 24 years ago! Please read about our wonderful staff in "Herd of Gnus" on page 14.

In closing, Alison and I would like to take this opportunity to thank you, our clients - both repeat and new safariers. Your loyalty during these uncertain times speaks volumes and we truly appreciate it. For everyone whose passion lies in the wildlife of Africa, we look forward to welcoming you on a safari of a lifetime as we celebrate our 25 year anniversary in 2011.

Mark and Alison Nolting



The Africa Adventure Company



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