

MARKETING COPY



OVERVIEW

This marketing copy can be used to promote Samara Karoo Reserve on your website, newsletters or social media.

50 WORDS

Samara, a leader in conservation-driven luxury tourism in South Africa's Great Karoo, offers tailored safaris blending world-class comfort, exceptional wildlife encounters and personalised service.

Three lodges provide intimate and authentic accommodation, with guests directly supporting Samara's rewilding vision and the preservation of the Great Karoo's unique biodiversity.

100 WORDS

A leader in luxury conservation-driven tourism in the heart of South Africa's breathtaking Great Karoo region, Samara has pioneered the rewilding of this uniquely biodiverse landscape since 1997.

Today Samara offers a private luxury safari experience where every guest's stay is thoughtfully-tailored – combining world-class comfort, exceptional wildlife encounters and personalised service in one of Africa's most enchanting destinations.

Three authentic lodges provide quality accommodation that celebrates the unique style, traditions and soulfulness of the Karoo.

By choosing to visit Samara, guests actively contribute to the ongoing preservation of the Great Karoo's unique biodiversity, ensuring its magic endures for future generations.

100 WORDS - CONSERVATION

Samara was founded with a vision to restore South Africa's Great Karoo wilderness. This landscape once witnessed the springbok migrations, later curtailed by fences, firearms and farming.

Consulting expert ecologists, Samara's founders assembled eleven farms encompassing 5 of South Africa's 9 vegetation biomes across 67,000 acres (27,000 hectares). An ambitious programme of land restoration and wildlife reintroduction – including the first cheetah, lion, elephant and black rhinoceros to return in over a century – has brought the landscape back to life.

Samara's ultimate vision extends to creating South Africa's third-largest protected area linking three national parks in a Global Biodiversity Hotspot.

100 WORDS - ACCOMMODATION

Samara's three intimate and authentic lodges, each with a true sense of place, enjoy exclusive traversing rights over the 67,000-acre (27,000-hectare) reserve.

Encircled by a natural amphitheatre of mountains, Karoo Lodge is a 24-bed farmstead combining traditional Karoo style and modern South African design with personal touches evoking Samara's journey as a family-run conservation project.

The Manor is an elegant exclusive-use safari villa in a contemporary Karoo style, sleeping 8 guests in utmost comfort and privacy.

Eight-bed Plains Camp is an authentic off-grid tented experience with spellbinding views, focusing on walking safaris and reconnecting with Nature in elegant simplicity.

200 WORDS

A leader in luxury conservation-driven tourism in the heart of South Africa's breathtaking Great Karoo region, Samara offers a private luxury safari experience where every guest's stay is thoughtfully-tailored – combining world-class comfort, exceptional wildlife encounters and personalised service in one of Africa's most enchanting destinations.

Founded in 1997, Samara has pioneered the rewilding of this semi-arid yet uniquely biodiverse landscape. Today the reserve is one of South Africa's most diverse safari destinations and one of its largest privately-protected areas, comprising five vegetation biomes across strikingly varied topography, home to over 60 mammal species including the Big Five and cheetah, as well as 225 bird species.

By choosing to visit Samara, guests actively contribute to the ongoing restoration and preservation of the Great Karoo's unique biodiversity, ensuring its magic endures for future generations.

Conceived as a love letter to the Karoo, the Samara guest experience brings to life this ecosystem of many treasures – from its abundant fauna and flora to its prehistory and contemporary culture. Slow, meaningful and exceptional safari encounters are a Samara hallmark, with guests encouraged to take the time to breathe in the magic of this special landscape, guided by those who know and love it.

For further inspiration, visit our [website](#) and our social media channels:

- [Instagram](#)
 - [Facebook](#)
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