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## &BEYOND LAUNCHES LUXURY TOUR OPERATIONS IN SOUTH AMERICA

June 2015

Following its significant growth and operating success in South Asia, luxury experiential travel company &Beyond is now expanding its portfolio to include a third continent with the launch of &Beyond South America. World-renowned for its magnificent landscapes and pristine wildlife areas, this continent offers truly authentic and extraordinary guest experiences.

&Beyond South America's first official office will open on 15 July 2015 in Santiago, Chile and will provide luxury tour operating and destination management company (DMC) services to guests travelling to Chile. By 15 August, &Beyond will have additional operational coverage in neighbouring Argentina.

The capital city of Chile, Santiago is ranked among the top three cities in South America and is the ideal entry point to the continent's most iconic destinations, including Iguazu Falls, Easter Island, the wine regions of Santiago, Atacama (one of the world's driest deserts), Buenos Aires (the "Paris" of the Andes), and of course Patagonia, which is the gateway to Antarctica.

By mid-2016, &Beyond South America will further expand to include luxury touring services in two additional countries, Peru and Ecuador, allowing guests to explore the wonders of Machu Picchu, the Galapagos Islands and the Amazon, to name just a few incredible attractions.

&Beyond South America will be led and operated by Managing Director Pedro Barraza, who will report to Regional Managing Director (East Africa, South Asia & South America), Mark Wheeler. Pedro has 25 years' experience in the travel industry and 14 years' experience in top management roles in South America specifically.

Although &Beyond will initially operate as a full-service luxury DMC, it will also start exploring other exciting opportunities that South America offers in terms of luxury experiential lodges, blue ocean ships in the Galapagos and river ships on the Amazon.

By taking its core company ethos beyond Africa and South Asia, &Beyond believes it can make a significant and meaningful difference to the land, wildlife and people of South America.

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#### ABOUT &BEYOND

&Beyond is one of the world's leading luxury experiential travel companies, designing personalised luxury safaris in 15 African countries, as well as arranging bespoke tours in India, Bhutan, Sri Lanka, Nepal, Chile and Argentina. The company also owns and operates 33 extraordinary lodges and camps in Africa and India that positively impact more than 9 million acres of wildlife land. Established in 1991, &Beyond takes exceptional care of its guests in order to make a difference; its commitment to sustainable responsible travel, conservation and community empowerment has been globally recognised with multiple awards over the years.

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