

REVAMP

& BEYOND PHINDA ROCK LODGE

PHINDA PRIVATE GAME RESERVE,
SOUTH AFRICA

AndBeyond's Phinda in Zululand made sustainability look sexy while most of the competition was still putting bedtime mints on pillows. They are WAY ahead of the curve, which means that much of the 70,500-acre reserve was returned to the ancestral owners in a landmark deal, and (in high-security cahoots with Great Plains Conservation) they regularly ship under-threat rhinos to Botswana for safekeeping. To match these conservation credentials, Rock Lodge (one of several in Phinda) has come back with a bang after first opening 20 years ago, with buckets of sultry, grown-up appeal. There's a rooftop terrace for night-time dining, a drinks trolley stocked with gins and you can spy on elephants and giraffes from your raw-timber bed. No kids allowed, which is a blessing, really. *Double, from £1,085, full board, including transfers and safari activities (asubeyond.com; 00 27 11 809 4300).* **AND ANOTHER THING** Ask to accompany the conservation team on a rhino-notching or elephant-collaring operation. It's transformative.

