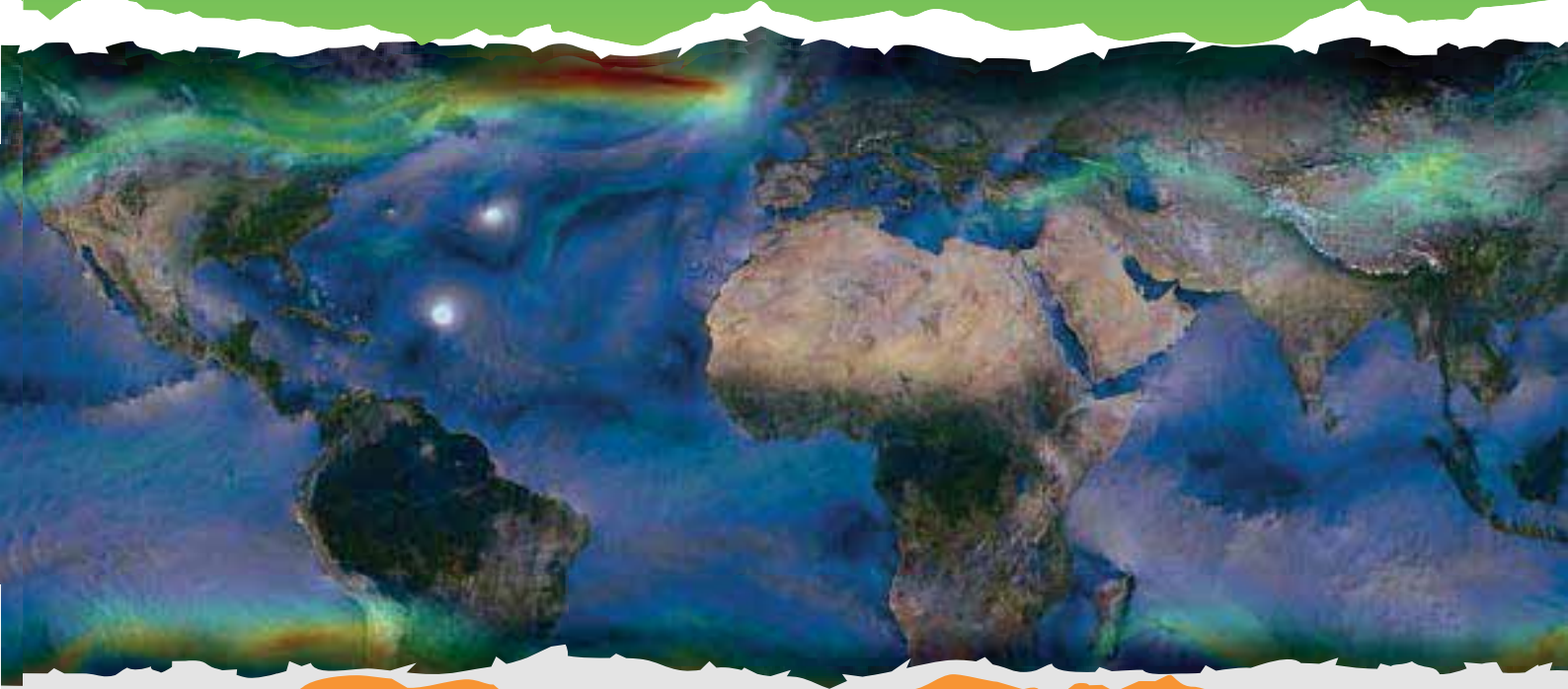


MARKETING AFRICA OVERSEAS



Committed to Promote Africa Tourism

"Anywhere In Africa Anywhere At Our Market Place"



CONTENTS

HT-Media Crew

About us, Our Mission & Vision

Why we chose Africa, Where it all began

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Brief introduction of AHT-Media, Limelight Africa and Limelight Holiday Safari's Ltd. And Together we became "Limelight Group"



AHT-Media and Limelight Africa are African based companies. We are registered in Kenya for Eastern Africa, in Botswana for Southern Africa, in Nigeria for Western Africa and in Rwanda for Central Africa. Plans are going on for registration in Tunisia for the Northern Africa Region. HT Media and Limelight Holiday & Safari's Ltd are Registered in the UK to serve the Europe Zone, Arrangements have been made for this company to take up our operation until we establish our own base in the USA, Australia, New Zealand, Canada, China and Japan.

It is my sincere hope that together we will make a great difference in this sector. You may probably ask yourself, 'why Tourism?' Its because, I am passionate about it and I am loaded with great ideas and expertise that will

contribute positively to the tourism sector, hence bringing change to many African peoples lives that has been hit hard by the collapsing of the industry. It is a sector that has employed majority women in Africa and transformed their lives. Closure of the some businesses worries me and the impact that it has caused for the last 10-15 years. This is the sector that has changed gender equality in the job market in Africa. Tourism is the second largest source of income and GDP in Africa apart from farming in some parts of East African countries. More questions are answered in this newsletter.

I kindly ask your company to purchase advertisement space in our magazine, "**GATE WAY TO AFRICA HOLIDAY & SAFARIS**" which will be published yearly and the advertisement in this magazine will automatically be uploaded on the safari africa website for the purposes of promoting business image and link customers to your official website for bookings and reservations.

The Magazine will be A4 size, full colour, up to 250 pages starting with 20,000 copies which may go up to 50,000 copies for the period.

Managing a successful business can be archived by knowing your customers, having good communication and taking control on a day to day basis. Limelight is bringing to African tourism business owners, leaders, CEO's and managers, close to the customers they need most for their business.

You know better than anyone just how much hard work is involved in running a business within the retailer, leisure, touring and hospitality industry. From dealing with seasonal staff issues and unconventional working hours.

Our essential benefits comes when you subscribe to our magazine's advertising space. Your advertisement

will automatically be uploaded on our online marketing trafficker for Africa Holiday makers where you get a chance to sale directly and avoid depending on the middle men (agencies). You will also receive free advice for your customers toll free from our call centres overseas.

Kindly contact me for more information or any inquiries, I look forward to working with you.

*Place your advert, and lets
set the ball rolling for your
great results.*

Thank you.

Felix S. Ihah

Founder Limelight Group





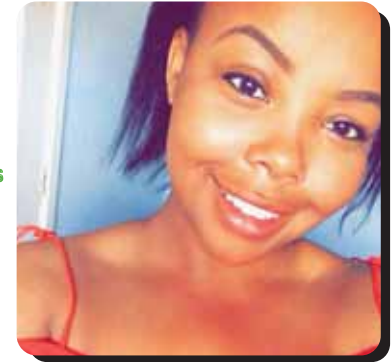
Felix Ihah
CEO



Samantha Mahoro
Group Customer
Relations Manager



Cheryl Lee
Group General Manager



Sharon Umulisa
PA & Administrations
Manager

The #7-Media Crew

EAST AFRICA



Rachel Mnkwema
Rep Tanzania



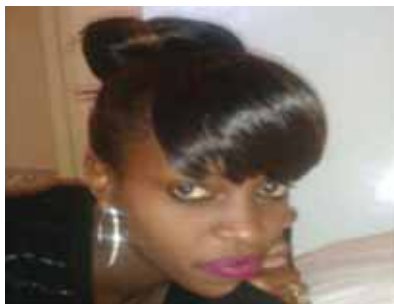
Mary Nazareth
Rep Tanzania



Ann K Lavusa
Rep Kenya



Nazizi Faris Marinie
Rep Uganda



Hilda Nyokabi
Rep Kenya



Young Radioy
Rep Uganda



Ejang Rhona
Rep Uganda



Leah Clen
Rep Kenya

The #7-Media Crew

Botswana , Zimbabwe, Malawi, Namibia & South Africa



Neo Boikhutso
Rep. Botswana



Belinda Nyarie Mtangi
Rep. Zimbabwe



Lisa Elvice
Rep. Malawi



Ayanda K Naldmaan
Rep. South Africa



Codelia Nkomo Rep. Zimbabwe



Jossilicios Phina Rep. Namibia



Posiza Inthoza Rep. South Africa

The HT-Media Crew

Western & Central Africa, Rwanda ,Ghana, Gambia, & Nigeria



Esther Chinenye
Rep Nigeria



Cicilia Ihorere
Rep Rwanda



Lina Addol
Rep. Ghana



Lamin Keita
Rep. Gambia

Mission

- To promote Tourism sector for Africa.
- To carry out advertisement and communication of our clients.
- To publish and broadcast all products and services within the tourism sector of Africa in Europe, Asia and America.
- To market your products and services through advertisement.
- To appoint sites of holiday makers of Africa that are available and avail the materials needed for more information.
- To control the materials supplied by customers, one reads and retains the materials at the stand where found. None of the materials under our firm are wasted.

Vision

- To cut off the middle persons who hike the prices, hence discouraging more tourist visits.
- To build a relation between hotels and clients directly boosting client referrals promoting tourism

Core Values

- We are devoted to provide professional marketing and advertisement for holidaymakers of Africa.
- We believe that HT-Media is the only name you need to know when it comes to advertising your business and services. You can always be assured that our personal attention lasts through every aspect of your advert.
- We aim to publish HT-Media magazine. Any advertisement in the magazine qualifies free advertising on our website

About Us

In 2006 the dream of HT-media began; we examined the market place and discovered it's potential. We combine the standard of honesty with the international expertise to provide professional approach within the Hotels, Lodges, game drives, Safari management and shared ownership. We are a group that is registered in England, Scotland and Wales.

Committed to marketing Africa overseas



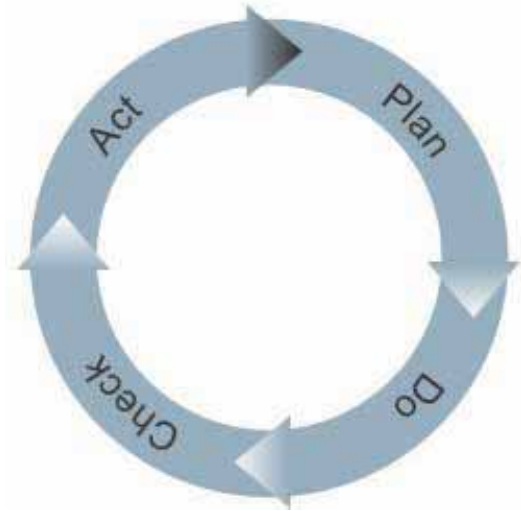
Philosophy & Achievement Plans

We have plans to increase the number of holiday makers for Africa by doubling the existing number of today's and probably more in five years time. Limelight is going to events crewing systems starting from the UK and the whole of Europe within five years time. In the UK negotiations are going on between two industries, NHS Great Western Railway Crew. What is a crew? A Crew is a group, Association or Memberships of organization.

This will be for holiday makers of Africa. If you go back from the 1930's to the early 1990's, there was the Corn-dog crews, 2000 Crews, Hoppers Clouds, LTI Crews, STI and many more, all from different cities and countries such as Guinevere in Switzerland, London in Britain, Ottawa in Canada, Berlin in Germany, Rome in Italy, Paris in France, Madrid in Spain just to mention a few. Limelight is in a position to bring this back to life. These two sectors will bring increase in Africa tourism by almost 40% of today's holiday makers. The association of these two groups are in progress. Special plans are being put in place in countries and companies in Africa such as Hotels and Tour division companies which will be involved by taking part in our advertisement.

Hotels in Africa such as the Reef hotel, The Block Hotels, The African safari Club, African Tours and hotels, The Crestar Hospitalities, Serena's and The Sarova Hotels used to depend a lot on the crews of those years including the Tropicana hotels, Club six eighties and the Laico Hotels. The Polmans Safaris, UTC, STU Southern Cross Safaris Cool dips Touring, Big Five Safaris, and many more tour divisions had excess during these seasons.

“Why can't that happen now?”



Where it All Began. "Safari."



Lt. Cl. John Henry Patterson
The man who entered Tsavo and the
east Africa in 1907

When looking back on the adventures of the men of times gone by, no great adventure stands out more prominently than the hunting safari. Modern safari (by gun or camera) was financially out of reach for most of us, the stories of the golden age of the safari are readily available in form of fiction and non fiction alike. Authors such as Ernest Hemingway, Peter Hathaway Capstick, Robert Ruark, and even the father of manliness himself, Theodore Roosevelt, have written volumes on the topic. From within the pages of these masterpieces of masculine literature sprout stories of man eating lions, elephants chasing, fleeing Land Rovers, hippos attacking river cruises and so much more.

In 1866 when Joseph Hamilton Barry, a wine merchant was sent from London to Cape town in South Africa on behalf of the family on business. He settled in Swellendam and built an empire that began with shipping grain on the "Duke of Gloucester". Four generations later David Tett's grandfather, Michael Hamilton Barry moved from

Cape Town to Bulawayo in Rhodesia which became Zimbabwe in 1980. His Daughter, David's Mother, Jennifer Burry was born in Bulawayo and she married an englishman called Michael Tett. They had four sons who were born and raised in Rhodesia. The third was David Tett. From the age of three, David's Parents would take the family on extended camping trips to the Safari in Botswana and Zimbabwe to the Okavango Delta: the Makgadikadi salt pan; Hwange Mana pools, Gonarehezou and Chizarria National park. These were the days when Safari Lodges did not exist so they would set of in an old series land rover hauling a trailer stuffed with canvas tents and equipments that would support them in the bush for two to three weeks at a time. They would walk through game rich savannahs led by their father, armed with an old 303 rifle and a curiosity to learn about the African bush. Unknowningly as they did the expeditions with the children



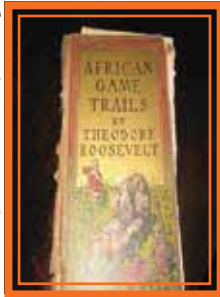
Josh Parchman

led by Michael and Jennifer Tett, they were laying the foundation for bush track Expedition a successful African Safari tours Business started by David Tett, his wife Carilyn and his two brothers, Nicholas and Christopher

following the leads of the Eastern African where it first started in Tanzania and Kenya from the formally colonial ruler and slave trader Arabs and the Portuguese.

Throughout the 20th Century, the safari has been popularized in film and literature through grand tales of adventure, romance and thrills. But how long has this activity been going on? What was going on during safaris hundred years ago? First, the word

Safari originated from the word “safari”, which is an Arabic verb that roughly translates “to make a journey”. From there, you get the noun “safari ya,” or journey and then to safari which is actually a Swahili synonym of the Arabic word. Swahili is a combination of Arabic and Portuguese. Clearly, in this original definition, you do not get connotations of tents, backpacks, hiking and land rover 4x4s that are currently associated with the concept of safari. Rather, in its original context, it referred to the long distances people would have to traverse for trade routes and so forth. The earliest safaris recorded were primarily focused around the trading industry. With the Arabic and African cultures so closely connected during our early human history, there would often be large caravans of traders travelling



The African game trails
Chronicles

across vast landscapes to bring their wares from one city to another. According to The History of Safari, Travel Africa, in the 18th Century, trading was a profitable and successful business as many prized items and unfortunately even people were sold and used for barter.

According to Gemma Pitcher in Tanzania’s safari history, European safari caravans were a large scale operation that involved a huge contingent of staff and crew along with supplies and weapons. Some of these trade routes were rather treacherous. So skillful bartering and negotiating, also played a crucial role in getting from point A to point B, especially when dealing with trading slaves.

Fortunately, the safari that was associated with slave trade ended before the turn of the 20th century, changing the purpose of safaris from a business focus to a fun adventure or exploration. According to People behind the Names, African wildlife and Conservation, early naturalists and explorers like William John Burchell, Thomas Ayres and Gustav Adolf Fischer not only redefined the purpose of the safari, but were instrumental in identifying several species of animals.

Their legacy is the great work they did during their exploratory travels, and of course, the animals that now carry their names:

- Burchell's Coucal, Courser, Sand grouse, Starling and Zebra
- Ayers' Hawk-Eagle and Cisticola
- Fischer's Lovebird, Sparrow-Lark and Turaco

Unfortunately, along with these great naturalists and men of science came the hunters, who revealed a more negative side of human nature. The side that wants to rule and dominate. In some cases, the safari become associated with the "hunt", that is, conquering the big unattainable wild beast and returning from the hunt with trophies ranging from hides, skins and heads, to an entire beast. Of great renown were hunters like William Cornwallis Harris, who not only hunted big game, but documented the hunts so that everyone would be aware of his courageous adventures into the African wilderness. Despite his fame for hunting, Cornwallis was also a keen observer of nature, gaining credit for his discovery of the sable antelope (aka Harris Buck). His writings and watercolour drawings of the mother continent created a new sense of awareness and appreciation for the wildlife of Africa. Another great hunter/explorer was Frederick Selous, whose safari exploits in East Africa consisted of shooting elephants and collecting specimens for museums in Europe.

Ironically, it's because of men like Seleous and Harris that the conservation movement began. This movement would ultimately sanction saving these privileged areas of Africa and the native wildlife, allowing them to continue to exist unspoiled for future generations and leading up to today's photographic safaris.

Why Africa? Growing up there was magical and it enriched our lives in some incredible ways and we want to share some of these experiences that changed our own lives. In a nutshell, over the last twenty years, we have managed to share Africa with several thousand travelers, friends and families, many of them have been to Africa several times with bush tracks which is a true testament to this extraordinary continent. So why did African become so popular in the Holiday Making and why has it now dropped so dramatically to the worst, including the popular destinations such as Kenya, Tanzania, South Africa, Zimbabwe, Botswana, Namibia, Gambia and the Ivory Coast. Just to maintain a few? Most of us say "Politics". But is it?

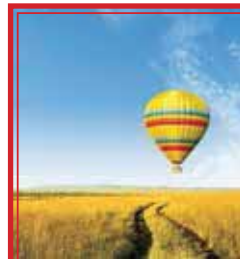
Who has been the holiday makers for Africa? Of course! The europeans, Americans and Arabs. The way they rule Africa is the way they created the tourist's attraction sites and destinations.

It was all about their businesses' success and not building Africa. They owned the hotels and tour operator companies in Africa at the time, that's why the industries were successful. Now that Africa and Local Africans have taken control of many companies within the tourism sector such as Hotels and tour division's for the purpose of Safari, still they have to pay huge substantial amount of money in order to secure bookings of tourist in their hotels and for safaris from there Market Place oversees and that's why the sector is and has been falling for some time, which has caused some business owners to pull out from the tour operators because this companies do not make enough profits, they can't afford to pay the commissions demanded by the tour operators making them struggle to pay their staff. Back then, it was all in one roof from Marketing to air line companies, the Hotels and the tour divisions were their own, both overseas and in Africa. To be part of Marketing and Advertisement programmes, we ask you join the campaign of African tourism and help rebuild the sector now and forever. The good news is that, we can do it. We can make it look much better. In order to reach our clients better, we have to be the media that operates from the ground. We have many African airline companies making flights to and from African tourist destinations.

HT-Media and Limelight Holiday is the solution to this problem, we want to work with you. Kindly sign up today for our Marketing and Advertisement and be part of African tourism campaign to help rebuild the sector again and forever.

Before

THIS IS HOW IT WAS DONE: Before which was then at the time but not for the current seasons of today's generation, lets transform it for today's.



After

THIS IS HOW IT'S DONE: Good times good food, breath taking nature capped with wild adventurous safaris.

Why Africa?

- Because we love the continent and most of us come from there, we understand the history, policies and the best geographical sites of the continent, making it easier to pass land information to the market abroad.
- Tourism in Africa has been recorded as one of the most successful sectors and the only way of earning foreign currency hence emerging the best income generating sector.
- We are creating jobs for locals and the majority of middle class people that work in hospitality and tourism organization.

Part Of Life



Together we can make the face of Africa whereby we won't lose the holiday makers of Africa to any other continent. HT-Media & Limelight Africa believes that together we can win this battle back for "AFRICA"

Africa. "OUR" Pure Gift



“

As africa we have different rich cultures, intriguing amazing wildlife and breath taking sandy beaches. We celebrate our land, our culture, and our heritage

”



Be seen for who you really are.

Advertise here.

email: info@htmedia.co.ke

1/2 pg advert



Be seen for who you really are.

Advertise here.

email: info@htmedia.co.ke

You can own a space in this magazine by placing an Advert. Full page, half page or quarter page. For more information about the rates, kindly check on page 29.

1/4 pg advert



**Be seen for who you really are.
Advertise here.**

email: info@htmedia.co.ke

1/4 pg advert



**Be seen for who you really are.
Advertise here.**

email: info@htmedia.co.ke

Beach Hotels in Kenya

Kenya has one of the largest beach fronts in the world. It's the starting point for holiday safaris. A visit to the Amboseli National Park, Mt. Kilimanjaro, Abardare ranges among others sites are some of the precious sites to visit.

So go and spoil yourself!!



TOUR OPERATORS:

Need a Package Holiday From Europe? Want to spend time at a beach hotel in Kenya? Need a starting point for Safari Kenya? We are here for you. Contact any of following tour operators offering holiday packages. Call us directly and make your booking, for free advise, contact the Advertiser HT-Media on +441865593003 or text Safari Africa to +447758288405 / +254700687118 for a free call back. You can also send us an email at sales.htma@gmail.com. We will offer you free advise on any inquiry.

- [Limelight Safari's](#)
- [TS / Rewe Touristik- Germany](#)
- [Eso Tours-Czech Republic](#)

All are welcome! The world comes to Kenya! Warm blue waters! Lovely palm trees! Lots of sun and fun! Fantastic food! and A wonderful culture!

KETTY TOURS

Your ultimate guide to the african experience

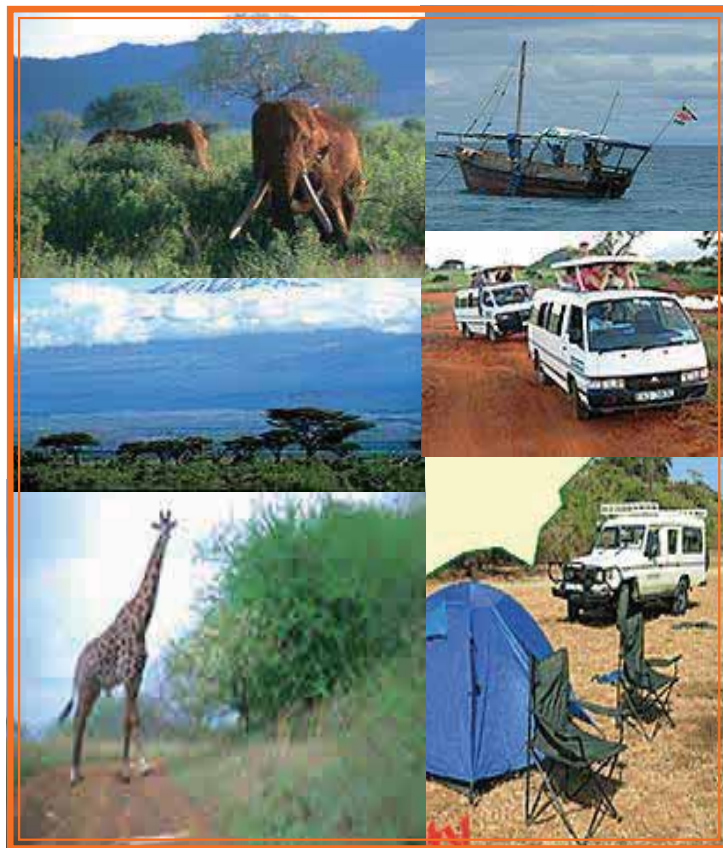
KETTY TOURS TRAVEL & SAFARIS Ltd is a professional tour operator with its head office at the prestigious KETTY Plaza along Moi Avenue in Mombasa and is a member of two leading tourist associations namely, Kenya Association of Tour Operators (KATO) and the Mombasa & Coast Tourist Association (MCTA). It has also been highly recommended by the lonely planet and Le Guide de

Mountain Climbing:

The climbing seasons are from mid December to Mid March & from Mid - June to end of Sep. These traditional climbing periods are the most predictable, however the chances of encountering good weather on the mountain are equal throughout the year.

Luxury Safari Drive:

An early morning game drive will give you the opportunity to enjoy the wildness of Africa from a different angle, before returning to the lodge for a hearty breakfast. This offers an opportunity to see a wide variety of animal species, from the lions, Zebra, Elephant



Ketty Tours, Travels & Safaris Ltd. Ground Floor, Ketty Plaza, Moi Avenue, Mombasa, Kenya

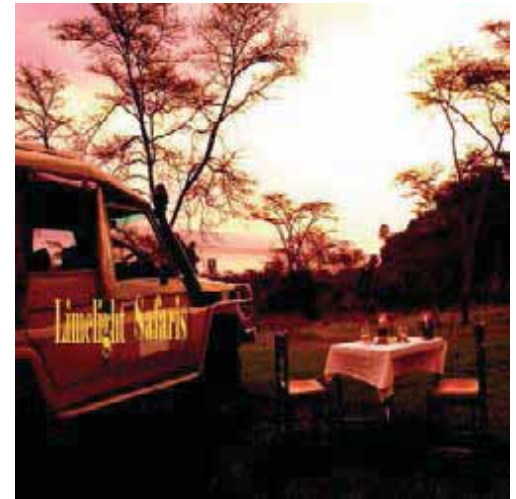
Tel: +254 41 2312204/ 2315178/ 2229572 Fax : +254 41 2311355.

E-mail: info@kettytours.co.ke Designed by: or Call the Advertiser for free advise on +441865593003 or text safari Africa on +447411164828 for a call back and for your free advise

Picnic with Limelight Safari's

Kenya's Finest Picnic Site In Sagana, Kenya Rapids Camp is a place to getaway, relax, breath in the fresh air and enjoy the out doors in Kenya. We offer unique location, exceptional and fun facilities for picnics that make every event memorable. Our camp has manicured lawns and rocks, that families camping can dare climb and are very safe. Rapids Camp in Sagana is a perfect place for group outings, company meetings, team building, schools, churches, families, weddings and all manner of reception (Barbecues) and a picnic site. It's a one of a kind experience that offers a wide variety of activities for all age groups. Climb the 40ft long rock, overlooking the Rapids falls, try sport fishing, stretch in the lovely manicured lawns. Test

your children skills in our range of activities. Go to the nearby hill called the moonlight hill with your family and see the vicinity of Mt. Kenya with the amazing snow on top.



Seat and cook next to Rapids falls and roast your barbecue or even try the picnic breakfast. Good for corporate team building. All Camping groups, team building or picnic folks. Please ensure that you obtain a receipt for all payments made from the Camp office. Remember to carry your camera when making a trip to Sagana Camp. Our photo gallery portrays what you will find on the ground in Sagana. All the photos have been taken from the Rapids Camp not copy and paste. Rapids Camp is an ideal picnic site near Nairobi the capital city of Kenya.

*Premier World Flat-beds,
world class luxury in the sky*

Winner, World Travel Awards 2014, Africa's
Leading Airline - Business Class.



We keep rising

KQ is among top ten most improved airlines in the Skytrax World Airline Awards 2014



SOUTH AFRICAN AIRWAYS

A STAR ALLIANCE MEMBER 

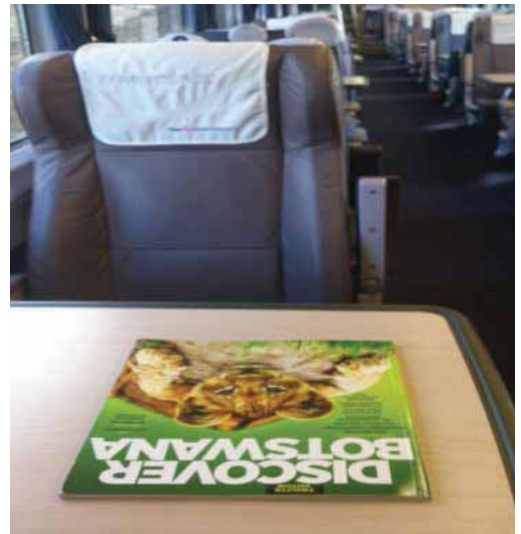
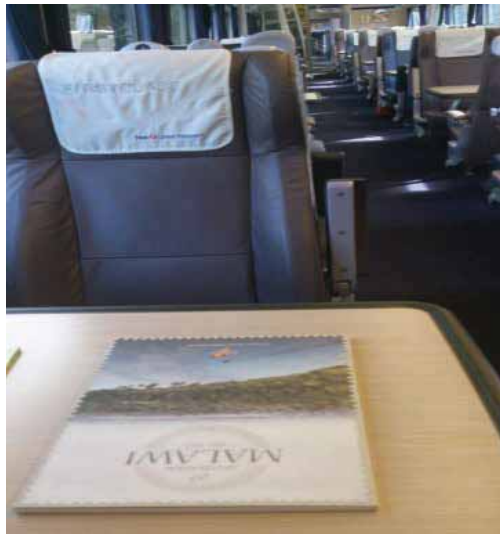




Ethiopian Airlines

Photos of magazines displayed with Great Western Railways Network

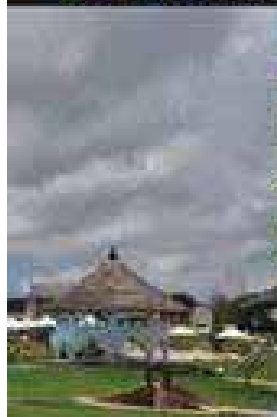






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Grow your Tourism Business with HT-Media.
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Hotel, Safaris, Game Drives and Camping.

www.hotelstourismmedia.com

APPLICATION FOR MARKETING & ADVERTISEMENT YEARLY SUBSCRIPTION

MAGAZINE NAME; (GATEWAY TO AFRICA HOLIDAY)

Published by AHT-Media & HT-Media "Limelight Group"



(Please ensure you write your full Names and Correct Address in block Letters)

Company Name;

Type of Business; Class of Business;

Company Postal address/ physical address;

Town; Country; Postal Code;

Tel. No. Mobile.

Email 1; Email 2;

Contact Person 1; Position;

Contact Person 2; Position;

Advertisement information: kindly choose the advertisment you prefer to subscribe to. N/B the information given here is going to be advertised on-line including all your contact details and companies website link to your business

(1) Full page in full colour £150 (2) ½ page full colour £120 (3) ¼ page full colour £100

Ordered by; Position; Sign;

Approved by; Position; Sign;

Please indorse rubber stamp if available for the business or attach a complimentarysleep if any, or a business card of any of the above signatories.



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**17 Benouville Close,
Cowley Oxford OX4 2PW.**

Tel: 01865 593003

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