



Karibu Kenya

Best Holiday Tour Operator 2019 - Kenya



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Drawing on founder Tamara Britten's vast experience of travelling in Kenya, Karibu Kenya offers a range of Kenyan tours and holidays designed to suit the individual needs of each guest. We invited Tamara to talk us through her firm and how she has developed it into the success it is today.

Since its inception, Karibu Kenya has been dedicated to showcasing the beauty and majesty of this exceptional country. Tamara provides us with an overview of how the company came into being and how she remains dedicated to excellence to this day.

"Karibu Kenya has its foundations in my guidebook Karibu Kenya Accommodation Guide. While I was researching and writing this guidebook, I drove all over Kenya checking out every accommodation facility in the country: safari camps, lodges, resorts,

hotels, houses and bandas. This gave me unparalleled knowledge about Kenya and its highlights - what to do, where to stay, and how to get the best out of your visit. The book was published in 2012 and - in recognition of its scope and depth - was endorsed by the Kenya Tourist Board, the Kenya Tourism Federation and the Kenya Professional Safari Guide Association.

"A few years later, working from the information in my book and adding more recently established properties, I created my

holiday bookings website: www.karibukenya.co.uk. This has flourished into a business offering holidays all over Kenya, from the budget to the boutique, and handling not only accommodation bookings but all flights, ground transfers, guiding and activities, and putting everything together for the client in a seamless package.

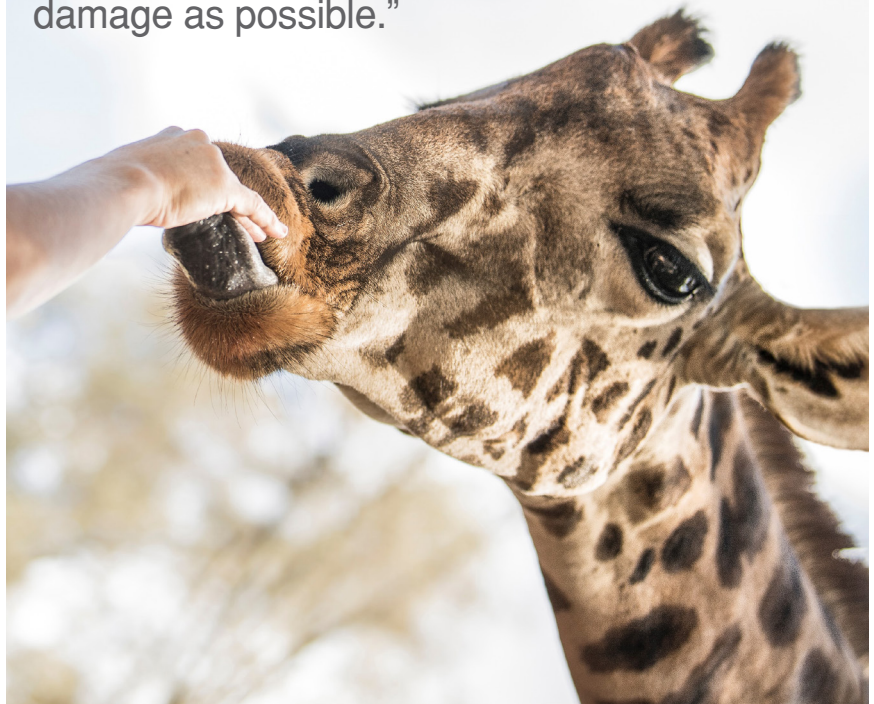
"We offer our services to everyone who wants a holiday in Kenya. Whether guests have never been to Kenya, or have visited frequently, or even live in Kenya and want to experience more of what this incredibly diverse country offers, we can plan their trip. We can create a simple weekend away, a conference or team-building event, or the holiday of a lifetime including safari, beach, adventure sports and more. Gamewatchers Safaris, who handle bookings through Karibu Kenya, have been in the industry for around 30 years and have strong relationships with accommodation and flight providers all over the country, enabling us to offer competitive rates and exciting new destinations to all our clients."

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providers to ensure every trip inflicts as little environmental damage as possible, as Tamara highlights.

“At Karibu Kenya, we believe strongly in being eco-friendly and work with hotels, airlines and ground handlers who follow the principles of ecotourism. Jake Grieves-Cook, founder of Gamewatchers Safaris, was at the forefront of the establishment of conservancies in Kenya; these have substantially extended the wildlife areas of Kenya to the benefit of both the wildlife and the local communities. We’re proud to work alongside this innovative company to provide our guests with a view of Kenya at its finest.”

The future looks bright for both Karibu Kenya and Tamara herself, who is now broadening her horizons by offering trips to Ethiopia alongside her Kenyan tours, as she is happy to conclude.

“In 2018, I opened sister company Exclusive Ethiopia: www.exclusiveethiopia.com. Through this new company, I offer personalised and authentic holidays in all regions of Ethiopia. Over the last few years, I’ve travelled extensively around Ethiopia; I’m extremely excited about what I’ve seen there and keen to share it with the world.

“With regards to the future of Karibu Kenya, we’re currently updating the firm’s website to the newest and most interactive version available. This will allow us to include current specials, as well as an up-to-date blog on all aspects of what’s available in Kenya. I’m delighted that I’ll be able to use my background in Creative Writing and my many years of experience writing about Kenya for inflight magazines and more to keep my clients informed about my most recent discoveries around Kenya. This will give me the opportunity to make my clients

aware of what they might like to look out for and what they might want to do, and will give me even more capability to create the exact holiday that suits them. I’m also adding a yoga section to the website, through which my clients can book yoga retreats around Kenya. A yoga teacher myself, I’m excited to showcase the stunning spaces in Kenya where yoga can be practised, and to highlight the beautiful and innovative styles of yoga that are taking off in Kenya and around the world. I hope these developments will ensure my firm’s success in the years to come.”

