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## Increasing the African Bush Camps footprint in the Australasian Market

African Bush Camps has recently entered into a partnership with Ynot Concepts, a cutting-edge boutique agency in Sydney, Australia. Ynot Concepts will support African Bush Camps in the Australasian market in sales, marketing and PR. With over 21 years industry experience and extensive product knowledge, Ynot Concepts provides a strong platform to increase our brand awareness, grow the African Bush Camps market share and stimulate new business in Australia and New Zealand



*"We very excited to be working with Rob and his team at YNot Concepts and look forward to their innovative outlook on travel and tourism."*

*Beks Ndlovu, CEO African Bush Camps*

Ynot Concepts is headed up by Rob Gurr, a man of many strengths and talents, who has been in the industry for many years. Rob specialises in innovative Sales, Marketing and PR for the Travel and Tourism Industry. With a strong understanding of Africa and the travel industry, we are confident that this partnership will flourish and grow. Ynot Concepts fresh approach and creative business solutions will ensure that African Bush Camps is amply represented in a growing and exciting market.

African Bush Camps is a private, owner-run African-based safari company that speaks of the art of service and offers you an authentic safari experience in the untamed African wilderness. Focused on your experience as our guest, our professional guides and naturalist enthusiasts will be at hand to ensure your journey with African Bush Camps is the very best safari experience available.

African Bush Camps seeks to promote and influence travel to Africa on a global scale while operating with an environmentally sustainable footprint and an ethos that strives to empower local communities in the areas in which we operate, as well maintaining a strong focus on conservation.

### Press Contact

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