



03 January 2012

PRESS RELEASE

Imagine Africa has its best year yet.

The 31st December 2011 marked Imagine Africa Ltd's 7th full year of operation, and the past 12 months have easily been the company's most successful yet.

This performance comes on the back of similar 'best ever' years in 2009 and 2010, and demonstrates the company has an efficient structure that has enabled it to withstand the extremely challenging trading conditions of the past 3 years for the majority of the UK economy, and certainly the travel industry.

Some achievements and milestones include.

- Sales growth of over £2 million in the past 12 months.
- Launch of Imagine Latin America at start of the year. Generating over £1 million of sales.
- Staff numbers near 20 for the first time.
- December 2011 saw the sale of the first holiday in our new Imagine India programme.
- The company was voted Best Specialist Safari Tour Operator in the UK by the British Travel awards.
- Ben Morison, Managing Director was honoured by the British Travel Industry Hall of fame as one of four finalists for Young Entrepreneur of the Year.

Management Accounts for 2011 show continued strong financial performance of the business. Jonathan Haseler, the company's Relationship Director in the Barclays Travel Team, has commented on the strong financial performance of the company in the current economic climate. Speaking in January 2012 he said *"Imagine Africa has had an excellent year continuing to grow well in a tough market, positioning the company soundly for the challenges ahead in 2012."*

Ben Morison, Managing Director, said *"Having started 2011 with some trepidation due to the general negative sentiment in the economy, especially in the travel industry – I am delighted with the way our business has responded. Results have been exceptional, both in terms of profitability, but also in terms of growth of our client base, widening of our destinations, and most importantly; ongoing customer satisfaction. I am incredibly grateful to all our team in the UK, as well as our partners in Africa, for their hard work and competitive spirit."*

In 2012 we anticipate trading conditions to be much the same as those prevailing in 2011, and we are confident that by continuing to keep the focus of our business firmly on our customers, and their holidays, we can continue to grow market share."

- ENDS -

For further information, please contact Jo Shuttleworth on 020 7622 5114.

Notes:

1/ Imagine Africa is a leading specialist operator of holidays to Africa & the Indian Ocean. It was started in 2004 by Ben Morison who grew up in East Africa and has worked in the travel industry since 1998.

2/ Imagine Africa has been profitable every year since it started in 2004. It has no debts, nor any need to borrow money.

3/ Imagine Africa is an ATOL bonded tour operator. ATOL stands for Air Travel Organisers Licence. It is a scheme run by the Civil Aviation Authority, whose main purpose is to create consumer protection for members of the public booking flight inclusive holidays abroad. The company's ATOL number is 6607 and can be checked at www.atol.org.uk.

16 Bromells Road
London SW4 0BG

Tel: 020 7622 5114

Fax: 020 7622 5116

info@imagineafrica.co.uk

www.imagineafrica.co.uk

