

# Hayward's Grand Safari Company awarded best mobile safari in Africa

Hayward's Grand Safari Company has received The Safari Guild's Best in Africa Award for top mobile safari at the 11th [The Safari Awards](#). Announced by CEO Henry Hallward at an awards evening during World Travel Market London, Grand Safari preceded over 11 African countries, with over 47,000 votes.



Hayward's Grand Safari Company previously received Best Mobile Safari Company in South Africa two years in a row and commended as Best Mobile Safari Company in Africa.

Representing Hayward's Grand Safari Company to receive the award on the night, was Sasha Ella, group marketing manager of Mantis Hospitality, who brought the award home to the African continent and into the hands of Peter Hayward and the Hayward's Grand Safari Company team.

## Establishing safari excellence

Having reached this pinnacle achievement on The Safari Awards platform, owner Peter Hayward said, "This award is not just a quick pat on the back for us. It sets a standard in the industry for Africa. It's not about ego either; it's industry validation that all our hard work over the past 20 years is finally paying off.

"We continue to receive an average 9.6 out of 10 across 22 points of guest satisfaction feedback from our delighted customers who experience a Grand Safari expedition, so to have this internationally recognised and acknowledged, establishes our reputation abroad and helps our employees take pride in their work and continue in their efforts.

"Further to that, it instils confidence in customers regarding the quality and professionalism of our organisation and raises the profile of the continent of Africa as a travel and incentive destination within the tourism industry globally."

Established in 2008, The Safari Guild was formed to manage The Safari Awards as a platform to recognise excellence within the safari industry and encompasses a community of over 5,000 safari specialist agents sharing product knowledge on over 1,200 safari lodges, camps and operators.

"The Safari Guild and these awards have an important role to play by influencing the debate on how best to manage and protect dwindling wildlife resources, by working with the people who own it.



Sasha Ella, group marketing manager of Mantis Hospitality

"Our expectation is that travel professionals who engage with The Safari Guild will, in time, use their influence and buying power to reduce unnecessary exploitation of wildlife resources and encourage and support safari operators to share their gains equitably with the local communities and wildlife conservation entities that enable primary protection of wildlife for future generations," said Henry Hallward, CEO.

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