



JOURNEYS BY DESIGN
— DISTINCTIVE AFRICAN TRAVEL —

50th anniversary journey to Ethiopia:

Celebrating the discovery of Lucy with Professor Donald Johanson

January 2024

Designed and guided by Will Jones



TRIP SUMMARY

Wednesday 17th January 2024

Arrive Addis Ababa on your international flights

(Please note international flights are your responsibility to book)

Hyatt Regency, Addis Ababa (1 night, bed and breakfast)

Thursday 18th January 2024

Private charter flight from Addis Ababa to Bahir Dar

Visit the Blue Nile Falls and Lake Tana Monasteries

Kuriftu Resort, Bahir Dar (2 nights, full board accommodation)

Saturday 20th January 2024

Transfer by boat across Lake Tana to Gorgora, the Northern shore of Lake Tana (approx. 4 hours)

Transfer by road to Gondar (approx. 1 hour)

Witness Timkat Ceremony

Gondar Hills, Gondar (1 night, full board accommodation)

Sunday 21st January 2024

Transfer by road to Simien Mountains

Explore the National Park with Gelada baboon researchers

Limalimo Lodge and Simien Lodge, Simien Mountains (2 nights, full board accommodation)



TRIP SUMMARY (CONTINUED)

Tuesday 23rd January 2024

Private charter flight from Simien Mountains to Lalibela

Visit the Rock-Hewn Churches

Mezena Lodge, Lalibela (2 nights, full board accommodation)

Thursday 25th January 2024

Private charter flight from Lalibela to Semera

Transfer by road to Hadar in the afternoon cool (approx. 1 hour)

Private Mobile Tented Camp, Hadar (2 nights, full board accommodation)

Friday 26th January 2024

Walk in the morning cool to the Lucy Discovery site

Lunch under the camp shade

Sundowners in the afternoon in Yagundi Rassa National Park

Saturday 27th January 2024

Transfer by road to Semera (approx. 1 hour)

Private charter flight from Semera to Addis Ababa

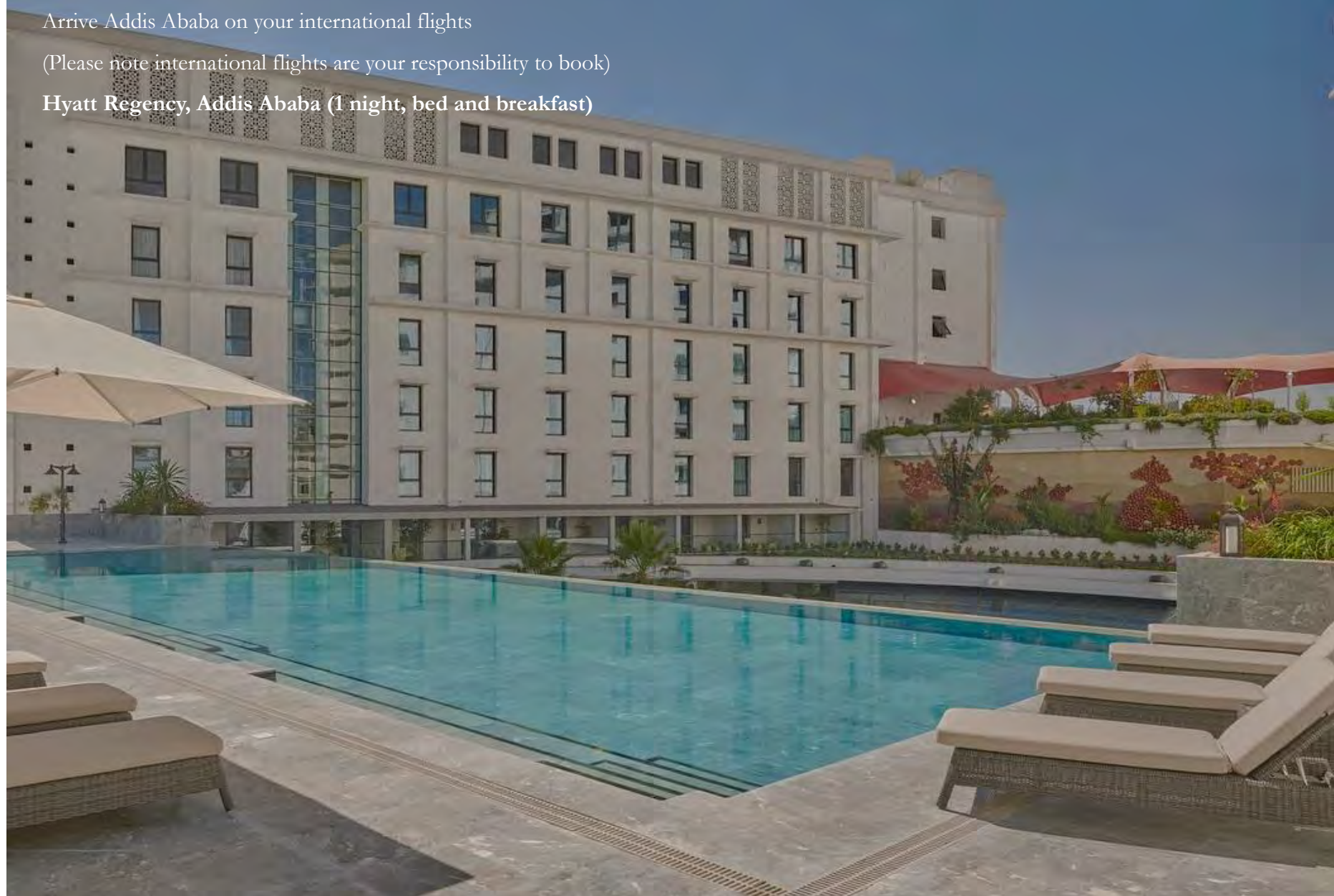
Depart on international flight home

Wednesday 17th January 2024

Arrive Addis Ababa on your international flights

(Please note international flights are your responsibility to book)

Hyatt Regency, Addis Ababa (1 night, bed and breakfast)



The background image shows a contemporary hotel interior. It features large, curved wooden pillars that resemble tree trunks. In the foreground, there are wicker chairs and a wooden table. In the background, a bar area is visible with shelves of bottles and a counter. The ceiling has exposed wooden beams and hanging lights. Large windows on the right side offer a view of the city.

Overview: Hyatt Regency

Hyatt Regency is centrally positioned near the airport on Meskel Square. The hotel building centres around a courtyard with landscaped gardens, and water features.

The hotel offers a vibrant dining destination where guests can enjoy a range of international flavours and local cuisine. The spacious hotel lobby and its extended lounge area offers an integrated business centre, a gift shop, flowers and a coffee area that serves freshly brewed world-famous Ethiopian coffee, delicious pastries and bakery items.

The guest rooms are welcoming with comfortable beds, large working areas with ergonomic chairs and charging stations. Bathrooms feature a soothing walk-in rain shower and a fine selection of bathroom amenities.

During your time in Addis Ababa you will have the opportunity to explore the city. Highlights include the Trinity Cathedral, Church of Raguel, local markets and galleries and various community projects. Addis also has a fantastic Jazz scene that is well worth discovering.

The National Museum is also a must-see and is ranked among the most important in sub-Saharan Africa. Far and away the highlight is the paleontological exhibition in the basement, the home of world-famous Lucy. Her 1974 discovery in the Afar region of north western Ethiopia changed our understanding of human origins forever.



Hyatt Regency



African Jazz Village, Addis Ababa

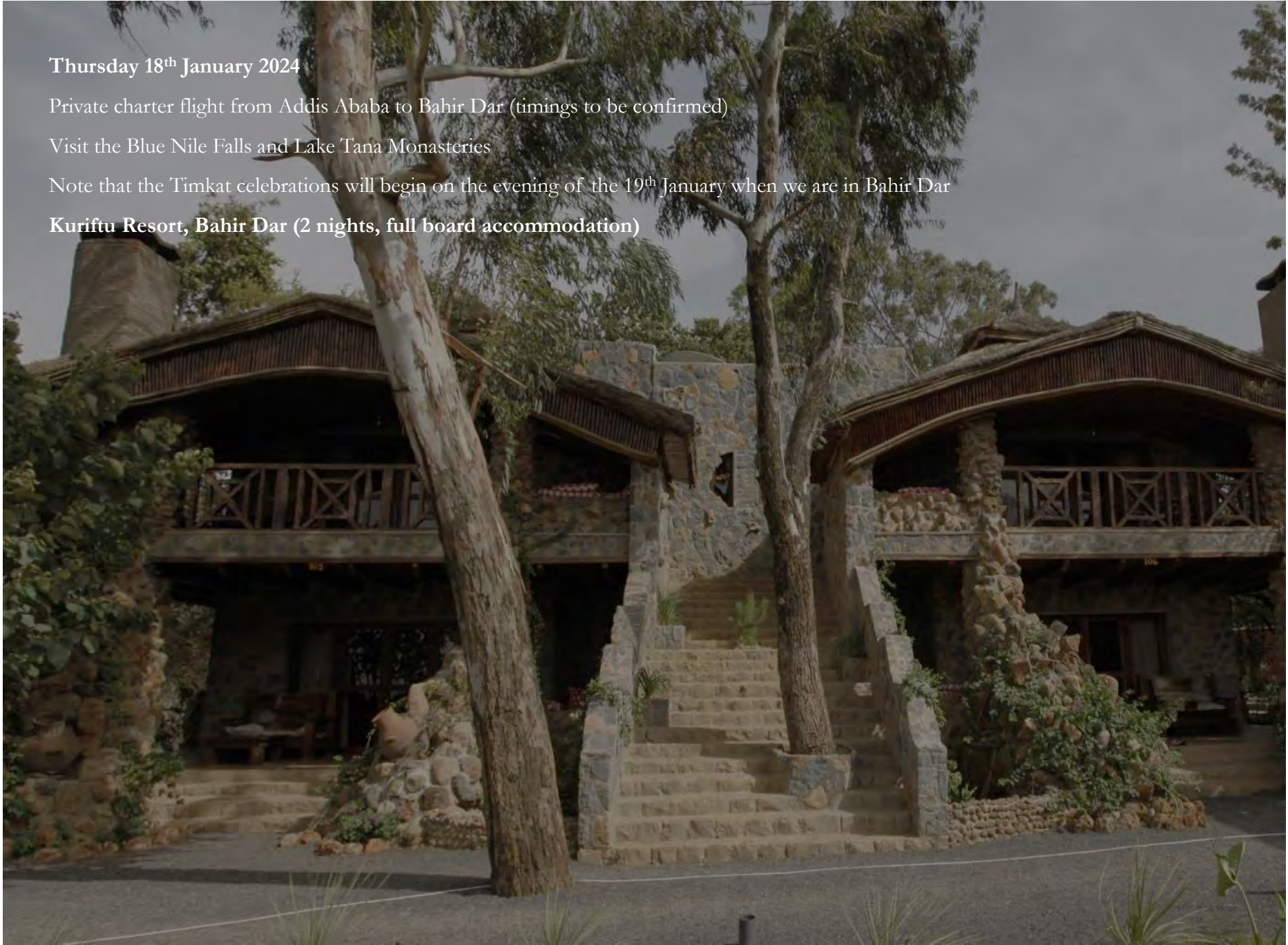
Thursday 18th January 2024

Private charter flight from Addis Ababa to Bahir Dar (timings to be confirmed)

Visit the Blue Nile Falls and Lake Tana Monasteries

Note that the Timkat celebrations will begin on the evening of the 19th January when we are in Bahir Dar

Kuriftu Resort, Bahir Dar (2 nights, full board accommodation)





Overview: Kuriftu Resort

A stone build overlooking the lake, the Lodge's opening date was set back by a national shortage of cement, and building adjustments continued for the few months following the launch. All, however, is now well, and the Resort's modern facilities are the perfect demonstration of a new build with charm.

The restaurant has a fine selection of dishes, including an acclaimed cheese burger, alongside a free brunch every morning that has diverse mix of classic buffet food and freshly cooked to order eggs and pancakes. The staff are excellent, and will go out of their way to ensure the rest of your journey runs smooth.

The shared areas include a reception, bar/lounge area, swimming pool, restaurant, extensive outdoor seating and spa. While it will take a little time for the new stone facades, linking walkways and patio to settle and age, the overall design is attractive, with leather seating, low tables and pleasant table and chair arrangements in the dining room.

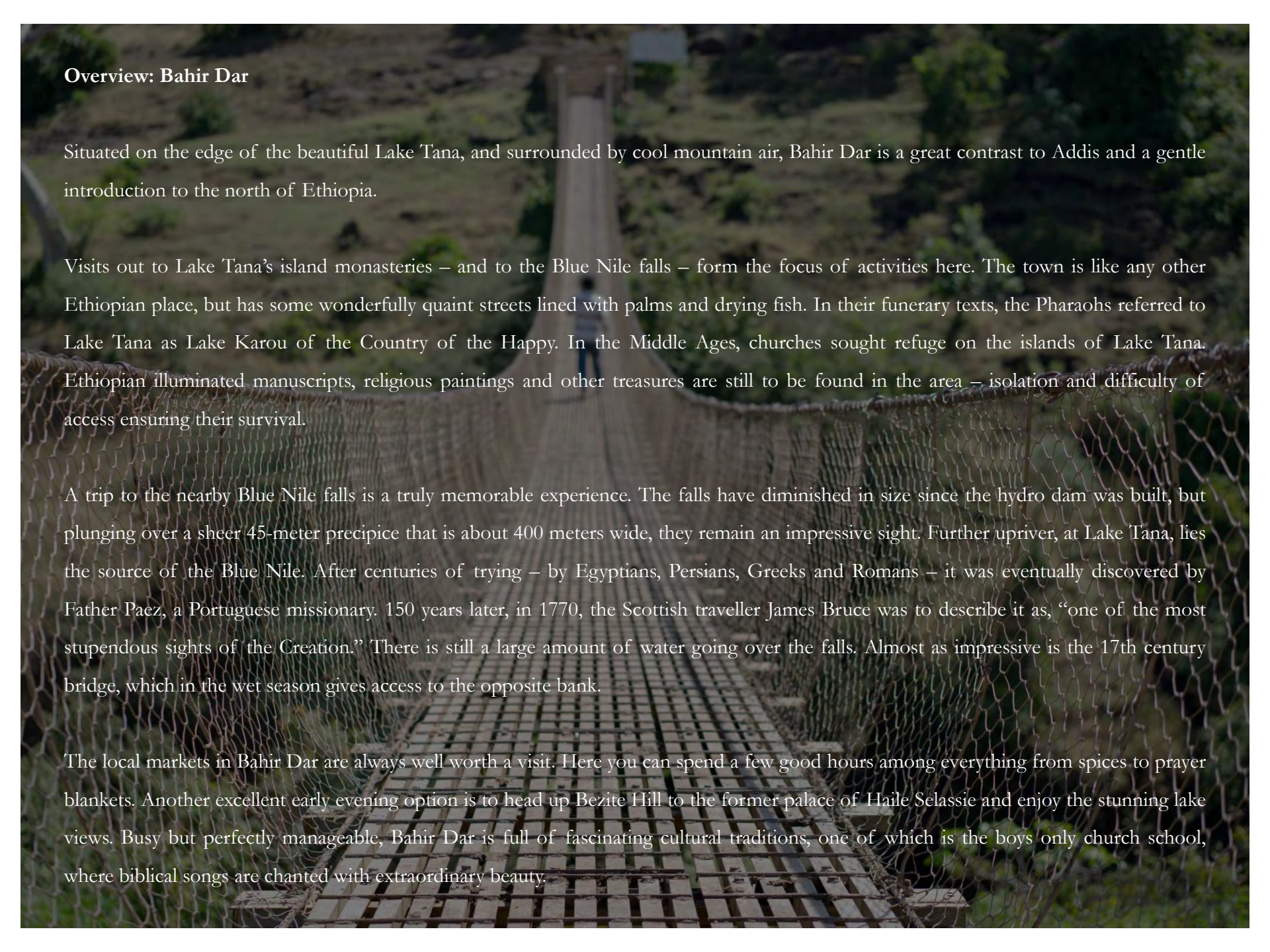
In many respects, it is the rooms – bungalows – that make the place. Raised, possessing a large shaded balcony and reminiscent of the sort of hotel suite facility one might see overlooking a lake in Switzerland, each room is approached by means of stone steps, and includes a four poster bed, lounge, en-suite bathroom and up to date amenities such as flat screen TVs. Characterised by the stone tiled floors, bare walls, great sweeping spaces and well positioned pieces of furniture, the emphasis here is on quality. The propensity for minimalism is offset by the occasional cosy application; an open log fire, for example. The overall effect is one of space and – encouraged by flat wooden ceilings, enormous support beams – also of homeliness. A fine balancing act indeed.



Kuriftu Resort



Kuriftu Resort

A person is walking across a suspension bridge made of wooden planks and ropes. The bridge spans a river, and in the background, a waterfall is visible. The scene is surrounded by lush greenery and trees.

Overview: Bahir Dar

Situated on the edge of the beautiful Lake Tana, and surrounded by cool mountain air, Bahir Dar is a great contrast to Addis and a gentle introduction to the north of Ethiopia.

Visits out to Lake Tana's island monasteries – and to the Blue Nile falls – form the focus of activities here. The town is like any other Ethiopian place, but has some wonderfully quaint streets lined with palms and drying fish. In their funerary texts, the Pharaohs referred to Lake Tana as Lake Karou of the Country of the Happy. In the Middle Ages, churches sought refuge on the islands of Lake Tana. Ethiopian illuminated manuscripts, religious paintings and other treasures are still to be found in the area – isolation and difficulty of access ensuring their survival.

A trip to the nearby Blue Nile falls is a truly memorable experience. The falls have diminished in size since the hydro dam was built, but plunging over a sheer 45-meter precipice that is about 400 meters wide, they remain an impressive sight. Further upriver, at Lake Tana, lies the source of the Blue Nile. After centuries of trying – by Egyptians, Persians, Greeks and Romans – it was eventually discovered by Father Paez, a Portuguese missionary. 150 years later, in 1770, the Scottish traveller James Bruce was to describe it as, “one of the most stupendous sights of the Creation.” There is still a large amount of water going over the falls. Almost as impressive is the 17th century bridge, which in the wet season gives access to the opposite bank.

The local markets in Bahir Dar are always well worth a visit. Here you can spend a few good hours among everything from spices to prayer blankets. Another excellent early evening option is to head up Bezite Hill to the former palace of Haile Selassie and enjoy the stunning lake views. Busy but perfectly manageable, Bahir Dar is full of fascinating cultural traditions, one of which is the boys only church school, where biblical songs are chanted with extraordinary beauty.



Blue Nile Falls



Great White Pelicans, Lake Tana



Ancient island monasteries



Bahir Dar market

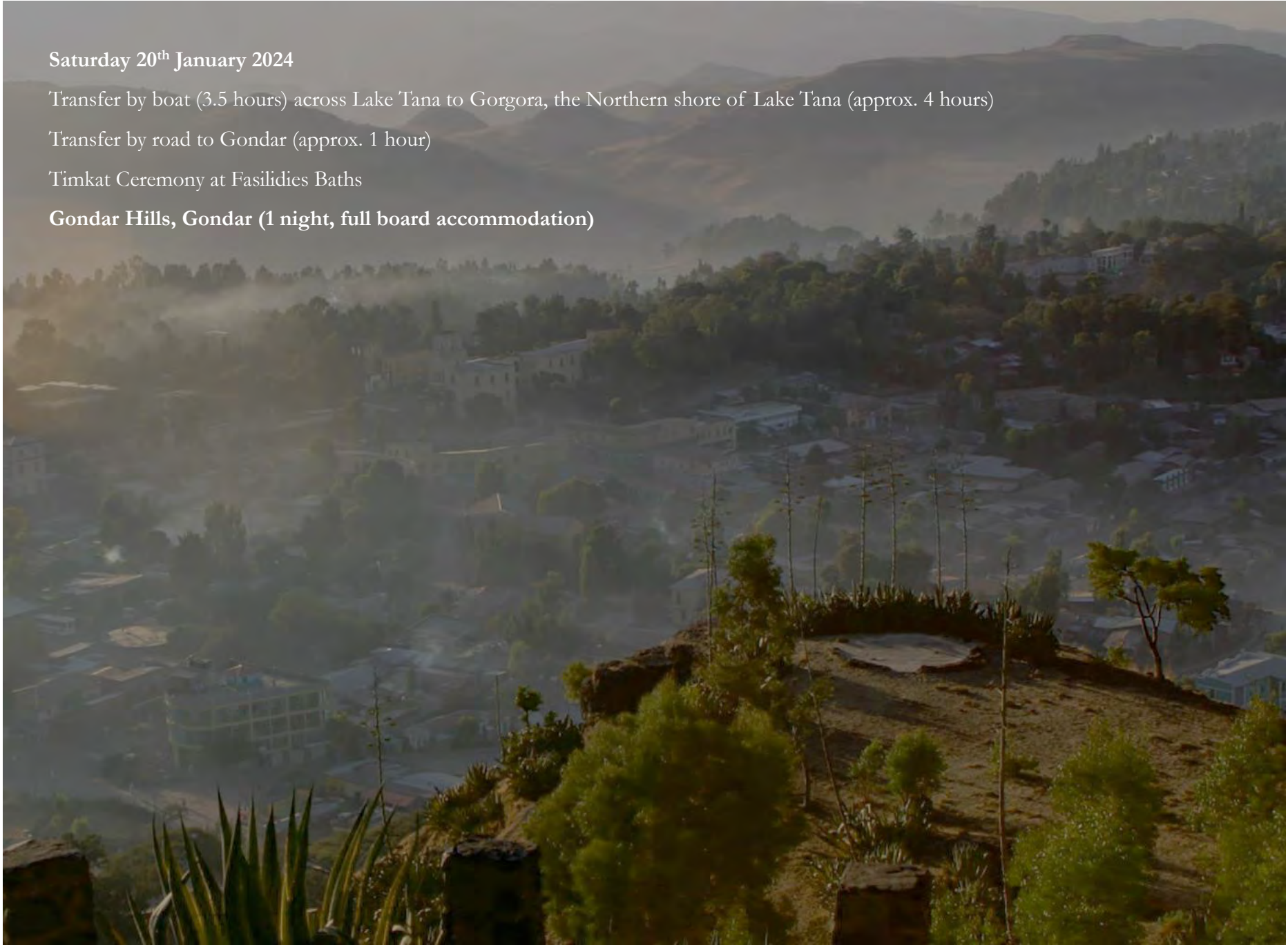
Saturday 20th January 2024

Transfer by boat (3.5 hours) across Lake Tana to Gorgora, the Northern shore of Lake Tana (approx. 4 hours)

Transfer by road to Gondar (approx. 1 hour)

Timkat Ceremony at Fasilidies Baths

Gondar Hills, Gondar (1 night, full board accommodation)





Overview: Gondar Hills Resort

Opened in 2019, Gondar Hills Resort is an eco-friendly development with a modern stone and glass finish that has been hailed as the first of its kind outside Addis Ababa.

The resort is comprised of stone cottages, with single, double, twin and family suites on offer. Inside the cottages, the rooms have wicker furniture, flat-screen TVs, desks, en-suite bathrooms with walk-in showers and walls adorned with Ethiopian art.

The cottages have a patio veranda and all have great views over Gondar and the surrounding, mountainous countryside. The family cottages are two stories, and have both a double and a twin room. The rooms have WiFi access, although as is often the case in Ethiopia, the connection can be slow and intermittent.

There is a good restaurant at the resort, with both indoor and outdoor dining areas. The outdoor terrace has excellent views, and the restaurant serves both classic Ethiopian dishes and creative international dishes. A continental or buffet breakfast is served in the morning.

There is a café which serves coffee and a range of cakes and other treats, as well as a lovely pool which also has spectacular views of the surrounding area, sunbeds and its own pool bar. There is a lush garden at the resort, which has over 70 different species of plants.

The property also has a meeting room, laundry services and a spa.



Gondar Hills Resort



Gondar Hills Resort



Gondar Hills Resort

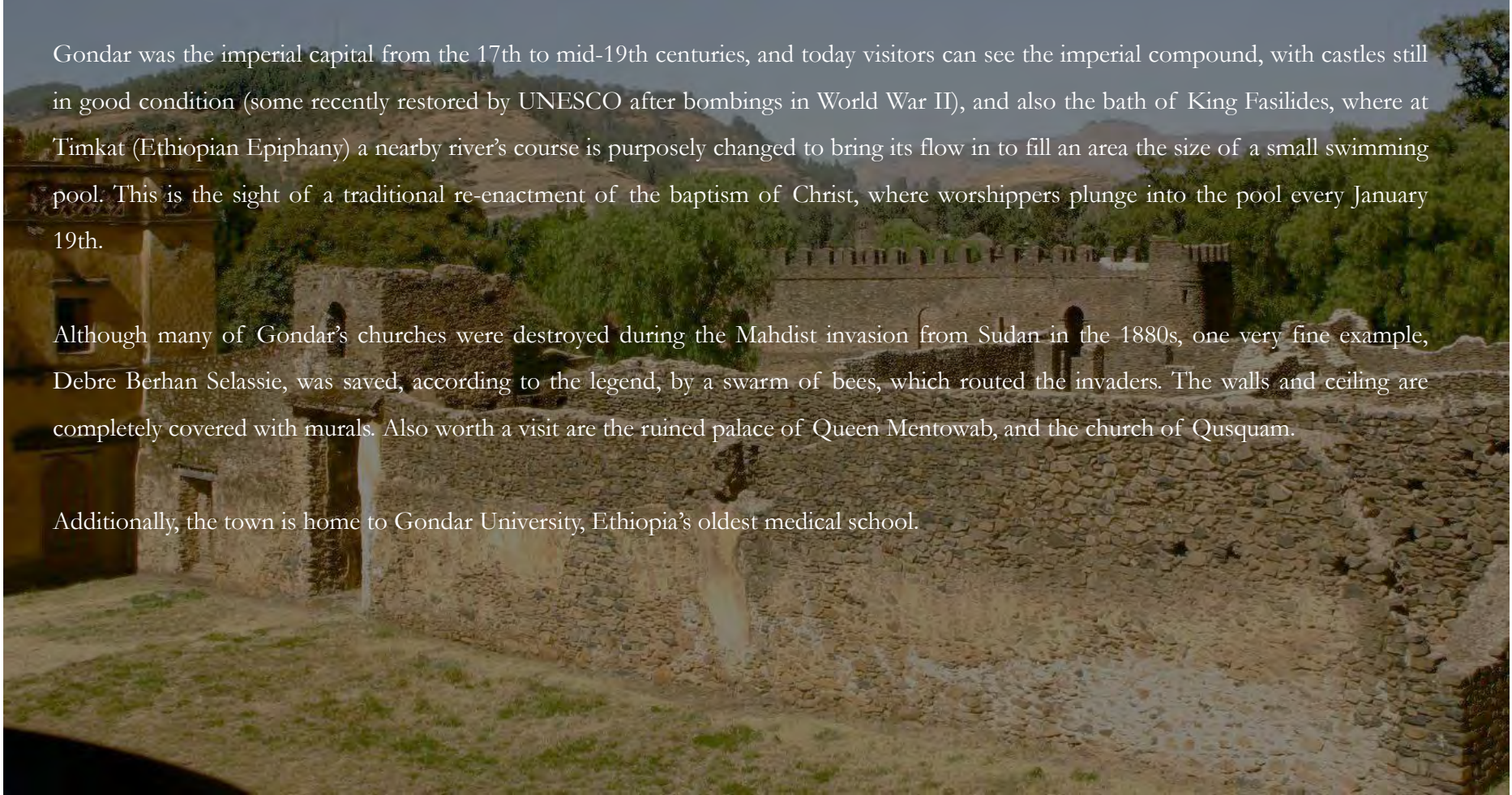
Overview: Gondar

Founded by Emperor Fasilides in the 17th century, Gondar has been called the Camelot of Africa because of its castles and fortress-like battlements. The very presence of these castles in Africa make them a rare and imposing sight. Rich in history, ambassadors of the Moguls of the Ottoman Empire and of Louis XVI of France were once entertained here.

Gondar was the imperial capital from the 17th to mid-19th centuries, and today visitors can see the imperial compound, with castles still in good condition (some recently restored by UNESCO after bombings in World War II), and also the bath of King Fasilides, where at Timkat (Ethiopian Epiphany) a nearby river's course is purposely changed to bring its flow in to fill an area the size of a small swimming pool. This is the sight of a traditional re-enactment of the baptism of Christ, where worshippers plunge into the pool every January 19th.

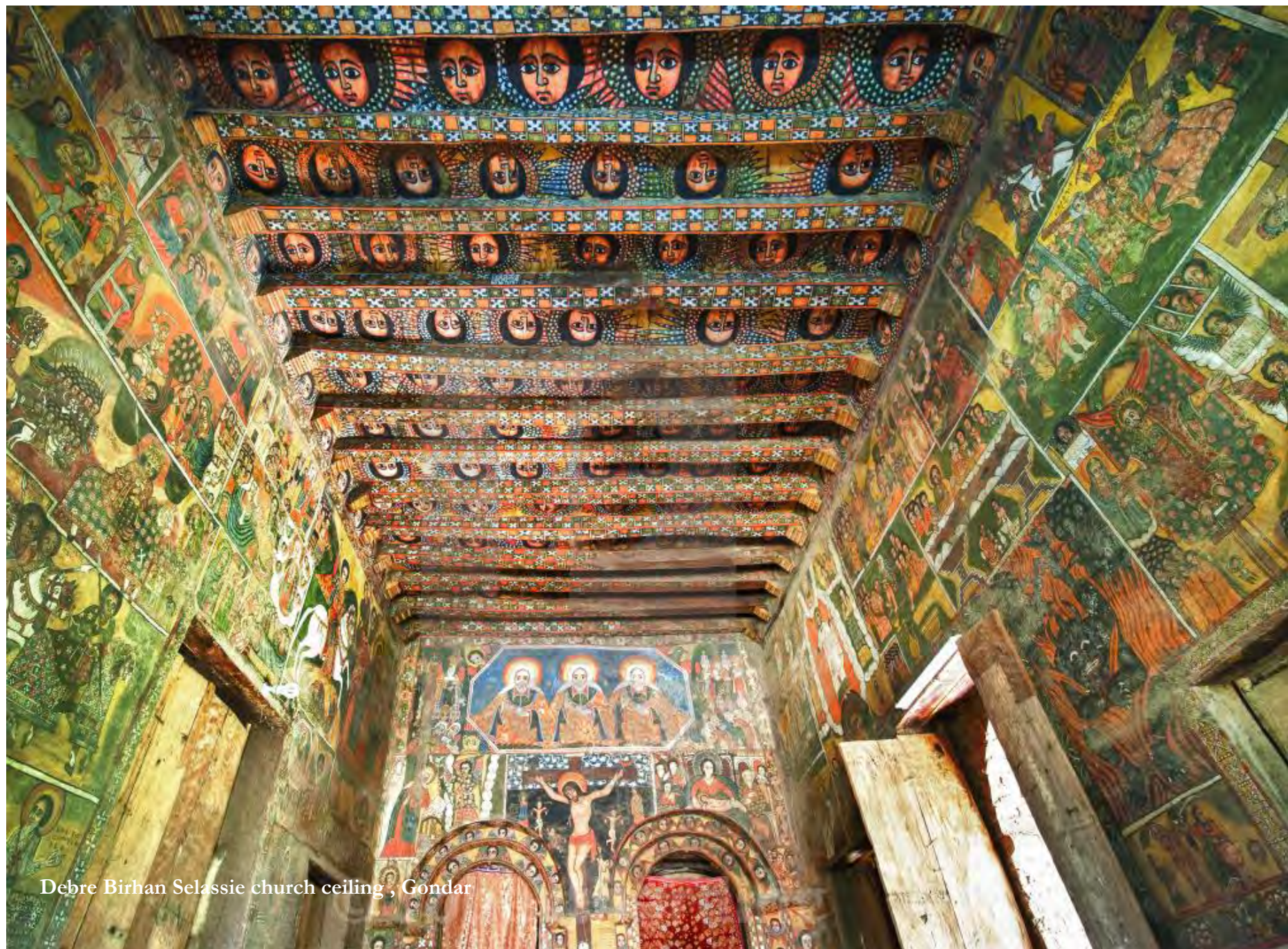
Although many of Gondar's churches were destroyed during the Mahdist invasion from Sudan in the 1880s, one very fine example, Debre Berhan Selassie, was saved, according to the legend, by a swarm of bees, which routed the invaders. The walls and ceiling are completely covered with murals. Also worth a visit are the ruined palace of Queen Mentowab, and the church of Qusquam.

Additionally, the town is home to Gondar University, Ethiopia's oldest medical school.





Gondar



Debre Birhan Selassie church ceiling , Gondar



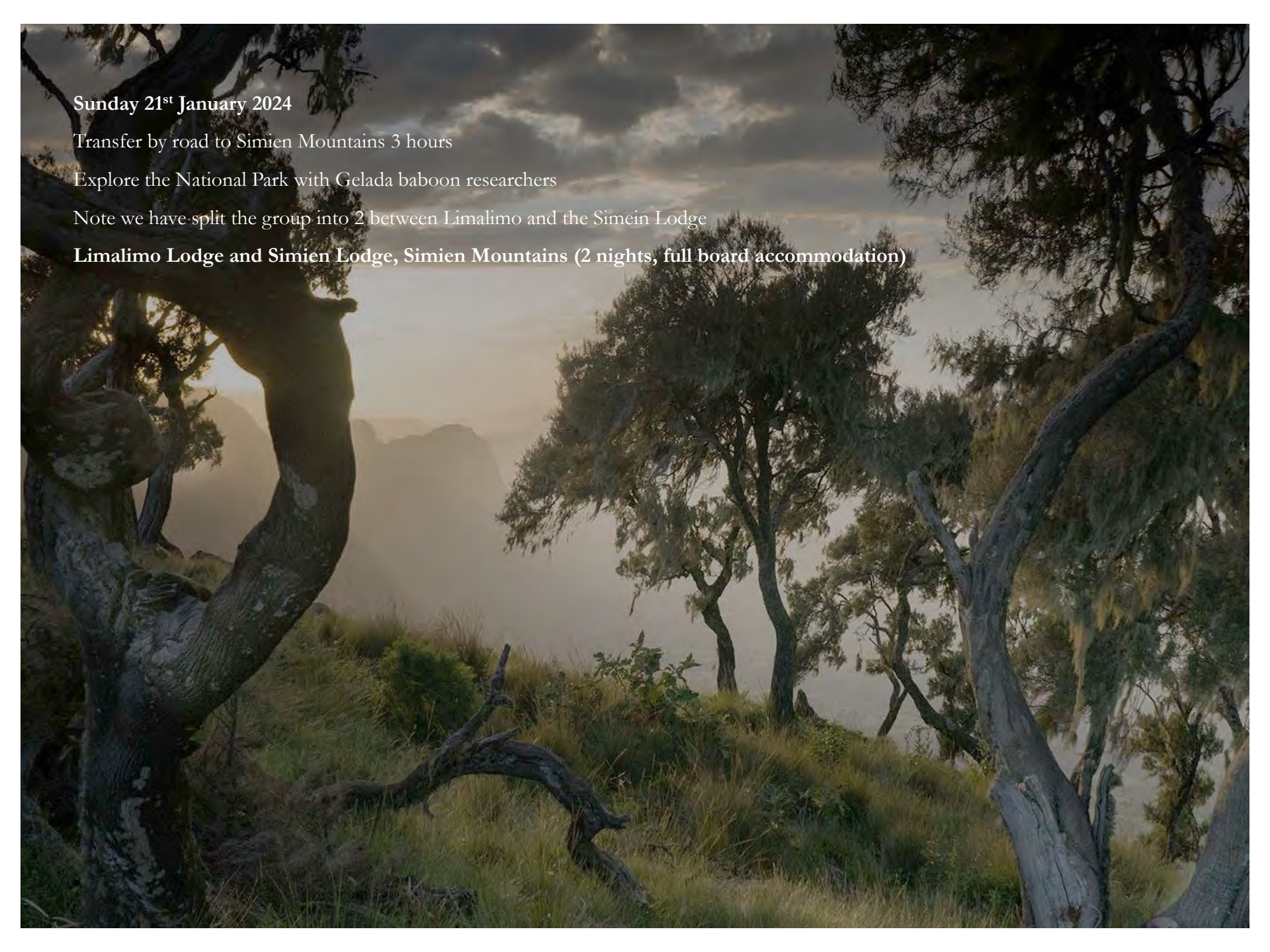
Fasil Ghebbi, Gondar



Timkat festival



Timkat festival



Sunday 21st January 2024

Transfer by road to Simien Mountains 3 hours

Explore the National Park with Gelada baboon researchers

Note we have split the group into 2 between Limalimo and the Simein Lodge

Limalimo Lodge and Simien Lodge, Simien Mountains (2 nights, full board accommodation)



Overview: Limalimo Lodge

Limalimo Lodge is a truly first-rate, conservation-minded accommodation in Ethiopia. The lodge has been meticulously thought-out, with a clear purpose of combining luxury with modern ecological techniques and local engagement. For all Limalimo Lodge's luxury, however, its position on an escarpment in the Simien Mountains National Park is its prime selling point. Much thought has therefore gone into ensuring that the communal bar, restaurant and large terrace – complete with fire-pit – afford truly spectacular views of the surrounding mountains. The décor is a unique and striking blend of the contemporary and the traditional, with thatched roofs, local woods and stylish rammed earth walls that have been integral in keeping the construction local and sustainable.

The cuisine is expertly prepared and, when possible, uses only local produce. Meals include local cuisine and more Western dishes. Champagne breakfasts are a romantic must, while the quality of its luxury picnics are equally held in high regard. Food intolerances are well catered for, and the knowledgeable service is exceptional.

Limalimo Lodge offers 12 rooms scattered throughout the site's sprawling 10 hectares. The sleeping rooms are a mixture of twin, double, triple and family. In keeping with the main areas, the feel of all the rooms is elegant and subtle, thoughtfully blending comfort with distinctive local finesse. Each room's location affords seclusion and spectacular views, coming with en-suite facilities. Electricity, hot water and heating are provided by sustainable sources, whilst water for the gardens is recycled. Each room includes a private terrace. Wi-Fi is available, though please be advised a clear connection is not always guaranteed.

Activities at Limalimo Lodge are varied. Treks can be undertaken through the highlands or lowlands with their magnificent species of flora and fauna, while there are numerous ideal spots for birdwatching. There is also ample opportunity to visit and interact with local communities. Other activities include yoga and massage.



Limalimo Lodge



Limalmo Lodge



Limalimo Lodge

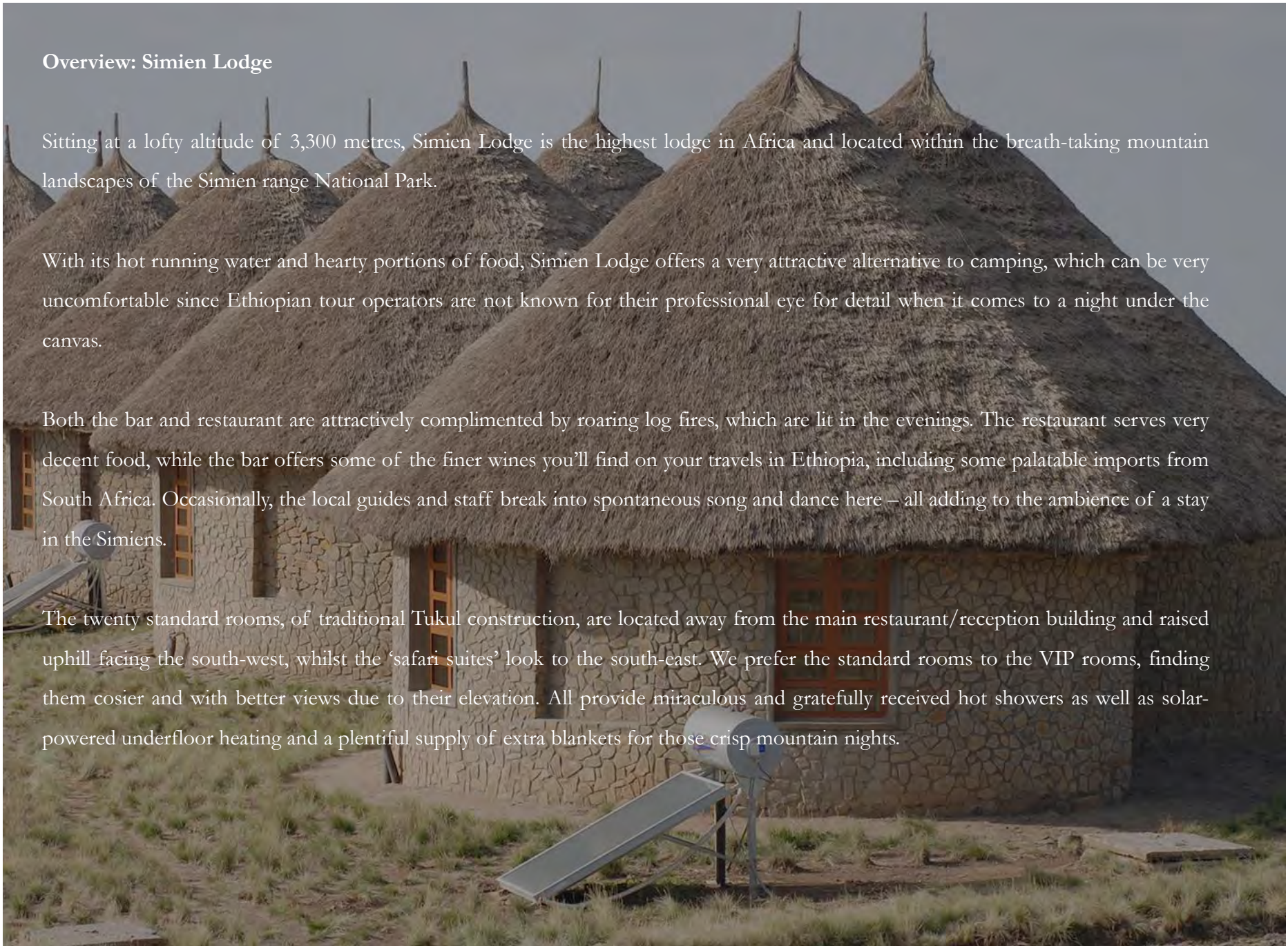
Overview: Simien Lodge

Sitting at a lofty altitude of 3,300 metres, Simien Lodge is the highest lodge in Africa and located within the breath-taking mountain landscapes of the Simien range National Park.

With its hot running water and hearty portions of food, Simien Lodge offers a very attractive alternative to camping, which can be very uncomfortable since Ethiopian tour operators are not known for their professional eye for detail when it comes to a night under the canvas.

Both the bar and restaurant are attractively complimented by roaring log fires, which are lit in the evenings. The restaurant serves very decent food, while the bar offers some of the finer wines you'll find on your travels in Ethiopia, including some palatable imports from South Africa. Occasionally, the local guides and staff break into spontaneous song and dance here – all adding to the ambience of a stay in the Simiens.

The twenty standard rooms, of traditional Tukul construction, are located away from the main restaurant/reception building and raised uphill facing the south-west, whilst the 'safari suites' look to the south-east. We prefer the standard rooms to the VIP rooms, finding them cosier and with better views due to their elevation. All provide miraculous and gratefully received hot showers as well as solar-powered underfloor heating and a plentiful supply of extra blankets for those crisp mountain nights.







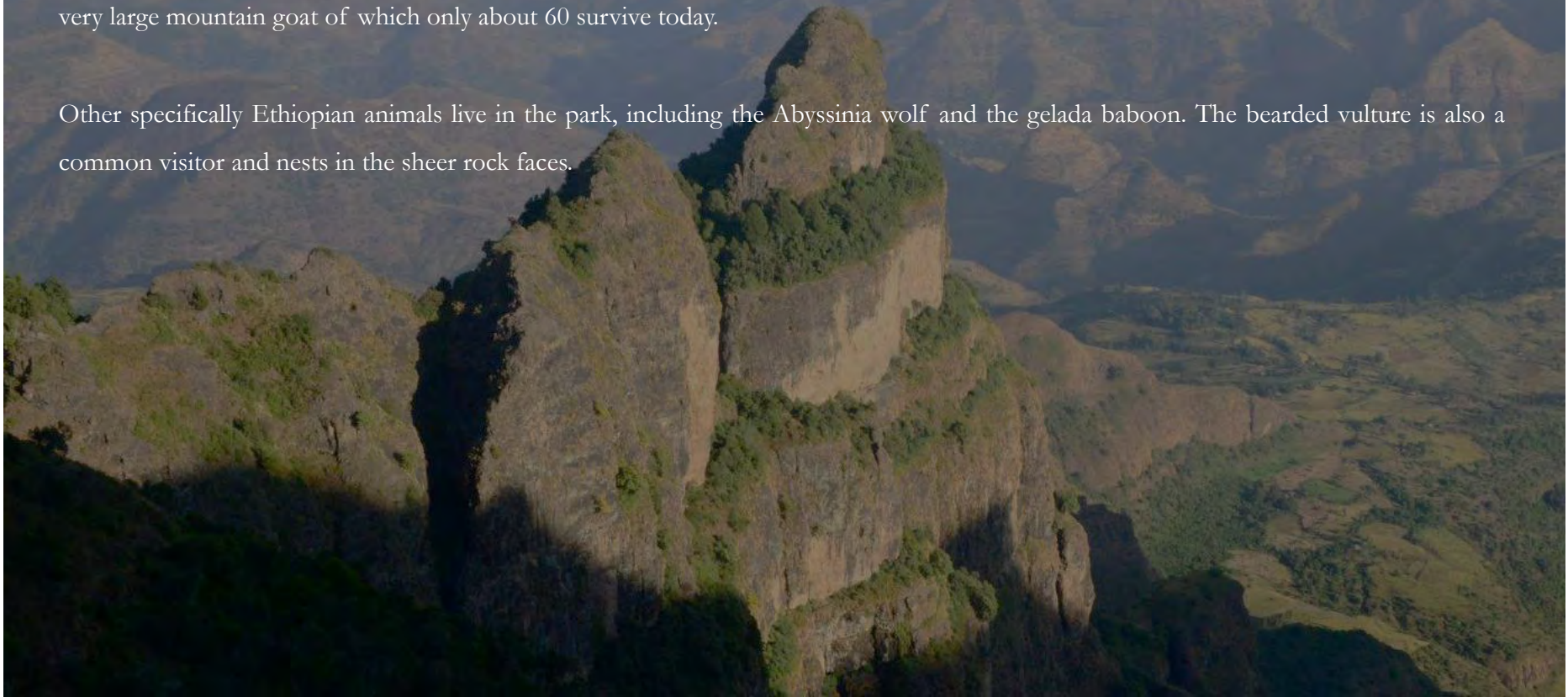
Simien Lodge

Overview: Simien Mountain National Park

Famous for its dramatic highland scenery, the Simien Mountain National Park constitutes a world heritage site, and the mountains' jagged peaks (or ambas) frequently serve as a backdrop to Ethiopian tourist initiatives. These gigantic pieces of rock are, in fact, hard cores of volcanic outlets from which the surrounding material has eroded away over the centuries.

The variation in shape and size of the ambas is quite stunning, and the region includes many summits over 13,000 feet, culminating in Ras Dashen, which at 14,901 feet is the 3rd highest peak in Africa. Simien Mountains National Park is also known for its endemic walia ibex, a very large mountain goat of which only about 60 survive today.

Other specifically Ethiopian animals live in the park, including the Abyssinia wolf and the gelada baboon. The bearded vulture is also a common visitor and nests in the sheer rock faces.





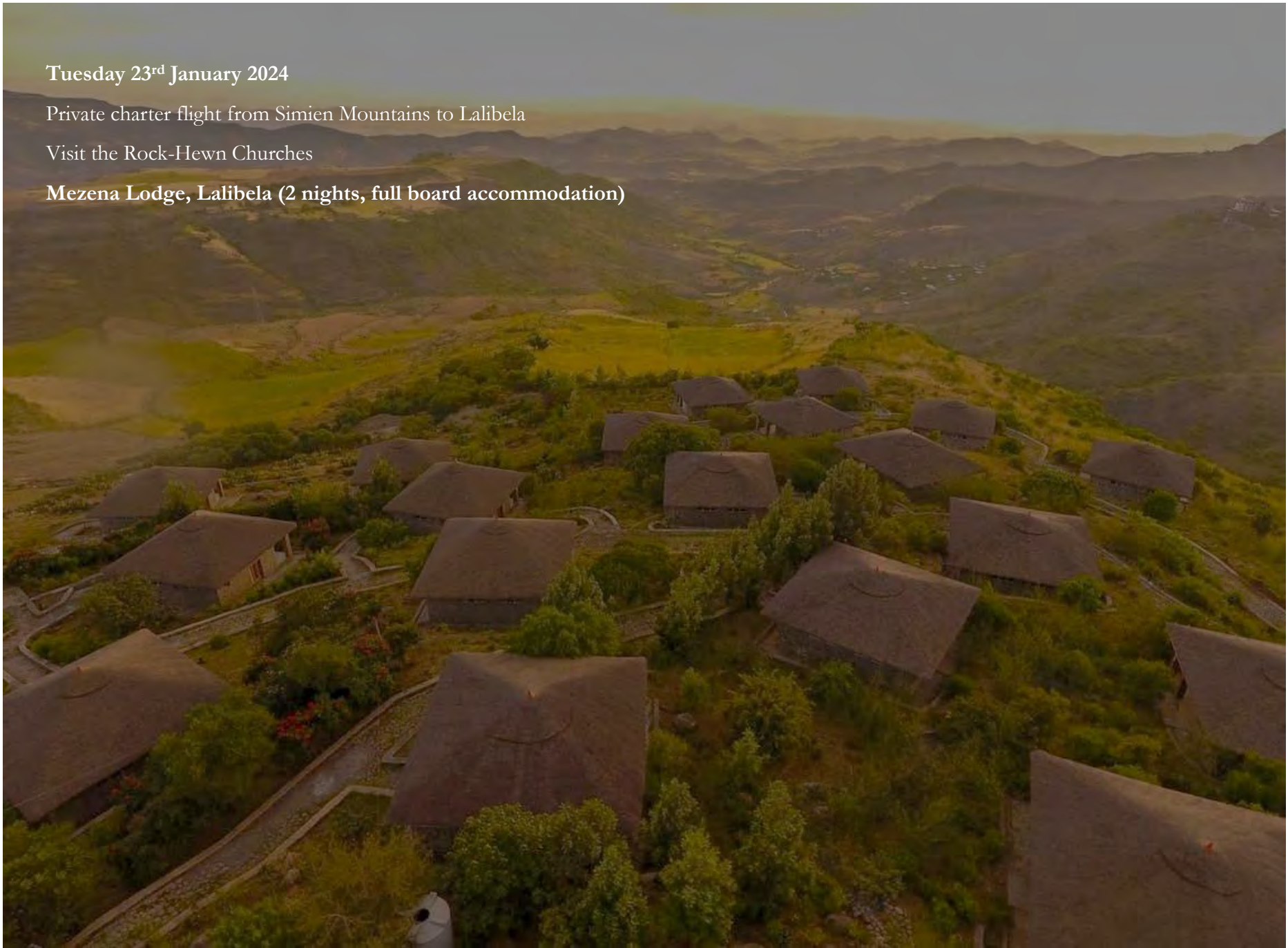
Gelada Baboon, Simien Mountain National Park

Tuesday 23rd January 2024

Private charter flight from Simien Mountains to Lalibela

Visit the Rock-Hewn Churches

Mezena Lodge, Lalibela (2 nights, full board accommodation)



Overview: Mezena Lodge

Sitting outside the main tourist trail of Lalibela, Mezena Lodge is the town's most promising lodge, and is owned and run by local Ethiopian, Yohannes Assefa.

Mezena Lodge sits among a grove of trees, possesses extraordinary views across the valley towards the town of Lalibela, and consists of 30 bungalows and a main lodge. The main lodge includes two restaurants, a large bar, a coffee ceremony room, gift shop, and a spa – sauna, steam room, massage service, gym and a large terrace with a swimming pool. The lodge was designed with the classic Ethiopian and modern architecture in mind, with each part being built using local rock and thatched roof, large windows and French doors. Wi-Fi is available throughout the lodge, though susceptible to occasional country-wide restrictions.

With two restaurants and a bar, Mezena Lodge is of average international standard and offers limited culinary choice. The first restaurant is an all-day dining outfit serving international food. The second serves traditional Ethiopian food, including classics such as tibs, injera and wat.

Spotted across the hill overlooking the town, Mezena Lodge's 30 bungalows are located in front of the main building. Each of the bungalows is almost identical in design aside from being available as either a king or a twin and includes a large TV, WiFi access and a bathroom with a shower, toilet and two wash basins mounted on a marble-design vanity unit, and private veranda. The room's furnishings are very basic, making for a spartan look and feel.

Mezena Lodge is within easy reach of Lalibela, which is famous for its rock-hewn churches, which are the endpoint to many a pilgrimage. The cultural centre for festivals all year around, the town is often filled with traditional markets and food outlets.



Mezena Lodge



Mezena Lodge



Mezena Lodge



Mezena Lodge



Overview: Lalibela

At the end of the 12th and beginning of the 13th centuries, King Lalibela of the Zaghe dynasty built a series of rock hewn churches – the New Jerusalem as he called it – which are now rightly acknowledged to be one of the wonders of the world. There are 11 churches in the town named after him, with others in the surrounding countryside. 10 of these are still in use today.

Set on the side of a large barren hill, the town of Lalibela is as close to a scene from the bible as it gets. In amongst the donkeys and ancient housing, lie three great clusters of rock churches. Two enormous rocks house a massive 5 separate churches each, hewn from the rock itself, and joined by a warren of underground passages.

The surrounding area contains up to 1000 churches – all in varying states of preservation, each offering something different, and some requiring a higher level of fitness in order to access.

Good examples include Asheten Mariam – which lies high on the hill above Lalibela – and Cristos, which lies some 42 kilometers down a very rough and washed out road. Well worth the journey, Cristos is set in a fantastically peaceful part of the countryside.

As a prominent indicator of their vital historic value, the churches were declared a UNESCO World Heritage Site in 1978.



Rock-hewn church



Rock-hewn church



Lalibela

Thursday 25th January 2024

Private charter flight from Lalibela to Semera

Transfer by road to Hadar in the afternoon cool (approx. 1 hour)

Private Mobile Tented Camp, Hadar (2 nights, full board accommodation)

Friday 26th January 2024

Walk in the morning cool to the Lucy Discovery site

Lunch under the camp shade

Sundowners in the afternoon in Yagundi Rassa National Park

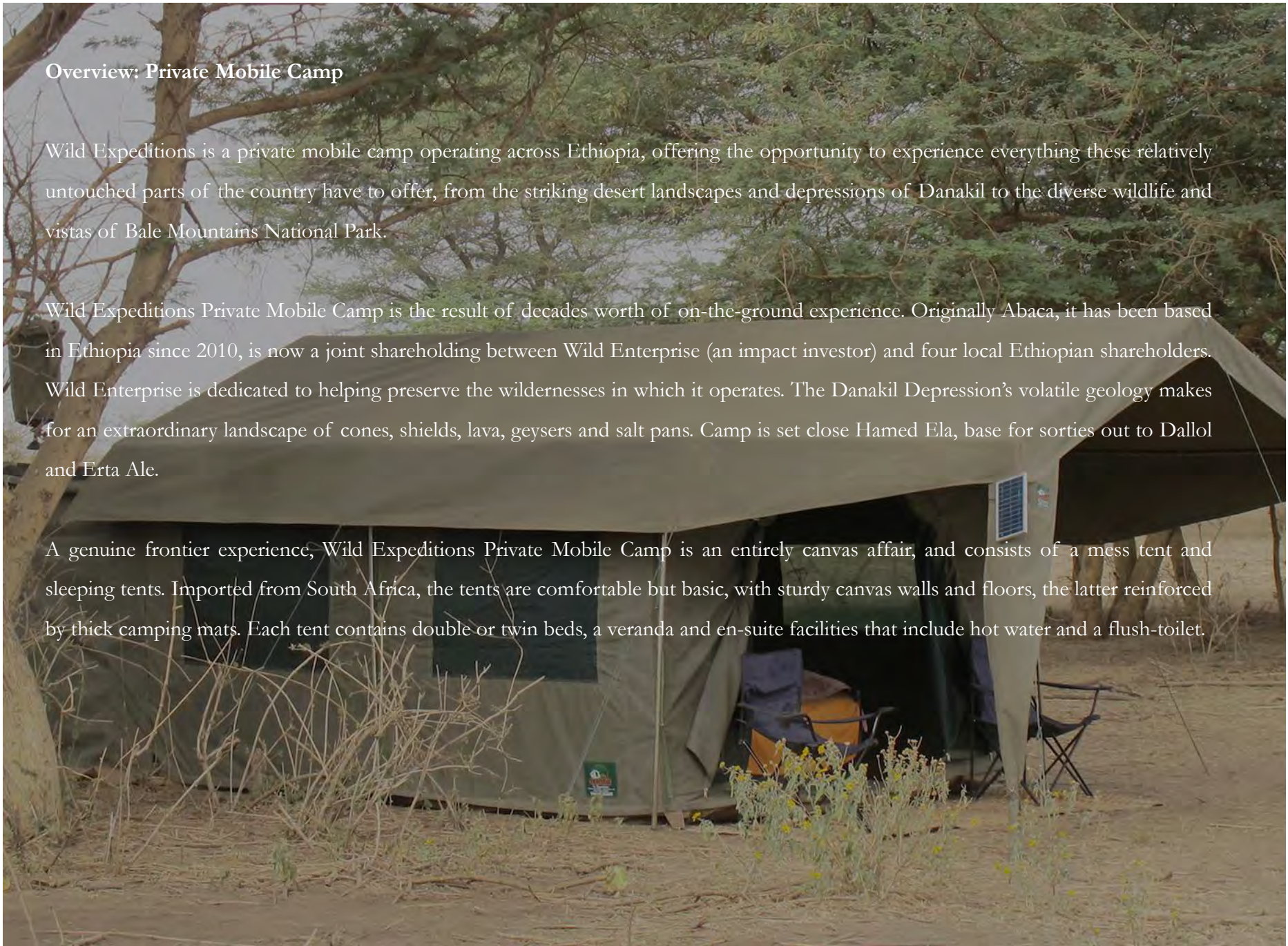


Overview: Private Mobile Camp

Wild Expeditions is a private mobile camp operating across Ethiopia, offering the opportunity to experience everything these relatively untouched parts of the country have to offer, from the striking desert landscapes and depressions of Danakil to the diverse wildlife and vistas of Bale Mountains National Park.

Wild Expeditions Private Mobile Camp is the result of decades worth of on-the-ground experience. Originally Abaca, it has been based in Ethiopia since 2010, is now a joint shareholding between Wild Enterprise (an impact investor) and four local Ethiopian shareholders. Wild Enterprise is dedicated to helping preserve the wildernesses in which it operates. The Danakil Depression's volatile geology makes for an extraordinary landscape of cones, shields, lava, geysers and salt pans. Camp is set close Hamed Ela, base for sorties out to Dallol and Erta Ale.

A genuine frontier experience, Wild Expeditions Private Mobile Camp is an entirely canvas affair, and consists of a mess tent and sleeping tents. Imported from South Africa, the tents are comfortable but basic, with sturdy canvas walls and floors, the latter reinforced by thick camping mats. Each tent contains double or twin beds, a veranda and en-suite facilities that include hot water and a flush-toilet.





Private Mobile Tented Camp



Private Mobile Tented Camp



Private Mobile Tented Camp



Lucy discovery site, Hadar



Hadar



Yangundi Rassa National Park



Yangundi Rassa National Park



Yangundi Rassa National Park

Saturday 27th January 2024

Transfer by road to Semera (approx. 1 hour)

Private charter flight from Semera to Addis Ababa

Depart on international flight home





JOURNEYS BY DESIGN
— DISTINCTIVE AFRICAN TRAVEL —

Your itinerary Includes:

- A seamless ground arrangement service
- Airport assistance on arrival and departure
- Full board accommodation (Bed and Breakfast in Addis Ababa)
- Your own private tented camp in Hadar
- 9 x 4WD vehicles for all road transfers
- All private charter flights as stipulated in an Embraer 145
- All Park and Conservancy Fees
- Membership to the Emergency Flying Doctors
- Private guide services of Will Jones
- Gelada researchers in Simien to host a walk and evening talk
- Dr Berhane Asfaw private tour of the National Museum

Your Itinerary Excludes:

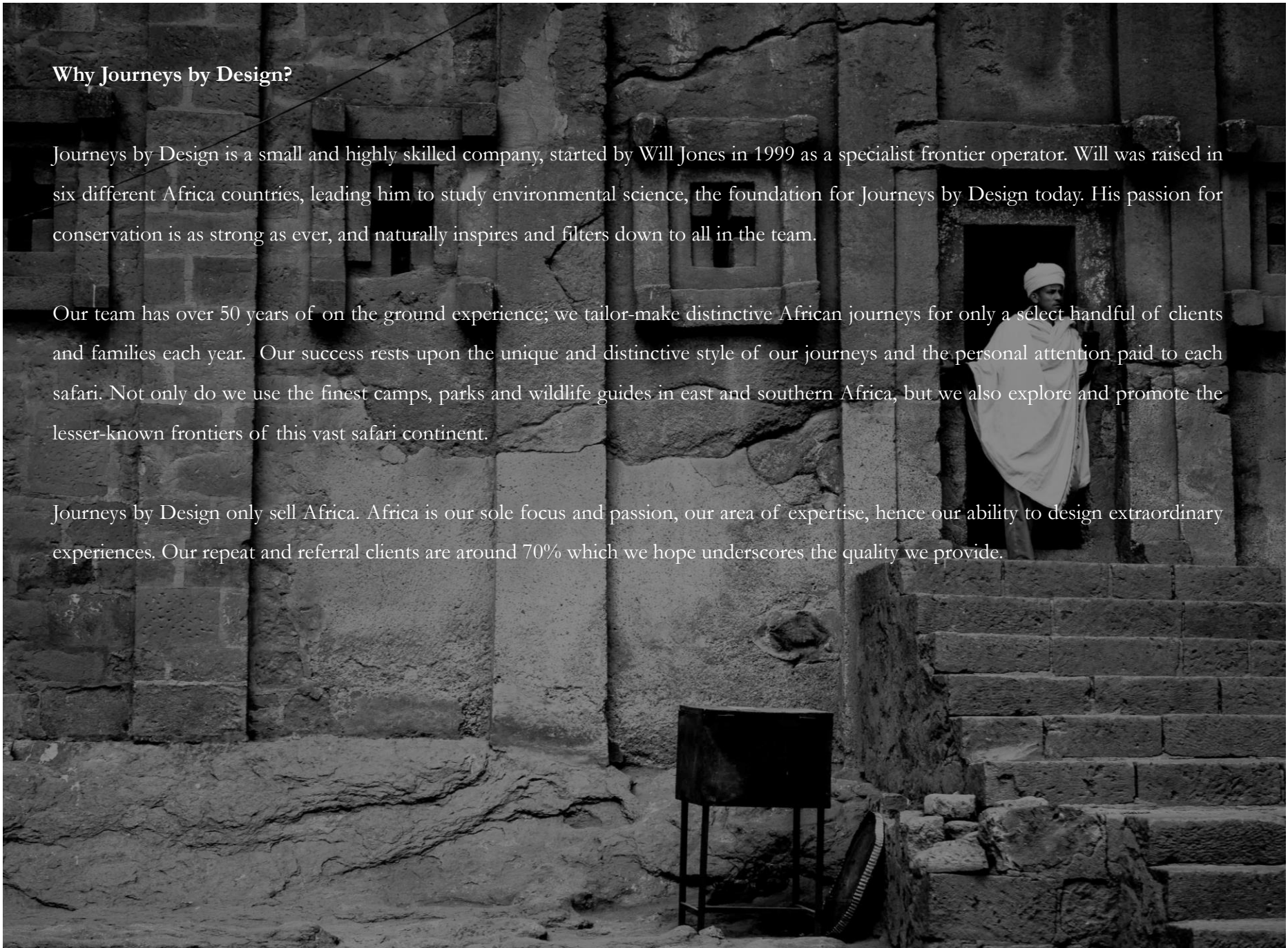
- International flights and travel insurance
- Visas
- Additional activities such as spa treatments
- Alcoholic drinks, wines, spirits (we can make a plan to make sure the right drinks are in the right place)
- All items of a personal nature and staff gratuities
- Any new government taxes or levies that are beyond our control

Why Journeys by Design?

Journeys by Design is a small and highly skilled company, started by Will Jones in 1999 as a specialist frontier operator. Will was raised in six different Africa countries, leading him to study environmental science, the foundation for Journeys by Design today. His passion for conservation is as strong as ever, and naturally inspires and filters down to all in the team.

Our team has over 50 years of on the ground experience; we tailor-make distinctive African journeys for only a select handful of clients and families each year. Our success rests upon the unique and distinctive style of our journeys and the personal attention paid to each safari. Not only do we use the finest camps, parks and wildlife guides in east and southern Africa, but we also explore and promote the lesser-known frontiers of this vast safari continent.

Journeys by Design only sell Africa. Africa is our sole focus and passion, our area of expertise, hence our ability to design extraordinary experiences. Our repeat and referral clients are around 70% which we hope underscores the quality we provide.





Your Guide: Will Jones, Chief Exploration Officer, Journeys by Design

Having been raised in six African countries, Will graduated with a degree in environmental science from Southampton University, before spending four years in Ethiopia, first as a volunteer in its national parks, and then as the driving force behind the country's first ecotourism project at Bishangari Tented Camp.

From Ethiopia, Will went to work as a guide and luxury lodge manager in Kenya, at Galdessa in Tsavo East, and at Borana on the Laikipia, before returning to the UK, where he set up Journeys by Design in 1999.

A lifelong advocate of sustainable tourism, Will's primary motivation in the setting up of Journeys by Design was to help contribute to the work of a small but growing band of thinkers, wildlife experts and environmental specialists, all of whom see high-end, low impact tourism as the best way to save and then grow Africa's many wildernesses.

Will travels to Africa at least five times yearly and has formed excellent relationships with the guides, pilots and local communities that play host to our safaris.



Africa House Group

Countries supported
8

Botswana, DRC, Ethiopia, Kenya, Namibia,
Rwanda, South Africa, Tanzania

Land supported
52,562 Ha

Hectares covered by Core Ecosystems supported

Capital invested
in Africa
\$487,123

includes donations and impact investment

Total donated to conservation, to community development,
and to Wild Expeditions - our impact investment in Ethiopia



Journeys by Design

Impact Travellers

63

Number of clients that made donations as a result of their travel

Park fees via JbD clients

\$130,083

Paid to conservation landscapes in conservation fees to support ongoing management of these areas

JbD client donations

\$68,992

Donated as a result of travelling with JbD



Wild Philanthropy

Capital donated to
conservation and
community projects

\$235,900

Grants made to 16 different partners.
Top three countries - Kenya (43%), Ethiopia (24%)
and Botswana (23%). 56% to core ecosystems

Community
members supported

904

Support through conservation and community
development work of our partners

Crisis support

218

Jobs supported through grants made as part
of the ATCF