



Peru, Cusco Province

Welcome



Travel has been my life for 20 years. St Augustine's famous quote remains as true to me today as it was when I first set up 2by2 Holidays – "the world is a book and those who do not travel, read only one page".

My first love was Africa, the place of my birth. Its remarkable wildlife and cultures continue to captivate me today. A recent visit to the gorillas of Uganda has starkly reminded me just how fragile the survival of so many endangered species remains. And reinforced my belief that travel must always have conservation at its heart.

In recent years I have discovered the joys of travel in the Indian subcontinent and Latin America. The iconic sites and cultures here are no less enthralling. And everywhere wildlife adapts and survives, from harsh barren deserts to cool mountain cloud forests and tropical wetlands.

My enthusiasm burns as brightly as ever and I continue to be as involved in every aspect of the business as I always have been, backed up by our superb travel team. I'm particularly thrilled that so many of our customers return time after time.

I do hope you find our latest brochure inspiring and we all look forward to hearing from you.

Hambe Kahle – Travel Safely

Claire Farley

Claire Farley
Managing Director

Telephone 01582 766 122
Email claire@2by2holidays.co.uk
www.2by2holidays.co.uk



Kruger National Park

South Africa

With outstanding natural beauty and some of the best wildlife in the world, South Africa is an amazingly diverse country that combines a rich cultural experience with outstanding food and wine. It boasts over nineteen national wildlife parks and eight magnificent World Heritage Sites, and offers a wide array of outdoor and leisure activities.

The scenery ranges from Cape Town in the foothills of dramatic Table Mountain to the lush Garden Route, from the dry bushveld of the Kruger to the tropical vegetation of KwaZulu Natal, and from the mountains of the Drakensberg to the arid Kalahari. So it's no surprise this is a country people choose to visit many times. South Africa is simply one of the world's top holiday destinations.



Cape Town's Waterfront and Table Mountain

Cape Town & Winelands

With its magnificent setting on the Atlantic Ocean, against the backdrop of Table Mountain, Cape Town is one of the most beautiful cities in the world.

One of the best ways of exploring this relatively compact city is aboard the Hop-Off Bus, as this will give you an overview of all the highlights in one day. The bus conveniently stops at the Table Mountain cable car station, which is a little out of town, where you can ascend and enjoy one of the world's most famous views. Mornings are usually the best, as in the afternoon the cloudy 'tablecloth' may descend, obscuring the views.

The red city route includes the beaches of Camps Bay, whilst the longer blue peninsula route travels to Kirstenbosch Gardens and the fishing village of Hout Bay. Be sure to visit the Castle of Good Hope, the Houses of Parliament with their lovely gardens, and vibrant Victoria & Alfred Waterfront with its many shops, restaurants, museum, aquarium and other attractions.

An essential must-do is a day tour to Cape of Good Hope Nature Reserve, a long peninsula extending into the Atlantic Ocean with dramatic views along Chapman's Peak. Here you may see baboons, ostrich and antelope. Along the way you can take a boat ride to Seal Island where great white sharks breach, and visit the resident penguin colony at Boulders Beach.

A visit to Robben Island, where Nelson Mandela was imprisoned, is also highly recommended (advance booking is essential in season, as the ferry is small). You will get postcard views of Table Mountain from the ferry and the prison guides are all former inmates, willing to share their personal stories. It is insightful to combine this with a visit to the District Six Museum, dedicated to the forced removals of the apartheid era, and a tour of the Bo-Kaap (the old Malay slave quarters). Township tours are also offered, to showcase modern township life.

The Cape Winelands are world-famous, with the historic university town of Stellenbosch and the foodie capital of Franschhoek less than an hour away. Paarl also has a wonderful wine route and the charming small towns of Wellington, Tulbach and Ceres are all waiting to be discovered. A wine tasting day tour from Cape Town is the easiest way of visiting these vineyards and cellars, but you can easily spend a few nights here. The Cheetah Outreach project at Somerset West is also worth a visit.

A little further afield is the small seaside town of Hermanus, which offers



Boulders Beach

the best land-based whale watching in the world. From July to November the Southern right and Humpback whales come here and give birth, wallowing right up to the cliffs. A whale-watching boat ride can give even closer views. The Stony Point penguin colony at Betty's Bay is also not to be missed.

Great white shark cage diving is offered in neighbouring Gansbaai, but be aware this is a thrilling adrenalin activity not for the faint-hearted! A little further along the coast you will find Cape Agulhas, where the Atlantic and Indian Oceans meet, delightful De Hoop Nature Reserve and the fishing village of Arniston.

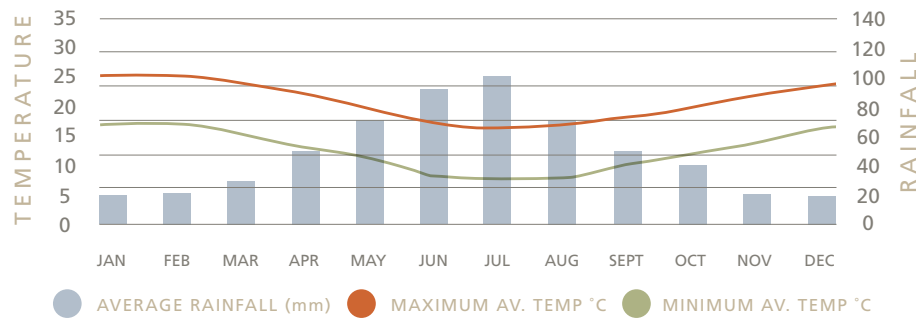
If you head up the rugged West Coast to Langebaan Lagoon, you can see small fishing villages and holiday towns. Visit Postberg Flower Reserve between mid-August and mid-September, where on a sunny day thousands of wildflowers emerge and carpet the ground in vivid colours, but the timing is dependent upon the rains.

If it's beaches you want, head south to Camps Bay with its relaxed café society, or north to the family-friendly beaches of Milnerton and Bloubergstrand. If you wish to swim in the sea, rather head for Muizenberg on the warmer Indian Ocean side of the Cape Peninsula.

If you enjoy luxury train travel, arrive in style aboard the nostalgic Rovos Rail or the modern Blue Train, which travel all the way from Pretoria.

When to go

Cape Town and the Garden Route have a warm Mediterranean climate, with hot dry summers and mild wet winters. The best time to visit is during the summer months from October to March, although the whale-watching season starts earlier and runs from July to November. The mild wet winter runs from June to August.





Knysna, Garden Route



Garden Route

The Garden Route offers eco-touring at its best with small picturesque seaside towns, wonderful local food and charming guesthouses set in unparalleled scenery.

Combining time in Cape Town with a leisurely tour of the Garden Route is one of our most popular itineraries. This entire area is ideal for a self-drive holiday as the roads are good, driving is on the left and you can travel at your own pace.

A favourite route is along the starkly beautiful Route 62, where the contrast between the lush coastal region and the arid Little Karoo is dramatic. Meander through small Winelands towns such as Robertson and Montagu to Swellendam – the third oldest town in South Africa with some wonderful examples of old Cape Dutch architecture – and onwards to Oudtshoorn, the ostrich farming capital. Here you can view the stalactites and stalagmites of the cavernous Cango Caves and watch meerkats emerge from their burrows at sunrise.

Take a detour to ascend the rugged Prince Albert Pass, or opt for the more direct route across the stunning Outeniqua Pass to George, renowned for its Fancourt golf estate.

A beautiful stretch of Indian Ocean coastline extends from Mossel Bay, where the Portuguese explorer Vasco Da Gama erected a cross, to Port Elizabeth, past the expansive beaches of Wilderness and lakes of Sedgefield, to the oyster capital of Knysna set on a vast lagoon. Here the must-do is a visit to Featherbed Nature Reserve by ferry, followed by a nature walk and lunch

under the milkwood trees. Dolphins are often seen here and from July to November you may see migrating whales.

There is good access to wildlife here, with Knysna Elephant Sanctuary offering interactions with these gentle giants. At the Wild Cat Sanctuary you can observe cheetah, caracal and serval, while at Monkeyland and Birds of Eden, you can see primates and birds in their natural habitats.

If it's beaches you long for, head for Plettenberg Bay which has four of the best in the country. Known as the playground of the rich and famous, golfers will be spoilt for choice too, with a wide selection of world-famous championship courses. Adventure seekers should head to the Tsitsikamma Forest, where you can glide through the treetops in a harness, black water tube down the Storms River or bungee jump from spectacular Bloukrans Bridge, the highest bungee jump in the world.

At the northern end of the Garden Route the beach resort of St Francis is found, and beyond this is the city of Port Elizabeth, which is the gateway to Addo Elephant Park and the malaria free Big Five game reserves of the Eastern Cape.

Heading inland to Graaff Reinet, you can find Camdeboo National Park and the aptly named Valley of Desolation, as well as smaller wildlife sanctuaries such as Mountain Zebra National Park.

Complete your Garden Route tour with a thrilling safari in the private game reserves of the Eastern Cape, which are malaria-free, or explore Addo Elephant Park near Port Elizabeth.



Garden Route Safari

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| DAY 1 | Arrive in Cape Town |
| DAY 2 | Explore with the Hop-Off Bus & ascend iconic Table Mountain by cable car
Take the ferry to Robben Island & enjoy the Victoria & Alfred Waterfront |
| DAY 3 | Drive to Cape of Good Hope Nature Reserve, Seal Island & Boulders Beach penguins |
| DAY 4 | Drive to Franschhoek, with wine tasting on the Wine Tram |
| DAYS 5/6 | Travel to the seaside town of Hermanus, with whale watching in season |
| DAYS 7/8 | Drive along scenic Route 62 to Oudtshoorn & visit an Ostrich Farm |
| DAY 9 | View meerkats at sunrise, visit the Cango Caves & drive along the Garden Route to Knysna |
| DAY 10 | Visit Featherbed Nature Reserve & Knysna Elephant Sanctuary |
| DAYS 11/12 | Travel via Plettenberg Bay & Tsitsikamma Forest to Addo in the Eastern Cape |
| DAY 13 | Early morning & late afternoon Big Five game drives |
| DAY 14 | Depart from Port Elizabeth |
| DAY 15 | |

From £2,495 per person sharing including flights, mid season



This is an example itinerary – see page 5 for key. For more ideas, information and prices please call us on **01582 766 122** or visit www.2by2holidays.co.uk

Kruger National Park

One of the world’s greatest wildlife conservation areas, the Kruger National Park and the private game reserves around it, are home to all the Big Five – lion, leopard, buffalo, elephant and rhino. Don’t miss the breathtaking Blyde River Canyon.



Wildlife sightings in the world-famous Kruger National Park region are amongst the best in the world, due to the wide diversity of species. The size of Wales, this huge game region offers many varied habitats and the highest concentration of lions in the whole of Africa. It is home to over 150 different mammals and more than 500 bird species, with superb big cat sightings. Where the bushveld is dense, sighting can be difficult at times but when a species you have been tracking is spotted, the rewards are immeasurable!

Most visitors stay in a luxury safari lodge in one of the adjoining private game reserves that are part of the Greater Kruger, where wildlife traverses freely as there are no fences between them. These include the Sabi Sands (a prime location for spotting leopard), Manyeleti and Timbavati reserves, where the white lions were discovered. There are also several excellent self-contained private game reserves in close proximity to the national park, also offering a high level of luxury accommodation and guiding with open-top game drives. These

include Kapama, Thornybush and Makalali. Inside the Kruger National Park you will find a series of simpler self-catering rest camps such as Satara, Skukuza, Olifants, Letaba and Lower Sabie. These are in spectacular settings and are ideal for self-driving or touring with your own driver/guide – perfect for small groups, birders, photo safaris, wheelchair users and families. Specialised walking safari options are available, as well as sleep outs with star beds for an extra special memory.



On safari your day starts early with a dawn wake-up call for a 2 to 3 hour game drive, as this is when predators are most active. Large herds of elephants traverse through the park, and you can hope to see buffalo, crocodile and hippo in the rivers and dams, as well as storks nesting in the trees. A sighting of the king of the jungle is always a highlight, and a privileged few will see a magnificent nocturnal leopard. But don’t only search for the Big Five, as there are hundreds of other rewarding species such as the kudu with its magnificent horns, the small bushbuck, the prickly porcupine, the lanky giraffe, the cheeky baboon, the gregarious wildebeest and the striped zebra. Birding is also outstanding. Return to your lodge for a hearty brunch, before venturing out again in the late afternoon for another game drive, followed by sundowners in the bush and a

superb African sunset. Then look upwards at the magnificent night sky and try to find the Southern Cross. West of Kruger, the beautiful Drakensberg Panorama Route should not be missed. The green Blyde River Canyon is the third largest in the world with sites such as God’s Window, Mac Mac Falls and Bourkes Luck Potholes, carved out by river waters. Moholoholo Wildlife Rehabilitation Centre is well worth a visit, and at the Endangered Species Centre in Hoedspruit you can see cheetah, vultures and wild dog up close. The small town of Hazyview has two elephant sanctuaries and is a convenient base for day trips into the Kruger Park. Other activities include horse riding, championship golf, hot air ballooning, white water rafting, treetop canopy tour, cultural village, Jane Goodall’s Chimp Eden and the Vervet Monkey Foundation.



Southern Africa Highlights: Kruger, Cape + Victoria Falls

- DAY 1** Arrive in Hazyview
- DAY 2** Day tour of the Panorama Route, including the stunning Blyde River Canyon
- DAY 3** Visit an Elephant Sanctuary before entering the famous Kruger National Park
- DAYS 4/5** Thrilling early morning & late afternoon Big Five game drives
- DAY 6** After a morning of game viewing, fly to Cape Town
- DAY 7** Explore with the Hop-Off Bus & ascend Table Mountain by cable car
- DAY 8** Full day tour to Cape Point, Seal Island & Boulders Beach penguins
- DAY 9** Wine tasting in the vineyards of Stellenbosch & Franschhoek
- DAY 10** Fly to Victoria Falls
- DAYS 11/12** Explore Victoria Falls, with Zambezi sunset cruise
- DAY 13** Depart from Victoria Falls

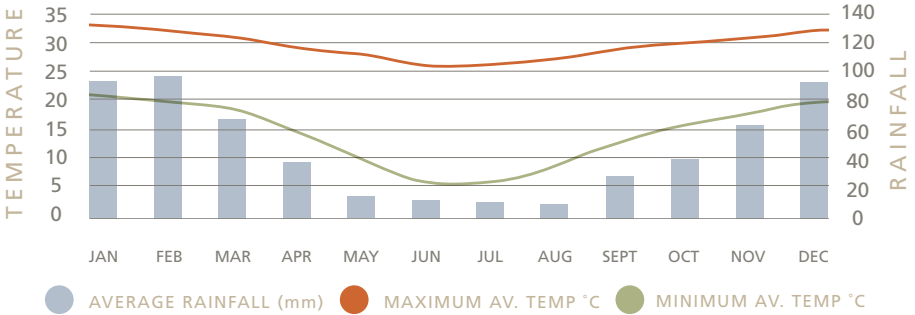
From £3,395 per person sharing including flights, mid season



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When to go

Kruger National Park has a warm subtropical climate and can be visited all year round. The best time to visit is from April to September (the mild winter) when the bushveld is dry and animals congregate around the waterholes. The summer months are hot, with heavy rains from November to March.



KwaZulu Natal

Warm tropical KwaZulu Natal deserves a holiday of its own, to appreciate all that it has to offer – from the historic Zulu Battlefields and the mighty Drakensberg Mountains, to its superb wildlife and beaches.



Known as South Africa’s holiday region due to its balmy climate, KwaZulu Natal’s atmosphere is relaxed, with outstanding Indian Ocean beaches and the surfers’ paradise of Durban. Most visitors head for the more upmarket beaches at Umhlanga and Ballito on the north coast, but if you are on a budget the small towns along the south coast offer a wide range of accommodation with superlative beaches. Self-drivers and small groups travelling from Kruger to the KwaZulu

Natal coast often choose to break their journey in the kingdom of Swaziland, with the added attraction of a Swazi passport stamp. Here the proud Swazi people are renowned for their rich cultural heritage including the spectacular annual Umhlanga festival (or Reed Dance). Zululand’s wildlife is renowned, with some of the best birding in South Africa. Hluhluwe Game Reserve and adjoining iMfolozi, once the royal hunting ground of the Zulu king Shaka, gained fame as it was

here that the Black rhino was saved from extinction. All the Big Five can be found as well as many other species. There is one luxury lodge situated in the park and a range of affordable safari lodges situated outside the gate. There are simpler rest camps inside the park, ideal for self-driving and self-catering. There are also some outstanding private game reserves that cater for the upper end of the market such as Amakhosi, Thanda, Phinda and Nambiti. Mkuze Game Reserve is great for birders. A boat ride on the St Lucia estuary in the iSimangaliso Wetlands, a World Heritage Site, is a must as here you can see hippo and crocodile, as well as great birdlife. You can also take an ocean safari to see turtles, dolphins, and migrating Humpback whales from July to October. Further up the coast at secluded Thonga Beach you can snorkel and take a boat ride to search for wild dolphins. From November to January Loggerhead and Leatherback turtles nest on this secluded stretch of coastline and a night-time guided marine walk is a magical experience. Enjoy canoeing on the lakes at Kosi Bay, where local fishermen still use traditional woven fishing traps, tiger fishing from a houseboat on Lake Josini and visit Tembe Elephant Park, famous for its enormous tuskers.



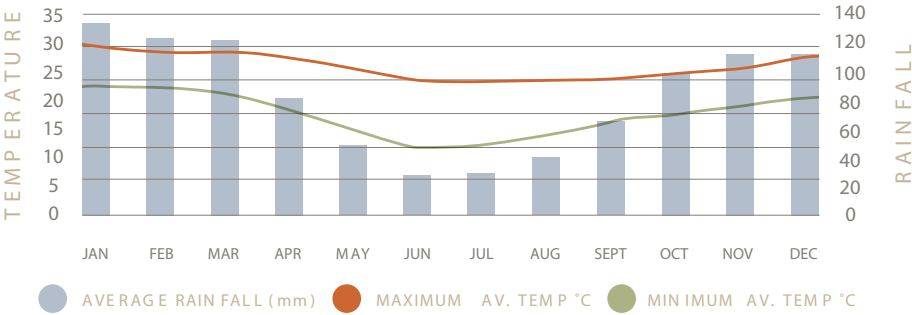
Sodwana Bay is the centre for scuba diving off the warm Mozambique Reef and deep-sea game fishing for combative marlin, sailfish, barracuda and kingfish. On the south coast you will find Aliwal Shoal and Protea Banks, two famous shark diving sites for advanced drift divers, where you can swim among Tiger, Zambezi, Ragged tooth and Hammerhead sharks. But it is the Zulu culture that fascinates visitors the most and a trip to the remote Zulu battlefields at Isandlwana and Rorkes Drift is a must. Here expert guides bring these famous British battles to life, with heroic stories from both sides as Victoria Crosses were won. Be sure to watch Michael Caine in

the film Zulu, before you leave home. The Bushman paintings found in the mighty Drakensberg Mountains are another World Heritage Site that should not be missed. Named ‘Barrier of Spears’ by the Zulus, these mountains offer wonderful walking, horse riding, tennis, mountain biking and trout fishing opportunities. Bird watching is also excellent, especially for raptors that nest in these cliffs. Many famous Boer War battlefields such as Spioenkop, Ladysmith and Colenso are within easy reach and from the southern Drakensberg you can ascend the Sani Pass by four-wheel drive vehicle into the tiny mountain kingdom of Lesotho, home to the Basuto people.

No one can remain unmoved by the gripping stories of KwaZulu Natal’s Battlefields, told with such passion and insight by local guides.

When to go

KwaZulu Natal has a hot subtropical climate and can be visited all year round. The best time to visit is during the dry winter months (April to September), which are warm in the day, but cool at night. The summer months (October to March) are hot, with heavy rains. Scuba diving is good all year round, except for September when the seas can be choppy. Migrating whales can be seen from May to December. The Drakensberg has a fresh mountain climate with warm summers and cold but sunny winters, with some snow.



Zululand Explorer

- DAY 1** Arrive in Durban
- DAYS 2/3** Drive to Hluhluwe Game Reserve, famous for its rhino, with morning & afternoon game viewing
- DAYS 4/5** Travel to Lake St Lucia Wetlands, with boat ride on the estuary to see hippo, crocodile & birdlife. Also whale watching in season
- DAYS 6/7** Drive to Zulu Battlefields, with tours of Isandlwana and Rorkes Drift
- DAY 8** Continue to Boer War Battlefields around Ladysmith, with tour of Spioenkop
- DAYS 9/11** Relax in the Drakensberg Mountains, with opportunity to walk to Bushman rock paintings
- DAYS 12/14** Drive to the warm beaches of the Durban North Coast, with visit to uShaka Marine World
- DAY 15** Depart from Durban

From £2,995 per person sharing including flights, mid season



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Madikwe Game Reserve

Madikwe, Sun City & Johannesburg

Northwest of Johannesburg, on the border with Botswana, you'll find one of South Africa's largest malaria-free areas that includes the lesser known, but highly rewarding Madikwe Game Reserve – ideal to combine with the leisure resort of Sun City.

Johannesburg is the starting point for most visits to the malaria-free game parks of the north and west. The commercial centre of South Africa, this bustling city is known locally as eGoli – the Place of Gold – and requires at least two days to see its key sites. The Hop-Off Bus is a convenient way to see the highlights including the Apartheid Museum, Constitution Hill, Origins Centre and Newtown. The vibrant rejuvenated Maboneng Precinct with its street art, is also well worth a visit.

On a tour of Soweto you can visit the home of Nelson Mandela and other monuments to the apartheid struggle, including the Hector Pieterse Museum. At the Cradle of Humankind you can

see amazing archaeological finds from the Sterkfontein Caves and nearby Lesedi cultural village offers a fascinating insight into tribal life.

The pretty administrative capital of Pretoria (now known as Tshwane) has many historic buildings, the impressive Voortrekker Museum and a working diamond mine.

Only two hours away, the sporting and casino resort of Sun City offers year-round sunshine and a wide array of leisure activities, including two famous championship golf courses and the Big Five Pilanesberg Game Reserve.

A little further northwest, the malaria free Madikwe Game Reserve on the border with Botswana offers a luxury

safari experience in a wonderfully wild setting, with outstanding predator sightings, especially lion. There are over 60 different species of mammals here, including the endangered wild dog for which this reserve is so famous.

North of Johannesburg, there are many smaller private game reserves in the Waterberg Mountains and at Welgevonden, some of which offer horseback safaris, cycling and walking. These are ideal for self-drive itineraries. Driving further north to the Limpopo River, you can visit the archaeological World Heritage Site at Mapungubwe, where the golden rhinos were found. From a good vantage point, you can see across the river to both Zimbabwe and Botswana.



Madikwe Game Reserve



Madikwe Safari

- DAY 1** Arrive in Johannesburg
- DAY 2** Visit the Apartheid Museum & Soweto, including Nelson Mandela's original home
- DAY 3** Explore the Sterkfontein Caves in the Cradle of Humankind & visit Lesedi Village to learn more about the various local cultures
- DAYS 4/6** Fly to Madikwe Game Reserve, with thrilling early morning & late afternoon Big Five game drives in an open-top game viewing vehicle
- DAY 7** Fly to Johannesburg and on to Cape Town
- DAYS 8/10** Ascend Table Mountain by cable car, visit Cape Point & the Stellenbosch Winelands
- DAY 11** Depart from Cape Town

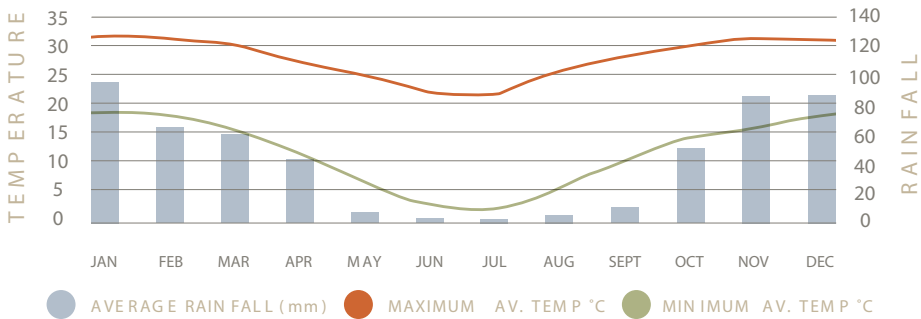
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When to go

Madikwe, Sun City and Johannesburg have warm subtropical climates and can be visited all year round. September to April (the summer) is hot with afternoon thunderstorms. May to August (the dry winter) is pleasantly warm in the day, but cold at night.



Kalahari

The vast and arid Kalahari Desert is home to the Bushman people and unique desert-adapted wildlife, including the majestic black-maned Kalahari lion.



David Attenborough brought the stunning red sands of the Kalahari into our homes with his famous TV documentaries about this huge eco-system and its desert-adapted wildlife. One of the largest conservation areas in the whole world, and one of its last remaining wilderness regions, Kgalagadi Transfrontier Park is a visionary joint venture between South Africa and Botswana, straddling both countries and covering over 14,000 square miles.



Upington is the most convenient gateway to the Kalahari, as it is linked by daily flights from both Johannesburg and Cape Town. Kgalagadi is a further 3 hours north by road, with accommodation in simple air-conditioned self-catering rest camps such as Twee Rivieren, Nossob and Mata Mata. There are a few smaller, tented camps that require booking up to a year in advance, and one Bushman-owned camp. A top end luxury fly-in safari is

also available at Tswalu Kalahari Reserve, which is in a class of its own.

Wildlife viewing centres on the dry river beds, searching for the enormous black-maned Kalahari lion, the region's most famous inhabitant. The Kalahari is also renowned for the magnificent oryx with its long sharp horns, cute meerkats that emerge from their burrows at sunrise, prancing springbok, prickly porcupine, spotted hyena, black-backed jackal, Cape fox, African wild cat and aggressive honey badger.

You will see large herds of antelope such as eland and blue wildebeest and some of Africa's most unusual animals. These include many of the big cats (lion, cheetah and leopard) which are more easily seen in these wide open landscapes, but the sparse vegetation does not support elephant, rhino or buffalo.

Birdlife is also surprisingly prolific with over 260 species, including 20 different raptors. In this land of far horizons, marvel at the gigantic nests of the sociable weaver birds set high in camel thorn trees and stop to examine the amazing succulent desert plants which have adapted to survive in such harsh conditions.



The granite Augrabies Falls (meaning 'Place of Great Noise') should be the next stop on your itinerary, with accommodation in simple but comfortable air-conditioned chalets. Here the thundering Orange River dramatically crashes over the rim of a granite canyon, plunging 82 metres into the gorge below forming South Africa's largest waterfall and the sixth largest in the world. Activities here include a sunset cruise,

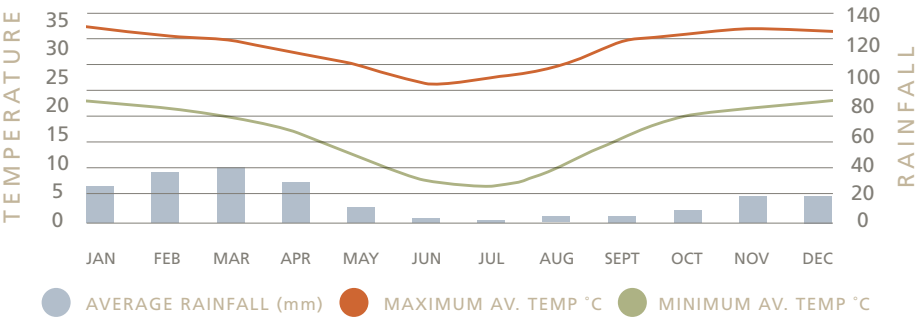
canoeing in the gentler rapids above the falls, abseiling down the cliffs and white water rafting in the turbulent gorge below.

Namaqualand is also within easy reach. From mid-August to mid-September each year, this landscape bursts into a spectacularly vivid display of wildflowers as far as the eye can see, although the exact timing depends on the rains.

Self-drive holidays to this region are very popular, as well as photo safaris exploring with your own private driver/guide.

When to go

Kalahari has a very hot semi-desert climate. The best time to visit is from May to September (the winter months) when the days are hot and dry, although the evenings can get very cold with ground frost. October to April (the summer months) are extremely hot, with scarce erratic rainfall.



Riemvasmaak Canyon, the mountainous Richtersveld and the beautiful coastline at Port Nolloth can also be explored from here and you can learn more about the Bushman culture.



Land of the Bushman

- DAY 1** Arrive in Upington
- DAYS 2/4** Drive to Kgalagadi Transfrontier Park to see desert-adapted wildlife
- DAYS 5/6** Travel to the thundering Augrabies Falls
- DAYS 7/9** Explore Namaqualand & learn about the Bushmen, or view the wildflowers in season.
- DAY 10** After a final morning in Springbok, drive back to Upington
- DAY 11** Depart from Upington

From £2,195 per person sharing including flights, mid season



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We have ATOL certification and membership of the Association of Tour Operators (AITO).

Booking your holiday

When you are ready to book, we will guide you through the process. In all our dealings we aim to be transparent and encourage you to read our terms and conditions thoroughly. These are on our website at www.2by2holidays.co.uk. Please do contact us if anything is unclear.

Financial Protection

Through our membership of ATOL (9025) and our Tour Operator Insurance, your holiday is fully financially protected wherever in the world you live, regardless of whether you book land-only arrangements or a complete holiday package with flights.

AITO Quality Charter

AITO is the Association for independent and specialist holiday companies. Our member companies, usually owner-managed, strive to create overseas holidays with high levels of professionalism and a shared concern for quality and personal service. The Association encourages the highest standards in all aspects of tour operating.

Exclusive Membership

AITO sets criteria regarding ownership, finance and quality which must be satisfied before new companies are admitted to membership. All members are required to adhere to a Code of Business Practice which encourages high operational standards and conduct.

Financial Security

An AITO member is required to arrange financial protection for all holidays and other arrangements (including accommodation only) booked by customers with the member under the AITO logo. This financial protection applies to customers who are resident in the UK at the time of booking and to most overseas customers who have booked directly with the member. In doing so, the member must comply with UK Government regulations. Members are required to submit details of their financial protection arrangements to AITO on a regular basis.

Accurate brochures and websites

All members do their utmost to ensure that all their brochures and other publications, print or electronic, clearly and accurately describe the holidays and services offered.

Professional service and continual improvements

All members are committed to high standards of service and believe in regular and thorough training of employees. Members continually seek to review and improve their holidays. They listen to their customers and always welcome suggestions for improving standards.

Monitoring standards

AITO endeavours to monitor quality standards regularly. All customers should receive a post-holiday questionnaire from their tour operator, the results of which are scrutinised by the Association.

Sustainable tourism

Our members acknowledge the importance of AITOs Sustainable Tourism ethos, which recognises the social, economic and environmental responsibilities of tour operating.

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All members endeavour to deal swiftly and fairly with any issues their customers may raise. In the unlikely event that a dispute between an AITO member and a customer cannot be settled amicably, either party can call on an arbitration service to bring the matter to a speedy and acceptable conclusion.

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2by2 Holidays

2 Place Farm, off Mount Road
Wheathampstead, Herts, AL4 8SB
01582 766122
info@2by2holidays.co.uk
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