

Hidden Africa Safari Co. Reimagines Luxury African Safari Experiences for New Generation of Travelers

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Hidden Africa Safari Co. (PTY) LTD positions itself as a luxury safari brand redefining classic safaris for younger, design-conscious adventure seekers.

Founded in 2018 by travel industry veterans Sean Hough and Chad Le Helloco, the Cape Town-based company has built a distinctive approach to luxury safaris. Hidden Africa believes a playful, informal tone breaks down barriers ? making safaris more accessible and attractive to a younger generation of travellers.

The company specializes in creating personalized safari experiences across Southern Africa, including destinations in Botswana, South Africa, Zimbabwe, Namibia, Madagascar, Zambia, and Mozambique.

?Our goal was to reach travelers who connect with our narrative. We?re not for everyone, but the numbers show it?s working ? our average age is 46," said Sean Hough, Co-Founder at Hidden Africa.

The company's innovative approach includes timing safaris with full moons for dramatic moonrise views over Victoria Falls. "Sometimes the experience is in simple thoughtful planning,? says Chad Le Helloco, Co-Founder and Head of Sales at Hidden Africa Safari. Organizing food walking safaris in Cape Town that blend street food tastings with fine dining. Other unique activities include blend-your-own-wine experiences. The safaris focus on personalization. "Whether it's mixing a Negroni on a salt pan at sunset, or an early morning walk to search for Pangolins, our safaris are designed to be different," says Le Helloco.

Recent booking data reveals that Hidden Africa has successfully attracted a younger demographic to safari travel. The company reports an average client age of 46, which is significantly below the safari industry average. Traditionally, this field is dominated by older travelers. The average safari booking value is $9,000 per person. These figures show a growing willingness among younger, affluent travelers to invest in meaningful, conservation-focused travel experiences.

The brand's social media presence at https://www.instagram.com/hiddenafrica/ reflects this younger audience engagement, with 69 percent of followers aged 25-44 and an additional 25.7 percent between 45 and 55.

Conservation and community support remain central to Hidden Africa's operations. The company partners with camps throughout Southern Africa that contribute directly to conservation and community projects. In Botswana, partner camps such as Duke's Camp in the Northern Delta and Jack's Camp on the Makgadikgadi salt pans donate 1.5 percent of every booking to conservation initiatives. These camps also employ staff from local communities.

The company's commitment extends to Namibia's Hoanib Valley, where partner camps collaborate directly with local communities and the Giraffe Conservation Foundation, creating models that bring conservation and local communities together as stakeholders in tourism success.

Hidden Africa's approach has earned industry recognition, including being named Most Unique Safari Operator at the LUXlife Travel & Tourism Awards in both 2024 and 2025. The company maintains a five-star Google rating, aiming to bring exceptional customer experiences.

The company offers two distinct travel styles through its platform at https://hiddenafrica.com/ - independent, tailor-made journeys and privately guided secret safaris. Each experience is carefully designed to cater to individual traveler preferences, focusing on handpicked, stylish safari camps and beach hideaways throughout Southern Africa.

About Hidden Africa Safari Co. (PTY) LTD

Hidden Africa Safari Co. (PTY) LTD curates personalized safari experiences across Southern Africa, specializing in unique, design-forward adventures that benefit local communities and wildlife conservation. The company operates from Cape Town, South Africa, offering custom safari tours, secret safaris, honeymoon packages, and intergenerational family travel, in a diverse range of boutique accommodation options, from wildly stylish safari camps to beach hideaways.

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Hidden Africa curates far-from-ordinary safaris in wildly stylish safari camps and beach hideaways across Southern Africa. Every journey is one-of-a-kind, designed entirely around the traveller.

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