

... Unearthing new destinations

Mention the name Lew Rood to anyone in the know in tourism and hospitality and they will coo adoringly. I have not yet met another who has such a warmly affectionate following. As he reinvents himself as a specialist hospitality consultant, after retiring from Singita where his marketing and sales skills catapulted the brand to market leader in bespoke safari, I thought it fitting that he should kick off a new BizTravel feature: *10 Things I Love About...*



By [Brian Berkman](#): contributing editor, travel 15 Mar 2012



10 Things I Love About Unearthing Special Destinations

By [Lew Rood](#) - Specialist Tourism and Hospitality Consultant - www.lewrood.com.

1. *Anticipation*: The promise of Singita's Serengeti House, due to open later this year, which is set to encompass their hugely successful combination of conservation, comfort, cuisine and unrivalled wine selection. For exclusive use, by a family or group of friends: +27 (0) 21 683 3424 or www.singita.com
2. *New Trends*: The joy that Southern Africa has joined the rest of the world in providing true, full service Villa Holidays in unique locations, offering complete privacy and access to beautiful properties. These are often inaccessible to the general traveller. Perfect Hideaways: +27 (0) 21 790 0972 or www.perfecthideaways.co.za.
3. *Never Fail Options*: The surety and comfort of returning to a well-loved property where each return visit reminds one of why it is a favourite. A classic being Bartholomeus Klip: +27 (0) 22 448 1087 or www.bartholomeusklip.com.
4. *Calming and Refreshing*. Many travellers experience rewarding but strenuous safaris at various game lodges and camps and need a relaxing conclusion to their holiday. Convenient to KNP and lodges, yet a world apart, discover umSisi House: +27 (0) 82 479 9700 or www.umsisihouse.com.
5. *What's in a name?* In the previously "unchic" Cape Town Foreshore district, enjoy discovering the story behind the eponymous Bizerca Restaurant. Wonderful French bistro food, owner managed by Laurent and Cyrillia, who has returned to her South African roots: +27 (0) 21 418 0001 or www.bizerca.co.za.
6. *Concierge*: In the true sense of the word, discovering service providers that can independently assist foreign and local travellers seeking specific experiences including bespoke shopping and sourcing the unusual: +27 (0) 82 415 6418 or www.buy-appointment.co.za.
7. *Steadfast Values*: London's oldest family owned hotel, The Goring, bolt hole of the royals when not on parade, delights with their humorous, always genuine and welcoming staff. Its large private garden is an added surprise and is minutes from the Palace and Victoria station: +44 207 396 9000 or www.thegoring.com.

8. *Owner Managed*: Hooman Saffarian's interesting ancestry, back in the business refreshed and welcoming, delivering delicious lamb dishes, vegetarian options and traditional Middle Eastern flavours. Unassuming and tucked away in trendy Green Point, try Sloppy Sam: +27 (0) 21 419 2921 or www.sloppysam.co.za ... and the website is only the start of the experience.

9. *Retail Therapy*: Consistent, caring, and innovative owners, visit Laura at L'Orangerie in Wynberg +27 (0) 21 761 8355 and Newlands +27 (0) 21 674 4284 or www.lorangerie.co.za. Also, sisters Pat and Margaret at House & Interiors, Cavendish Square: +27 (0) 21 683 1468 or houseandinteriors@telkomsa.net.

10. *Hospitable Hosts*: Horst Frehse deserves recognition for his genuine hospitality and interaction with guests wherever is. GM at Cape Town's Twelve Apostles, he goes the extra mile and nothing is too much trouble. Twelve Apostles: +27 (0) 21 437 9000 or www.12apostleshotel.com.

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