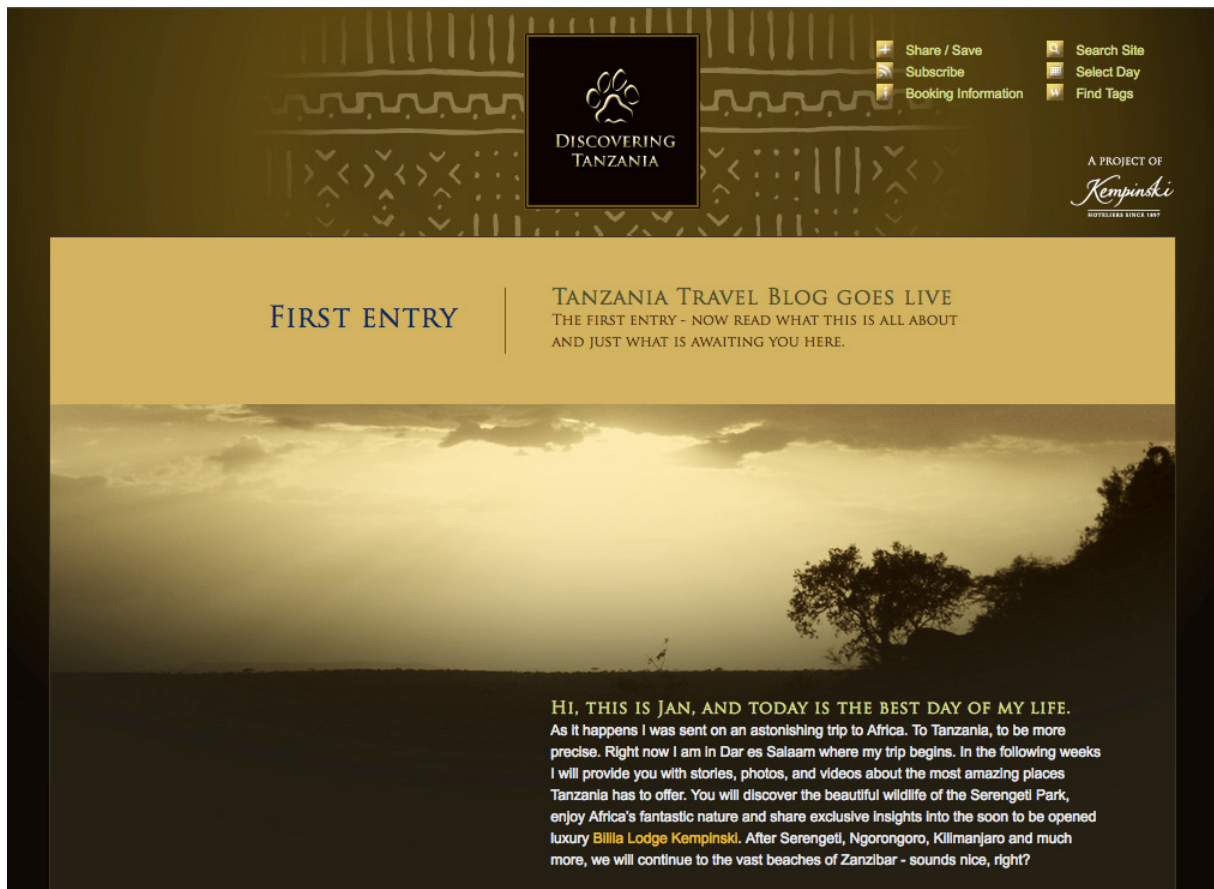


Discover Tanzania Trip

A Luxury Wildlife Experience Goes 'Live'

Tanzania, 08 May 2009: An unusual launch campaign for an equally or even exceedingly unusual hospitality experience in the wild, when the opening of the new Bilila Lodge Kempinski in Serengeti is unveiled live via the internet.

Determined to put its print on the safari industry, Kempinski partnered with strong multimedia experts and prepared a road trip to the lodge through the Serengeti, uncovering fascinating landscapes, extraordinary wildlife, undreamt-of adventures and fabulous scenery combined with a lavish Kempinski luxury experience. The trip will be broadcasted on www.discovering-tanzania.com with still and motion pictures recording this expedition to some of the richest un-walked paths of the world.



DISCOVERING TANZANIA

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FIRST ENTRY

TANZANIA TRAVEL BLOG GOES LIVE
THE FIRST ENTRY - NOW READ WHAT THIS IS ALL ABOUT
AND JUST WHAT IS AWAITING YOU HERE.

HI, THIS IS JAN, AND TODAY IS THE BEST DAY OF MY LIFE.
As it happens I was sent on an astonishing trip to Africa. To Tanzania, to be more precise. Right now I am in Dar es Salaam where my trip begins. In the following weeks I will provide you with stories, photos, and videos about the most amazing places Tanzania has to offer. You will discover the beautiful wildlife of the Serengeti Park, enjoy Africa's fantastic nature and share exclusive insights into the soon to be opened luxury *Bilila Lodge Kempinski*. After Serengeti, Ngorongoro, Kilimanjaro and much more, we will continue to the vast beaches of Zanzibar - sounds nice, right?

A multimedia professional from Hamburg was selected to go on this once-in-a life-time trip to Tanzania as of May 09, to record the action within and in the surroundings of the five star luxury lodge during its opening.

The website aims to contribute to the global promotion of Tanzania as a great tourist destination and coincides with the countdown to the grand launch of the Bilila Lodge Kempinski, a one of a kind hotel experience in the safari world, in the centre of the UNESCO protected Serengeti Park.

To keep up with the action, log on to www.discovering-tanzania.com and explore, unearth and realise the extraordinary.

Editor's Note:

The Kempinski name is proudly borne by a growing collection of distinguished properties around the world. Europe's oldest luxury hotel group, Kempinski has built its reputation on the belief that exclusivity and individuality are key elements of true luxury. Each year, an increasing number of guests come to appreciate these qualities, as Kempinski adds new hotels and resorts in Europe, the Middle East, Africa and Asia. While this growth reflects the strength and success of the Kempinski brand, the collection will remain a limited one, where exclusivity can be nurtured and individuality can flourish.

www.kempinski.com

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