



For Immediate Release

It's a Hat Trick...Ulusaba takes home Three Industry Awards!

13 November 2009 – What a week it has been for [Ulusaba Private Game Reserve](#) with picking up three awards and a special mention during one of the biggest travel industry weeks of the year.

Virgin Holidays kicked off World Travel Mart with their annual awards party on Sunday night in London where Ulusaba won the Gold Award for 'The Best Hotel in Africa.' The winners were determined by Virgin Holidays clients based on the average score when asked to rate "how was your overall hotel experience."

With the excitement still stirring in London, Tuesday night saw Ulusaba take home 'Best Safari or Game Reserve' at Elegant Resorts Preferred Partner Awards, a fine distinction amongst a group of prestigious game lodges. This award was voted by the clients of tour operator, Elegant Resorts, who have been on a safari this year.

Not far from Ulusaba, momentum continued in Johannesburg at the 2009 Imvelo Awards where Ulusaba's charitable arm, Pride 'n Purpose, was awarded 'Best Social Involvement Programme' in the category of the Independent Winner award. Pride 'n Purpose also picked up a special mention by the Chairman for the hard work accomplished and the investment that they make to people in the local community.

Jon Brown, Managing Director of Virgin Limited Edition, commented "I am particularly proud of the team at Ulusaba and the level of commitment they consistently give to each individual guest, the surrounding communities and us as a team. It's an honour to see the travel industry acknowledge their hard work given the fierce competition and extremely rewarding to know that this stemmed from our guests."

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Note to Editors:

Virgin Holidays Gold Award for 'The Best Hotel in Africa' – 2009

Ulusaba won the gold award for 'Best hotel in Africa'. The winners are determined by Virgin Holidays clients based on the average score when asked to rate "how was your overall hotel experience".

Elegant Resorts Preferred Partner Awards – 'Best Safari or Game Reserve' – 2009

Ulusaba won 'Best safari/game reserve award'. This is voted by Elegant Resorts clients who have been on Safari this year.

Imvelo Awards for Responsible Tourism 'Best social involvement programme in South Africa' - 2009

Imvelo awards tourism businesses that demonstrate sustained responsible practice in their operations in terms of their natural, social and economic environments. Ulusaba's charitable arm, Pride 'n Purpose, was awarded 'Best social involvement programme' in the category of the Independent Winner award.

The Imvelo Awards are South Africa's responsible tourism awards and sponsored by the National Department of Tourism, ABSA Bank, FEDHASA and South African Tourism. The awards reveal products within Southern Africa that are focused on responsible tourism and the sustainability of the tourism sector.

One of the other awards given is the Chairman's Award which is from FEDHASA (Federated Hospitality Association of Southern Africa). The Chairman made a special mention to Pride 'n Purpose for the hard work accomplished and the investment that they make in people in the local community. With it came a sponsorship of 40 towels for the community from Glodina which is a hotel company.

For bookings please call 0800 716 919 (toll free) or +44 (0) 208 600 0430 alternatively visit www.ulusaba.virgin.com for more details.

Virgin Limited Edition is a collection of unique retreats chosen for their stunning locations, magnificent surroundings and offering a sense of fun, style, luxury and exceptional personal service. The group includes Necker Island in the Caribbean's British Virgin Islands, Ulusaba Private Game Reserve in South Africa, Sa Terra Rotja in Mallorca; The Roof Gardens and Babylon Restaurant in London; Kasbah Tamadot in Morocco, The Lodge in Verbier and soon to hit the waters in February 2010, Necker Belle.

Virgin Limited Edition aims to make a credible contribution towards creating a sustainable economy and to meet or exceed the expectations of our customers and stakeholders.

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