A herd of elephants is shown in a savanna landscape. The elephants are dark grey with wrinkled skin. They are standing on a dirt path that leads into a field of tall grass. In the background, there are green trees and a hazy horizon under a clear sky. The lighting suggests it might be late afternoon or early morning.

# Umsala

SIR RICHARD BRANSON'S  
PRIVATE GAME RESERVE

BROCHURE

## YOUR STAY, UNPACKED

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## REIMAGINED FOR A NEW ERA OF SAFARI

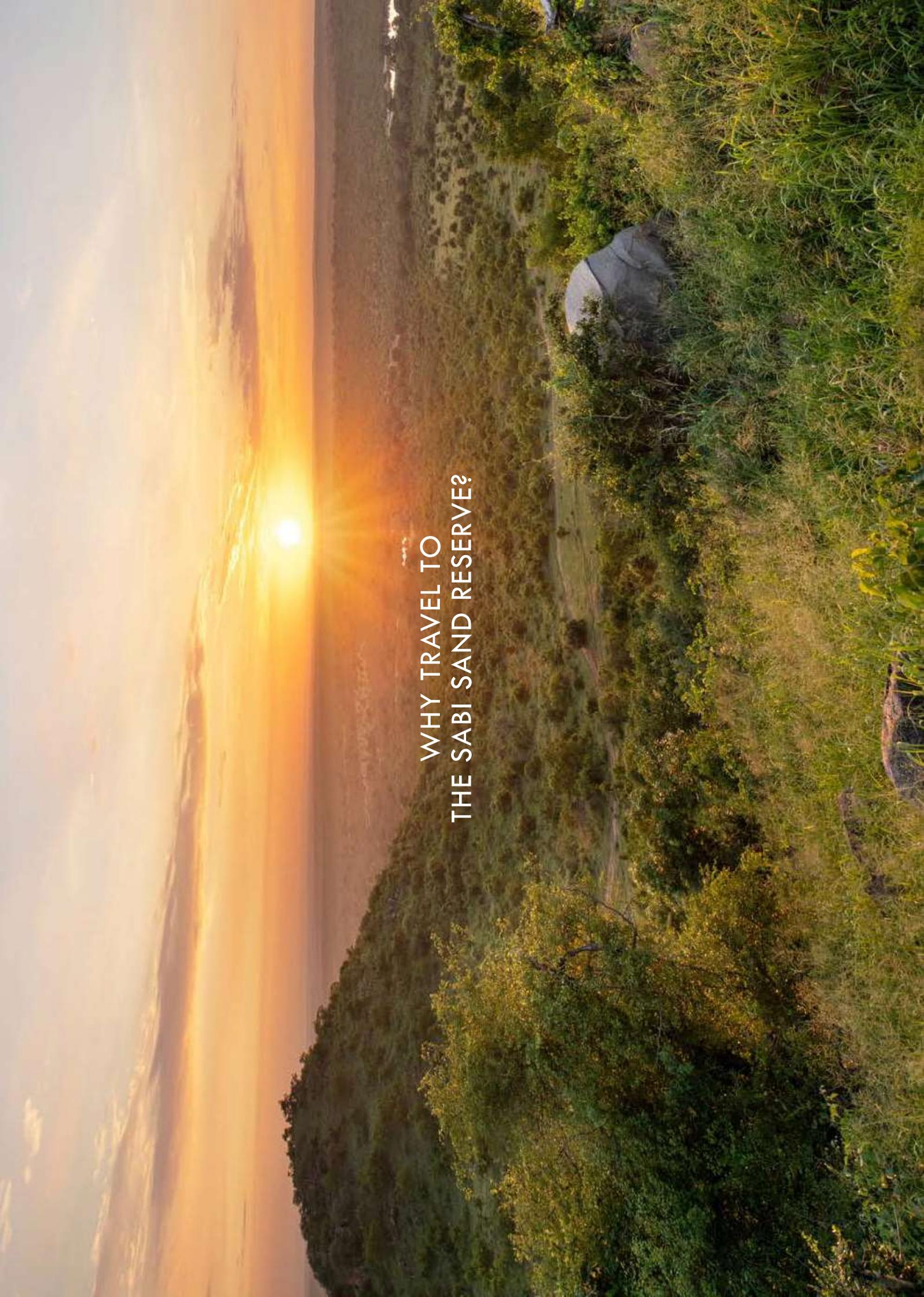
### REOPENING APRIL 2027

The spirit of Ulusaba, Sir Richard Branson's private game reserve, has always been about adventure, connection, and the feeling of coming home to the wild. Now, we're reimagining every detail, blending stunning design, sustainability, and soulful service to create something truly extraordinary.

**When Ulusaba reopens in April 2027, it will feel both brand new and beautifully familiar.**

Some things will never change. Our passionate team, our Ulusaba family, will be here to welcome you home, share stories by the new boma firepit, and make sure every moment feels unforgettable. The wildlife will still roam freely, the sunsets will still take your breath away, and that unmistakable Ulusaba magic will still be in the air.



A scenic landscape at sunset. The foreground is dominated by a large, dense green tree on the left. To the right, there is a grassy area with some rocks and smaller plants. In the middle ground, a valley opens up, showing a winding road and some distant structures. The background features rolling hills under a sky filled with soft, golden light from the setting sun, which is positioned in the center of the horizon. The overall atmosphere is peaceful and natural.

WHY TRAVEL TO  
THE SABI SAND RESERVE?

## WHY TRAVEL TO THE SABI SAND RESERVE?

Few places capture the magic of Africa quite like the Sabi Sand. As one of the world's most iconic private nature reserve, covering 13,500 hectares, it's where wildlife, conservation, and genuine connection come together - and Ulusaba offers the perfect base to experience it all.



### UNRIVALLED WILDLIFE ENCOUNTERS

The Sabi Sand is renowned for offering some of the best Big Five sightings on the continent - especially leopards, which are famously relaxed here. With no fences between the reserve and Kruger National Park, the wildlife roams freely, creating unforgettable and close-up encounters.



### INTIMATE & OFF-ROAD SAFARI EXPERIENCES

Set across 13,500 hectares of private reserve, Ulusaba delivers a safari without the crowds. Our highly skilled rangers and trackers head off-road in search of the magnificent 7 when weather conditions allow, with sightings shared by just one to three vehicles - just you, the wildlife, and the magic of the bush.



### ROOTED IN SUSTAINABILITY

A visit to the Sabi Sand directly supports long-term conservation. At Ulusaba, our Pride 'n Purpose foundation works with local villages to create lasting positive change through education, healthcare, and clean water initiatives - making every stay meaningful.



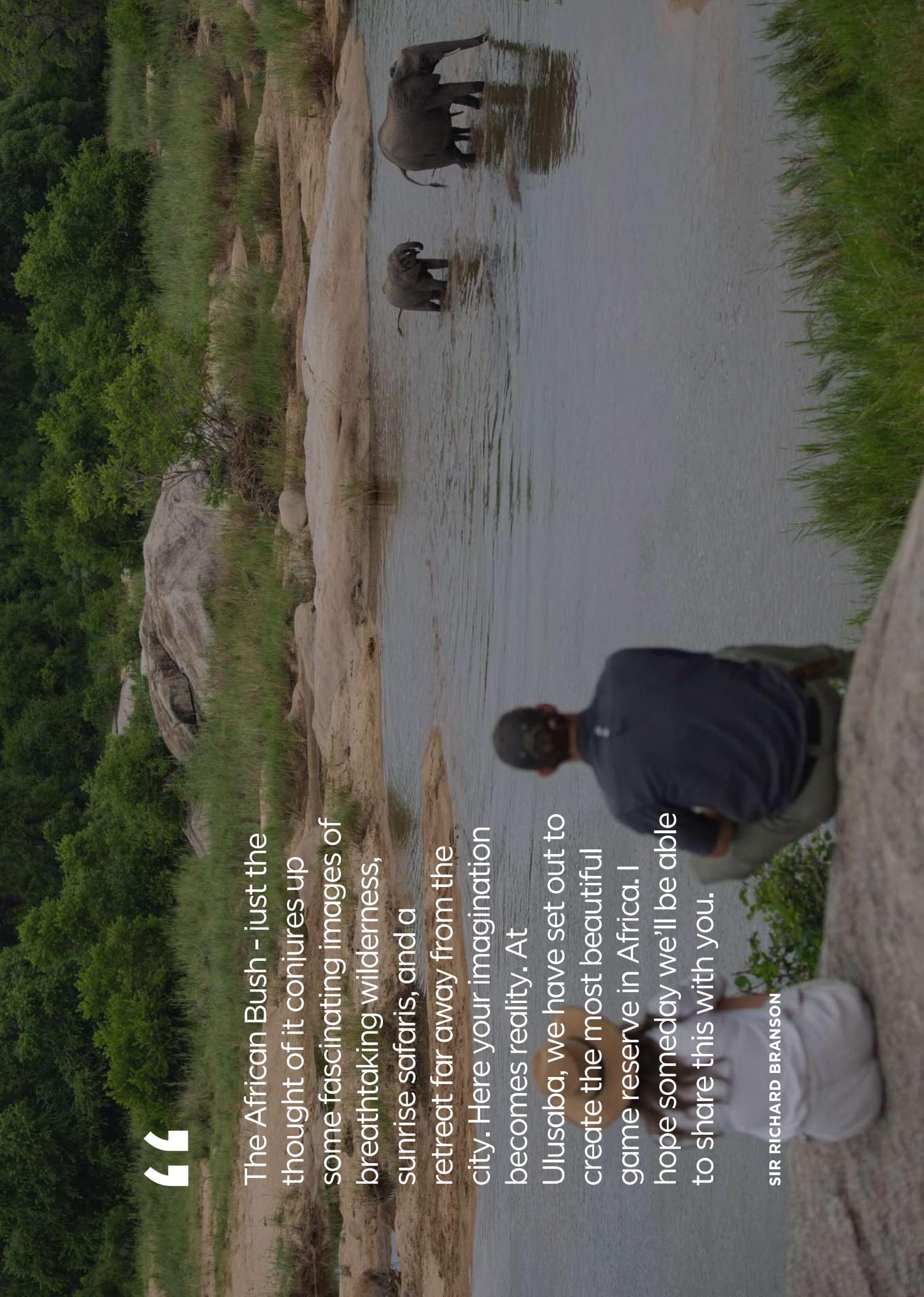
### EFFORTLESSLY ACCESSIBLE & WILDLY REMOTE

Despite its untouched feel, the Sabi Sand is easy to reach. Touch down at Ulusaba's private airstrip and your adventure truly begins. You'll be met by your Ranger and whisked away to your lodge - keep your camera handy, because even the short journey feels like a mini game drive.

“

The African Bush - just the thought of it conjures up some fascinating images of breathtaking wilderness, sunrise safaris, and a retreat far away from the city. Here your imagination becomes reality. At Ulusaba, we have set out to create the most beautiful game reserve in Africa. I hope someday we'll be able to share this with you.

SIR RICHARD BRANSON





OUR CAMP

## A NEW DESIGN STORY, ROOTED IN NATURE

In partnership with world-renowned design studios Luxury Frontiers and Orbic, we're reimagining our lodges to feel even more connected to the raw beauty of the Sabi Sand. Inspired by Tsonga heritage, the new design embraces natural textures, artisan detailing, and a palette inspired by the surrounding bush. Think warm timbers, stone accents, and soft, earthy tones that allow the wilderness to take centre stage.

Spread across two lodges, Rock Lodge and Safari Lodge, every one of our 20 suites will feature floor-to-ceiling glass doors framing uninterrupted views of the African plains, creating a seamless sense of flow between your private sanctuary and the world outside. Each suite will have its own private plunge pool and expansive deck, offering a front-row seat to unwind as wildlife wanders by.

At Cliff Lodge, set at Rock Lodge, we're transforming it into the ultimate private hideaway with more space, more light, and enhanced panoramic views that celebrate its dramatic perch above the landscape.

We're designing every detail with purpose, from sustainable materials and smart energy systems to a considered approach that minimises our footprint whilst maximising your connection to nature.



## DISCOVER ROCK LODGE

Rock Lodge offers some of the most breathtaking views in the Sabi Sand and we promise, we're not biased. Perched high on the summit of a koppie, it's surrounded by miles of untamed wilderness. It will feature five Rock Suites, two Mkwela Suites, and retain the two existing show-stopping Cliff Lodge suites, which can also be booked together exclusively.

### LODGE

Number of guests	18
Number of rooms	9
Twinned rooms	✓
Room types	3
Kid-friendly <small>Kids up to age 12</small>	✓

### FACILITIES

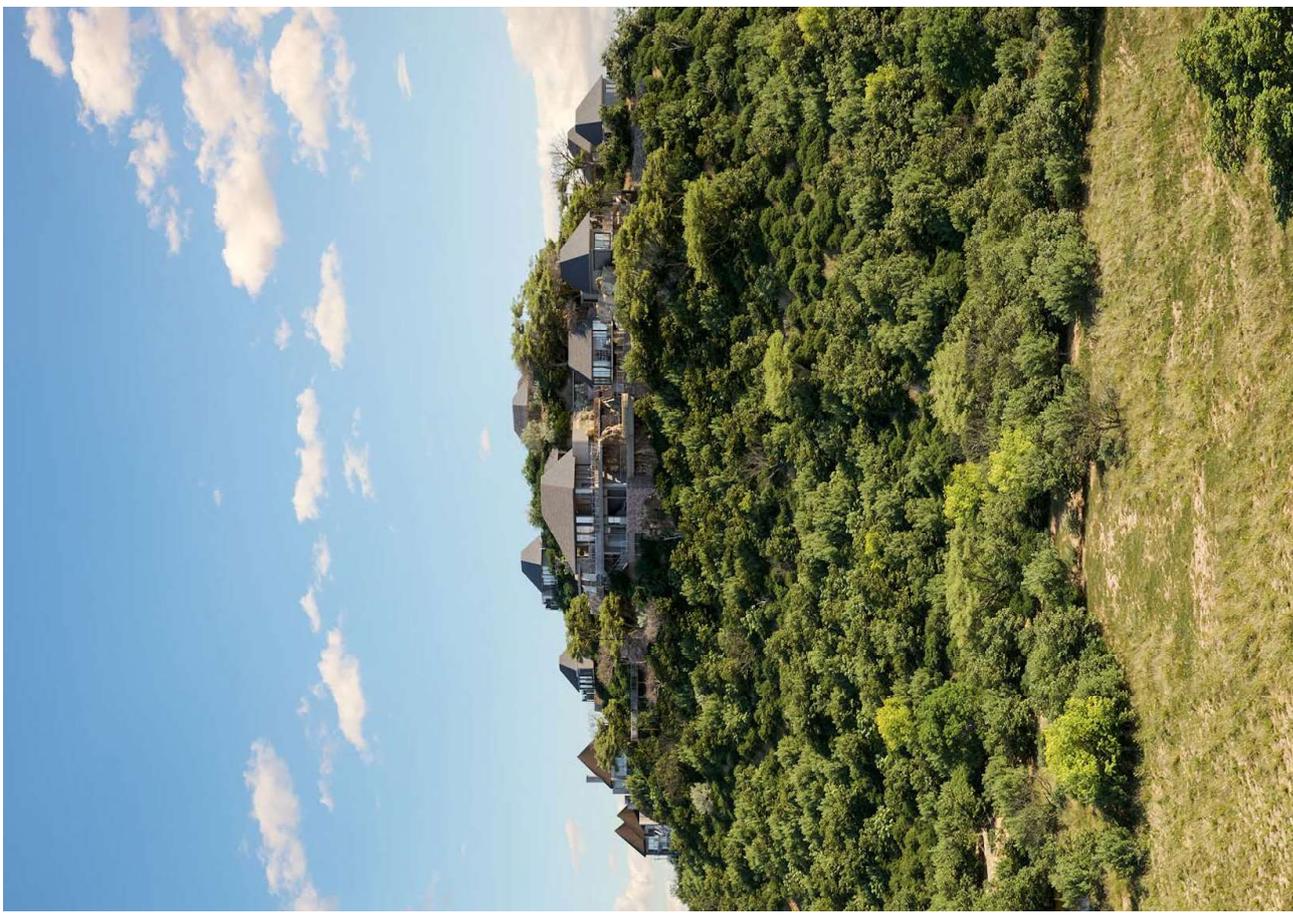
Gym	✓
Spa	✓
Laundry service	✓
Pool	✓

### DINING

Dining area <small>Indoor and outdoor</small>	✓
Deck <small>Outdoor</small>	✓
Wine cellar <small>Indoor</small>	✓
Boma <small>Outdoor</small>	✓
Bar <small>Indoor</small>	✓

### ROOM AMENITIES

Air conditioning	✓
Minibar	✓
Safety deposit box	✓
Plunge pool	✓
Lounge	✓
Sofa bed <small>For 1 extra guest</small>	✓
Cot-space	✓

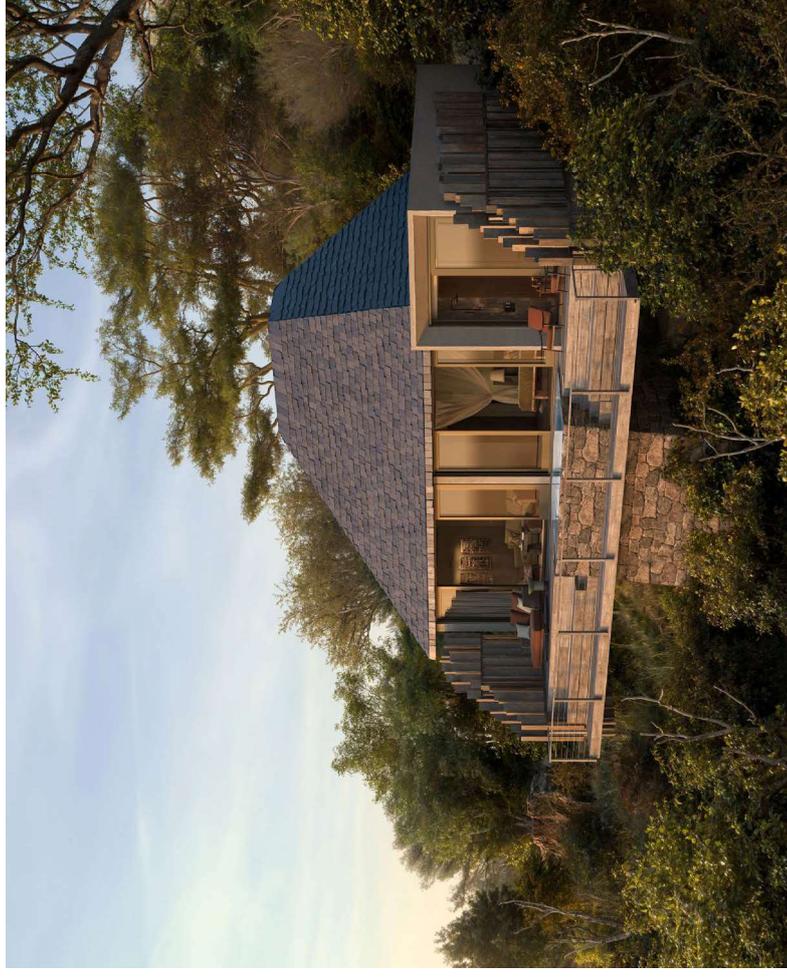
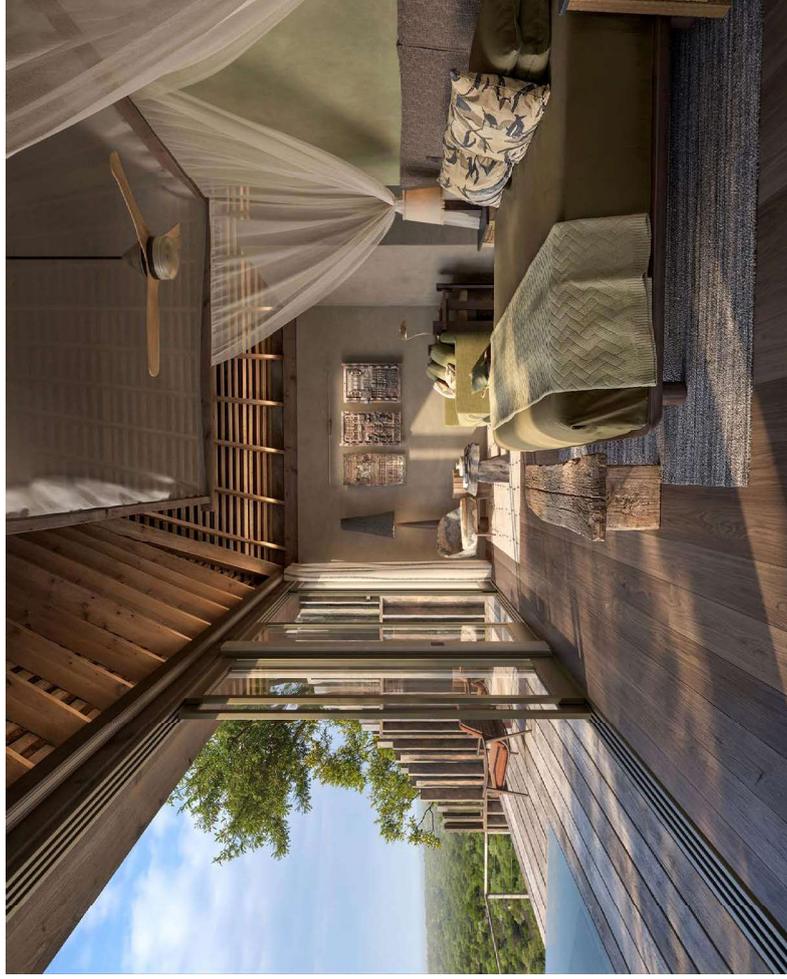
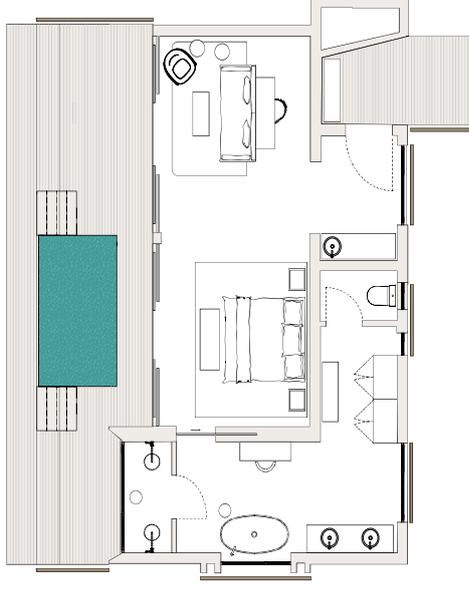


## ROCK LODGE ROCK SUITE

62 - 64 m<sup>2</sup> | 668 - 687 ft<sup>2</sup>

Set atop the koppie with uninterrupted bush views, the five Rock Suites combine soaring vaulted ceilings with floor-to-ceiling retractable glass doors, bathing each space in soft, golden African light.

Thoughtful artisanal touches, a private infinity plunge pool, and a freestanding bathtub overlooking the wild create a sanctuary that feels both dramatic and deeply soothing.

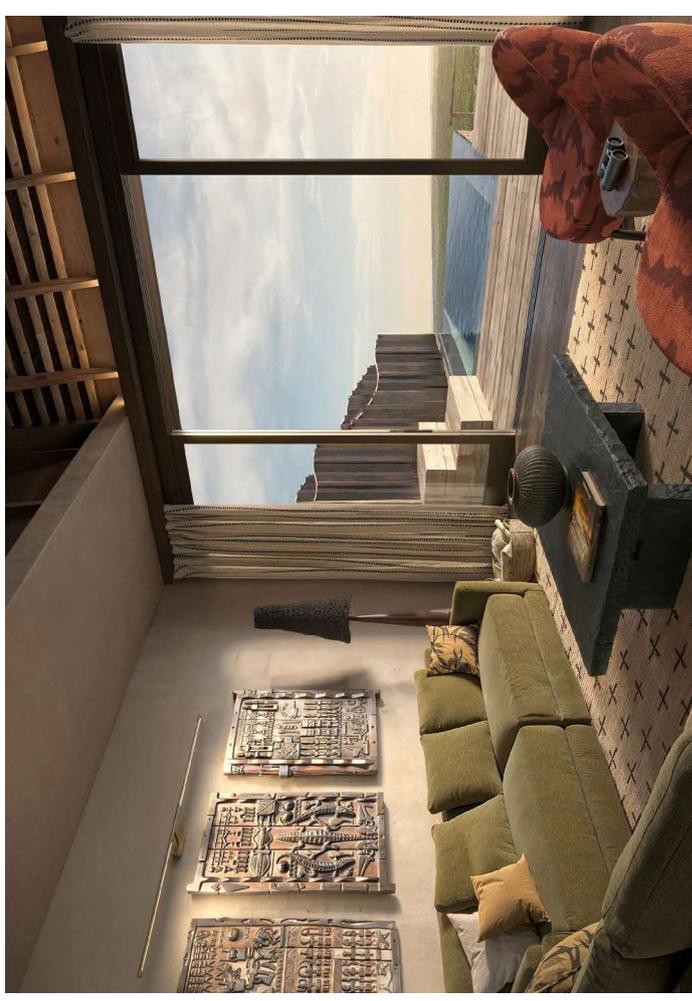
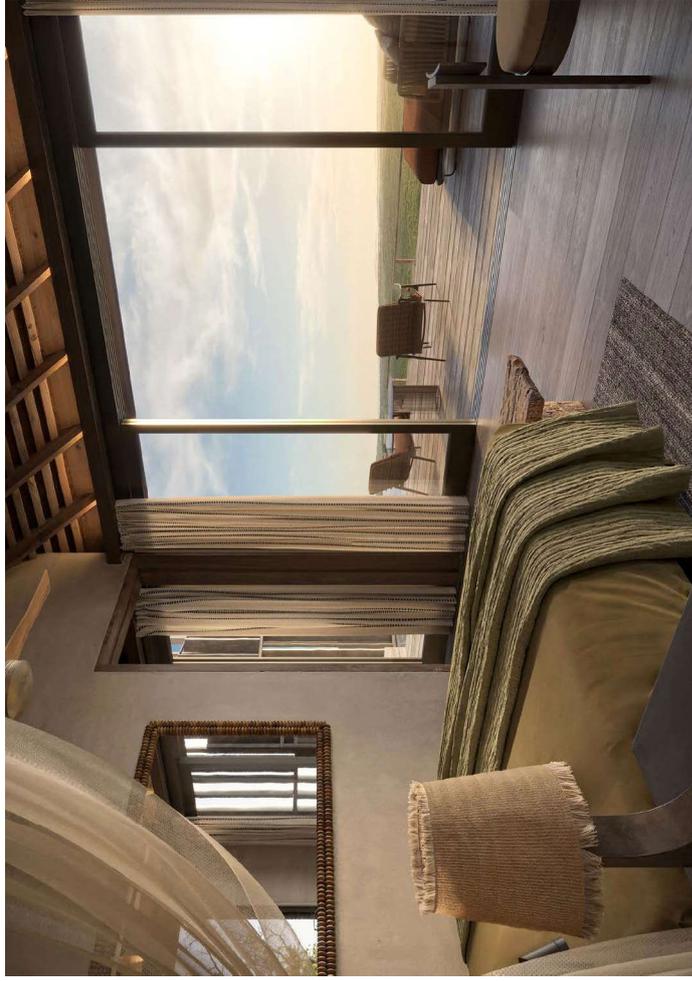
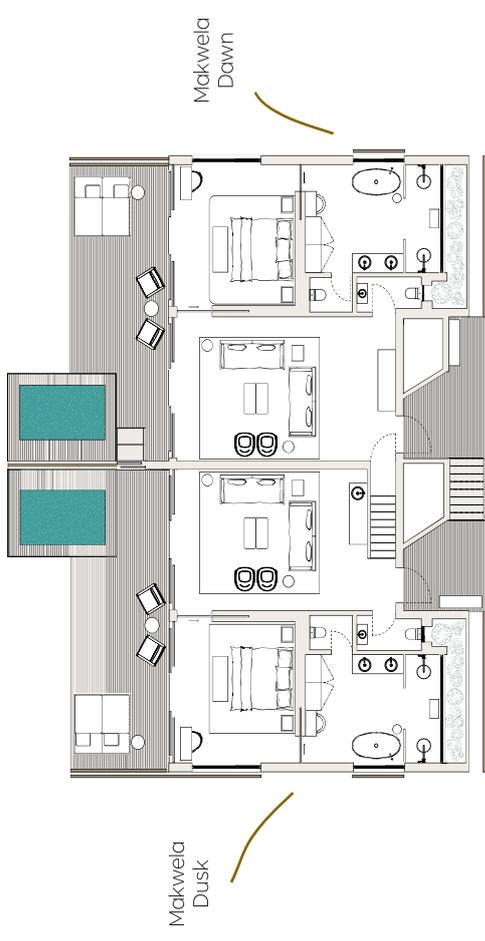


## ROCK LODGE MAKWELA SUITE

75 - 76 m<sup>2</sup> | 805 - 819 ft<sup>2</sup>

Perched high on a dramatic koppie, the two Makwela Suites feature vaulted ceilings and sweeping views across the African bush. Designed for effortless indoor-outdoor living, both suites offer expandable floor-to-ceiling glass doors and the option to interconnect - ideal for families or small groups.

Expect artisan crafted details, private infinity plunge pools, and free-standing bathtubs perfectly positioned for breathtaking wilderness vistas.

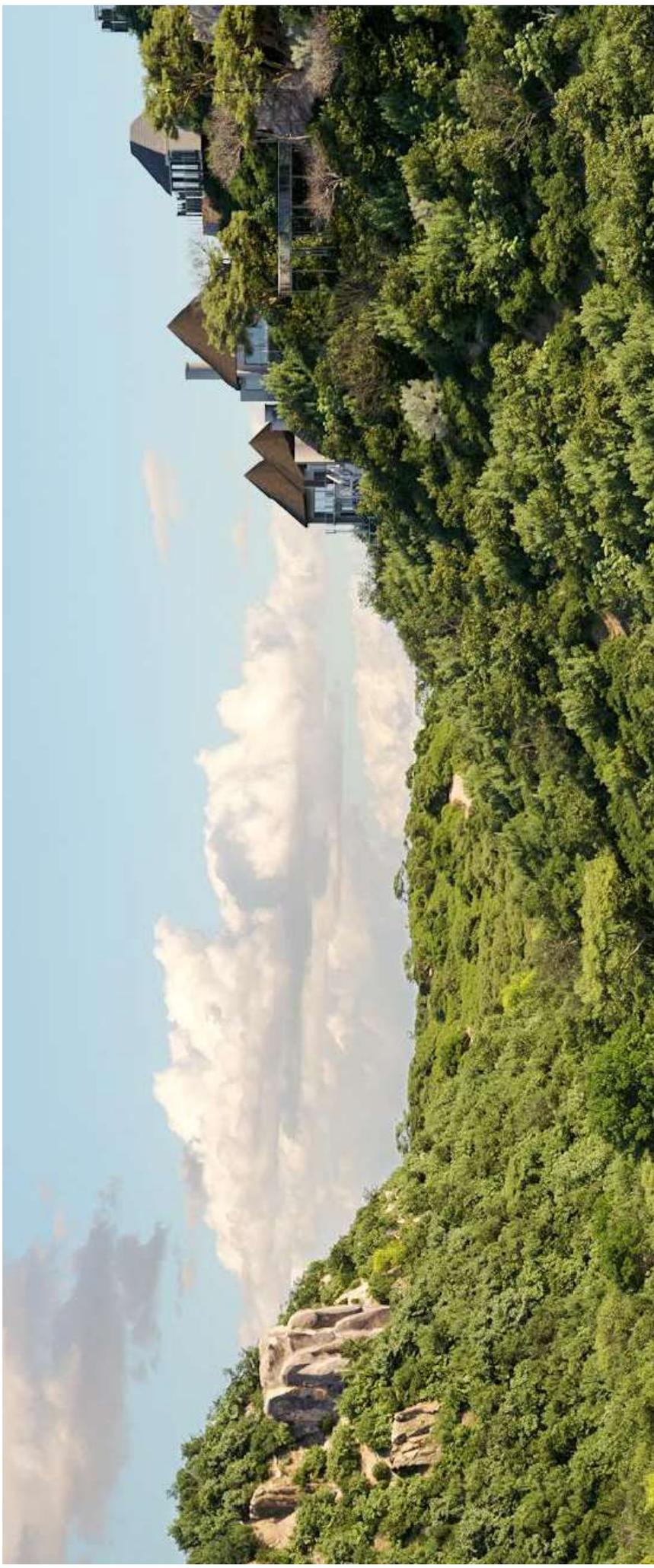


## ROCK LODGE CLIFF LODGE

63 - 106 m<sup>2</sup> | 678 - 1,141 ft<sup>2</sup>

Secluded and nestled on the rugged outcrop with breathtaking southern views, Cliff Lodge has been reimagined as the ultimate private retreat. Both suites benefit from access to a communal deck and pool area (Cliff 1), while the generous living area also houses a private chef's prep kitchen and refreshment station.

With its own private access road Cliff Lodge offers complete exclusivity - a hideaway designed for those seeking space, serenity, and a home entirely of their own.





## DISCOVER SAFARI LODGE

Nestled within the bush and built along the banks of a dry riverbed, Safari Lodge evokes the sense of being at one with nature. It will feature eight beautifully appointed Elephant Suites, and The Hide - three elevated suites overlooking the hippo dam, complete with a separate shared living area - an ideal option for families or friends travelling together. This is where the wildlife quite literally comes to you - a true front row seat.

### LODGE

Number of guests	22
Number of rooms	11
Twinned rooms	✓
Room types	2
Kid-friendly <small>Kids over age 12</small>	✓

### FACILITIES

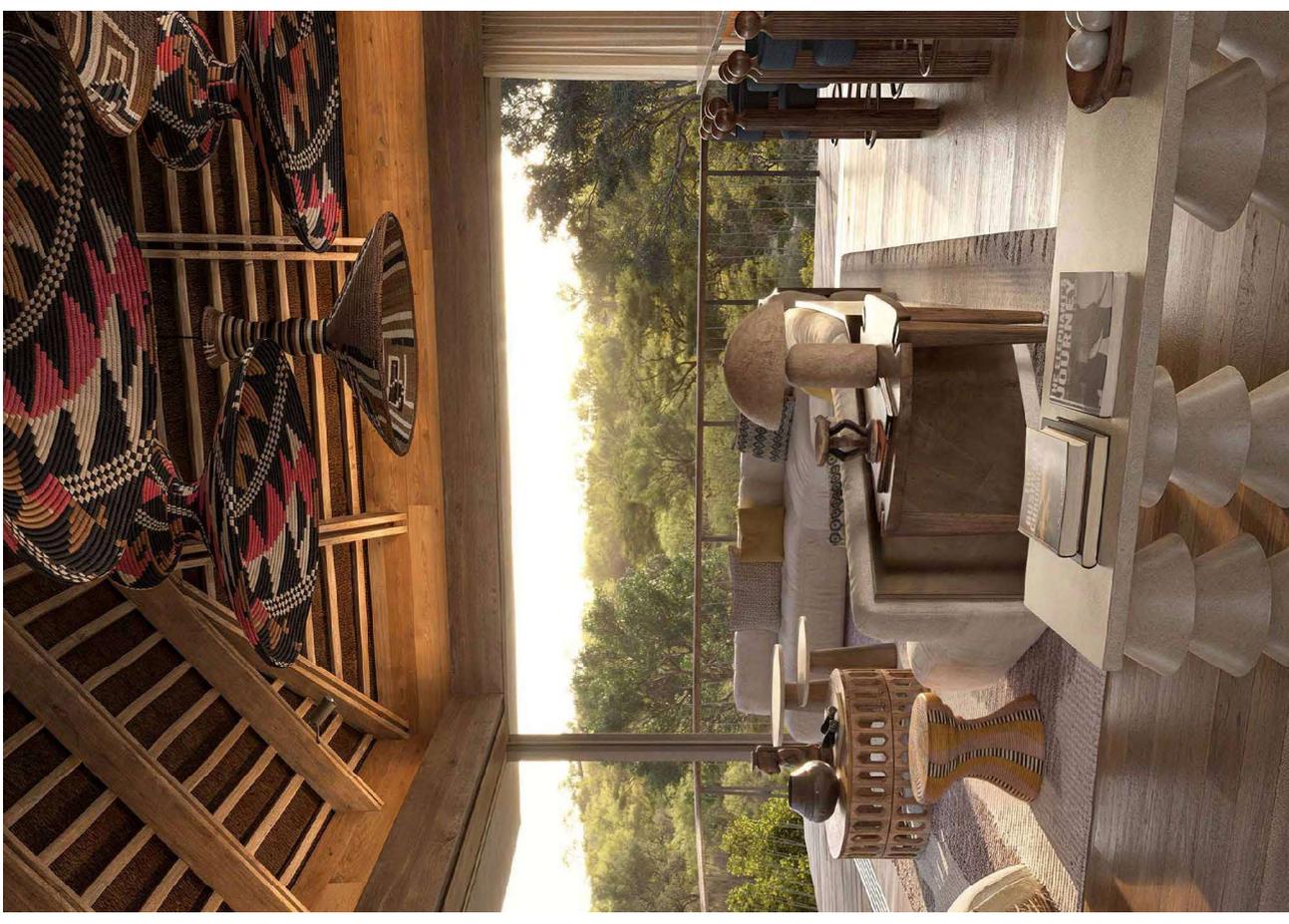
Gym	✓
Spa	✓
Laundry service	✓
Pool	✓

### ROOM AMENITIES

Air conditioning	✓
Mimibar	✓
Safety deposit box	✓
Plunge pool	✓
Lounge	✓
Sofa bed <small>For 1 extra guest</small>	✓
Cot-space	✓

### DINING

Dining room <small>Indoor</small>	✓
Deck <small>Outdoor</small>	✓
Wine cellar <small>Indoor</small>	✓
Boma <small>Outdoor</small>	✓
Bar <small>Indoor</small>	✓

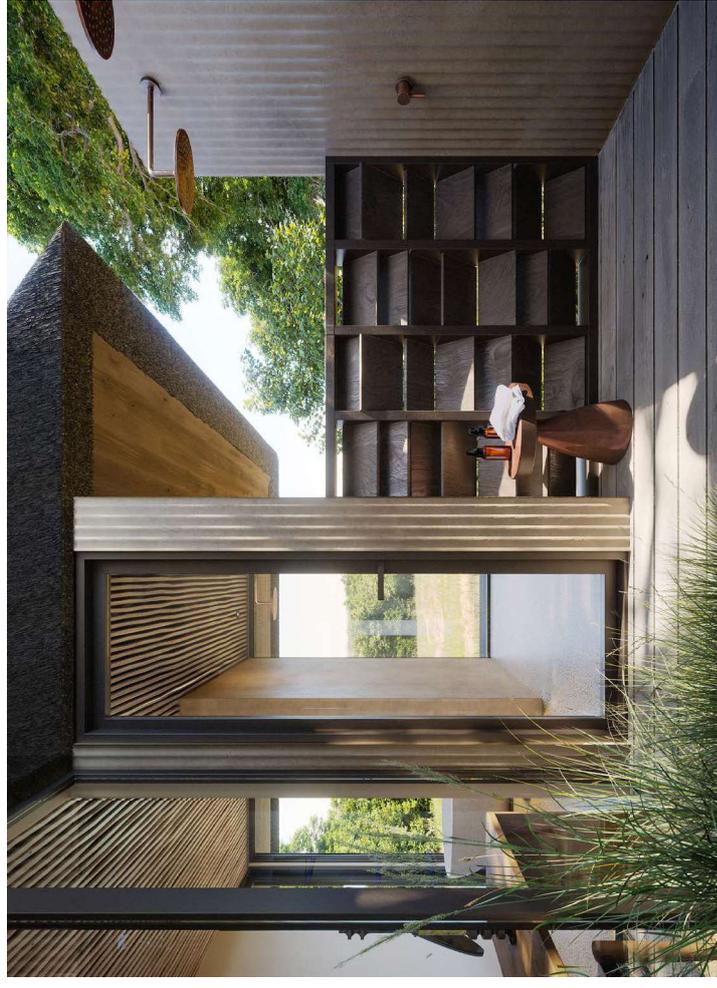
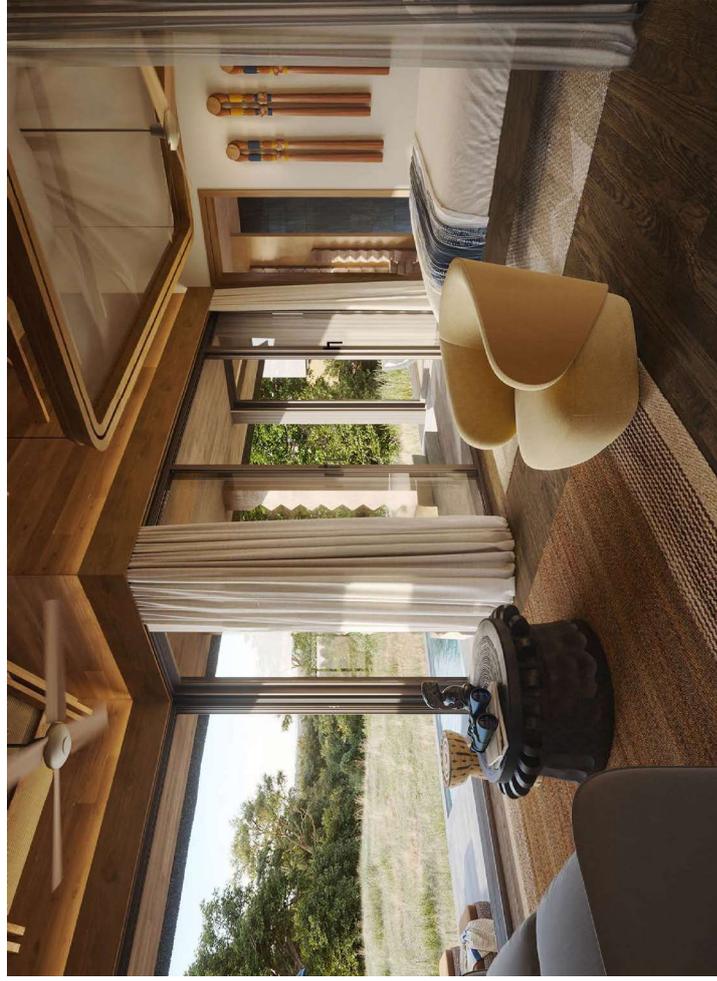
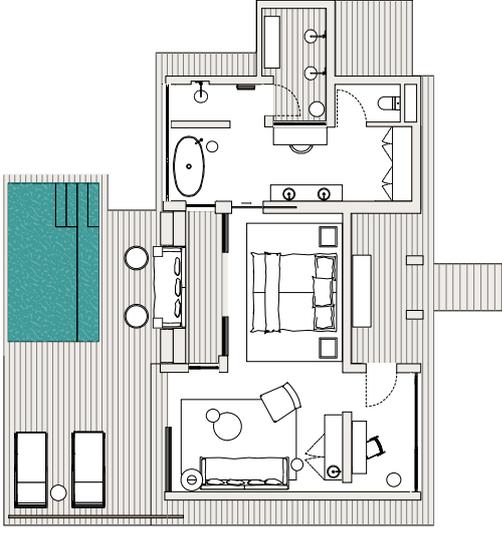


## SAFARI LODGE: ELEPHANT SUITE

55 m<sup>2</sup> | 592 ft<sup>2</sup>

Positioned along a dry riverbed, the eight Elephant Suites immerse guests into a world of tranquil savannah views and deep connection to nature. Expansive floor-to-ceiling glass doors open onto a private deck with plunge pool, creating a seamless flow between the indoors and the wild.

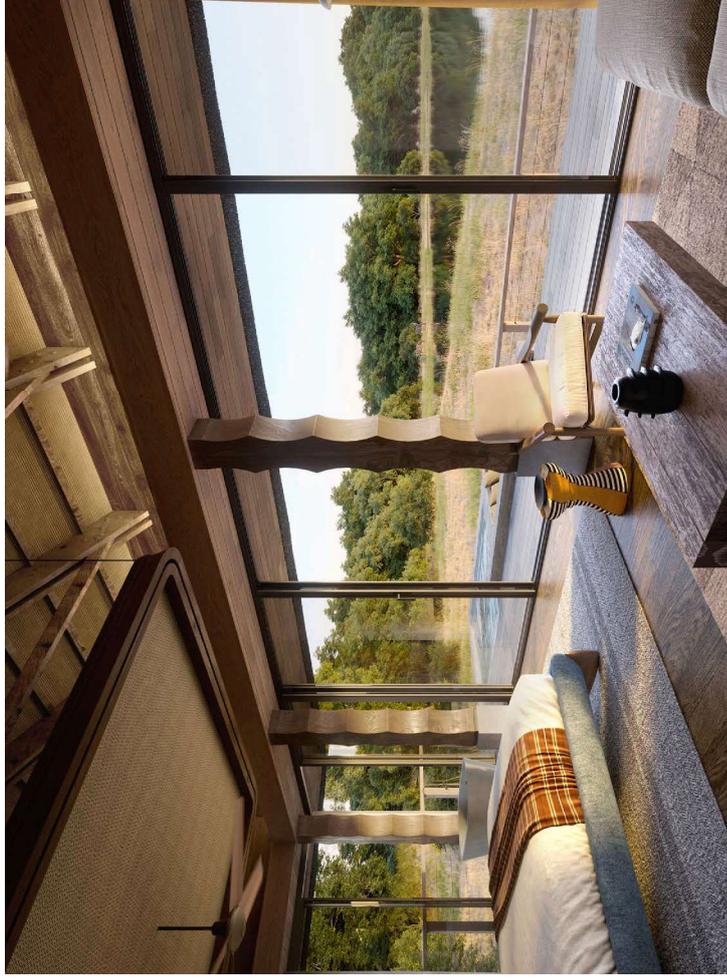
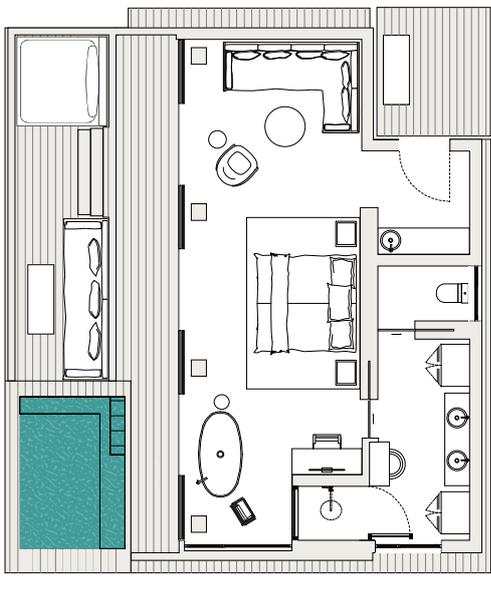
Inspired by Tsonga heritage, interiors blend vibrant textures with artisanal detailing, complemented by vaulted ceilings, a freestanding stone bathtub with panoramic vistas, and a private outdoor shower for an elevated yet soulful retreat.



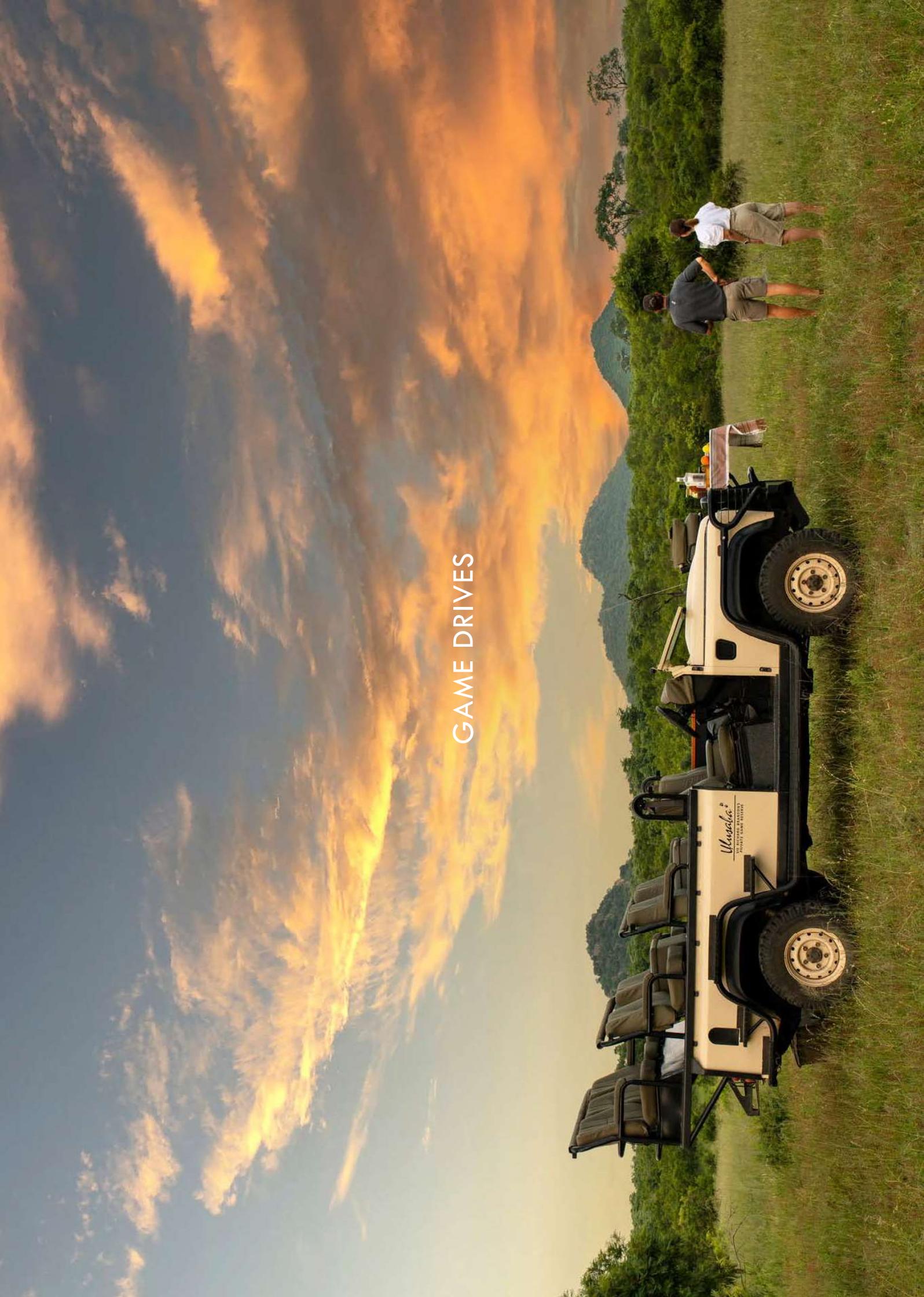
## SAFARI LODGE: THE HIDE

50 m<sup>2</sup> | 538 ft<sup>2</sup>

Elevated beside the hippo filled dam, The Hide's three exclusive treehouse-inspired suites offer serene water views and intimate wildlife encounters. Each suite features floor-to-ceiling glass doors, a private deck with plunge pool, and interiors enriched with organic textures, cultural craftsmanship, and artisanal detail. A separate shared main living area includes a spacious lounge, indoor and outdoor dining spaces, and an expansive deck with a boma firepit - creating the perfect communal haven for families or small groups seeking privacy with a sense of togetherness.

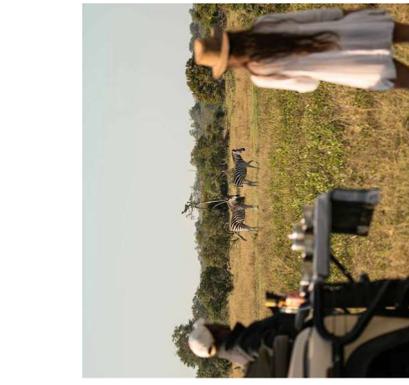






## GAME DRIVES

## GAME DRIVES



### MORNING & AFTERNOON DRIVES

At Ulusaba, no two game drives are ever the same. With your Ranger and Tracker leading the way, you'll explore 13,500 hectares of the Sabi Sand with surprises at every turn. Mornings bring soft light and fresh tracks; afternoons ramp up the excitement as the bush comes alive again. And naturally, every evening drive ends with a well-earned sundowner under the iconic African sunset.

### THE BIG FIVE & LITTLE FIVE

The Big Five (lion, buffalo, leopard, elephant and rhino) are the true icons of safari. Once the hardest animals to track, they're now admired for their power and beauty. At Ulusaba, we're lucky to spot them often within the protected Sabi Sand. And for the keen-eyed, the Little Five (rhino beetle, elephant shrew, leopard tortoise, buffalo weaver and antlion) offer a fun challenge.

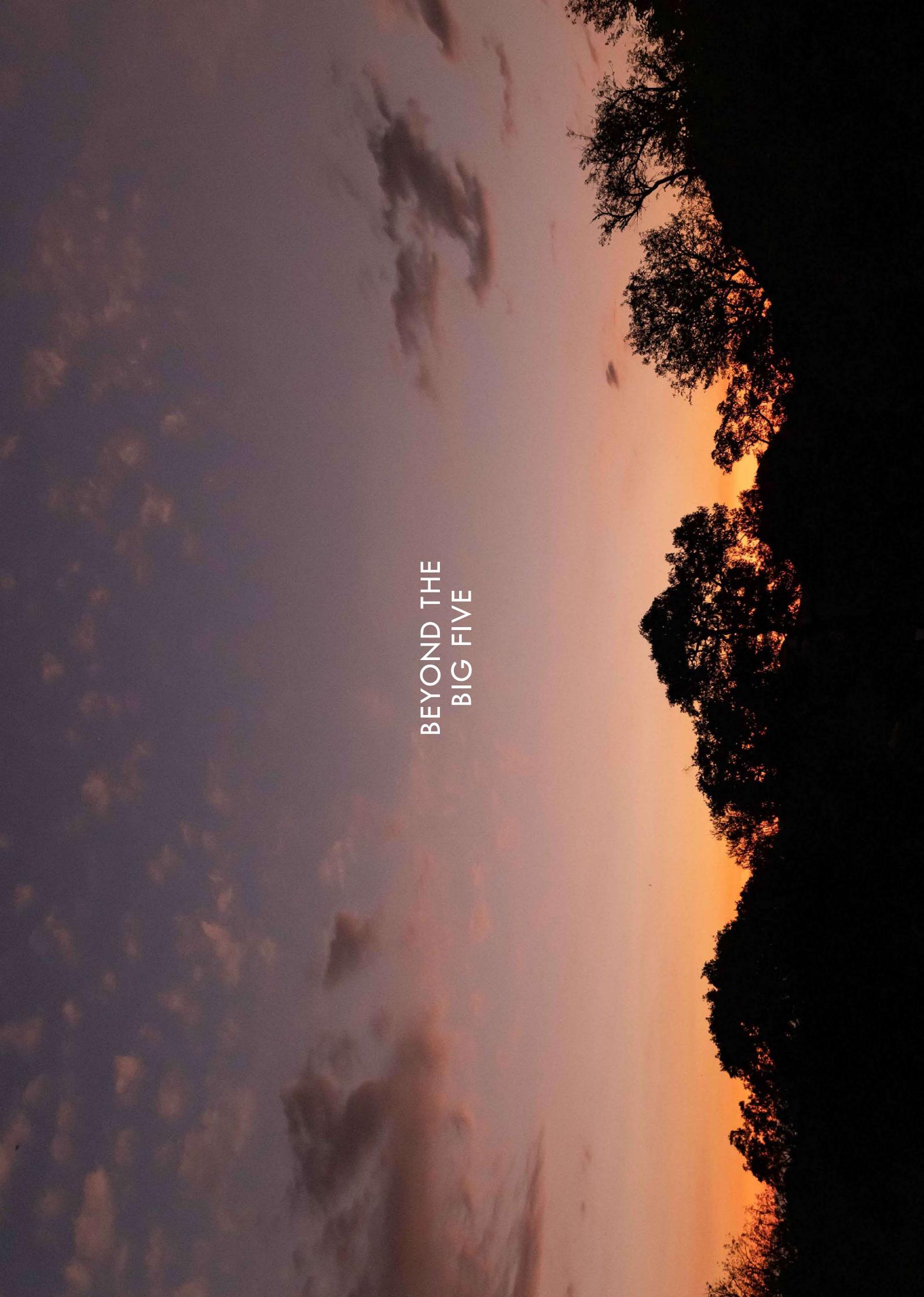
### SAFARI WALKS

After breakfast, head into the bush with your Ranger and Tracker and watch the wilderness come alive beneath your feet. Spot birds darting through the trees, follow fresh tracks, and meet the tiny creatures you'd miss from the vehicle. Along the way, uncover the secrets of the plants and trees - and experience the bush from a whole new perspective.

### PHOTOGRAPHIC EQUIPMENT RENTAL



Capture every unforgettable game drive moment with ease. We've partnered with **Africa Photographic Rentals** - order online, and your equipment will be ready on arrival at Ulusaba, so you're set to frame lions, elephants, and the magic of the bush.



BEYOND THE  
BIG FIVE

## BEYOND THE BIG FIVE

Ulusaba is more than just a safari destination - it's a place to unwind, connect, and experience the bush from every angle. Between game drives, enjoy a soothing treatment at both our spas, or a dip in the pool overlooking the plains. For the more active, there's tennis with a view, visits to the local community, or even a spot of stargazing from our private observatory. Whether you seek adventure or pure relaxation, there's always something new to discover at Ulusaba.



### STARGAZING AT THE BUSH OBSERVATORY

As your game drive ends, step into the magic of the African night at our Observatory. Far from city lights, gaze through the telescope at a sky ablaze with stars, guided by your expert host.



### THE HIDE VIEWING DECK

Stroll along a 750-metre treetop walkway to The Hide Viewing Deck overlooking Xikwenga Dam. Perched above the bush, it's a serene spot to watch wildlife and soak in the rhythm of the wilderness - a mini safari experience.



### CANYONS, CULTURES & CONTRASTS

Venture beyond Ulusaba to explore the region's dramatic landscapes and rich heritage, from Blyde River Canyon to God's Window. Or take to the skies on the Cascades & Canyons Spectacular, ending with a picnic above the Lowveld.



### SAFARI MEETS SPORT

For those who prefer their movement with a bit more bounce, our new pickleball court will join the much-loved tennis court - offering fresh ways to play under the African sky or why not hit the gym and work up an appetite.



WELLNESS IN  
THE WILD



## WELLNESS IN THE WILD

Our new wellness experience is inspired by the natural rhythm of the bush, a sanctuary to rest, recharge, and reawaken the senses.

At both Rock Lodge and Safari Lodge, guests can enjoy a thoughtfully designed spa experience, including:

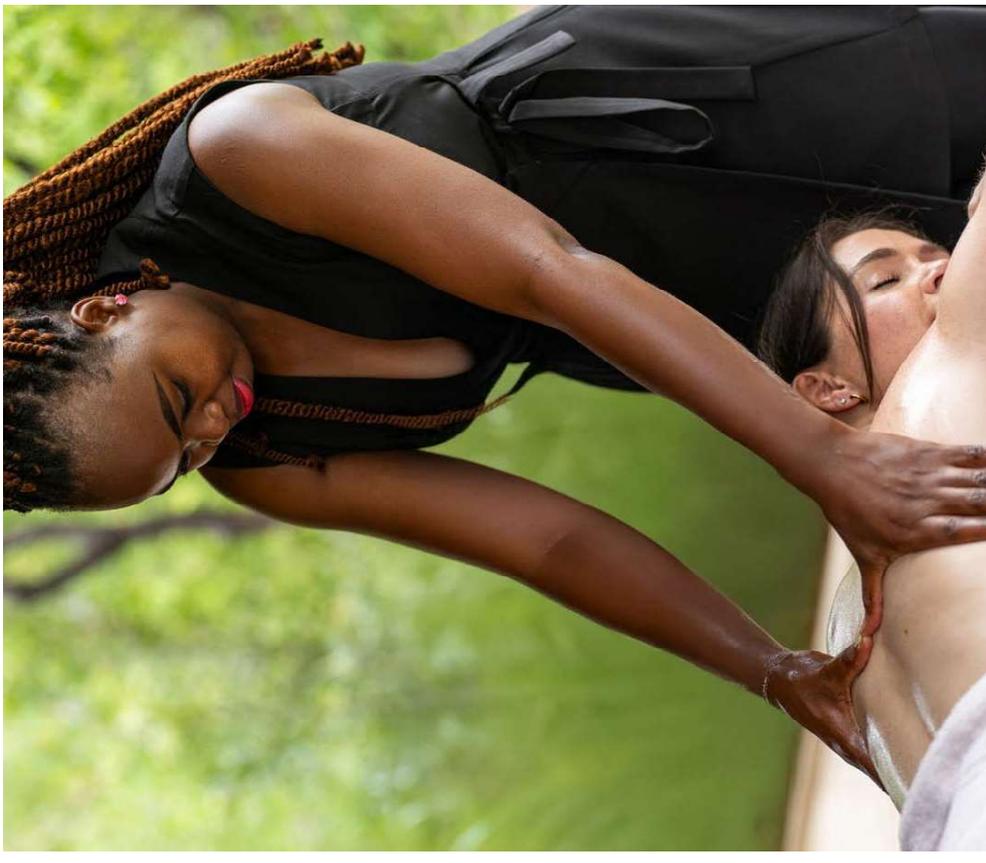
- Two double treatment rooms
- Cold plunge pools
- Sauna
- Rasul mud experience
- Yoga deck with sweeping views
- Quiet, immersive spaces for reflection
- Tactile reflexology walkways

**It's wellness the Ulusaba way: earthy, grounded, and completely in tune with the wild.**

Both spas at Ulusaba will continue to offer a wide range of body, facial, and beauty treatments in partnership with **Africology**, whose ethical skincare celebrates Africa's natural potency. Crafted with ingredients such as rooibos, aloe, marula, and African potato, these vegan and cruelty-free products are designed to revitalise the skin, support natural healing, and help prevent premature ageing. Their commitment to fair trade, community upliftment, and environmentally conscious practices mirrors our own values, making every treatment meaningful, inside and out.

And because wellbeing is for explorers of all ages, our kids' spa menu invites our littlest guests to enjoy gentle pampering of their own, the perfect way for young cubs to unwind after a big day of adventures.

When Ulusaba reopens, we'll invite you to rediscover a sense of wellbeing that stays with you long after the final sundowner.



### FEEL GOOD, DO GOOD

When you enjoy selected treatments at Ulusaba, 15% of the price is donated to **Pride 'n Purpose**, our charitable arm supporting local communities.



CUB'S CLUB

## CUB'S CLUB

At Ulusaba, our youngest explorers are in for an unforgettable adventure! Cub's Club is specially designed **for kids aged 11 and under**, offering a world of fun, discovery, and hands-on experiences in the heart of the African bush. Kids under 12 years old are welcome to stay at Rock Lodge, those over the age of 12 can stay at either lodge. And if your Cub is aged six or over, they are more than welcome to jump on board one of our game drives for a truly magical family adventure.

### WHAT CAN CUBS EXPECT ON ARRIVAL?

When our little adventurers arrive, they'll be greeted with a Cub's Club backpack, with fun and educational safari surprises, including their very own cap to wear! Designed to spark curiosity and excitement, this welcome pack sets the tone for a magical stay!



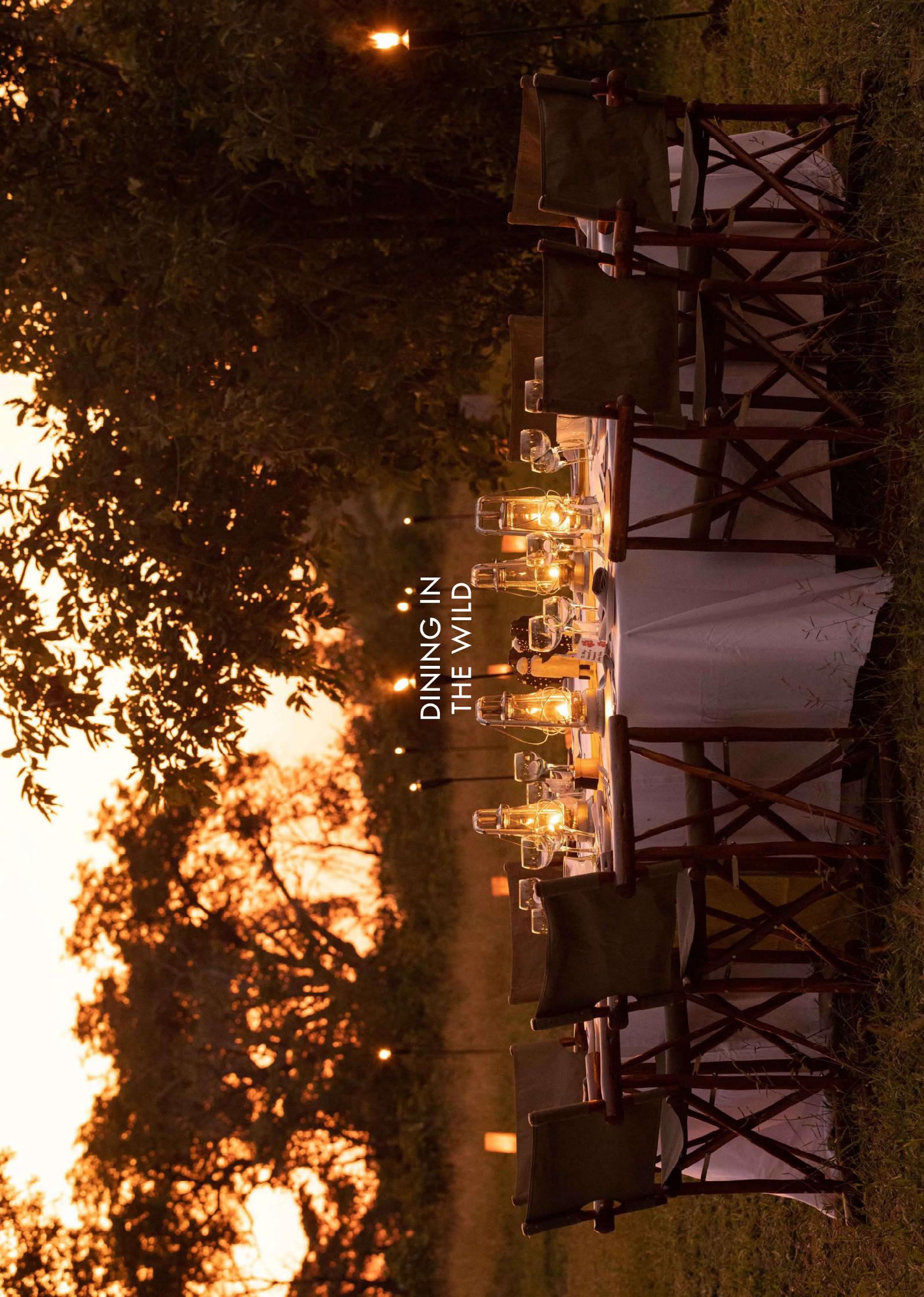
### WHAT CAN A CUB GET UP TO?

Rock Lodge offers a personalised experience for Cubs and is the dedicated home for families with children under the age of 12, with a fantastic range of activities to choose from. Rather than a set programme, we let the little adventurers decide how they'd like to spend their time, ensuring every moment is filled with fun and exploration.

- Treasure hunts uncovering the secrets of the bush
- Exploring Rock Lodge for birds, insects, and lizards
- Creative fun with sand art and rock painting
- Pool time (with supervision) followed by ice cream
- Board games for relaxed afternoons
- Mini Ranger course: tracking animals and learning bush skills
- Mini master chefs making pizzas or decorating cookies
- Family Pride 'n Purpose tours to meet the local community

### KEEPING CUBS SAFE

Kids must be with an adult at all times - even the tiniest insects can be feisty! Children under 12 need supervision at the pool, as there's no lifeguard. Babysitting is available free of charge, provided by our experienced off-duty team.



DINING IN  
THE WILD

## DINING IN THE WILD

Our talented chefs are crafting a fresh new culinary journey for Ulusaba, a vibrant celebration of pan African flavours, seasonal ingredients and the rich food cultures of the continent. With locally sourced produce and a passion for storytelling on the plate, every dish will feel both rooted in tradition and delightfully surprising.

As our dining spaces are reimagined, guests can look forward to beautiful new settings both indoors and out, from breezy decks overlooking the plains to intimate corners made for lingering over a long lunch. Whether you're sharing stories under the stars, gathering around the boma fire, settling into the dining area or soaking up the landscape from one of our new terraces, every meal is designed to bring people together in true Ulusaba style.

For quieter moments, we offer private dining experiences. Wine lovers will delight in our curated collection of South Africa's finest reds, whites and rosés, all waiting to be savoured from our cellars at both lodges.

Fresh, flavourful and wonderfully social, dining at Ulusaba is about to become even more unforgettable.

### KEEPING CUBS HAPPY

We know feeding kids can be tricky, so please let us know before arrival of any special food and beverage requests. From tasty snacks to light meals, we'll do our best to ensure both kids and adults are happy!





TRAVEL WITH  
A PURPOSE

## TRAVEL WITH A PURPOSE

### PRIDE 'N PURPOSE

Pride 'n Purpose is Ulusaba's charitable arm, committed to creating lasting, meaningful change in the communities around the Sabi Sand Nature Reserve.

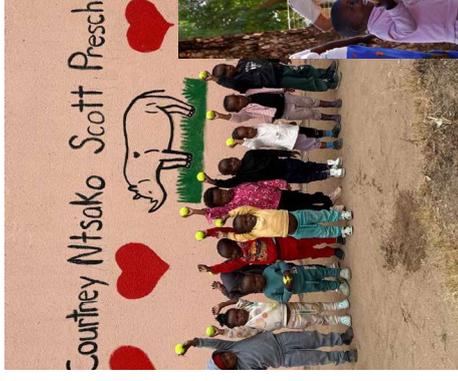
Through education, healthcare, and empowerment initiatives, it helps people build brighter futures. Founded in 2003, all running costs are covered by **Virgin Limited Edition** and **Virgin Unite**, so every donation goes directly to where it's needed most.

**Pride 'n Purpose** has achieved remarkable local community impact:

- 30 pre-schools built
- 10 classrooms created
- Five literacy centres established
- Annual teacher training sessions
- 30 vegetable gardens planted
- 1,500 trees nurtured
- Five water tanks installed
- Two disability centres developed
- Eight orphan homes supported

### PACK FOR A PURPOSE

We're proud members of **Pack for a Purpose**, an inspiring initiative that allows travellers to make a real difference in the local community. By setting aside just a few kilos in your suitcase for supplies, whether for schools or medical clinics, you can leave a lasting impact on the lives of children and families in the local area.



## HOW YOU CAN TAKE PART

### COMMUNITY VISIT

Experience the heart of the communities around Ulusaba on our **Pride 'n Purpose** Community Tours.

After breakfast, explore Dumphries Village, visiting a preschool, a disability centre, and the **Good Work Foundation's** digital learning hub. Stop at the **Kuhumelela Craft Centre** to discover unique handmade treasures.

At every stop, the **Pride 'n Purpose** team brings the projects to life, sharing stories, answering your questions, and showing how education and empowerment are changing lives and opening doors to exciting new opportunities for the local communities. Returning to Ulusaba in time for lunch with a deeper connection to the people and place.

Tours are charged per person, with proceeds supporting transport for the visits and helping fund vital community projects.

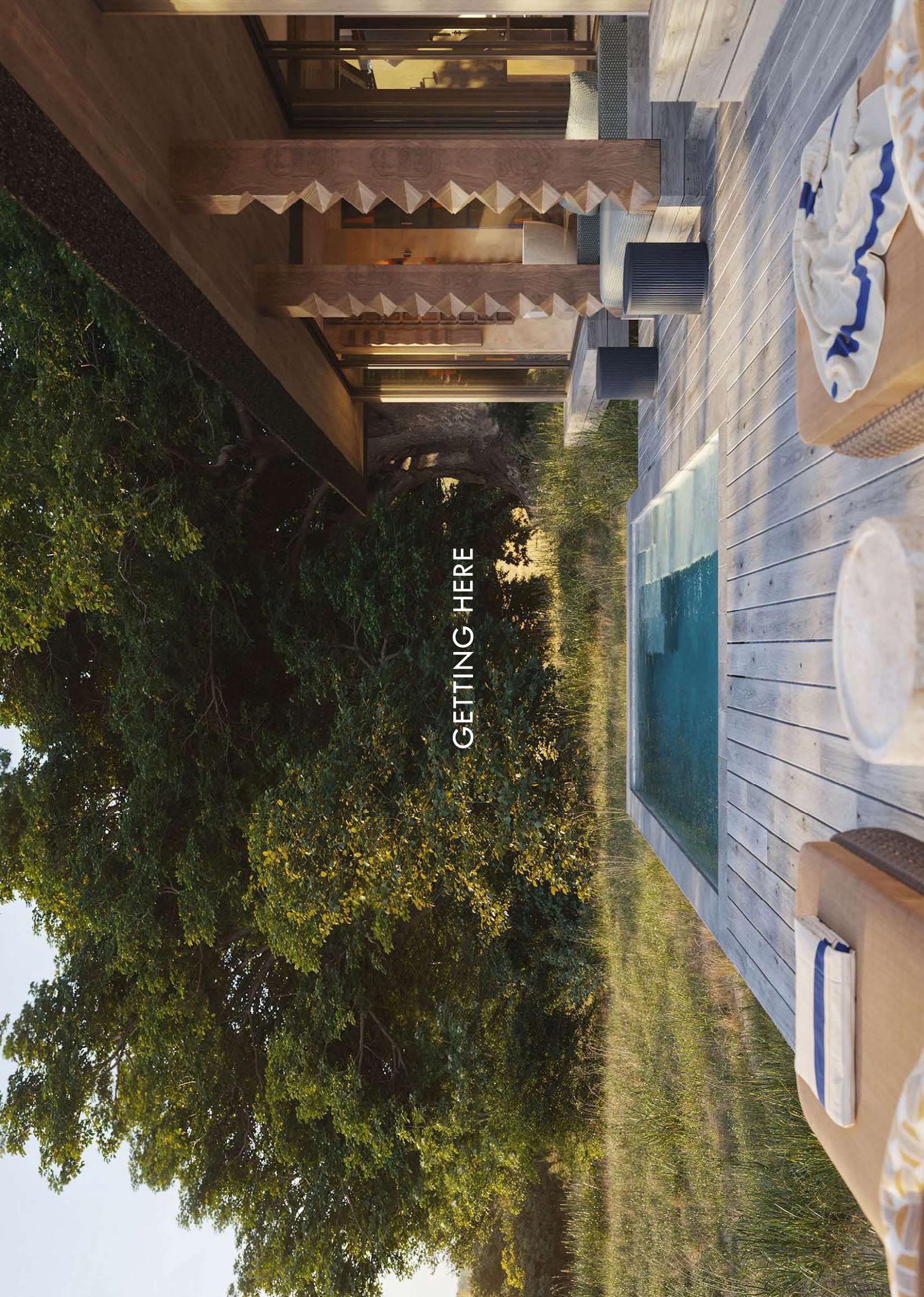
### VOLUNTEERING WITH PRIDE 'N PURPOSE

For those seeking a deeper connection with the community, volunteering with **Pride 'n Purpose** offers a hands-on, rewarding experience. Each programme is tailored to your interests and might include:

- Assisting at a preschool or primary school
- Planting and maintaining vegetables
- Painting and improving classrooms
- Supporting teacher training programmes
- Visiting an elderly home or disability centre
- Supporting local artisans at the crafts centre
- Helping with extracurricular activities
- Visiting Good Work Foundation digital hub

Every activity lets you make a real difference, with **Pride 'n Purpose** guiding you to ensure your time is meaningful and rewarding.





GETTING HERE

## GETTING TO ULUSABA

Ulusaba is easy to reach, whether you prefer to fly or travel by road.

If you're flying, you can land directly at Ulusaba's Private Airstrip in the Sabi Sand Nature Reserve.

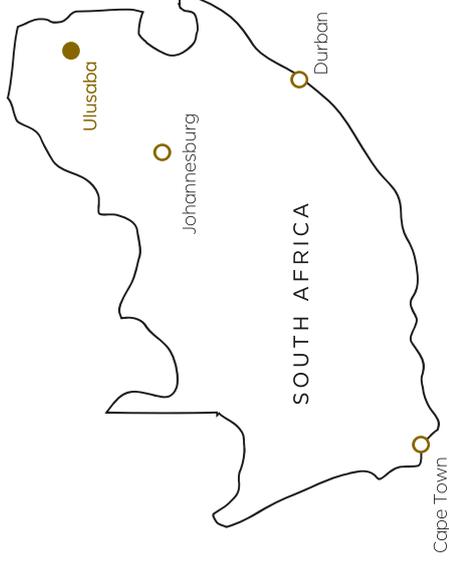
Federal Air operates daily shuttle flights from Johannesburg's O.R. Tambo International Airport (JNB), and private charters are available from Kruger Mpumalanga International Airport (KMIA).

CessZani Aviation also offers private charters from KMIA or Skukuza. Private aircraft are welcome with prior arrangements and adherence to our airstrip procedures.

Prefer to come by road? We can arrange transfers with our trusted partners. And if you're self-driving, just let us know - GPS inside the reserve has been known to send guests on unexpected detours (or to the wrong watering hole!).

### SABI SAND NATURE RESERVE ENTRANCE FEE

An entrance fee applies per vehicle and per passenger, helping support Sabi Sand's security and conservation. Card payments are accepted at Newington Gate.



*Virgin* LIMITED  
EDITION



OUR COLLECTION

## OUR COLLECTION



**Necker Island**  
British Virgin Islands

Sir Richard Branson's 74 acre private island is unquestionably the most idyllic place in the British Virgin Islands. Hire the island exclusively or book a stay on selected dates and share the island.



**Finch Hatttons**  
Tsavo West, Kenya

Nestled at the base of Kenya's Chyulu Hills within Tsavo West, Finch Hatttons Luxury Safari Camp offers 17 luxury tented suites, inviting guests to explore the essence of southeast Kenya.



**Mahali Mzuri**  
Maasai Mara, Kenya

Mahali Mzuri is Sir Richard Branson's 12-tented safari camp in Kenya's Maasai Mara, set in the 13,500-hectare Olare Motorogi Conservancy and right on the path of the Great Migration.



**Mont Rochelle**  
Franschhoek, South Africa

Mont Rochelle is a stunning 26-bedroom hotel and vineyard, just under an hour from Cape Town. Nestled at the foot of the Klein Dassenberg Mountains, it offers relaxation, exceptional dining, and award-winning wines.



**Kasbah Tamadot**  
High Atlas Mountains, Morocco

Kasbah Tamadot, less than an hour from Marrakech, is an oasis in the High Atlas Mountains, offering 42 unique rooms, tents, and riads, blending Moroccan tradition with modern style for a home-like retreat.



**Son Bunyola**  
Mallorca, Spain

Son Bunyola spans 810 acres on Mallorca's northwest coast. The estate offers a luxury hotel, a restaurant, and three private villas available for exclusive hire.



**The Lodge**  
Verbier, Switzerland

Sir Richard Branson's mountain retreat, features nine luxurious bedrooms, an indoor pool, hot tubs, and a dedicated team, offering a perfect year-round escape.

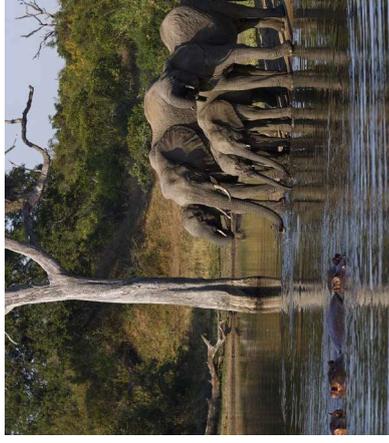


**The Branson Beach Estate**  
British Virgin Islands

Located on Moskito Island in the British Virgin Islands, The Branson Beach Estate offers a unique hospitality experience. Set on a 125-acre island, enjoy coastal living with stunning ocean views, barefoot luxury, and exceptional design.

## WHY TRAVEL WITH VIRGIN LIMITED EDITION?

Virgin Limited Edition isn't just a collection of retreats, it's our take on extraordinary travel. Ulusaba is no exception. As part of the Virgin Limited Edition family, it delivers everything you'd expect from Sir Richard Branson's signature style: bold, beautiful, and full of heart. We put the roar in rest and relaxation through:



### ONE-OF-A-KIND RETREATS

Every Virgin Limited Edition property is chosen for its wow factor; those unbeatable views, irresistible character and that magic you simply can't bottle. It's a world of one-of-a-kind stays where no two retreats look or feel the same, and 'ordinary' never makes the cut.

### FEELS COMPLETELY PERSONAL

Think warm smiles, easy conversations and a team who somehow know exactly what you need before you do. With our relaxed home-away-from-home approach, stays feel wonderfully personal, polished where it matters, and playful where it counts.

### PURPOSE BUILT LUXURY

We believe holidays should leave the world a little better. From supporting local communities and artisans to protecting wildlife and the environment, each retreat in our collection is part of something bigger so your getaway does good while feeling great.

### THE WILD SIDE OF VIRGIN

From global accolades to Michelin-recommended dining and pinch-me experiences across the collection, Virgin Limited Edition promises moments you'll be telling stories about long after you've unpacked. Extraordinary? Always. Copyable? Never.

# Ulusaba

SIR RICHARD BRANSON'S  
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