



A NEW DAWN FOR LEGENDARY EXPEDITIONS

October 2020
For immediate release

LEGENDARY

adj.
epic, extraordinary, storied, once-in-a-lifetime

EXPEDITIONS

noun
travels in search of new discoveries about ourselves and the world

Legendary Expeditions enters a new era with the launch of its innovative website and a refreshing brand direction. This coincides with the complete rebuild of Mila Tented Camp, not far from the flagship Mwiba Lodge, and the announcement of two newly named migrational camps known as Nyasi and Songa to replace Legendary Serengeti Camps.

Legendary Expeditions began as a private conservation passion project by a philanthropic family who have been involved in wilderness management in Tanzania for over 35 years. Today the area is overseen by a devoted environmental team, and a portion is open for genuinely wild exploration. Legendary has now reimagined the possibilities of an African expedition in the post-COVID-19 world in which a new type of philanthropy is emerging. Sophisticated, truly unscripted adventures that are meaningful, joyful and real, and make an indelible impact on travellers, communities and wildlife. Today, Legendary's brand essence is about being true, wild and free.

For the website launch, the design team pinned the concept of the safari experience as being unscripted, unplanned and free. Like an artist's canvas, a safari has freedom of movement so, with a nod to the heritage of the original logo, the designers worked with watercolour brushstrokes to achieve the abstraction of the African landscape with its rolling hills and dust. The effect is misty and dreamlike. This layering became the perfect inspiration for Legendary Expeditions and drove the visual language towards the use of hand-painted maps and a script font to capture the authentic essence of the brand. The beauty of the brushstroke watermarks is that they're haphazard, a work of art, while new video footage reawakens the senses. The watercolours are reflected in the interiors of the camps and lodges, while the white space is pared down, unfussy and sophisticated.

Completely rebuilt earlier this year, **Mila Tented Camp** is situated within the Mwiba Wildlife Reserve, a short distance from Mwiba Lodge and bordering the Serengeti. The calming interiors draw inspiration from the Hadzabe tribe, who are known for their skill in retrieving honey. The golden colours of honey are reflected in the new linens and textiles, all of which echo the gentle nature and beauty of Mila. These natural colours and textures acknowledge the surrounding landscape.



The new, renamed migrational camps are known as **Nyasi Migrational Camp** (the Swahili word meaning 'grass'), after the short-grass plains of the southern Serengeti and the African savannah of Lamai in the northern Serengeti, and **Songa Migrational Camp** ('to move' in Swahili), which follows the migration from the hilly outcrops of Kogatende in the northern Serengeti to the short-grass plains of the south. Both operate as seasonal camps across four locations within the Serengeti (following in the tracks of the annual wildebeest migration) and are hidden under the deep shade of acacia canopies.

Influenced by a love of nature and raw organic materials, the classic interiors of the original Legendary Serengeti Camp have been adapted to incorporate textured and natural linens in richer earthy colours. Inspired by the tranquillity and peace of the Serengeti, the reimaged tents allow guests to feel connected to their surrounds as they follow the ever-moving migration. Nyasi will open in Lamai on 1 June 2021, ready to welcome the pounding of hooves as the Great Migration begins in July, and Songa opens on 1 July 2021.

Mwiba Lodge, the catalyst and flagship of the Legendary brand, offers the most diverse activities of all the properties and is the only safari property with a helicopter permanently based in northern Tanzania. Private guided vehicles are a stand-out reason for booking here, along with luxurious fly-camping experiences in extraordinarily diverse locations.

And let's not forget the first home of Legendary Expeditions: **Legendary Lodge** has been a welcoming homestead for pioneering safari travellers since the 1800s, inviting guests to rest and recalibrate before heading out on safari or spoiling them with meals or spa treatments to nourish the soul on their return from Tanzania's ultimate safari circuit.

For the first time, **online availability** is now live on the website, making the booking process so much easier for trade partners when building itineraries, and facilitating global engagement with us around the clock. A seamless and interactive guest experience is now enhanced by Vamoos, the **new guest app**, an offline, hand's-free solution to pre-arrival indemnities, COVID-19 protocols, maps, fact sheets and all guest information, including live updates on flights and transfers.

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