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Elewana Collection launches new Explorer brand with first lodge to open in the Serengeti in March 2024

Serengeti Explorer will offer a central, yet private location with panoramic views, extensive facilities and a competitive price point catering to an underrepresented market between budget and full luxury.



For almost two decades Elewana has been delivering unforgettable experiences through its collection of 16 luxury properties across East Africa. The new **Explorer by Elewana** collection of upscale safari lodges will cater to a wider audience through a more moderate price point as well as an increased range of activities on property. The first lodge, Serengeti Explorer, is scheduled to open in March 2024, Ngorongoro Explorer will follow later in that year, and Tarangire Explorer is scheduled to open in 2025.

[Serengeti Explorer](#) is exemplified through its remarkable location. Sat high up on the Nyaboro Hills, the views stretch for miles across the iconic plains of the Serengeti, whilst its central, yet private location makes it the perfect hub, from which to see the Great Migration. Guests will have access to one of the world's most iconic wildlife ecosystems, where space, freedom and the great outdoors meet thrilling adventure.

The property is slightly larger than the existing footprint of the Elewana Collection with 68 well-appointed explorer rooms and six suites. All rooms have a private balcony offering the famed Serengeti views and configurations will cater for couples, friends, families and special groups of all sizes with interconnecting rooms and rooms with wheelchair access.

There will be a wide selection of dining options ranging from a chef's table located within an extensive wine cellar with an on-site sommelier, to a Boma restaurant offering a bush dinner of African and Swahili signature dishes under the Serengeti sky. In addition, a main restaurant, poolside bistro and bar and deli and coffee shop will all serve up a delicious array of dishes celebrating the farm-to-table culture.

Serengeti Explorer aims to offer guests a fully immersive holiday experience, with a plethora of activities aside from the game drives being introduced. A children's bushcraft centre will cater to families, whilst an outdoor cinema will show African movie classics as well as more current releases.

African culture will be a central theme of Serengeti Explorer with an art gallery showcasing local talent as well as local crafts available for purchase in the retail centre. A creative photo studio will be equipped with useful technology and an on-site expert to ensure that guests take away their best images from the experience. Walking safaris with experienced guides will also be available.

A stargazing deck with on-site astronomy guide will allow guests to enjoy a galactic night safari under the sparkling African sky.

Karim Wissanji, Elewana's Group Chairman & CEO comments: "The launch of Explorer by Elewana marks an exciting milestone for our group. This upscale safari lodge concept, set in the renowned wildlife-rich regions of Northern Tanzania, fills a unique niche by targeting the needs and price point of the mid-market safari guest. Explorer promises a range of immersive safari experiences within World Heritage-designated natural landscapes. Consistent with every Elewana property, Explorer will be characterised by exemplary service, remarkable wildlife encounters, and a deep connection to nature. Our commitment to conservation and community engagement, a cornerstone of our ethos, will continue to be at the heart of everything we do."

Serengeti Explorer is built on the site of the previous Serengeti Sopa Lodge and reconstruction will not cause unnecessary disruption to the environment. The room count will be exactly the same, so as not to add additional population pressure to the fragile ecosystem. As with all Elewana properties, Serengeti Explorer will uphold the core purpose of expertly sharing the wonders of our natural world by providing responsible, authentic, life-affirming, luxury safari and adventure experiences.

Rack rates start from US\$330 to US\$940 per room per night (max 2 adults and one child under 12) on full board or US\$730 to US\$1340 per room per night (max 2 adults and one child under 12) for the game package.

A full fact sheet can be downloaded [here](#).

For further information visit <https://explorer.elewanacollection.com/>





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With dynamic plans to expand existing brands and explore strategic acquisitions throughout opportunistic markets, Minor Hotels pursues a vision of a more passionate and interconnected world.

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