



PRESS RELEASE

AFRICAN SAFARI FIRST: SOUND SAFARI

First-to-market Sound Safari experience launches in the northern Kruger

THE OUTPOST, 25 MAY 2025 – An African safari is a sensory experience like no other, allowing travellers the luxury of being fully present while they smell an approaching rainstorm, watch the sun set over the savanna or feel sand crunching under their feet – and now, The Outpost is turning up the volume on the sounds of Africa.

No matter what language you speak or culture you belong to, the sounds of nature connect us all. With this first-to-market Sound Safari, guests of The Outpost are taken on a fascinating auditory journey using specialised sound equipment that engages the active skill of listening to enhance the traditional game drive experience. The region's rich biodiversity also creates opportunities to delve deeper into nature; beyond sightings of animals and birds, our new Sound Safari unearths the hidden world of wildlife calls, rumbles, squawks and grunts.

Whether trying to attract the opposite sex, defend their territory or simply communicate a greeting to other members of the herd, nature is awe-inspiring when it comes to sound. Imagine listening to the dawn chorus in the fever tree forest, or the sound of hundreds of elephants rumbling in unison or the call of the jackal as the moon rises in the night sky. Now, imagine putting down your phone and pick up a set of headphones connected to a long-range microphone bolted to the front of the safari vehicle that amplifies sound from up to 5km away. Tuning in, you begin to actively listen, your mind painting a picture of the wild from the incredible noises you are now able to hear.

The Sound Safari at The Outpost is also a vivid and captivating way for guests with visual impairments to experience the bush, using this powerful new format to bring to life creatures great and small. From infrasonic conversations between elephants and hippos to insect communication and mating calls, there are dozens of sounds to discover that are usually inaudible to the human ear. While we try and err on the side of digital detox, technology can facilitate a richer connection to nature, especially in a world where AI dominates. The authenticity of nature can never be replaced.

The Sound Safari is a world first extension of the guest experience at The Outpost, complementing our existing approach which seeks to highlight the diversity of the area while drawing attention to all the “little things” that make the Makuleke concession so special. We encourage our guests to truly slow down, take moments for themselves and to limit distractions; to be fully immersed in nature and to sharpen their senses to the stories it whispers when one finds the time and space to listen.

~ENDS~

ABOUT THE OUTPOST

Unfolding along a ridge with commanding views of the landscape below, The Outpost sits on a remarkable piece of land wedged between the Luvuvhu and Limpopo Rivers in the northernmost corner of the Kruger National Park. This remote, private concession, owned by the indigenous Makuleke people, accounts for a tiny fraction of the Park's total size and yet is home to 80% of its biodiversity. Thousands of species of flora and fauna thrive here that aren't found further south, offering our guests an extraordinary and unique wilderness experience.

Game drives are long and unhurried, allowing our guests to drink in the landscape and its wildlife at a leisurely pace, quiet afternoons are punctuated by in-room spa treatments inspired by ancient African wellness rituals, and evenings are spent staring up at the stars, spotting Southern Hemisphere constellations from bed. A stay at The Outpost is a soul-stirring sensory adventure made all the more enriching by the new Sound Safari experience.

ABOUT RARE EARTH RETREATS

Rare Earth Retreats is a collection of boutique properties in South Africa's most beautiful and enriching destinations. Our safari lodges, award-winning wine estate and exquisite heritage hotel offer our guests relaxed luxury, heartfelt hospitality and a welcoming feeling of home.

Inspired by the humbling generosity and adventurous spirit of our late founder, at Rare Earth Retreats we strive to create travel experiences that he would have loved. Just as no two travellers are alike, each of our properties is a reflection of their individuality, with a singular spirit that offers freedom from the norm.

By crafting experiences that are unexpected, meaningful and considered, we hope to spark curiosity in our guests; bringing moments of wonder and joy into their stay. Whether it is marvelling at the raw beauty of the northern Kruger, going on a game drive in private Big 5 reserve or soaking up the serenity of the Garden Route, each hand-picked property allows our guests to find the perfect balance of excitement and tranquillity, and a grounding sense of perspective.

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