

Asilia to launch first solar-powered microbrewery in the bush

To celebrate 15 years of Sayari, Asilia will be reimagining and rebuilding its luxury, eco-conscious camp in 2020. The new-look property will open in June 2020, in time for the annual wildebeest crossings of the Mara River.



Asilia has been carbon neutral since 2009 and continues to develop practical ways to further reduce its eco-footprint. The new Sayari will be the home to the first solar-powered microbrewery in the bush, in partnership with Wayout, a Scandinavian start-up revolutionising the brewery industry.

The new brewery will make beer and soft drinks on-site, as well as purifying water and producing sparkling water, all using solar power. By doing so, Asilia removes the need for plastic bottles and cans in camp, not only reducing waste, but also reducing transport. The brewery will create four unique beers for Asilia, the perfect drink for a safari sundowner.

Growing eco-tourism

Sayari has played a pivotal role in creating a conservation economy in the northern Serengeti. The camp is entirely Tanzanian run and, of the 55 staff, 80% are from local communities. A US\$5 per person per night conservation contribution goes toward local community projects.

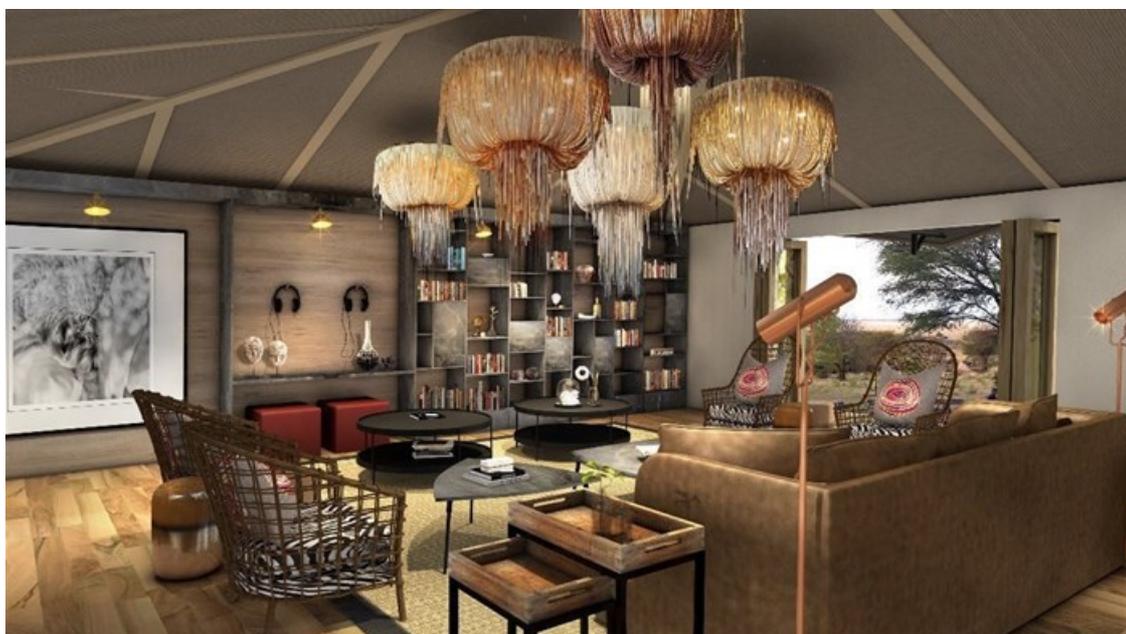
To date, Sayari has donated USD\$121,500 to assist local NGO Honeyguide in anti-poaching operations through a canine tracker team.

Camp features

The camp's new look was conceptualised by designer Caline Williams-Wynn. Williams-Wynn is a long-time collaborator with Asilia and is the creative mastermind behind Asilia's award-winning Highlands in Ngorongoro, Jabali Ridge in Ruaha National Park and the recently refurbished Namiri Plains in the eastern Serengeti.

Taking its inspiration from the colourful culture of the Kuria people who call the northern Serengeti home, the spacious main area blends inside and out, with sliding glass doors allowing for uninterrupted views of the Serengeti plains. The Kuria will be depicted in original artworks by South African photographic artist Graham Springer. Music is integral to the Kuria culture, playing a key role not just in ceremonies and celebrations but also daily life.

A music station will display traditional instruments used and a listening station will offer guests the opportunity to listen to samples of different songs recorded from traditional musicians in the villages around the Serengeti.



Another feature of the property will be the safari shop, showcasing a curated selection of Tanzanian products sourced from ethical cooperatives. Keepsakes include chic, modern jewellery beaded by Maasai women from Sidai; a Tanzanian range of organic, single-origin teas from the foothills of Mount Kilimanjaro blended with exotic spices and herbs from across Tanzania and Zanzibar; 100% raw, organic, cold-pressed coconut oil made from Tanzanian coconuts; modern fair trade handmade home decor from Tanzania, handwoven by Tanzanian, Rwandan and Burundian women artisans; and hand-beaded sandals, belts and cuffs created by Maasai women's groups in villages close to Arusha.

The 15 spacious tents (including a family tent sleeping up to two adults and three children) all have views of the plains. Sayari is not fenced and wildlife moves freely through the camp.

The tents reflect the iconic flat-topped hill, Turner Hill, in its design. Inside, the colour palette has been inspired by the patterns in the rocks that stud the grass plain landscape, with a rich copper being the key accent colour.



In homage to the Maasai culture of beading, cushions will be decorated with delicate beading sewn by local women. Spacious decks wrap around each room and the bathroom comes complete with views of the open plains. The bathroom includes a freestanding, extra-large bath with a view, as well as both an indoor and outdoor shower.

Building the conservation economy

Jeroen Hardwerwijk, co-founder and managing director, comments: "Fifteen years ago when we were choosing a site for Sayari, there were no roads in the area and no airstrip. We slept in our car at the ranger post. Poaching was rife; you can still see the bullet holes in the walls of the ranger post today.

"Today, when I land at Kogatende Airstrip and see the fleets of safari cars, I am proud to know that we played a pivotal role in creating a conservation economy there.



"The presence of tourism helped drastically reduce the bushmeat poaching, but it was only successful because we worked hand-in-hand with the local communities, creating benefits for them from the new tourism industry. This is the model that we

endeavour to replicate in all our new projects."

Sayari will open on 1 June 2020.

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