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• • • Affordable Luxury African Experiences • • •

September 4<sup>th</sup>, 2020

Dear Traveler,

As the Vice President of Operations and Sales at Lion World Travel, I am writing to share some thoughts I hope will be helpful as you consider your travel plans for 2021.

All of us at Lion World Travel are in the business of turning travelers' dreams into reality, delivering great service and value each time. Throughout the one hundred years since our founder, Solomon Tollman, started our parent company TTC, we have done just that, year after year. It is why we exist. However, this past year, the reality of a global pandemic has interrupted our collective travel dreams in unprecedented ways.

Now, as we look to travel in 2021, we are beginning to let ourselves dream again – starting with the e-brochure you are perusing today. As you do so, we wish to personally assure you that all of us at Lion World Travel are **intensely** focused on the realities of travel in this new era. On behalf of Lion World Travel, we want you to know that your wellbeing is and will always be our top priority. While this has always been the case, we have spent these past months working hard to bring this care to an entirely new level, developing policies and protocols that will allow you to book your journey and travel **with complete comfort and peace of mind**. We are also pleased to bring to your attention that for almost all safaris, the 2020 prices you see in our current e-brochure, are now valid for 2021 dates as well!

With regards to our ongoing financial strength, improved booking policies, new flexible change options and more, please look on: [lionworldtravel.com/your-wellbeing-our-priority](http://lionworldtravel.com/your-wellbeing-our-priority). During your travels, you will see many steps and innovations designed to do all we can to ensure your health and wellbeing when traveling on one of Lion World Travel's trips. We also invite you to visit [ttc.com/comfort/](http://ttc.com/comfort/) to learn more - we are constantly updating this information to keep you updated and informed about all we are doing to better meet your needs and expectations.

If you have traveled with us before, you know that we believe deeply that we must all **make travel matter**, and you may also have learned of some of meaningful, fantastic work being done by our foundation, [TreadRight](#). As we begin to rediscover the world in 2021, our travels will matter even more. With about ten percent of the world's economy supported by travel and tourism, the pandemic has had a terrible impact on communities around the world that serve travelers. As we return, this year and in the years to come, we will all be playing a crucial role in helping heal and rebuild these communities.



While TTC is a large, financially secure and strong company with numerous travel and hospitality brands, we are, first and foremost, a family business, now in our fourth generation. Our balance sheet remains very strong, and at a time when other travel and hospitality companies have gone out of business or may in the near future because of the intense financial pressures we're all facing, we can assure you that we are not going anywhere. Because we are family business, we take your concerns very personally. Thus, if I you have any questions, comments or feedback, I invite you to contact me personally, either before, during, or after your journey at [leeann@lionworldtravel.com](mailto:leeann@lionworldtravel.com). I will be sure to respond promptly.

With that, I invite you to enjoy this e-brochure, and let your travel dreams come alive – knowing that we are keeping a very close watch on reality and stand ready to serve you.

Sincerely,

*L. Phayre-Mallo*

Leeann Phayre-Mallo  
VP Operations and Sales