



ANNOUNCEMENT | SEAN CLARK APPOINTED
DIRECTOR OF SALES & MARKETING



Legendary Expeditions is pleased to announce that **Sean Clark** has recently been appointed as the new **Director of Sales & Marketing**. This announcement comes at an exciting time for Legendary Expeditions as the company prepares to open a new tented camp, **Mila**, in Mwiba Wildlife Reserve later this year, in addition to two completely refurbished mobile camps operating across 4 prime sites in the Serengeti ecosystem.

Mila, as well as the renovated **Legendary Serengeti** camps, will open in mid-December. These new camps are complemented by **Mwiba Lodge** and **Legendary Lodge** within Legendary Expeditions' portfolio to create the ultimate circuit across northern Tanzania.

Sean, based in Cape Town, South Africa, will lead the implementation and management of strategic sales and marketing activities for Legendary Expeditions' portfolio of destinations. In addition, Sean will be identifying new market opportunities, building partnerships with our key industry stakeholders and defining the actions required to drive growth and bring new dynamism to Legendary Expeditions.

Overseeing the reservations team in Arusha, Sean will be working closely with Russel Hastings, Director of Mwiba Holdings, and Jean-Claude McMenamin, Managing Director. Classic Portfolio continues to manage and evolve our international sales with Anne-Marie Walker, based in Austin, managing our partnerships within the United States travel trade. "We're delighted to have Sean join the team and family. With his zeal and experience, we will continue to focus on delivering some of the most unique safari experiences in the world," says Jean-Claude McMenamin, Managing Director.

Prior to joining Legendary Expeditions, Sean was Director of Sales and Marketing for Belmond Safaris where he was responsible for the organisation's reservations, sales and tour operating divisions with a focus on North America and emerging markets.

ABOUT LEGENDARY EXPEDITIONS

Inspired by classic safari traditions, Legendary Expeditions is built upon a profound passion for an abundant future for Tanzania's remote regions. A collection of lodges and tented camps offers a rich, diverse perspective on the country's wilderness. Featuring **Legendary Lodge**, **Mwiba Lodge**, **Mila**, and **Legendary Serengeti**, experience a safari led by private guides across Legendary Expeditions' privately managed concessions where dreams are made manifest through genuine, warm Tanzanian hospitality.

ABOUT SEAN CLARK

"Born into a hospitality family, my parents were a General Management couple at several hotels and safari lodges in Southern Africa. My foundation within this industry therefore began at a young age. As a teenager, I spent 8 years living in safari destinations which fostered a deep passion for the African bush. Strategic sales and marketing, nurturing and growing dynamic sales teams, forging strong partnerships across all stakeholders of the business, and evolving these key partnerships is the cornerstone, I believe, to promoting a safari company."

~ Sean Clark

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