

Mission and Values:

At **Yamu - Eco Tented Lodge**, we are embarking on a remarkable journey to create an oasis of luxury and sustainability amidst the pristine wilderness of the **Cederberg Mountains** in South Africa. Our core mission is to build an Eco Tented Lodge from the ground up, in an untouched area, while preserving and protecting the natural beauty and biodiversity of the region. We are driven by values of **environmental stewardship, conservation**, and a commitment to offering discerning **travelers an extraordinary, eco-conscious retreat**.

Products and Services:

Yamu - Eco Tented Lodge will redefine the concept of **luxury in harmony with nature**. Our **non-permanent tent accommodation** structures will leave a **soft footprint** on the environment and local fauna, ensuring minimal disruption to the natural landscape. Guests will experience the ultimate in a **luxury accommodation** while being immersed in the **heart of Mother Earth**. Our offerings include private e-carts for exploration, access to recreational water sources, secluded beaches, hiking trails, and mountain biking tracks.

Target Audience:

Our lodge caters to the **discerning traveler**, providing an **exclusive experience** for those who seek the **pinnacle of luxury** and immersion **in untouched nature**. We welcome individuals and families from the higher market segment who share our passion for environmental conservation.

Unique Selling Proposition (USP):

What sets **Yamu** apart is the untouched splendor of our location. Nestled in the **Cederberg Mountains**, our **luxury accommodation tents** come with a private e-cart for exploration. Guests can enjoy access to **recreational water sources, private beaches, hiking trails, and mountain biking tracks, all within the embrace of pristine wilderness**.

History:

Yamu - Eco Tented Lodge is the brainchild of Stefan & Mechthild Schunke, visionary founders with a track record of excellence in the hospitality industry. **Their portfolio** includes a **5-star hotel** in the **Wood of Saxon** and a **private guesthouse group** on **Cape Town's Atlantic Seaboard**, where they have hosted esteemed guests, including celebrities and the German National Soccer Team.

Location:

Our lodge is nestled in the **enchanting Cederberg Area of South Africa**, an untouched gem that offers a **breathtaking backdrop for our eco-conscious haven**.

Future Vision:

Our future vision for *Yamu* is to create a ***unique sanctuary that redefines luxury in harmony with nature***. We are ***committed to conservation*** and will ***not engage in "greenwashing"*** of tourism. Our goal is to offer a haven where guests can ***rejuvenate, connect with nature***, and make a positive impact on the environment.

At *Yamu - Eco Tented Lodge*, we invite you to join us on a transformative journey ***where luxury meets the untouched beauty of nature***—a place where the sun, rocks, water, and stars come together to create a true wonderland.