

**AFRICA MIDDLE EAST**

# Extraordinary Journeys acquires Game Plan Africa

By [Dorine Reinstein](#) / March 25, 2016

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Extraordinary Journeys has acquired Game Plan Africa from veteran safari planners Vee and David Thompson, bringing together two luxury Africa experts.

Vee and David Thompson, both raised in South Africa, founded Game Plan Africa 18 years ago, attracting a local clientele who appreciated not only their deep knowledge of Southern Africa, but hands-on service, the strong ethos of supporting conservation and giving back to local communities, principles that were important to Extraordinary Journeys.

CEO Elizabeth Gordon said, “For Extraordinary Journeys to find another family company that has the same deep roots in Southern Africa that Marcia [Gordon, president and co-founder] and I have in East Africa is an ideal way to grow the company without changing our culture. The acquisition will enable Extraordinary Journeys to capitalize on its investment in creating systems to provide the ultimate in customer service and care and will help to grow the business in a logical and consistent manner.”

Vee Thompson explained the sale, saying: “For the past 18 years Game Plan Africa has been a major part of Dave’s and my life. The time has come to hand over the reins of our company to another travel company that has the same excellent relationships with our partners on the ground in Africa and that operates in the same professional and caring manner with clients. I am confident that Extraordinary Journeys has the right expertise and knowledge of the African Safari business to carry on where we leave off.”

The staff of Game Plan Africa will join the Extraordinary Journeys team, providing a seamless transition for both existing and future customers.

Based in New York, Extraordinary Journeys oversees luxury safari experiences to more than 25 countries, including Botswana, Kenya, Malawi, Mozambique, Namibia, South Africa, Tanzania, Uganda, Zambia, Zimbabwe and Congo, as well a group of luxury adventures that embody the essential safari experience in South America, Asia and Australia.