



Cheetah Plains, Private Game Reserve in South Africa's Sabi Sand, Makes Key Hires in Marketing, PR and Sales

Enhanced Tools Empower Advisors to Confidently Serve Neurodivergent and Disabled Guests



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November X, 2025 (Sabi Sand, South Africa) [Cheetah Plains](#), the ultra-luxury, eco-luxe villa safari experience in South Africa's renowned Sabi Sand Nature Reserve, enters 2026 with a refreshed vision and enhanced commitment to the global travel trade following the appointment of a new sales and marketing leadership team. The expanded team—including Commercial Manager Belinda Morrison, Marketing, PR & Communications Manager Michelle Monk, and Head of Sales Daniek Rose—marks the beginning of an exciting new chapter for the brand.

Cheetah Plains continues to redefine exclusive safari travel with its architecturally striking private villas, fully inclusive offering, and zero-emission game drives operated through its fleet of solar-charged electric Land Cruiser safari vehicles. With this refreshed commercial team, advisors and trade partners can expect greater visibility, enhanced communication, and more meaningful engagement opportunities throughout the coming year. This includes new resources designed to help advisors better support travelers with accessibility or neurodiversity considerations, reflecting Cheetah Plains' growing commitment to truly inclusive safari experiences.

Stronger Global Presence for 2026

Cheetah Plains will place significant focus on in-market activity and trade connectivity throughout 2026. The team will participate in some of the most influential global shows including Pure Life Experiences in Marrakesh, WAA South Africa, Do Not Disturb, and ILTM Cannes, while also participating in African Roadshows in São Paulo and Mexico City. These touchpoints reinforce the brand's commitment to building deeper relationships and ensuring advisors have direct access to the team wherever they are based.

According to Commercial Manager Belinda Morrison, *"Our goal is to provide the trade with everything they need to confidently present Cheetah Plains as the premier villa safari experience in South Africa. We are bringing renewed energy to the market with more frequent communication, increased training opportunities, and a tailored approach to supporting each partner's needs. Authentic industry relationships are the foundation of our commercial strategy, and we look forward to meeting advisors across the world in 2026."*

Growth in Key UHNW Markets

The brand continues to prioritize the ultra-high-net-worth traveler, focusing specifically on the United States, United Kingdom, South America, the UAE, and Europe. Daily engagement with advisors will be a central part of the 2026 strategy, supported by more webinars, more virtual training touchpoints, and dedicated outreach that emphasizes knowledge building. The United States in particular remains a high-growth priority, and the team will allocate additional time and resources to strengthening relationships in this market.

Partnerships will also be a key area of growth, with Cheetah Plains seeking alignment with exceptional lodges, destinations, and brands across both South Africa and international markets. This approach is designed to support seamless itinerary building and strengthen the lodge's positioning within the top tier of luxury travel experiences.

Commitment to Multi-Generational Travel

Cheetah Plains is deepening its focus on multi-generational families, a rapidly expanding segment of the luxury safari market. The villas are designed to welcome guests of all ages, and the team offers extensive family-focused support that includes child-friendly safaris, child-minding services, guided bush experiences, baking sessions with the chef, pizza making, and catch-and-release fishing. To support advisors selling to families, Cheetah Plains is extending its [Kids Stay Free](#) offer until May 31, 2026. Trade partners are also reminded that Cheetah Plains is not exclusively a full villa buyout product. Karula and Mvula Villas are available from as few as 4 to 6 guests during green season, providing flexibility for smaller families or two-generation trips.

A Fully Inclusive Experience Designed for Everyone

Cheetah Plains' commitment to inclusivity extends beyond its fully inclusive offering to ensure every guest, regardless of mobility, sensory or accessibility needs, feels genuinely supported. The lodge has developed dedicated fact sheets on [accessibility](#) and [neurodiversity](#) considerations to help advisors better guide their clients. All villas are equipped for guests with disabilities, with Mvula Villa offering the most level flooring for ease of movement, and wheelchairs, ramps and shower chairs are available on request. Hearing and visually impaired guests benefit from adaptable communication approaches and specialized equipment that enhances game viewing, and guests traveling with registered guide dogs may also be accommodated with advance notice.

Cheetah Plains also embraces the needs of neurodivergent travelers by providing a calm, low stimulus environment created through its exclusive-use villa design, neutral interiors and quiet electric safari vehicles. Sensory aware amenities such as adjustable lighting, blackout blinds, weighted blankets, scent free toiletries, sensory tools and noise reducing headphones support comfort for guests of all ages. Flexible scheduling, private dining options and pre arrival questionnaires allow every stay to be tailored to individual needs, while optional airport meet and assist services and low stimulus transfers ensure a smooth and reassuring journey.

The New Sales & Marketing Team

Belinda Morrison, Commercial Manager: Belinda Morrison joins the team at Cheetah Plains with over 15 years of experience in luxury hospitality. Prior to this new role, she held senior sales leadership roles with The Vineyard Hotel Group, Taj Cape Town, and Sun International, where she led repositioning projects, built high-performing teams, and drove long-term growth across diverse markets. Known for her balanced approach to profitability and purpose, Belinda's leadership is defined by clarity and collaboration.

Daniek Rose, Head of Sales: Daniek Rose joins the team with considerable hospitality experience and a strong sales and marketing background. Prior to this new role, Daniel held positions at Pepperclub Hotel and Cape Royal Luxury Hotel & Spa. Her goal is to continue to educate the market on the exceptional experience Cheetah Plains offers and maintain strong relationships while building new industry contacts.

Michelle Monk, Marketing, PR & Communications Manager: Michelle Monk joins Cheetah Plains bringing her excitement, communications experience and creativity to the brand. She will play an integral role in creating once-in-a-lifetime memories for clients and positioning Cheetah Plains as the pinnacle of safari experiences. In her role, Michelle will strengthen the lodge's storytelling, nurture trade and media relationships, and showcase what makes Cheetah Plains such a unique expression of modern luxury in the wild. She will also oversee the lodge's external PR agency, REYA Communications, which manages Cheetah Plains' media presence in the United States. Prior to joining Cheetah Plains, Michelle served as Assistant PR & Communications Manager at One&Only Cape Town and held roles at Digital Gap Agency, Prime Pixels, Canway and Brandjam.

Travel advisors can look forward to more in-market visits from the team, greater visibility at major global shows, an expanded schedule of webinars and virtual trainings, increased trade resources, stronger partnership development, and fresh tools to help convert inquiries. With its new sales and marketing

leadership in place, Cheetah Plains is committed to providing more proactive communication, easier access to the team, and a renewed dedication to working collaboratively with the global trade. The trade is welcomed to connect by emailing reservations@cheetahplains.com.

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About Cheetah Plains:

Opened in 2018, Cheetah Plains is home to the exclusive-use luxury villa and sustainable safari experience nestled in South Africa's most celebrated wildlife area, the Sabi Sand Nature Reserve. The eco-luxe experience includes three private villas with four guest bush suites that accommodate up to eight guests each with its own formal lounge, living and dining areas, expansive swimming pool, and outdoor deck that operates off-grid. Each villa comes with a complete hospitality team consisting of an accomplished host, butler, culinary team, and spa therapist, as well as an expert field guide and tracker dedicated to you for the duration of your stay. Families and children of all ages are welcome to experience their own personalized safari, guided bush walks, wellness offerings, fitness gym, and tailored activities for kids. Cheetah Plains sets the standard in South Africa for zero-emission game-viewing utilizing its own fleet of solar-charged Land Cruiser Electric Safari vehicles. A luxury sustainable safari that is beyond expectations.

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