

# The Royal Escape: espAfrika's new curated luxury experience

espAfrika brings its latest offering - [www.escapemusicexperience.com](http://www.escapemusicexperience.com) the [Escape Experience](#) - in a series of exclusive curated experiences designed to appeal to Africa's luxury market as well as corporates who want to reward or acknowledge special clientele. The first event, entitled 'The Royal Escape Experience' will be hosted over a three-day period on 28, 29 and 30 July at the Palace of the Lost City, Sun City.



[Image Source: The Royal Escape Experience](#)

Commenting on the new direction for the company, acting-CEO Khalid Abdulla said: “The luxury market is changing and with it, the way to communicate with an ever-discerning consumer. espAfrika has documented this over the past 17 years through the hospitality it has offered at its various events. We now believe the time is right to launch something fresh that can at once appeal to this audience, and the brands that wish to engage directly with them. Royal Escape is the first of many as the plan is to stage ‘Escape’ experiences across Africa in years to come. Travel to and across the continent is booming and with it the desire for unique opportunities to relax, rejuvenate and be entertained.”

The Royal Escape Experience will encompass a full array of indulgences; from golf (partners are welcome on this weekend getaway as there will be much to do for those who elect to eschew the fairways for some personal spoiling); gastronomic fare abounds, culminating in a Royal Banquet, the perfect place for evening finery and couture.

Of course, this being espAfrika, there is also an excellent musical line-up catering to a variety of musical tastes – Grammy award winning Lalah Hathaway tops the international list with the likes of Mi Casa and Swing City and more, not to mention the beneficial networking of mixing and debating with the most interesting of local and international society.

However, what distinguishes ‘Escape’ from emulating other luxury travel events is the engagement opportunity for brands to target their stories directly at ‘Luxurians’ who are inspired by the world they interact with on a daily basis. Appreciating that ‘distinctive’ is the future of marketing, espAfrika has already conceptualised a number of different experiences across a variety of venues around the continent. Since announcing the event, the Royal Escape has attracted great interest from

guests and brands, heralding a new era in experiential entertainment.

For more, visit: <https://www.bizcommunity.com>