



## An Owner-Run Company Fashioned to a Family's Love For Africa

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Pure Africa is jointly owned by mother-son duo Elisabeth and Raphael Curiger, with Elisabeth on the ground overseeing every aspect of the day to day operations, and Raphael supporting from his base in Zurich.

### Born of a Dream

For Swiss born and raised Elisabeth, the draw to travel can be traced to her childhood in a provincial town near Zurich, where she remembers geography classes driving her early interest in faraway places. Elisabeth's first visit to South Africa strengthened her fascination with the region and while working as an established business woman and raising her three lively boys, she'd organise regular family trips to further explore the bright continent.

She shares this love with her son Raphael who has been travelling to Southern Africa since just 2 years of age. The area made such an impression on him that he volunteered with a little local tour company for a month in 2005 (at the age 16 years old) and lived in the Mkosana township, working as a reservationist, barkeeper on sunset cruises and in general support of the operation, increasingly mesmerised by the magic of the Zambezi River.

From that time he dreamt of starting a business in Victoria Falls, he and Elisabeth soon fashioning their shared vision into a reality.

### In The Beginning

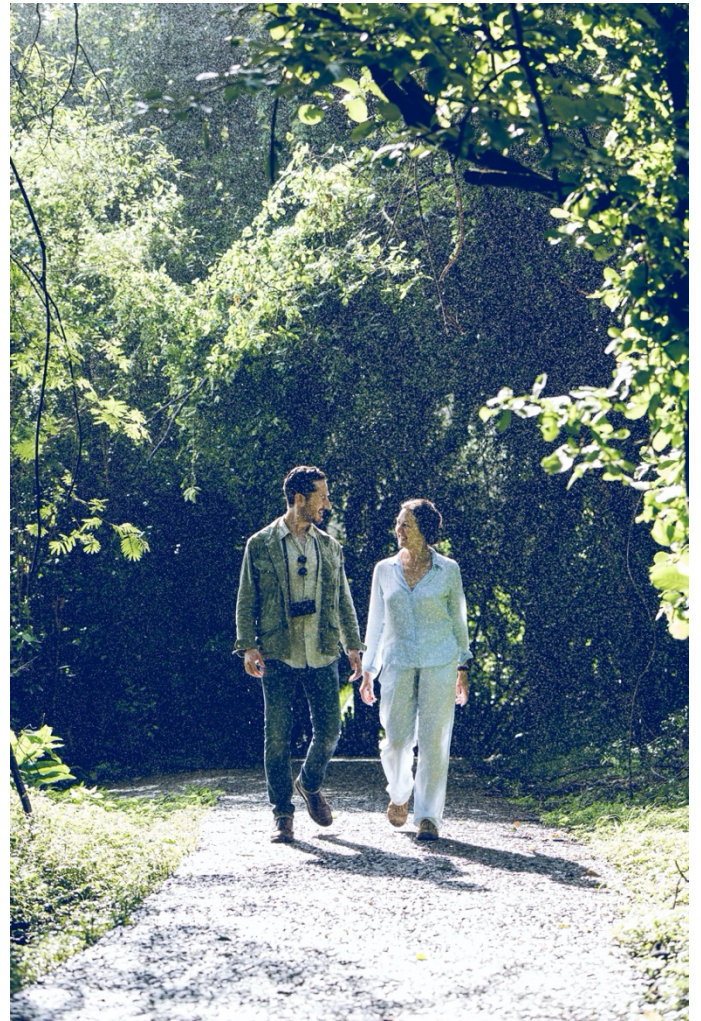
In 2012 a decision was taken to build the first upmarket sunset cruiser in Victoria Falls, Zimbabwe. The focus was on sustainability with solar panels installed to run the onboard facilities and the hull design streamlined by engineers at the Swiss Federal Institute for Technology to ensure minimum resistance and hence maximise fuel efficiency.

Initially, the idea was to build a sunset cruiser that was entirely solar-powered, but the strong current of the Zambezi River during high water season made it impossible at the time. Sustainability has been a part of the company's DNA since inception, a founding principle that remains a core commitment.

Raphael and Elisabeth were in Victoria Falls when the company launched under the name of their first vessel, the Zambezi Explorer in June 2013. Both spending most of the initial phase in Zimbabwe balancing business and family commitments, something that was especially true of Elisabeth at the time.

The company's flagship boat was soon making waves and garnering loyalty, with their Sunset Cruises particularly popular. Determined to create an innovative company with a generous dose of flair, they have gone on to reimagine Zambezi River Cruises, guided experiences and destination weddings in the area. Always with the best blend of Zimbabwean and Swiss practices in place.

In mid-2019 having worked with partners for some time, a decision was made to take back the running of the company and they relaunched as Pure Africa, commencing with the rebranding and redesigning and further refining their offerings and experiences. Their passion for the products could no longer be curtailed, and they needed to be hands-on. That in mind, after commuting from Switzerland for years, Elisabeth made the decision to settle in Victoria Falls with her Italian partner, their dogs and cats in 2019.



## Fast Forward the Future

Having followed her heart to this African Frontier town where elephants regularly visit her Pure Africa Waterfront office, the future of the company is today driven by hope, resilience, and unwavering professionalism with Elisabeth now firmly involved in every aspect of Pure Africa. Impeccable standards and a strong desire to bring beauty in design, culinary offerings and innovative practices are all delivered with a consciousness and commitment to the community and environment.

Only time will tell where Elisabeth and Raphael's deeply forged relationship with Africa, Pure Africa, and the Victoria Falls region will lead, but for now their focus is on further driving their exciting, innovative company that's so purposely tinged in sustainable-green.

[www.pure.africa](http://www.pure.africa)

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PURE AFRICA ~ New African Spirit

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You never know who you may meet on the way to work.