

## An Adventure of a different Kind

Enchanting evenings under a moonlit sky, spectacular Sahara sunsets, and endless sandy dunes are what travellers can expect when they participate in a Sahara tour organised by **Kaja Frenzel Track & Trail Exclusive Adventure Services**. These one-week trips are specifically designed to help executives leave their stressful business lives behind.



Experiencing the Sahara  
Travellers cover between 50 and 60 kilometres in one week

Kaja Frenzel had always been fascinated by the Sahara. Even as a child her parents had often taken her on their travels across the desert plains. Her memories of the peace, tranquillity, the dunes and beautiful oases instilled in her a passion that would lead her to set up her own enterprise later in life. In 2006, Ms. Frenzel's dream of the desert manifested itself when she set up her own enterprise with support from the Federation of young Leaders and Entrepreneurs of the Chamber of Industry and Commerce. Sadly, Ms. Frenzel passed away in August 2007, leaving her brother Denis to take care of the managerial duties of the company. "Our business plan was to organise tours

to the Sahara for a very specific target group: top executives and managers," as Mr. Denis Frenzel tells us in our interview.

Customers embarking on trips provided by Kaja Frenzel Track & Trail Adventure Services are offered the opportunity to experience something truly unique. More often than not, the travellers are busy businesspeople, entrepreneurs, doctors and lawyers who wish to leave their work behind and to find peace and relaxation with a touch of adventure. The entire organisation is taken care of by the team of Kaja Frenzel Track & Trail Exclusive Adventure Services, and includes the schedule, route and accommodation,

as well as the supply of equipment, such as sleeping bags and protective clothing.

The tours always take place from March to June and from August to October because the weather during the spring and autumn months is more favourable than during the summer and winter months. Good weather conditions are essential: the tours are carried out on camel and on foot, and the participants are required to cover some 50 to 60 km during the trip. Accommodation during the main tour is in nomadic tents, under the starry sky of the desert; however, the first and last nights are spent in a picturesque hotel in Djerba. "In the mornings, freshly baked bread is served for breakfast at the campfire. We have a break around midday, during which the travellers can escape the heat of the desert inside their tents," elaborates our interview

partner. Each tour is accompanied by a member of the Frenzel family, who are experienced desert travellers themselves. "The executives have to take a subordinate role to their guide. For many, this is an entirely new experience," stresses Mr. Frenzel.

Targeting a high-profile customer group, the enterprise makes use of a sophisticated marketing strategy, as Mr. Frenzel elaborates: "We employ marketing agencies to design our flyers and collaborate with three event agencies which have contacts to large enterprises. Our trips are marketed as incentive tours, and our advertising campaign emphasises the factors of "time" and "relaxation". During the tour, the travellers have the chance to contemplate the open sky and learn how important water can be." One of the most important marketing tools, however, is customer recommendation. Satisfied clients recommend the services provided by Kaja Frenzel Track & Trail Exclusive Adventure Services to their friends and business partners.



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