

Luxury Safari Specialist Africa&You Appoints Andrea Schnoor Communications as PR Agency

CAPE TOWN, SOUTH AFRICA,
September 16, 2026 /

EINPresswire.com/ -- [Africa&You](#) has appointed Andrea Schnoor Communications (ASC) as its Public Relations Representative, amplifying the voice of one of the continent's most distinctive, women-led safari specialists.

From a base in Cape Town, Africa&You crafts high-end safaris, from classic to adventurous, across some of the continent's most renowned destinations and under-visited regions. This is travel shaped by a team of women who know the continent intimately, built on over a decade of

relationships across Southern and East Africa and the Indian Ocean islands. [The team](#) is known for its superb listening skills and genuine care in crafting each itinerary, whether it's a client's first safari, a milestone celebration alongside loved ones, or a journey into lesser-known regions.



Rachel Kyle, Africa&You Managing Director

“

I still approach every itinerary the way I once approached a documentary shoot, looking for the details and the moments that make a story worth telling.”

Rachel Kyle, Managing Director, Africa&You

That care is backed by deep knowledge of the camps, lodges, and guides they work with, turning trusted connections into experiences travelers carry long after the plane lands back home.

SAFARIS BUILT AROUND YOU

If "Africa" speaks to the depth of knowledge the team brings to the continent, "You" emphasizes how that expertise gets put to work. Every itinerary is bespoke,

because every traveler arrives with a different story to begin.

Every journey with Africa&You begins with a conversation about what draws a traveler to Africa, what they're hoping to experience, and the pace and privacy they want along the way. From there, the team curates an itinerary that doesn't exist anywhere else: a trip shaped around that traveler's answers and dreams.



The Africa&You team

It's a process closer to filmmaking than to booking, matching each guest with the camps, guides, and activities that fit the story they're trying to tell.

THROUGH A DOCUMENTARY FILMMAKER'S LENS

Africa&You shares the stories of the regions it knows intimately through the women who've built those relationships firsthand, an ethos that begins at the top under the leadership of Managing Director [Rachel Kyle](#).

Rachel began her career in the wildlife film industry, managing shoots across Africa for National Geographic, Discovery Channel, and the BBC Natural History Unit, work that trained her eye for pacing, sequence, and the moments worth building a scene around. She brings that same director's lens to the itineraries she curates today, from big cats in the Kruger and whale sharks in Mozambique to mountain gorillas in Rwanda. Now Managing Director of Africa&You, she and her team shape every journey the way she once shaped a documentary shoot: scene by scene, with purpose behind each one.

"At Africa&You, our work has always been about relationships, with our favorite guides, camps, and communities we've come to know over years in the field, and with the travelers who trust us to open that world to them," says Rachel Kyle, Managing Director, Africa&You. "I still approach every itinerary the way I once approached a shoot, looking for the details and the moments that make a story worth telling. Partnering with ASC gives us a way to share that with a wider audience, in the hands of a team who knows how to tell it right."

"Collaborating with Africa&You is an honor," says Andrea Schnoor, Founder, Andrea Schnoor Communications. "Few teams have their access, their relationships, or their storytelling instinct. We're excited to help bring that voice to travelers around the world."

Andrea Schnoor
Andrea Schnoor Communications

+1 347-674-8281

aschnoor@andreaschnoor.com

This press release can be viewed online at: <https://www.einpresswire.com/article/942425443>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.