

Somak Luxury Travel launches new website as the company rebrands, changing its name from Somak Holidays.

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Somak Luxury Travel has proudly launched a brand-new website, as it unveils its new brand. As the company becomes Somak Luxury Travel, its new visual identity and website both speak to the quality and unique nature of the adventures that Somak has spent the last fifty-plus-years creating. Visit the new website at www.somak.com.

The new brand also demonstrates the progress that Somak has made, in spite of the difficult circumstances that 2020 has presented for the travel industry.

As a close-knit team of travel experts and enthusiasts, Somak Luxury Travel draws on more than five decades of experience, and prides itself on delivering holidays of a lifetime, every time.

On the new website and brand, Ash Sofat, Chief Executive of Somak Luxury Travel, said *"I am proud of the journey that Somak has been on since my father founded it as Somak Holidays in 1968, and I feel privileged to lead the company into this new chapter. We have a wealth of experience in delivering excellence for our clients, and I firmly believe that our new brand and website communicate this more accurately."*

He continued by saying, *"Despite the challenges of 2020, we are pushing ahead confidently into this new era of international travel, and are led by our passion for crafting luxury escapes for our clients, all around the world."*

Ash Sofat is available for interview or comment. To arrange, please use the contact details below.

About Somak Luxury Travel:

Somak Luxury Travel is a leading tailor-made travel provider. Founded by Suresh Sofat in Nairobi in 1968 as Somak Holidays, the company has a legacy in crafting luxury escapes for travellers from all around the world. With a close-knit international team, headquartered in the UK, Somak Luxury Travel creates trips of a lifetime, whether you are seeking rest and relaxation, a safari adventure, a luxurious honeymoon, or a family holiday.

Media Contact:

Ash Sofat

Chief Executive

marketing@somak.co.uk

Media:

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Scan Me:



Company Contact:

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Somak Luxury Travel

T. +44 (0)20 8423 3000

E. marketing@somak.co.uk

W. <https://somak.com>

Additional Contact(s):

Ash Sofat, Chief Executive

Ash@somak.co.uk

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