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A new five-star service has been launched to transform leisure experiences for children.

Salt & Pepper met with the founder of this unique concept, Ladislav Boehm Rubino, a man with experience of many cultures, now living in France, mostly on the move implementing his concept around the globe!

The service is already established in France, Dubai, China and parts of Africa. Essque Zalu Zanzibar is presently the only place in Tanzania to offer the Petit VIP service.

The philosophy is: Tailor-made VIP for children.

S&P: Tell us about this concept, what is so unique about it?

Ladislav: Our concept has matured with over 35 years of experience of working with children, developing clubs, creating activities and exciting environments.

We take pride in our people, carefully selecting talented woman and men who dedicate their knowhow and soft skills to the education, entertainment, and supervision of children and teenagers."

S&P: How do you recruit your teams??

Ladislav: We recruit mainly professionals to take care of the children, like teachers, nurses etc. We call them Kids Club Coordinators. They are trained to be childcare professionals in the luxury travel industry with syllabuses based on European Health and Safety Standards.

S&P: What age groups does this club include?

Ladislav: We have 3 courses for 3 age groups: Baby Club Experts, Kids Club Experts and Teens Club Experts.

S&P: What kind of activities can we find in a Petit VIP Club?

Ladislav: Our staff are fully trained to offer the children an exciting range of entertainment. They will design events, shows and activities to suit all age groups and nationalities. Our teams can even incorporate learning about the environment, nutrition, science and local culture into the activities.

Ladislav, a qualified primary school teacher, grew up in various locations as his father managed five-star resorts around the world. From an early age he developed an understanding of what children want from a holiday! Little did he know that one day he would rise to fame for offering a hotel service for children.

Salt & Pepper were not only the only magazine in Tanzania to be invited to interview Ladislav, but we also got the chance to see the club at work. See our Essque story for more about this new concept.