

BOOK 5 Nights
or more at our lodges



African Safari Collective was born, by a group of like-minded collaborators (all independent lodge owners), who knew they could go #FurtherTogether if they pooled their Sales & Marketing resources together to deliver their guests' safari dream. If they could collectively preserve their wild spaces and better the lives of the communities around them, then their tourism businesses would survive and thrive.

With their co-ordinated collective marketing strategy, the group of lodges are able to combine their budgets to reach customers world-wide. But the real difference lies in the collective's transformative and inclusive business model, which rewards maximum revenue – not just to the lodges, but also their staff and the communities that are supported by tourism. All Travel Partners are given shares in the organisation, for free. Profit dividends are split equally

ABOUT ASC

simple safe sustainable

between the founding members, partnering lodges, as well as every single staff member employed at partner lodges. This gives community members at a grassroots level the opportunity to participate in, and benefit from, business activities beyond their everyday jobs in hospitality.

"The collective facilitates success for all of its partners through profit share and close collaboration, where one establishment's success is truly everyone's success." Says Simon Blackburn, Three Tree Hill founding member.

"Basically, we have pooled our marketing, sales, reservations and innovations together, whilst still maintaining our family-run identity."

Why not stay with our Partners on your next visit?

Fugitives Drift Lodge, Rorkes Drift
Fairview House, Plettenberg Bay
Makakatana Bay Lodge, St Lucia
Leopard Mountain Lodge, Manyoni
Sungulwane Lodge, Munyawana

AfricanSafariCollective
further together

ABOUT US

history nature culture

Three Tree Hill employs staff from the nearby Hambrook Village, 8km down the road. Most have no previous work experience or formal education, but their great personalities & honest enthusiasm have made them naturals in the hospitality sector. Over the years they have acquired **extensive training and skills development** through the lodge, with ongoing workshops that inform the staff on current events, technologies & service trends.

The lodge encourages **open & honest communication** through regular meetings. Staff provide input on various operational issues & suggestions on how to assist the community with **development projects**. Staff are treated well & fairly, working together as a team. Annual staff appraisals are carried out, which assist the management team in channelling training programmes & team building sessions. This is evident when you are greeted by genuinely friendly, helpful staff.

Community projects include the assistance of **teachers salaries, educational materials, teacher training workshops, computer & internet access**. Energy is conserved by having **solar water heaters, geyser & pool pump timers, use of solar cooker & wonderbag innovations & only low energy use appliances & lighting**.

Rainwater is captured & used where possible, laundry **grey water** is diverted to vegetable garden. All cleaning chemicals & guest amenities are **free of parabens** & diluted on site to reduce packaging waste. Tea bags, coffee grinds, egg boxes, cardboard, organic waste are all recycled or re-used in some way. All procurement is done locally, where possible, utilising only South African manufactured products & services.

three tree hill

history • nature • culture



ABOUT FTT

the mark of best practice

Fair Trade certification is based on adherence to specific criteria's defined by fair wages and working conditions, fair purchasing and operations, equitable distribution of benefits, and respect for human rights, culture and the environment. It means that the people who contribute their land, resources, labour and knowledge to tourism are the ones who reap the benefits, and that the natural environment on which it all depends is treated with respect in pursuit of more resilient destinations.

This is a non-profit organisation that promotes responsible tourism in southern Africa and beyond. The aim of FTT is to make tourism more sustainable by ensuring that the people who contribute their land, resources, labour and knowledge to tourism are the ones who reap the benefits. This is done by growing awareness about responsible tourism to travellers; assisting tourism businesses to operate more sustainably; and by facilitating a Fair Trade Tourism certification programme across southern Africa.

Tourism businesses that adhere to the Fair Trade standard use the Fair Trade label as a way of signifying their commitment to fair and responsible tourism.