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# COMPANY PROFILE

*Nasikia Camps*  
Serengeti | Ngorongoro | Tarangire | Manyara

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## INTRODUCTION

**We are Nasikia Camps.**

**Nasikia Camps has been established to fill a niche in the market of the northern circuit safari property market of Tanzania. With our main objectives encompassing a Tanzanian accommodation product which is lovingly crafted from Tanzanian resources by Tanzanian artisans. We strive for the preservation of fair-traded ethics, sustainable partnerships, cultural immersion, magnificent wildlife viewing and all while maintaining a 100% Tanzanian workforce. We seek to develop our team from within, spotlighting the intrinsic essence of Tanzania to share with global travellers. We offer genuine hospitality; created with the warmth of sincere welcomes and the hope of heartfelt goodbyes. We nourish with the norms of care and comfort, while furthermore extending our hospitality with song and dance. As our Swahili-inspired name suggests through translation, we welcome guests to listen and feel what we have to share. We thoughtfully maintain our hosting ethics, running annual field training to nurture the African tradition of storytelling. We strive for excellence in our uniqueness coupled with the most enjoyable and culturally educating experiences possible. We share special moments with our guests from honeymoons to retirement adventures, from singles to multi-generational families. Our team has been meticulously chosen for their individual skill and personality, ultimately enabling Nasikia Camps to showcase the magic of safari accommodations in Tanzania.**

## OUR VISION

**To be the preferred portfolio of choice in northern safari circuit by providing the most genuine hospitality, the most memorable experiences and the foundation of incredible stories within the boutique accommodation market.**

## OUR MISSION

**Providing service of excellence within Tanzanian tourism is the foremost core value of Nasikia Camps. This shall be displayed through consistent results from individual team members to entire property staff as a whole. This is who we are.**







## FAIR TRADE PRACTICES

- **Providing opportunities for skilled and unskilled artisans**
- **Creating a transparent workplace free from force and corruption**
- **Maintaining a concern for the social, economic and environmental well-being of partners**
- **Ensuring fair price capabilities - payment in timely manner for all partners**
- **Absolute enforcement of ZERO child or forced labour principals**
- **Commitment to non-discrimination, gender equality and women's economic empowerment and freedom of association - through employment and supply partnerships**
- **Providing a safe and healthy working environment for employees**
- **Capacity building by increasing positive development impacts for small marginalized suppliers and partners**
- **Advocacy of fair trade principals**
- **Demonstrating respect for the environment - by maximizing the use of raw materials from sustainably managed sources in their ranges and always buying locally wherever possible**

## RESPONSIBLE TRAVEL

- **Journey with an open mind – travel with a genuine desire to learn more about who you meet.**

- **Appreciate all the cultures you discover.**

- **Cultivate the habit of listening and observing, rather than merely hearing and seeing.**

- **Respect and protect the natural environment.**

- **Remember that you are only one of many visitors, and do not expect special privileges.**

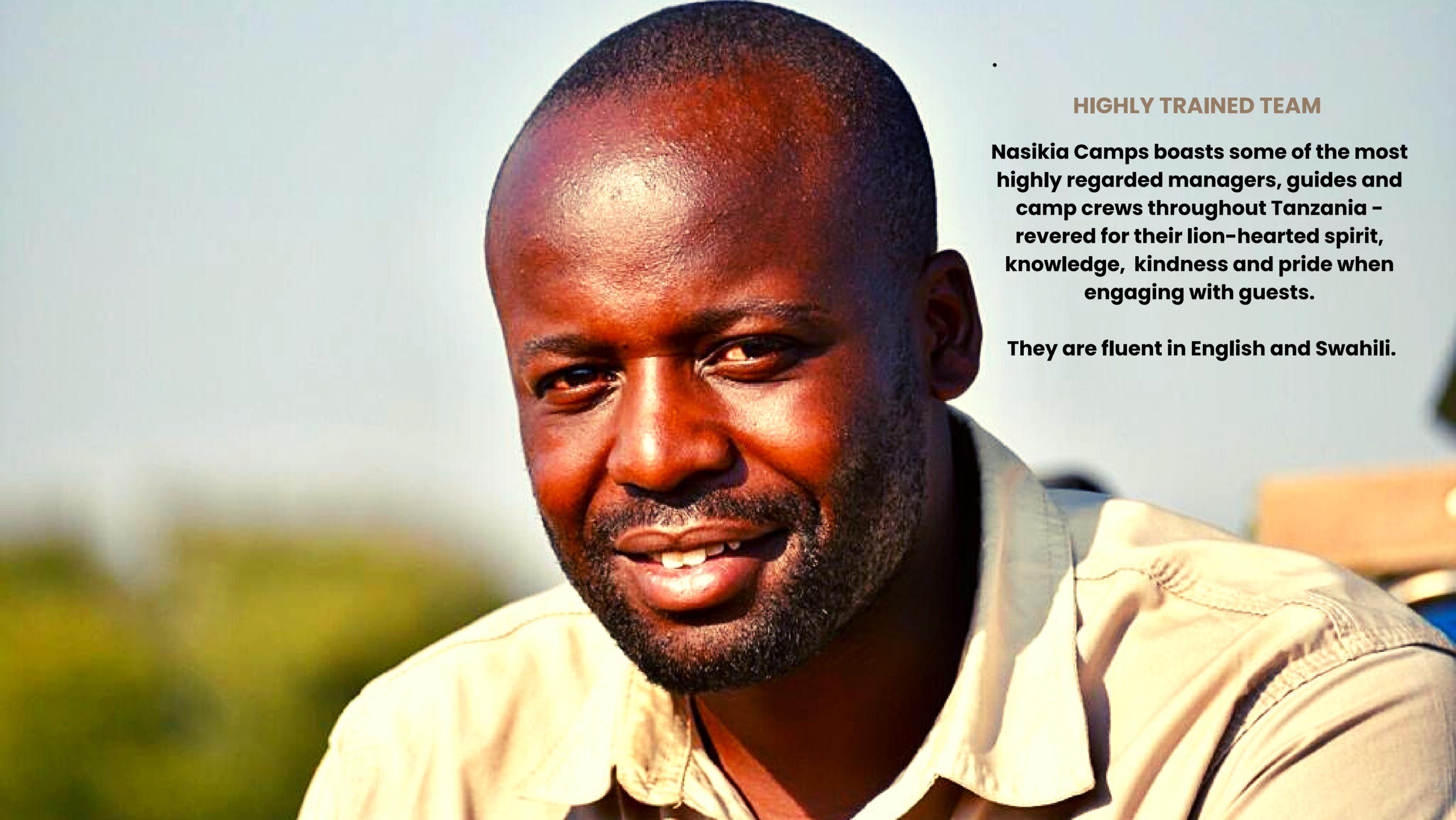
- **When you are shopping, remember that a “bargain” you obtain is perhaps possible only because of the low wages paid to the maker; sometimes the poorest merchant will give up a profit rather than give up his or her personal dignity.**

- **Make no promises to people in your host country, unless you intend to carry them through.**

- **Enjoy yourself, but remember that an extravagant display of wealth is insensitive to local people**

- **Be conservative in your dress. You will get closer to people if you do not look very different.**

- **Encourage pride in the local culture. Avoid any suggestion that Western culture is inherently better.**



## **HIGHLY TRAINED TEAM**

**Nasikia Camps boasts some of the most highly regarded managers, guides and camp crews throughout Tanzania – revered for their lion-hearted spirit, knowledge, kindness and pride when engaging with guests.**

**They are fluent in English and Swahili.**

## COMMUNITY COMMITMENTS

**With a Pay-It-Forward approach to our charitable commitments, we believe that what we receive we are destined to share.**

**From bednight donations to The Frankfurt Zoological Society De-Snaring Project, to employing ex-poachers for re-education, we have built relationships with a number of sustainable initiatives. We believe that to inspire and support is to transform and empower.**

**Tourism remains the number one contributor to conservation in Tanzania.**

**Our team adhere to ecologically-sound enterprises to reduce the consumption of single used plastics and other consumables wherever possible. We look to recycle at every opportunity in all areas of our business and in so doing, upholding the 'Teach a Man to Fish' and 'Leave Nothing But Footprints' philosophies.**

**We encourage awareness to our young guests with our Watoto Junior Ranger Programme.**



**Nasikia**  **CONNECT**

## MAINTAINED FLEET OF VEHICLES

**We believe in value for money. Every guest would like to enjoy the most reliable and comfortable vehicle on safari. In response to the clients' needs, we have a very strict vehicle maintenance policy that ensures a healthy fleet at all times. We have a total fleet of 12 well-maintained motor vehicles, predominantly 4-wheel drive (4WD Landcruiser) safari vehicles that have been meticulously modified for open vehicle performance conditions. Our safari vehicles are specifically converted for maximum space and comfort. All our open vehicles have canvas roof covers, plastic roll down sides and fold down front windscreens, along with being fitted with charging systems and refrigeration.**

**There are multiple storage pockets and boxes which is convenient for photography during game driving. The 4-wheel drives are all-weather safari vehicles with reinforced suspensions, providing us with the flexibility to operate in a wider range of terrain and tropical weather conditions deep in the wilderness.**





## CONCLUSION

**After years operating under the umbrella of our sister tour operation company, Nasikia Camps was thrust out onto its own and registered on 13th June 2011 with the Registrar of Companies, No: 83881. We had a vision to create a portfolio where guests were welcomed with genuine warmth and left as friends and ambassadors for tourism within Tanzania.**

**We aspire to always remain our true selves, be fearless in our pursuits and remain with a clear vision to showcase Tanzanian hospitality. We are proud, and together we are a pride. We welcome you to join with us as we continue to walk our story.**

**KARIBUNI SANA #LIONSLIVEFOREVER**

