



OUR JOURNEYS CHANGE LIVES

ABOUT WILDERNESS SAFARIS

Founded in 1983, Wilderness Safaris is an ecotourism company dedicated to conserving and restoring Africa's wilderness and wildlife. We do this by creating life-changing journeys in some of the most remote and pristine areas in seven African countries: Botswana, Kenya, Namibia, Rwanda, South Africa, Zambia and Zimbabwe.

Behind everything we do there is a purpose, whether it is conserving endangered species, ensuring the benefits of ecotourism reach the people that live in or near the areas in which we operate, or inspiring positive change in the lives of staff, guests and other stakeholders. During their stay, our guests have the opportunity to experience this unique ethos through connecting with unspoiled natural environs and wildlife, seeing our conservation initiatives at work, or enjoying cultural encounters with the communities with whom we partner.

Out in the wild, our 'off the vehicle' experiences are tailored to ensure the most intimate back-to-nature experiences possible, evoking explorations of a bygone era – whether on a guided walking safari, hot-air ballooning or an unforgettable star bed sleep-out. Through these close encounters with the wilderness and the people who live and work in it, we believe that our more than 30 000 guests a year are exposed to authentic new ways of viewing the world and our place in it.

To put it another way: "Our Journeys Change Lives".

All our actions and aims are therefore the expression of our vision:

To be Africa's leading ecotourism organisation, creating life-changing journeys in order to build sustainable conservation economies and inspire positive action.

THE WHY OF WILDERNESS SAFARIS

Over the years we have remained true to our "Why" and to our Purpose. Here are just a few sustainability stories, reasons to believe in a business model like Wilderness Safaris, and the achievements over the last 36 years of which we are most proud.

- **Environment is at the Heart** – *Ecotourism presence and biodiversity conservation*
We help protect more than 2.5 million hectares across 7 biomes harbouring 33 IUCN Red List species.
- **Our Journeys Change Lives** – *"To travel is to really discover and experience ..."*
We believe that our 2 500 staff and the more than 30 000 guests who travel with us each year are exposed to new ways of viewing the world and our place in it.
- **A Light Camp Footprint** – *Pioneering environmentally-sensitive camp architecture*
As our camps/lodges are situated in pristine wilderness areas, we strive to build and manage camps/lodges in the most eco-friendly way possible, for the lowest carbon footprint possible.
- **Pioneering Community Partnerships** – *The story of the Torra Conservancy, Namibia*
We were the first safari operator to create an equity joint venture with a rural Namibian community. The result: increased employment, and increased wildlife.
- **Mega-Moves of Mega-Fauna** – *The Botswana Rhino Reintroduction Project*
We helped restore locally-extinct black and white rhino to the wild in Botswana in the largest cross-border translocation ever completed.
- **Hwange Against All Odds** – *Ecotourism as a social stabiliser and biodiversity conserver*
Despite all challenges, we have never compromised on our commitment to our conservation operations in Hwange, Zimbabwe, and employ more than 100 local community members in our camps/lodges who, in turn, support another 700 dependents.

- **Children in the Wilderness** – *Sustainable conservation through leadership development*
We've positively impacted the lives of more than 10 000 children in seven African countries.
- **The Wilderness Wildlife Trust** – *Making a difference to Africa, its wildlife and its people*
Over the last 20 years the Trust has funded more than 100 different projects in eight African countries.
- **Conservation Coalitions** – *Private sector, NGO and community united for black rhino*
This coalition between Desert Rhino Camp, Save the Rhino Trust Namibia and local community partners has enabled the growth of north-west Namibia's black rhino population and range across a swathe of community conservancies.
- **Frontier Ecotourism Presence** – *If poaching occurs in a forest and no-one sees it, does it happen?*
We took a leap of faith into remote Zambia, far off the beaten track for most travellers and with a shortened tourism season. We did it in order to help expand ecotourism presence across Africa.
- **Addressing Human-Wildlife Conflict** – *Proactive conflict prevention and desert lion conservation*
All causes need champions, and all champions need support. One man, provided he has sustained backing, can make a huge difference. Wilderness Safaris continues to support Dr Flip Stander and the Desert Lion Conservation Project.
- **Seeing the (Sun) Light** – *Solar power and carbon emission reductions*
We invest in new technologies to reduce our dependence on fossil fuels and to eventually achieve carbon neutrality of our operational business, with numerous camps/lodges now being 100% solar powered.
- **Great Apes and Rainforests** – *Reforestation Rwanda's endemic-rich Albertine Rift*
We believe our brand of responsible ecotourism will make a difference to both rural Rwandan people and endangered species.

THE WILDERNESS SUSTAINABILITY BLUEPRINT – THE 4CS

Our vision is encapsulated by "the 4Cs," a concept that suggests that our organisation aims to be truly sustainable by committing to the four dimensions of Conservation, Community, Culture and Commerce:

- **Conservation** is divided into **Environmental Management Systems** – i.e., building and managing our camps/lodges in the most eco-friendly way possible, and **Biodiversity Conservation** – i.e., the understanding, management and protection of the wildlife and ecosystems with which we are involved.
- **Community** is all about the people at the heart of our business: **Internal Community** – our staff across all our regions, and **External Community** – comprising the rural communities that either own the land on which we operate or live adjacent to these areas.
- **Culture** is a multifaceted element that governs respect for the culture of all employees as well as the remote rural communities surrounding the conservation areas.
- **Commerce** deals with our ecotourism offerings and products and is perhaps the most critical element to sustainability in the modern world.

OUR PRODUCT OFFERINGS

Wilderness Safaris

- Premier Camps
- Classic Camps
- Adventures Camps
- Explorations and Privately Guided Journeys
- Wilderness Air

MORE THAN A SAFARI

At Wilderness Safaris, our delight is to share the wild places of Africa with our guests, while our ultimate goal is to help make a difference to Africa, its people and its wildlife. As a guest, you are already helping us to make a difference. At least 5% of Wilderness' gross profit (before taxation and depreciation) is spent on conservation efforts, with many of our guests supporting one or more of our projects.

Recognising that conservation is as much about people as about the environment, the company has pursued important goals through its two non-profit partners, Children in the Wilderness and the Wilderness Wildlife Trust, which have helped change the face of nature-based tourism in Africa.

Children in the Wilderness (CITW) is a life skills educational and environmental programme that focuses on the next generation of rural decision makers, developing environmental leaders who are inspired to care for their natural heritage so that they become the custodians of these areas in the future. By exposing children to their wildlife heritage, CITW aims to create a network of learning sanctuaries that uplifts and cares for our children and conserves our planet. The CITW programme cannot operate without support and funding of Wilderness Safaris, generous guests and travel partners. Visit the CITW website to be involved.

www.childreninthewilderness.com

The **Wilderness Wildlife Trust** funds projects addressing the needs of existing wildlife populations, seeks solutions to save threatened species and provides education and training for local communities. As an independent entity, the Trust supports a variety of wildlife management, research and education projects throughout Africa. The relationship between Wilderness and the Trust is symbiotic: The Trust is involved financially in the projects, while Wilderness contributes logistically in terms of human resources and equipment.

www.wildernesstrust.com

Wilderness Safaris has partnered with the non-profit organisation **Pack for a Purpose (PfaP)**, which is another way of making a difference to the lives of children by using any available space in your luggage – no matter how small – to donate supplies to the rural communities you visit.

This amazing NPO was set up by one of our Wilderness Safaris guests, Rebecca Rothney in 2010. The idea behind the concept is that if you are travelling (anywhere in the world, not just Africa) you can look on the PfaP website for the camp/lodge where you are staying, or otherwise any projects in the country that you are visiting and see what supplies you can bring to make a big difference in someone's life. The website explains how to pack the supplies and gives wonderful ideas of items that are easy and light to pack, and often difficult to find in the remote, rural areas of Africa. The supplies can be left at the accommodation you are staying at and in some cases, you can deliver the goods to the community project itself.

Many Wilderness camps/lodges and the needs of the local community schools are listed on this innovative site: www.packforapurpose.org. To search for a specific camp/lodge, please use the "Select A Destination" tab and a drop down with country destinations (in alphabetical order) will be shown, then under each of these country destinations, the particular camp/lodge will be listed (in alphabetical order), e.g.

- Rwanda/Bisate (<https://www.packforapurpose.org/destinations/africa/rwanda/bisate-lodge/>)
- Rwanda/Magashi <https://www.packforapurpose.org/destinations/africa/rwanda/magashi/>

By bringing stationery, sporting goods, such as deflated soccer balls and educational books, you can make a big difference in these remote rural villages. Pack for a Purpose has received a determination from the Internal Revenue Service that it qualifies as a charitable organization under code section 501(c)(3). All contributions to PfaP are fully deductible.

Other ways you can make a difference while on safari in Africa:

- We are striving to cut down on our use of plastic; as such, a Wilderness water bottle will be given to you to use during your safari. There are water coolers in all our camps/lodges, which provide purified, filtered water that is perfectly safe to drink.
- Be aware of taking long showers – water is precious.
- Using the same towel for a few days saves water. Be conservative with your laundry requirements.
- Use Wilderness toiletries and amenities as we endeavour to use environmentally sound products only.
- Use electricity sparingly.
- Please be aware of the environmental impact of any curios you wish to purchase, e.g. porcupines may have been killed so that you can purchase their quills. Wilderness curio shops are careful about their products and are safe to buy from.

As a Wilderness guest, you can be proud of being part of our life-changing journey.

FINALLY ...

Keep up to date with any or all of your favourite camps/lodges by checking our **News and Blog** section on the Wilderness website – www.wilderness-safaris.com/blog

Please feel free to share your experiences with us and with others on our blog site. Here you can review the camps/lodges you stayed at and upload a gallery of photos.

Keep in touch with us by following us on our **Facebook, Twitter, YouTube and Google+** pages. Here you will be able to view beautiful scenes, amazing wildlife interactions, and exciting updates of our latest sightings, projects and other news.

- Facebook: www.facebook.com/Wilderness.friends
- Twitter: twitter.com/wearewilderness
- YouTube: www.youtube.com/user/WildernessSafaris
- Pinterest: www.pinterest.com/wildernesssaf/
- Instagram: www.instagram.com/wearewilderness
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- Multi Media: <https://soundcloud.com/user-272721103>