



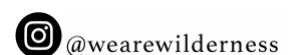
WILDERNESS24 CELEBRATES 10 YEARS OF PIONEERING SAFETY STANDARDS IN THE SAFARI INDUSTRY

August 2023 – As a world-leading conservation and hospitality company, Wilderness is thrilled to celebrate a decade of Wilderness24 – a pioneering risk and incident management system that has positively influenced numerous safety standards across Africa’s safari industry.



“The health and safety of both our staff and guests is of great importance to us, and we are proud to celebrate this exciting milestone. Wilderness24 remains a one-of-a-kind in our industry, offering a sophisticated, robust and tailored approach to proactive safety, as well as incident response across all of our regions”, said Malora Keevey, Wilderness Group Risk and Wellbeing Manager.

With years of experience operating in remote areas, Wilderness’ holistic approach to safety and wellbeing includes tailor-made Emergency Response Plans in place for all areas in which the company operates. From a delayed flight to lost luggage, or a medical issue (whether minor or major), Wilderness has the right people in the right place.





WILDERNESS

“When it matters most, we are ready with a plan. Backed by Park.Doctor, Wilderness24 is on hand 24/7/365, ensuring any situation requiring attention is well planned for, and seamlessly taken care of. Our guests can literally sit back and relax, knowing that they can enjoy their entire wilderness journey with complete peace of mind – from start to finish”, she added.

As a result of the data and the mitigation efforts handled by our risk management team, Wilderness has been able to make even bigger investments in this field, such as buying a Cessna Caravan simulator, which is scheduled to arrive in Maun in 2023 – another first for the industry.

Wilderness is further increasing proactive risk management and safety measures, such as the deployment of medical professionals into concessions and the introduction of a wilderness first-responder learning management system (both managed by local regional medical partners and supported by Park.Doctor).

“Wilderness24 has really gained traction in the trade space, in terms of being a trusted travel partner, because of how well we manage incidents and risk situations, and we hope to leverage that even more in the coming years”, Malora noted in conclusion.

As pioneers of conservation and hospitality, this innovative service for staff and guests significantly elevates the company’s commitment to crafting memorable and safe, life-changing journeys.

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About Wilderness:

Wilderness is a world-leading conservation and hospitality company, offering unforgettable and exclusive adventures that positively impact conservation and communities. Operating in eight countries, with more than 60 exceptional camps and lodges, Wilderness helps protect some 2.3 million hectares (6 million acres) of exclusive wilderness. Its goal – to double that by 2030. Wilderness has been creating impactful journeys for four decades, with its beginnings in Botswana in 1983. Wilderness’ purpose today is stronger than ever: To increase the world’s wilderness, together.

www.wildernessdestinations.com

