



WILDERNESS

# 40 Years of Pioneering Conservation and Hospitality

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VIRTUOSO TRAVEL WEEK

01 AWARD-WINNING  
PORTFOLIO

02 WILDERNESS DMC

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VIRTUOSO TRAVEL WEEK

# AWARD-WINNING PORTFOLIO

OUR PURPOSE

Increase the  
world's  
wilderness,  
together



A wide-angle landscape photograph showing a person standing on a rocky ridge in the foreground, looking out over a valley. A river flows through the valley, surrounded by green vegetation. The background features rugged, brown mountains under a clear blue sky. The overall scene is arid and scenic.

OUR BUSINESS GOAL

“To double the amount of land we help protect by 2030”.

The story of our business is one best told in two halves:  
Conservation and Hospitality. These halves are equally important  
and deeply linked



HOSPITALITY



CONSERVATION

By bringing guests to discover the  
beating pulse of Earth's ultimate  
untamed places...

Our hospitality success dictates our  
conservation impact efforts...

The more guests and partners we  
involve in our purpose...

...we impact communities through park lease fees,  
employment and by using locally sourced produce  
in our camps.

...as it enables us to support educational  
programmes, human-wildlife conflict and  
ongoing empowerment

...the greater the impact we can have in helping to  
protect these iconic and wild destinations.



# Guest Profile



Over 150 000

GUESTS HAVE TRAVELLED WITH WILDERNES



50%

FEMALE



50%

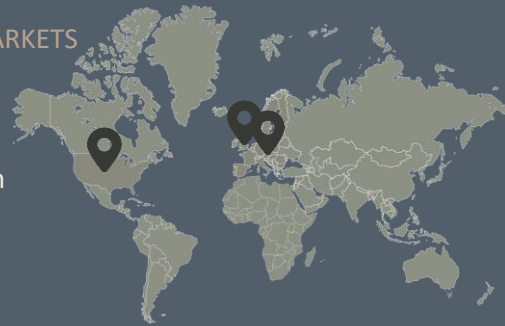
MALE

## TOP FEEDER MARKETS

United States

United Kingdom

Europe



## INTERESTS



TRAVEL &  
DISCOVERY



WILDLIFE  
CONSERVATION



PHOTOGRAPHY



FOOD & WINE



PROFESSIONS: Finance, Consulting and Entrepreneurs

## Travel Habits

BASED ON OUR TOP 1 000 REPEAT GUESTS

25%

ARE REPEAT GUESTS TRAVELING  
EACH MONTH

6

AVERAGE NUMBER OF CAMPS VISITED

3

AVERAGE NUMBER OF TRIPS TAKEN

7-9

AVERAGE NUMBER OF DAYS PER TRIP



# The Wilderness Value Proposition

01

**Africa's most reputable conservation tourism platform** that has been recognised as a proven framework for achieving positive environmental and social change, and serving as profitable business model.

02

The **most highly awarded lodges and camps in Africa** for over 35 years providing guests unparalleled, exclusive and intimate access to the best-conserved tracts of land and wildlife.

03

**The largest destination management company (DMC) in Africa** providing a highly engaged and affluent customer base and prospective travellers access to 3000-plus properties across multiple African countries promoted via a sophisticated and dynamic cross-channel marketing and sales ecosystem.

04

Deep, **long-standing relationships with travel partners** that expand the reach of the business globally.

05

A **proprietary online booking platform** – itrvl - that supports sales growth for agent networks via live booking availability, custom-branded video itineraries, reduction in bank charges, refund flexibility backed by global insurers, and more.

06

A **world-class team of seasoned conservationists, scientists and wildlife experts** paving the way for a better future.



OUR POSITIONING

# An “Out of Camp” Experience

For us, having a beautiful camp is table stakes. We believe that what sets us apart is the ‘out of camp’ experience that we deliver.

## 01

### WHAT WE DELIVER

Guests come looking for thrill and adventure. To get immersed in real nature and culture. Learn new things. Discover Earth’s most exciting places for themselves. This is what Wilderness delivers!

## 02

### BEST DESTINATIONS

Because we were one of the first in our industry, we have access to the best wilderness destinations in Africa. Bringing your guests to discover these ultimate, untamed places is how we create one-of-a-kind experiences.

## 03

### BEYOND A BEAUTIFUL CAMP

We pride ourselves on exceptional hospitality, and will continue to place a huge amount of value on our in-camp offering. However, our camps are about immersing your guests in nature and the culture of the place in every way possible. Making every experience about exploration and discovery.

## 04

### UP, CLOSE AND PERSONAL

In short - we help your guests discover the beating pulse of Earth’s ultimate, untamed places. This is how Wilderness is best sold.

# Our Seven Brand Pillars

These pillars position us in way to appeal to customers, which ultimately allows us to increase the world's wilderness, together.

ICONIC WILD DESTINATIONS	THE BEST WILDLIFE EXPERIENCES	INDUSTRY-LEADING GUIDES	IMMERSIVE ARCHITECTURE	CULTURAL EXPLORATION	SEAMLESS, TRUSTED TRAVEL	SHARED IMPACT
<p>Being in Africa first means that we have access to the most pristine wild tracks of land on Earth.</p> <p>Nowhere else on the planet can guests immerse themselves more fully in nature as they discover the extraordinary sights and sounds of Africa.</p>	<p>We are located on private conservation land in the most densely populated wildlife habitats on Earth, with the most amount of land per guest to explore than anyone else in our industry.</p> <p>This allows us to create a diversity of thrilling wildlife experiences for your guests.</p>	<p>We are proud to recruit and train the industry's best guides, who are experts at weaving experiences around what every unique guest wants to find and do.</p> <p>They can create wholesome family-friendly adventures, teach guests how to track and understand the wildlife they love, and teach them photograph their safari.</p>	<p>Immersive architecture philosophy: we have the best camps in Africa, set in places inaccessible to anyone else.</p> <p>But they're not just beautiful. They're carefully designed to immerse guests in nature and unlock the full sensory journey of each place they visit, while touching the earth beneath it with the lightest possible footprint.</p>	<p>Our approach to food is one of quality and healthy options, but our focus is on locally grown produce that promotes sustainable and organic farming practices rather than providing cuisine that can be accessed anywhere else in the world.</p> <p>Local cultures are brought to life in each destination by staff, who are passionate about sharing their backgrounds and traditions. Some destinations offer guests the opportunity to travel outside of camp and further immerse themselves in nearby cultures.</p>	<p>We make sure your guests feel confident, safe and looked after from the moment they land in Africa. As well as immediate on-the-ground 24/7 support from all Wilderness teams, guests are also covered by Wilderness24 (our industry-leading emergency, safety and logistics support) during their stay.</p>	<p>Every guest who travels with us helps fund our conservation impact. They're a big part of the impact we have on the wildlife, nature and local communities in each place we operate.</p>

OUR AFRICAN FOOTPRINT

# World's Largest Conservation and Hospitality Company



## OUR AFRICAN FOOTPRINT

2.3 MILLION HECTARES UNDER  
OUR INFLUENCE

BOTSWANA  
25 CAMPS

KENYA  
7 CAMPS

NAMIBIA  
9 CAMPS

RWANDA  
3 CAMPS  
WILDERNESS TOURING

SOUTH AFRICA  
WILDERNESS TOURING

TANZANIA  
1 CAMP

ZAMBIA  
6 CAMPS

ZIMBABWE  
9 CAMPS  
WILDERNESS TOURING



60+ CAMPS



1006 BEDS



29 AIRCRAFT

# Portfolio of our Awards



Africa's Leading  
Luxury Safari  
Company





# WILDERNESS

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02



VIRTUOSO TRAVEL WEEK

# WILDERNESS DMC



W I L D E R N E S S

Discover Earth's Ultimate,  
Untamed Places

## WHY WILDERNESS DMC

- Access to the best wildlife destinations in Southern and East Africa.
- Operating 60 camps in seven countries, found mostly on private concessions.
- Sharing and conserving 2.3 million hectares, and counting...
- And with our complete tailor-made DMC services, we are able to create safe and seamless journeys across, and between, each of these destinations.

*We've been creating unrivalled  
journeys through Africa's most  
iconic wild destinations with our  
partners since 1983*

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What started as a passionate group of African guides in 1983 is now a world-leading conservation and hospitality company, responsible for helping to protect and share 2.3 million hectares (over 6 million acres) of wilderness across our planet – and counting...

WHY WILDERNESS DMC

# Associated Product

- Our extensive network gives us access to excellent rates to pass on to our agent partners.
- Our team personally vets each property.



CAPE TOWN AND THE DRAKENSBERG





WHY WILDERNESS DMC

# Wilderness Touring

- Tours and transfers made easy. Our own guides, vehicles and tailored experiences in Cape Town, Victoria Falls, Kigali, Livingstone, Windhoek. Nairobi and Arusha.
- Your guests, our VIPs – a meet-and-greet at each hub.

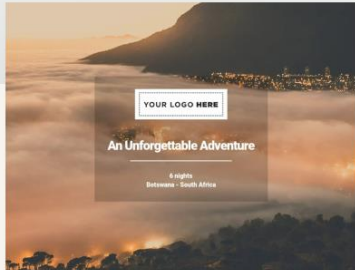
WHY WILDERNESS DMC

# Wilderness Air

- Connecting your guests to Africa's remote wilderness areas, safe and sound.
- 29 light aircraft across Botswana, Namibia and the Zambezi region.



# Become productive, powerful and profitable with itrvl



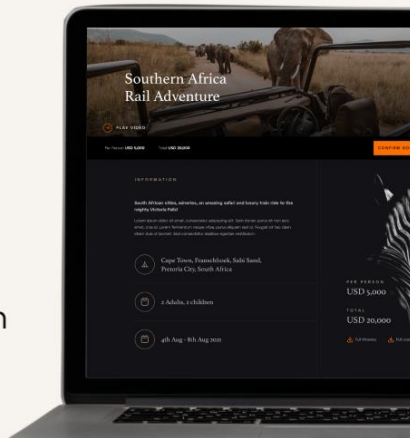
Live Availability and Rates at your Fingertips!



White-Labeled Video Itineraries and Client Portals!



An Integrated Payment System for your Accounting Needs!



WHY WILDERNESS DMC

## itrvl

- Powerful and intuitive booking tools. From conception to completion.
- Live availability. Rates and bookings in real-time.
- Engaging in white-labelled video itineraries and travel documents.
- Vast library of Wilderness and Associated Product-related information.

WHY WILDERNESS DMC

# Wildernes24

- Incident Management (medical or otherwise) 24/7/365.
- Direct access to a team of medical professionals (free of charge).
- Pre-travel advice and guidance for guests with specific medical needs or concerns.
- Your guests' peace of mind.



#### WILDERNESS TRAVEL DESIGNERS

- Unrivalled knowledge of Africa.
- Dedicated Travel Designers specialising in all agency types.
- Experts in itinerary and journey creation.
- Seven regional offices.
- Powerful and intuitive booking tools. From conception to completion.
- Live availability. Rates and bookings in real time.
- Strong B2B relationships forged over four decades.
- Full-service ground handler for Southern and East Africa.

#### PANDEMIC PROTECTION

- 100% refundable cancellation policy (Wilderness Product only).
- Rewarding postponement policy for you and your guests

#### EMERGENCY AFTER HOURS

- Emergency After-Hours Service available evenings, weekends and public holidays.
- Emergency services available to assist with medical emergencies and last-minute amendments.
- Contact details +2782 576 9173 (also available on WhatsApp)

#### BIG IMPACT, LIGHT FEET

- Every bednight counts. A portion of every booking goes to conservation and community.
- We tread lightly on the Earth. We operate sensitively and build our camps with a mindful footprint.
- Our ultimate goal: to increase the world's wilderness, together



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VIRTUOSO TRAVEL WEEK

# GROWING OUR GLOBAL FOOTPRINT

HOW DO WE GET THERE

# Moving into New Areas

Wilderness is expanding into new areas . There are many wild places across the planet that need our protection. Our team has been busy researching and developing product to grow our footprint in new locations within Africa – as well as beyond the continent. Watch this space...





## OUR PLANS FOR THE FUTURE

### **Our goals remains the same as they have always been:**

We remain committed to building sustainable conservation economies in Africa.

We remain dedicated to our vision of conserving and restoring Africa's wilderness and wildlife by creating life-changing journeys and inspiring positive action.

### **But we aspire to further:**

- Double the amount of conservation land in our custodianship – from its current 2.3 million hectares to 5 million hectares.
- Expand conservation coverage across Africa, by bringing sustainable tourism to regions in need.
- Protect more biomes outside of bushveld savannah, thus conserving a greater diversity of flora and fauna.
- Make a bigger difference to the continent – and ultimately the planet.

**And we plan to use our pioneering conservation tourism model in order to achieve this.**





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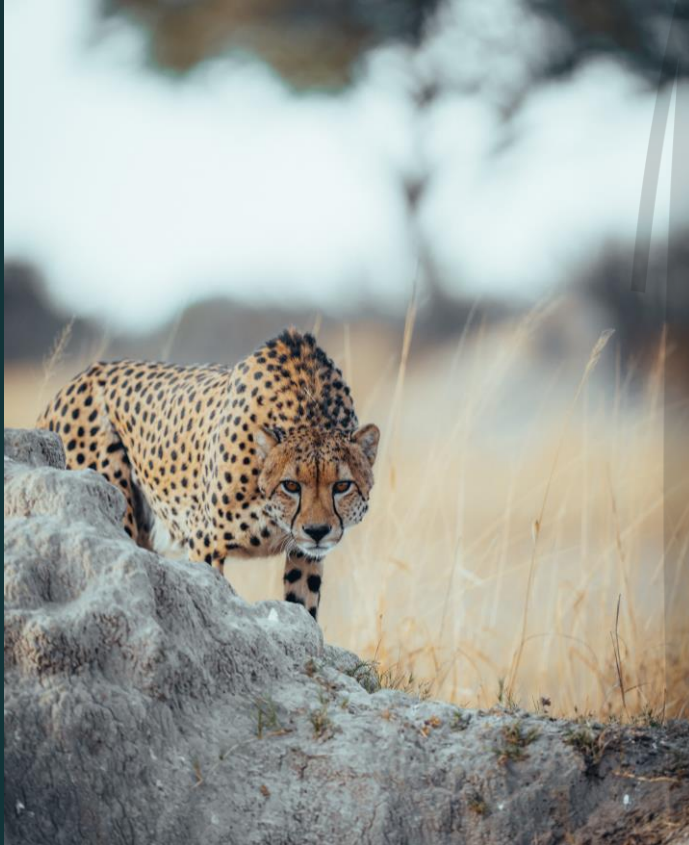


04

## Our Impact

Across many of our areas of operation, limited access to education and economic opportunity lead to over-reliance on the natural environment and threats to biodiversity.

In order to tackle these specific threats, Wilderness has developed its own Impact Theory of Change.



- Not only will a clear Theory of Change allow us to evaluate our true impact, but it also provides a ‘North Star’ to guide the company.
- The Theory of Change identifies clear outcomes that we as a company aim to work toward.
- Only once those identified outcomes are reached will we be able to say that we've had the impact we are striving for.
- Improved local community access to wildlife tourism benefits
- New economic opportunities linked to the tourism supply chain
- Improved access to learning
- Humans and wildlife being better protected from each other
- Increased, self-determined community development initiatives
- Protection of large-scale habitats and carbon sinks



EMPOWER



OUR IMPACT FRAMEWORK

EDUCATE



PROTECT



# EMPOWER

Employment and local small-business support reduce reliance on natural resources. This mitigates the knock-on impact on wilderness and wildlife.

# EDUCATE

A woman with blonde hair, wearing a white shirt and blue jeans, is sitting on the ground and talking to a group of children. The children are wearing maroon school uniforms with yellow accents. One child in the foreground is wearing a pink shirt and a maroon tie. The scene is outdoors, and the background is slightly blurred.

Improved education increases economic opportunity, family resilience and support for conservation. We do this through environmental education programmes and support of schools, primarily through our Children in the Wilderness programme.





# PROTECT

Human-wildlife co-existence, and wildlife security programmes, protect people from wildlife – and wildlife from people.



OUR IMPACT

Our  
conservation  
and  
community  
partners

IMPACT PARTNERS

# Children in the Wilderness

Children in the Wilderness (CTIW) aims to facilitate sustainable conservation through leadership development and education of children in Africa.

CTIW is an environmental and life skills educational programme for children, focusing on the next generation of decision-makers, inspiring them to care for their natural heritage and become the custodians of these areas.





IMPACT PARTNERS

# Wilderness Trust

The Wilderness Trust, an independent non-profit entity supported by the Wilderness Group, assists various projects across Africa. The Trust's objectives are aligned to the Wilderness Impact strategy to ensure that Wilderness, through the support of its guests, is well placed to reach the identified outcomes set out in the Impact Strategy.

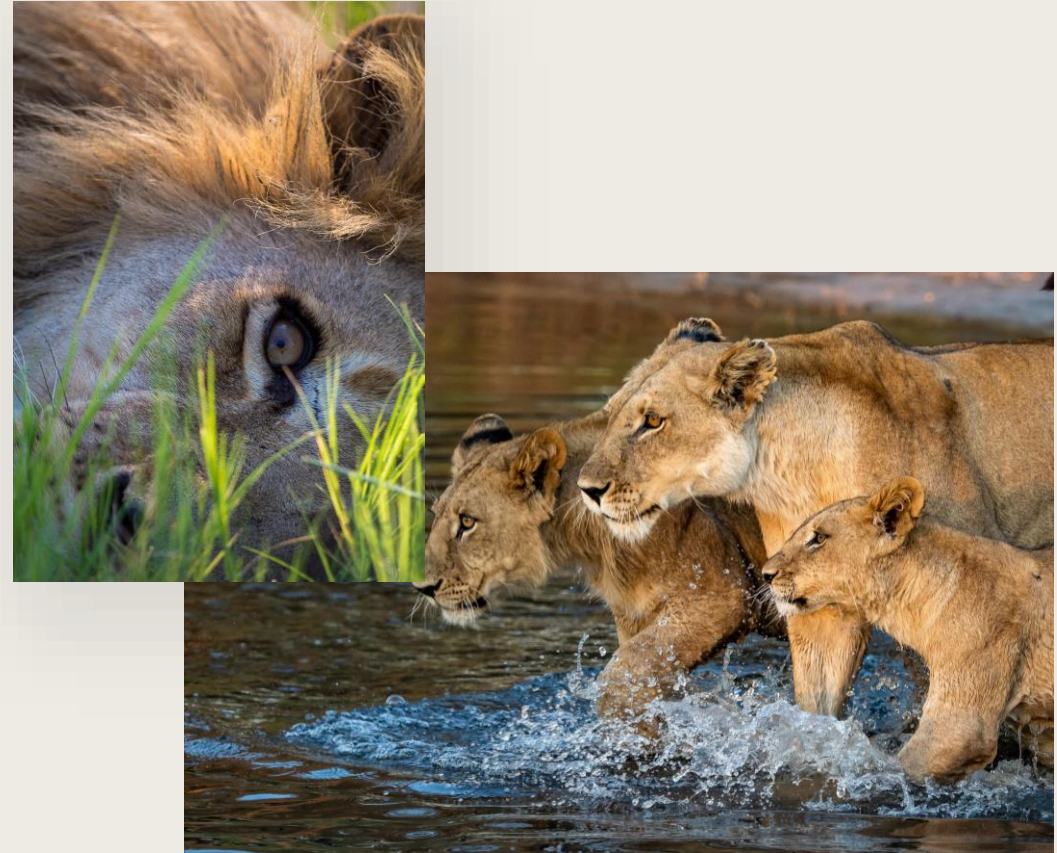


IMPACT BENEFICIARIES

# Communities Living Among Wildlife Sustainably (CLAWS)

**Wilderness has partnered with local Botswana non-profit, Communities Living Among Wildlife Sustainably (CLAWS), to help reduce human-wildlife conflict in the Okavango Community Trust (OCT) areas neighbouring Wilderness Vumbura Plains.**

- CLAWS engages communities in non-lethal activities
- Promotes co-existence and stops poison use
- A two-pronged approach using tradition and technology
- Automated alert system that delivers SMS messages to farmers
- Wilderness intends to purchase this rurally farmed beef, which is rangeland- and wildlife-friendly.



IMPACT BENEFICIARIES

# Hwange Against All Odds

**Despite all the challenges Zimbabwe has faced over the years (political unrest, social upheaval, hyperinflation and virtual economic collapse), we have continued to drive conservation tourism in the region, making a massive positive impact on the wildlife of the area and local community empowerment.**

Increasing its range significantly in 2022, the Scorpion Anti-Poaching Unit has already:

- covered more than 1,341 km on 136 foot patrols,
- while 15 vehicle patrols covered more than 758 km.

To date, SAPU has removed 2,400 snares during 1,548 patrols and provides essential wildlife protection in the south-eastern section of Hwange.



IMPACT BENEFICIARIES

# Conservation Coalitions

**Wilderness Desert Rhino Camp (DRC) and Save the Rhino Trust Namibia (SRT) are partners in a significant conservation coalition. Established in 2003, their success is a showcase for private sector, NGO and local communities' collaborative efforts to conserve a Critically Endangered African pachyderm, the black rhino.**

The camp's core purpose is to protect the survival of this iconic species, with guests directly impacting rhino conservation through their journeys, helping to protect Africa's largest free-roaming population of black rhino.

The camp serves as a base for one of SRT's tracking and monitoring teams, with the operational costs covered by Wilderness.







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VIRTUOSO TRAVEL WEEK

# WILDERNESS USAWA SERENGETI

# Serengeti National Park

## QUICK FACTS:



### GEOGRAPHIC SIZE

+/- 15,000 sq. km



### ACCESS

Nearest airstrip to the camp



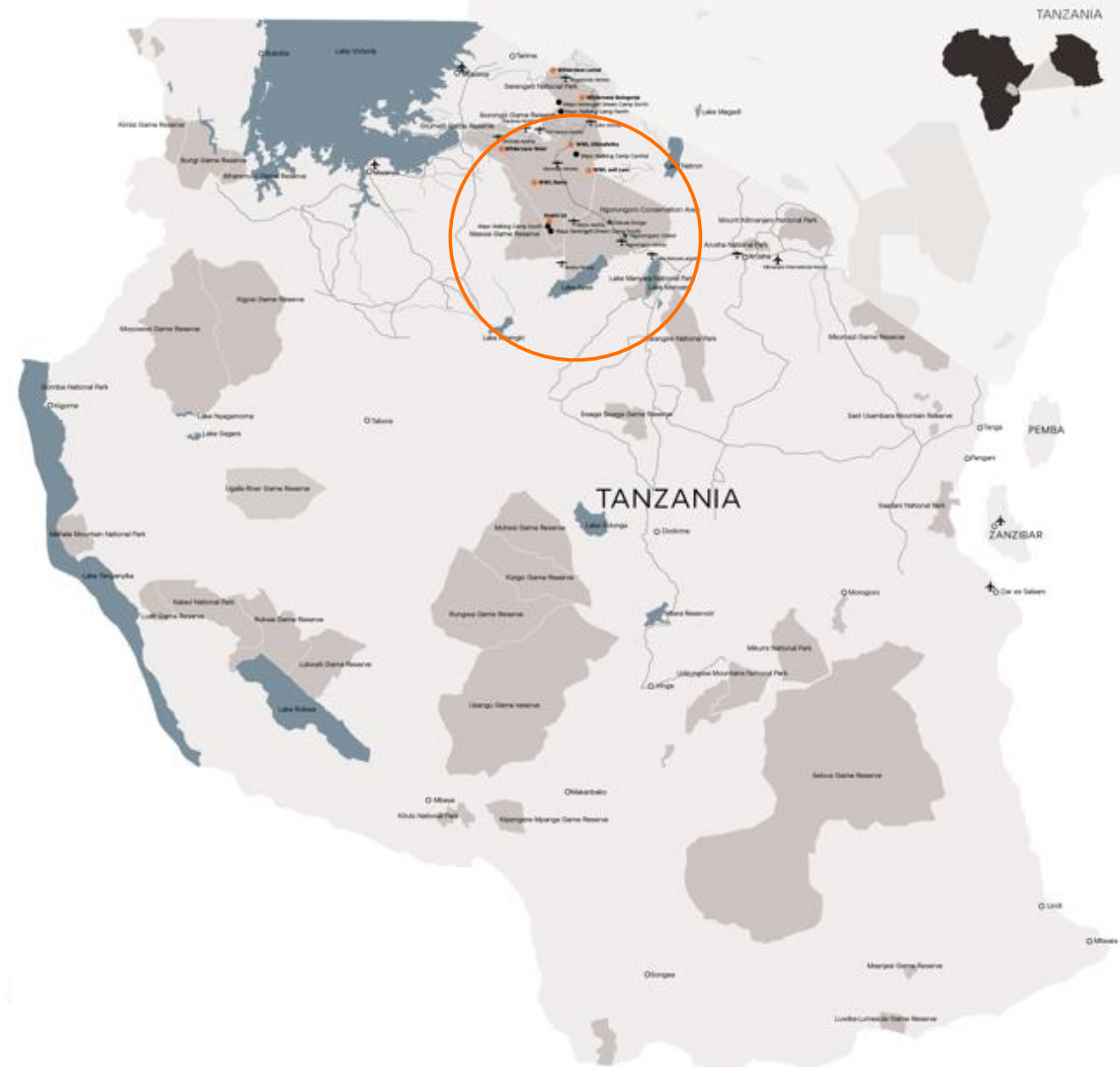
### BIRDLIFE

Around 500 species



### LION POPULATION

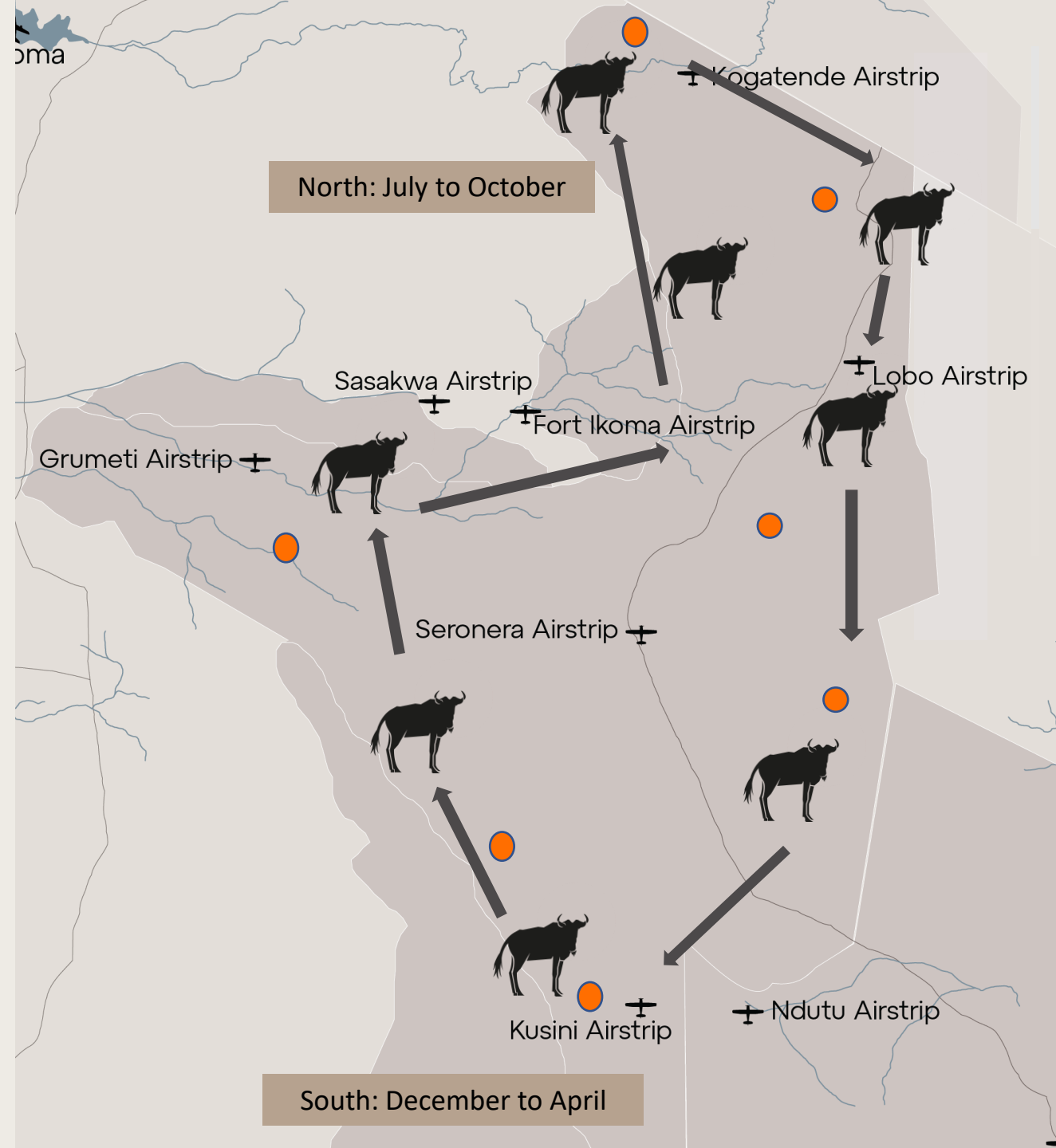
Around 3,000 animals



THE LARGEST HERD MOVEMENT ON EARTH

# Africa's greatest spectacle

- The Great Migration is the **largest herd movement of animals on Earth**, Africa's greatest spectacle.
- **Two million wildebeest, zebra, Thomson's gazelle, topi and other herbivores** move across the Serengeti-Mara ecosystem in search of nutritious grazing grounds and water.
- **Traversing the breadth of the plains** here, the animals focus intently on heading to the north of the park; they then take the long journey back south again, breeding and birthing along the way.
- More than **300,000 births** and **dozens of death-defying river crossings** mean constant predator-prey interaction on the Serengeti's plains – providing a banquet for lions, hyenas and crocodiles.



# KEY HABITATS



## Acacia woodlands

Secure habitat for smaller predators and birds



## Rock kopjes

Distinctive rocky outcrops favoured by lions, used as vantage points over the plains



## Open savannah

Vital grazing for migratory plains game

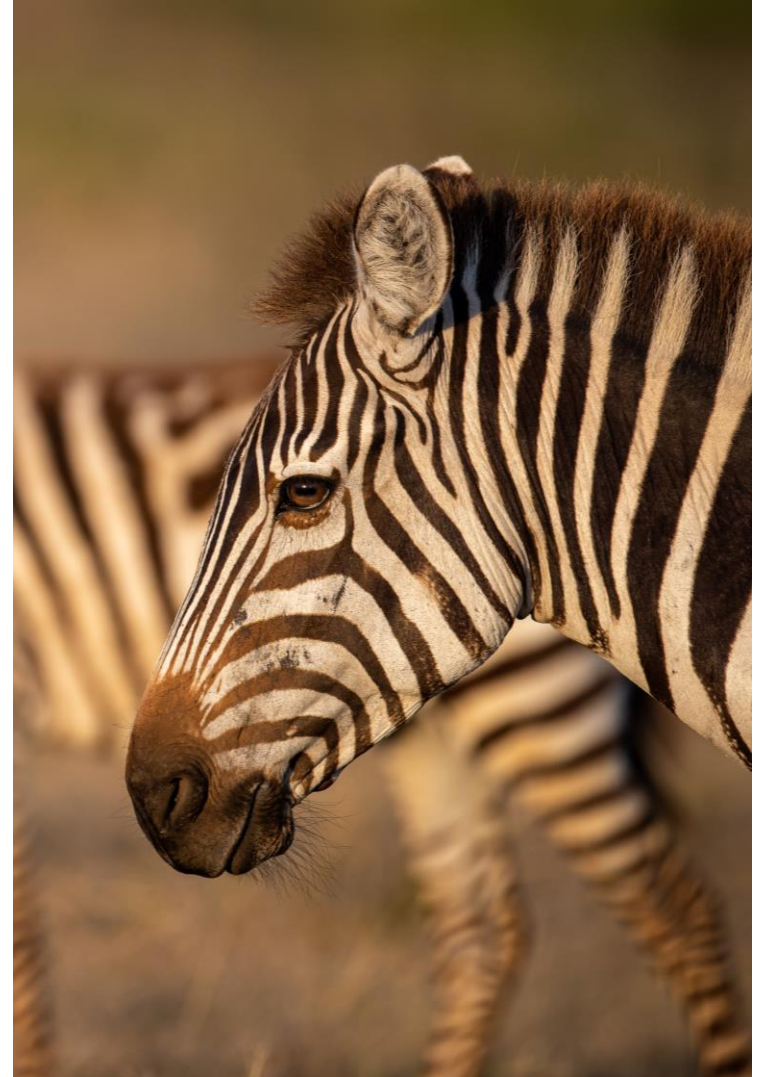


## Riverine forest

Dense forests of evergreen trees along the few rivers

# KEY WILDLIFE SPECIES

BLUE WILDEBEEST, LION, ZEBRA



BAT-EARED FOX, BLACK-BACKED JACKAL



LEOPARD, MASAI GIRAFFE

HOODED VULTURE, WHITE STORK,  
YELLOW-NECKED SPURFOWL





# What's in a name?

Usawa means balance in Kiswahili. It is this balance that makes the Serengeti the most intact ecosystem on the planet. From the dung beetle that fertilises the soil to the topi feeding in the valleys, to the millions of migrating herbivores, and all the predators who depend on these herds. Every species lives in perfect balance with the species beside it, to ensure that this phenomenal ecosystem functions as a single organism.

Wilderness Usawa Serengeti is far from the crowds yet close to the action.



W I L D E R N E S S

USAWA SERENGETI

CAMP DETAILS

# Wilderness Usawa Serengeti



**ALLOCATED BEDS**

12



**ALLOCATED VEHICLES**

4



**MINIMUM AGE**

12



**OPENING DATE**

1st camp opens in mid-July 2023

2nd camp opens end of September 2023



**ACCESS**

Into nearest airstrip to the camp

UNIQUE SELLING POINTS

# Usawa Serengeti

- Near the migratory herds but set **away from the high-density tourist spots**.
- The tented camp's exquisite design and mindful décor add a thought-provoking aspect to guests' already **very remote and private East African experience**.
- The flexibility of our luxurious Wilderness Usawa Serengeti camp:
  - Allows us to move at short notice between our nine campsites situated at crucial migration intersection points within Serengeti National Park.
  - This guarantees guests are at the heart of the drama and in the best locations to experience the Great Migration, following the ever-moving mega-herds.



USAWA SERENGETI

# Activities



Game drives  
morning and  
afternoon only;  
all day on  
request



Star gazing



Guided  
nature walks  
(minimum age  
11)



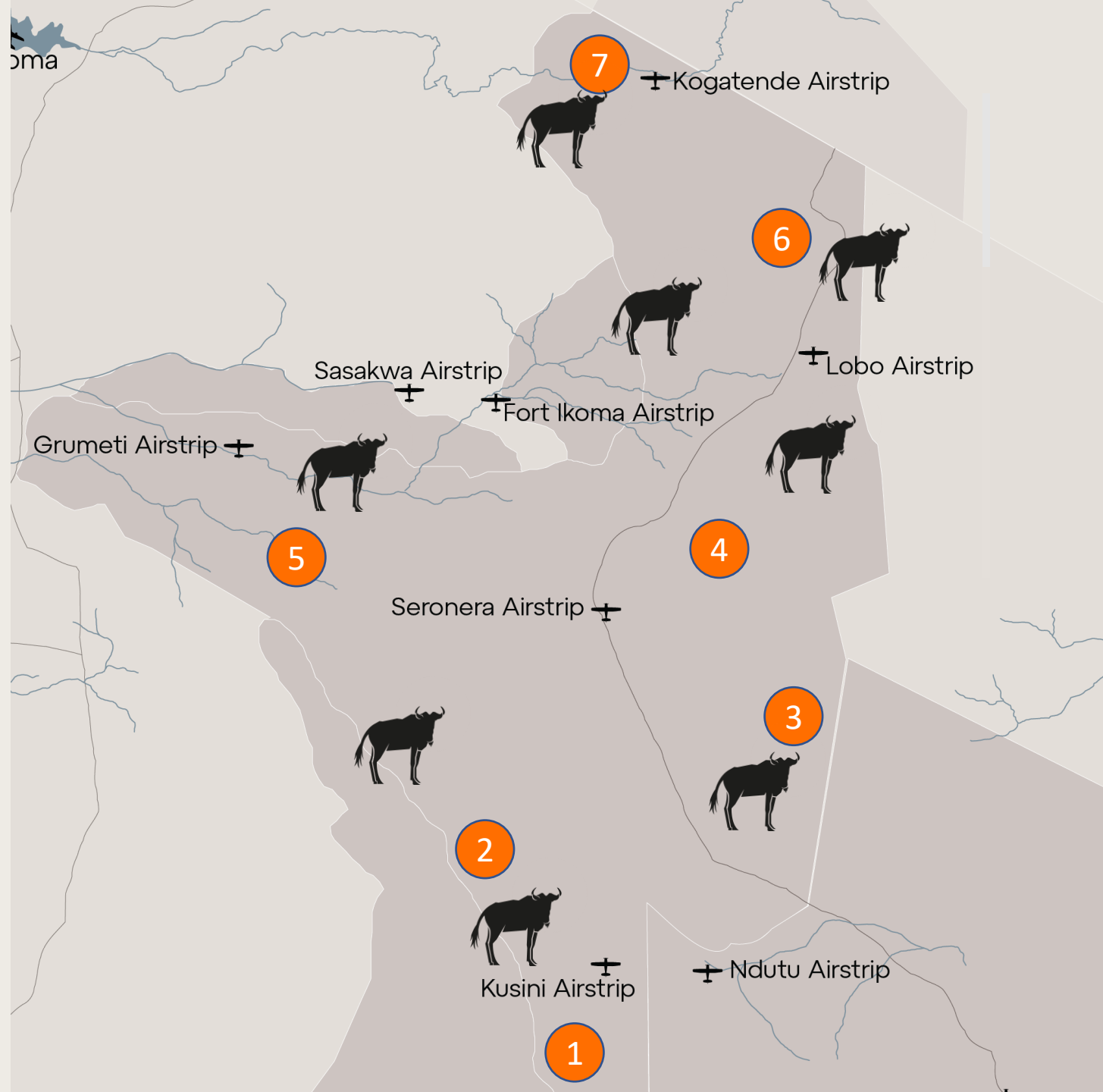
Birding



THE LARGEST HERD MOVEMENT ON EARTH

# Camp locations

1. Kusini (south): December to March
2. Moru West Area (central/south): December to May
3. Ngarenanyuki/Gol Kopje area (east): February to March
4. Kilimafetha Area (central): June to July
5. Grumeti (west): May to July
6. Bologonja (north): July to November
7. Lamai (north) July to November





USAWA SERENGETI PURPOSE

# Uplifting the community

Wilderness is proud to note that through formal training programmes for underprivileged children and by educating and upskilling the community, it empowers local residents to reduce their reliance on poaching, snaring and cutting down trees. By working with the authorities and other local partners, Wilderness strives to help protect the phenomenal natural areas of Serengeti National Park.

ACCOMMODATION

# Intimate and authentic

With open-plan tents and with view-facing beds, Wilderness Usawa Serengeti is an intimate, authentic tented camp, offering the thrill of an immersive tented experience in pristine wilderness settings without forfeiting any of the comfort or luxury Wilderness guests are accustomed to.



ACCOMMODATION INTERIOR





ACCOMMODATION INTERIOR



BEDROOM

WILDERNESS USAWA SERENGETI

# Facilities



## 6 TENTS

6 tents, 12 beds.  
No family unit.



## SOLAR

100% solar powered



## TENT SIZE

36m<sup>2</sup> (6m x 6m).



## CHARGING STATIONS

Charging stations available  
in the tented suites and  
main dining tents at all  
times



## LIGHTING

Generous rechargeable  
solar lights with no cables  
providing flexible  
positioning



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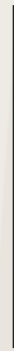
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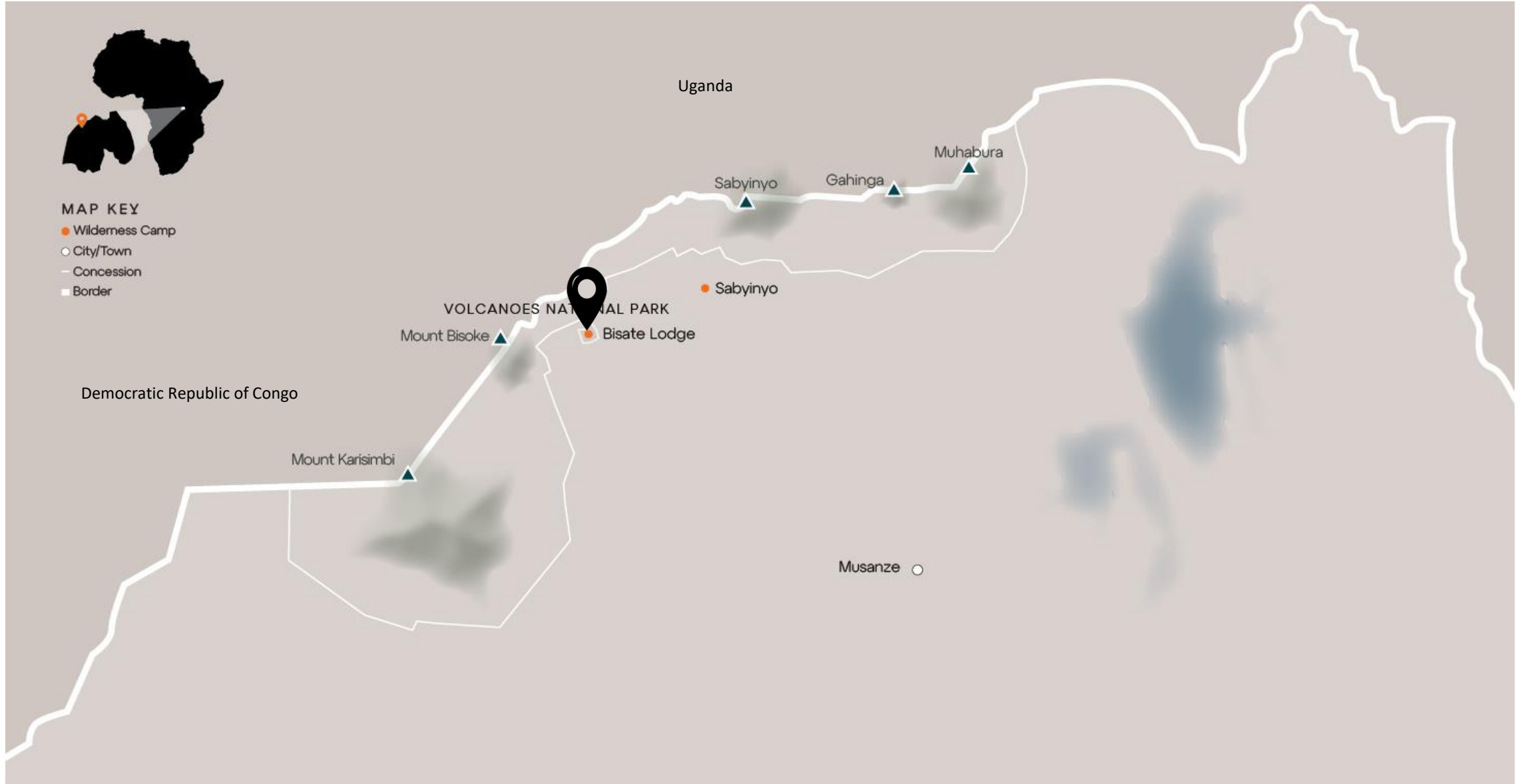
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06



VIRTUOSO TRAVEL WEEK

# WILDERNESS BISATE



UNIQUE SELLING POINTS

# BISATE

- Easy access to Volcanoes National Park – **the best place for intimate interactions with habituated gorillas.**
- Scenic and biodiverse, the rainforest offers a **phenomenal array of Albertine Rift species**, including golden monkeys as well as many endemic birds.
- **Trek one of three volcanoes**, discover the legacy of the legendary primatologist Dian Fossey and visit the Ellen DeGeneres Campus of the Dian Fossey Gorilla Fund.
- At the lodge guests can assist with its **visionary reforestation project** by planting a tree; or enrich their experience through meaningful engagement and interactions with the local community.



# About Bisate



6 Forest  
Villas



Guided walks and  
drives



Reforestation  
programme



Gorilla  
trekking



Cultural  
excursions



BISATE PURPOSE

# A conservation tourism first

The vision of Bisate is to be a model of sustainable hospitality and conservation in Rwanda. Its pioneering reforestation and rehabilitation projects mean each guest partners with us in contributing to biodiversity initiatives and local community upliftment, making a far-reaching positive impact on an iconic endangered species: the mountain gorilla.



ACCOMMODATION

# Sublime Forest Villas

- Since opening in 2017, luxurious Bisate has been awarded, and continues to receive, numerous accolades for its visionary impact and sublime accommodation.
- Both the architecture of the lodge, and the interiors of the six exquisitely appointed en-suite Forest Villas mindfully embody the traditions of Rwandan royalty.
- Bisate's superior hospitality is inspired by its exuberant staff, cultural interactions and its sophisticated, locally sourced cuisine.



GUEST SUITE













MAIN LOUNGE AREA



MAIN DINING AREA AND BAR



BISATE KWANDA DAY LOUNGE







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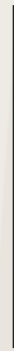
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VIRTUOSO TRAVEL WEEK

# WILDERNESS UPDATES



WILDERNESS UPDATE

## Kafue Value Add

We have introduced a fantastic value add at both Wilderness Shumba and Wilderness Busanga Bush Camp, which includes in-tent treatments.

- Valid for a minimum four-night stay between two camps OR a four-night stay at only one of the camps listed above.
- A Moringa Radiance Facial as the complimentary 60-minute treatment is included for women.
- A Ulendo hand and foot massage for men is included as the complimentary 60-minute treatment.

WILDERNESS UPDATE

# Single Supplement

- We have dropped the single supplement surcharge outside of peak season in Zimbabwe, Zambia and Namibia.
- In Botswana, we have dropped it in low and shoulder season but retained it in May and peak season.
- Due to the small size of our camps and the high demand in Rwanda, we have retained the single supplement.





WILDERNESS UPDATE

# Free Flying

- Our free flying deal is valid until 31 December 2024, applicable to all bookings that meet the criteria and travel by that date.
- Book a minimum of 6 nights at our Wilderness camps in Botswana, Hwange and/or Livingstone (country-specific or in combination), and the first three qualifying legs (air and/or road) are free.
- Book a minimum of 8 nights or more at our Wilderness camps in Botswana, Hwange and/or Livingstone (either country specific or in combination) and the first four qualifying legs (air and/or road) are free.
- Applicable to circuit flights within Botswana, circuit flights between Victoria Falls and Hwange, and scheduled road transfers between Kasane, Livingstone and/or Victoria Falls as applicable.
- Terms & Conditions apply

WILDERNESS UPDATE

# Usawa Discount

- Wilderness Usawa Serengeti will follow the herds; far from the crowds, close to the action: two million animals, six tents, a priceless opportunity.
- Take advantage of a 20% opening discount, valid for all new bookings travelling between 17 July 2023 and 17 December 2023. This offer excludes the park fees.





WILDERNESS UPDATE

# First FGASA-accredited female guide in Rwanda

- Wilderness Magashi congratulates Assiat Ingabare for becoming the first Field Guides Association of South Africa (FGASA)-accredited female guide in Rwanda.
- She joins Herman Nkusi and Venuste Ndungutse, who also achieved their FGASA qualifications in March 2023.
- As this certification is highly regarded in the industry, it adds tremendous value to Wilderness Magashi guests' guided experience in Akagera National Park.





WILDERNESS UPDATE

# Zambezi Untamed!

A FAM trip specifically for Solo lady travellers.

01 to 11 October 2024

- Steenberg Hotel & Spa - 1 night
- Toka Leya - 3 nights
- Shumba - 3 nights
- Ruckomechi - 3 nights

**From** USD 15 500 per person (flights costs to be confirmed, Ts & Cs apply)



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