



WILDERNESS


40 Years of Pioneering Conservation and Hospitality

VIRTUOSO TRAVEL WEEK

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...

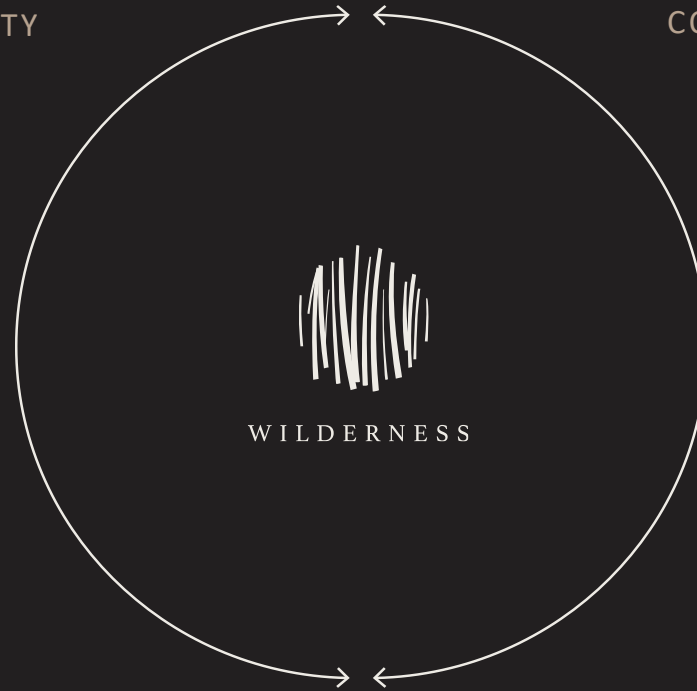
Our hospitality success dictates our
conservation impact efforts...

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.



WILDERNESS

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 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



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.





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*

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...

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.

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.

WILDERNESS AIR

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

ITRVL AND THE WILDERNESS WINDOW

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

OUR ASSOCIATED PRODUCT

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

WILDERNESS24

- 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.

EMERGENCY AFTER HOURS

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

PANDEMIC PROTECTION

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

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

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.



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 school children. The children are wearing maroon uniforms with yellow accents. One child in the foreground is wearing a pink shirt and a maroon tie. The scene is outdoors, and the woman appears to be engaged in an educational activity.

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.

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.





VIRTUOSO TRAVEL WEEK

WILDERNESS USAWA SERENGETI

Serengeti National Park

QUICK FACTS:



GEOGRAPHIC SIZE

+/- 15,000 sq. km



ACCESS

Nearest airstrip to the camp



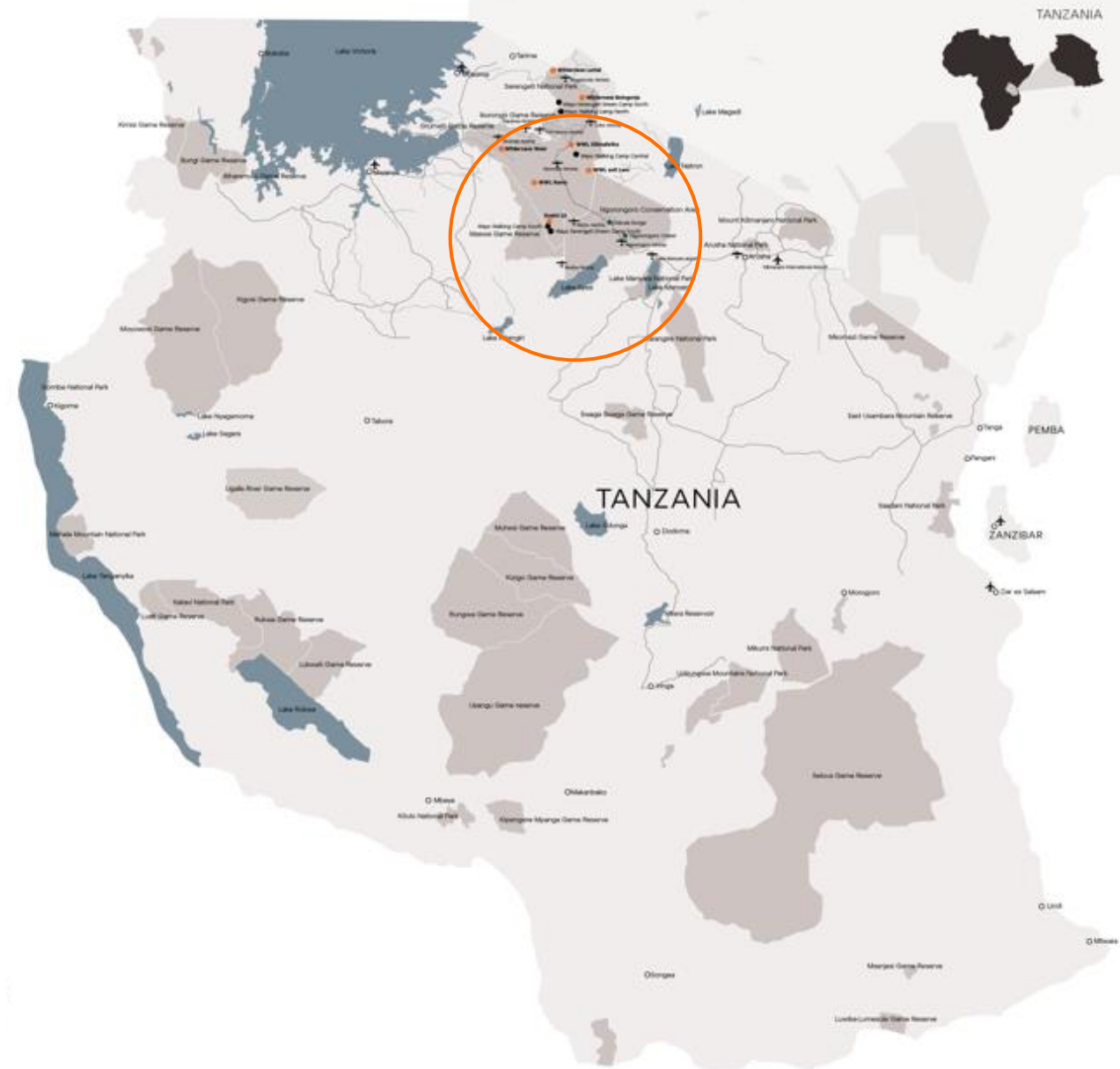
BIRDLIFE

Around 500 species



LION POPULATION

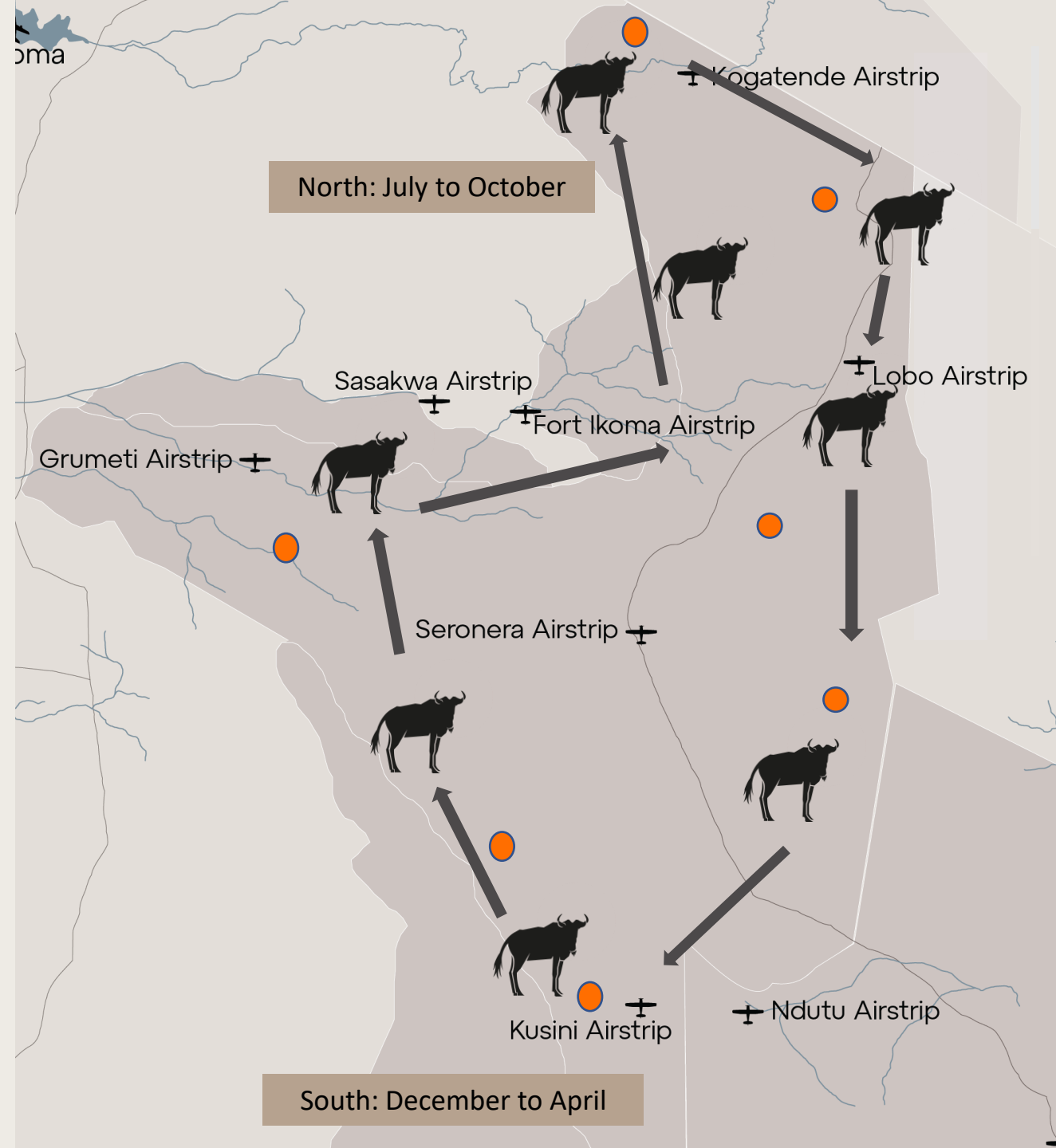
Around 3,000 animals



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.



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

USAWA SERENGETI

Activities



Game drives
morning and
afternoon only;
all day on
request



Star gazing



Guided
nature walks
(minimum age
11)



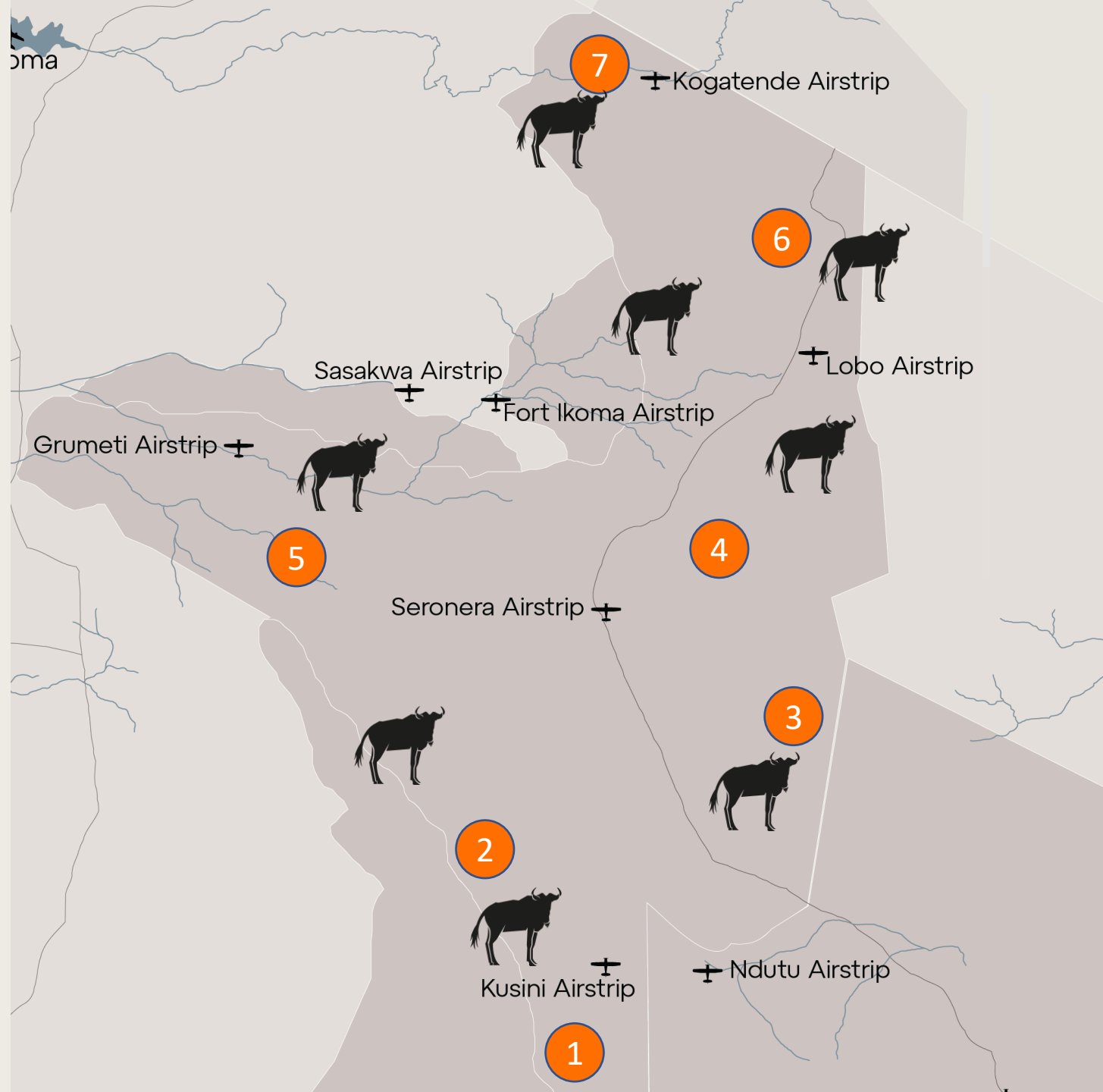
Birding



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





ACCOMMODATION INTERIOR



BEDROOM



VIRTUOSO TRAVEL WEEK

WILDERNESS MOKETE



As wild as it gets

- An unexplored region, exclusive to Wilderness and a private concession area of over 50,000ha of land.
- A place where you can fly over the same herd of buffalos for a solid 10 minutes.
- A place where lions hunt in the open grassland throughout the day.
- A place where you will be dazzled by mega herds of zebra, migrating through the area in the summer months.

EXCLUSIVE HIGH VALUE PHOTOGRAPHIC ZONE

Mababe



GEOGRAPHIC SIZE

50,330ha of private wilderness area



ACCESS

7-min helicopter access from Santawani airstrip
Self-drive via Mababe village
2024: New Mababe airstrip



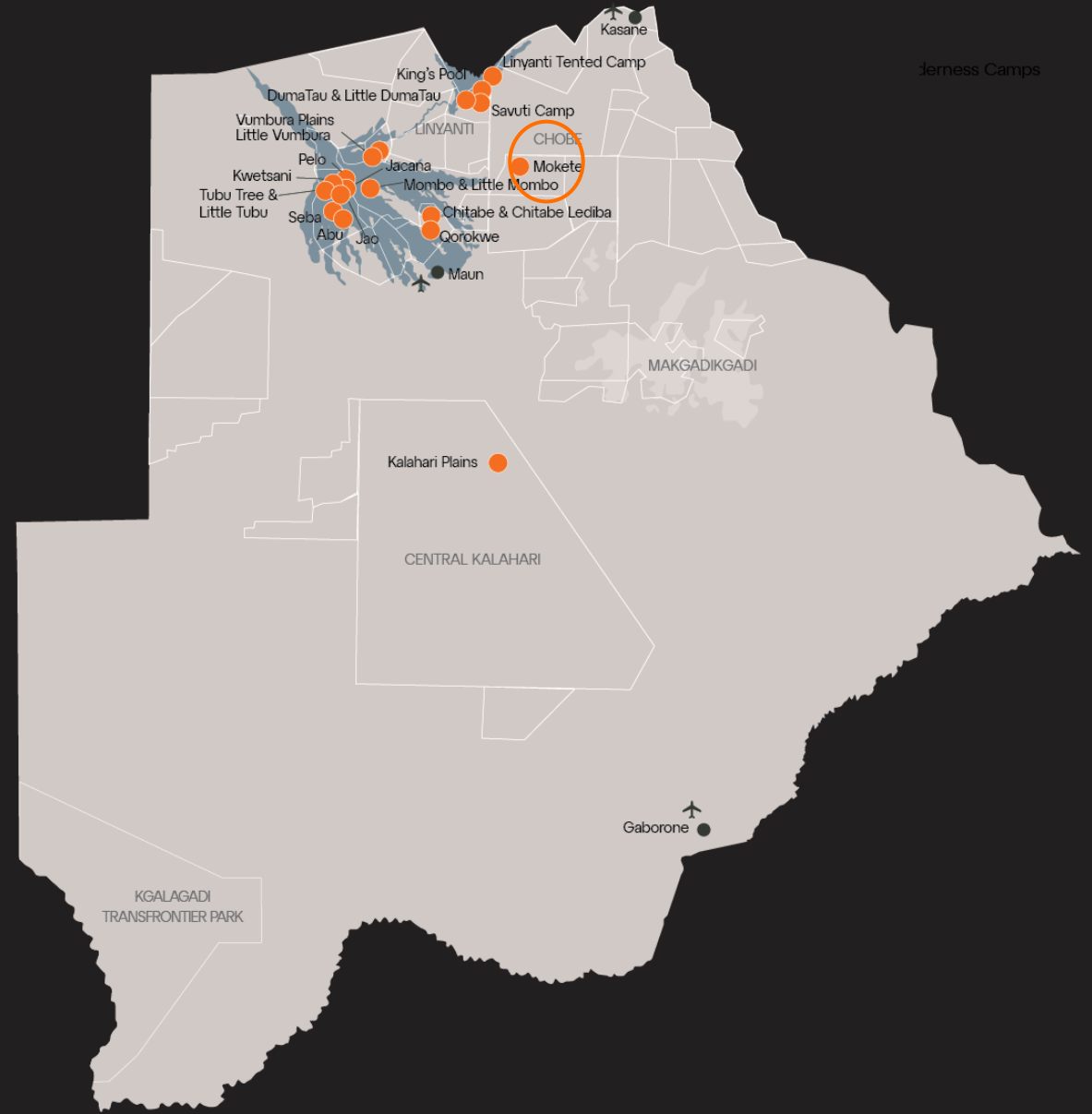
LEASE TENURE

15 years with option to renew for another 15 years



SELF-DRIVE DETAILS

Guests leave vehicles at Mababe village
15:00 pick-up transfer | 11:00 departure transfer
Convenient self-drive from Maun, Chobe and Moremi





CAMP DETAILS

Mokete



ALLOCATED BEDS

18



ALLOCATED VEHICLES

4



MINIMUM AGE

16



OPENING DATE

October 2023



ACCESS

Year 1, helicopter and self-drive only
Year 2, airstrip location 7 km from camp
self-drive from Maun, Moremi National
Chobe National Park



MOKETE

Activities



Game drives
(night & day,
all day on
request)



Sunken hide



Sleep-out
(from 2024)



Helicopter scenic
flights
(extra cost)



Guided
nature walks



Community visit
Mababe village
(from 2024)



Hot air ballooning
(Apr to Sep at extra
cost from 2024)



MOKETE PURPOSE

A purposeful build

Through high-value, low-impact photographic tourism, we aim to help conserve the crucial ecosystem area of the best-conserved distal lake of the Okavango, the Mababe, a unique wildlife sanctuary. Wildlife aside, this area is worth protecting for the birds alone. Recognised as an Important Bird Area, there are great numbers of buzzards, falcons, owls, eagles and vultures. Mokete is intentionally minimalist, ensuring the lightest footprint.

ACCOMMODATION

Accommodating the drama

- In the heart of the drama with panoramic views of the open plains
- Forgone walls and added cantilevered canvas with roofs that slide away, allowing guests to sleep under the stars
- Close to the woodland area, providing shade during the day



TENTED GUEST SUITE





MAIN AREA POOL



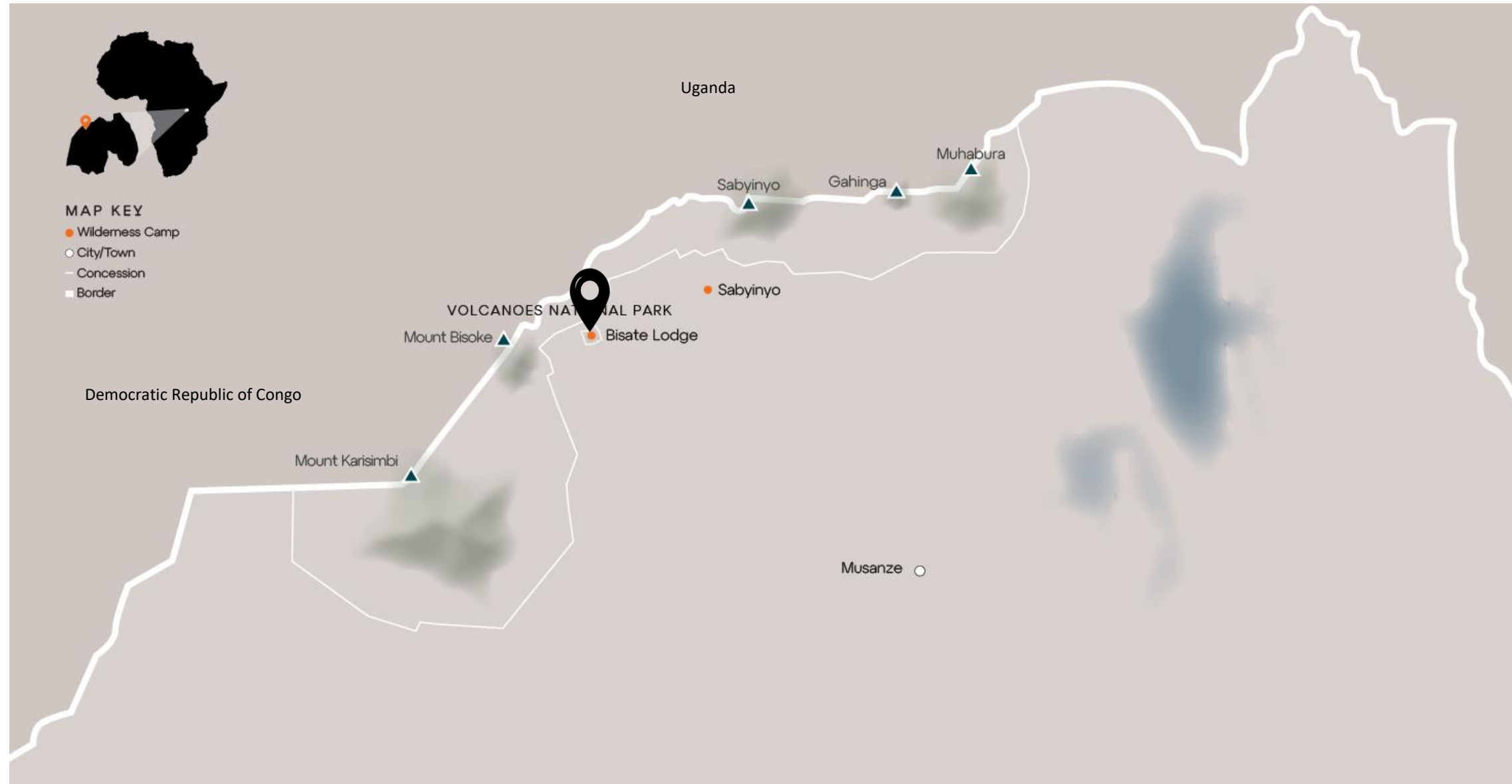






VIRTUOSO TRAVEL WEEK

WILDERNESS BISATE



About Bisate



6 Forest
Villas



Guided walks and
drives



Reforestation
programme



Gorilla trekking



Cultural
excursions



BISATE KWANDA DAY LOUNGE







WILDERNESS

Updates

- No cost for massages at Kafue camps.
- No single supplement in low season.
- Wilderness Usawa 20% discount till December.
- Free flying for 2024.
- First FGASA-qualified Rwandan female guide at Magashi.

THANK
YOU

HOME



WILDERNESS