



WILDERNESS

40 Years of Pioneering Conservation and Hospitality

INTERNOVA JUNE 2024

OUR PURPOSE

Increase the
world's
wilderness,
together



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



HOSPITALITY

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

Our hospitality success enables our
conservation impact efforts...

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



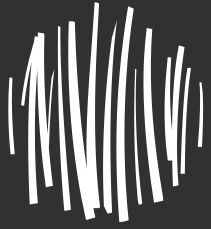
CONSERVATION

...we impact impact communities and governments
through payment of land-use rentals and
fees, resource royalties, employment,
and by using locally sourced
produce in our camps

...allowing us to establish a
conservation economy to
support education programmes
and further empowerment
initiatives, as well as to alleviate
human-wildlife conflict.

...the greater the impact we can have
on helping to protect these iconic,
wild destinations





WILDERNESS

Discover Earth's Ultimate,
Untamed Places

BUSINESS



WE HOST APPROXIMATELY
40,000
GUESTS EACH YEAR

OVER
60
CAMPS



WILDERNESS AIR
OPERATES A FLEET OF
29 LIGHT AIRCRAFT
CONNECTING GUESTS TO
THE WILDERNESS



MORE THAN
3,000

STAFF EMPLOYED
ACROSS THE BUSINESS

OVER
90%

OF OUR CAMP STAFF ARE
FROM ADJACENT
COMMUNITIES

SPECIES IN OUR AREAS



925
BIRDS



315
MAMMALS



250
REPTILES



118
AMPHIBIANS

WILDERNESS IN A NUTSHELL

VISION

As a pioneering collective, alongside
our guests and partners, we exist to
increase the world's wilderness,
together.



IMPACT

WE HELP CONSERVE NEARLY
2.3 MILLION

HECTARES (6 MILLION ACRES) OF
EXCLUSIVE WILDERNESS AREAS

SOME
150

CONSERVATION RESEARCH
PROJECTS FUNDED BY THE
WILDERNESS WILDLIFE TRUST

OVER
11,000

CHILDREN ON ECO-CLUBS

5,600

CHILDREN HOSTED ON
CHILDREN IN THE
WILDERNESS' CAMPS

WHY WILDERNESS?

Wilderness is a world-leading conservation and hospitality company. We offer guests the opportunity to get up close and personal to the beating pulse of Earth's ultimate, untamed places.



WILDERNESS

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.
- Each property personally vetted by our team.

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 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

WHY WILDERNESS

OUR SEVEN EXPERIENCE PILLARS

01

ICONIC WILD DESTINATIONS

With four decades of experience, we are a world-leading conservation tourism operator, offering impactful travel in a range of the finest destinations in Africa. Each of our wild spaces places guests in the heart of true wilderness, offering whole different worlds of environments, habitats, sights, and sounds to be discovered.



03

INDUSTRY-LEADING GUIDES

Wilderness is proud to recruit and train the industry's best guides, who are encouraged to develop specialist skill sets. Each guest has a dedicated guide for their full stay at a Wilderness camp – from touching down on the airstrip, to game drives, co-ordinating activities and meals out of camp, and everything in between.

02

THE BEST WILDLIFE EXPERIENCES

We have exclusive access to some 2.3 million hectares (6 million acres) of Africa's best wildlife areas. These spaces cover many natural habitats, allowing for incredibly diverse, year-round experiences. Being on private conservation land with caps on guest numbers means fewer vehicles and fewer people.

04

IMMERSIVE ARCHITECTURE PHILOSOPHY

Our Wilderness camps promise unrivalled comfort while staying true to the vibrant soul and spirit of each destination. We also restrict our number of suites and spread individual suites over several acres so guests can enjoy these places peacefully and respectfully.

06

SEAMLESS, TRUSTED TRAVEL

As a full service DMC, selling our own camps as well as associated partner properties, we offer complete end-to-end journeys at highly competitive prices throughout Southern and East Africa, and have offices in all the countries where we operate. We also run exclusive excursions, tours and transfers in Victoria Falls (Zimbabwe), Livingstone (Zambia), Cape Town (South Africa) and Kigali (Rwanda). Finally, we own and operate our own fleet of light aircraft in Southern Africa, creating seamless journeys with maximum service.

05

CULTURAL EXPLORATION

97% of each camp's staff are local citizens, who love to share the history and culture of their regions with our guests. Through immersive hospitality and the option of sampling traditional cuisine, as well as the opportunity to travel outside of camp to visit communities, we bring guests closer to the cultures and customs of new places.

07

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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.

Portfolio of

our Awards



Our Packages and Promotions

GORILLA TREK ON US

BEST OF BOTSWANA PACKAGES

FREE FLYING ZIMBABWE

KIDS STAY FREE

WILDERNESS HONEYMOON SPECIAL

NO SINGLE SUPPLEMENT

EXTENDED: TANZANIA OPENING OFFER
AT WILDERNESS USAWA





WILDERNESS MOMBO



Linyanti Tented Camp

King's Pool

Dumatau & Little Dumatau

Savuti

Vumbura Plains

Little Vumbura

Momo & Little Momo

Kwetsani

Pelo

Tubu Tree & Little Tubu

Jacana

Jao

Mokeke

Chitabe & Chitabe Lediba

Qorokwe


O Maun

UNIQUE SELLING POINTS

Mombo and Little Mombo

- Arguably one of the **finest wildlife destinations in Africa**, and undoubtedly the best year-round game-viewing destination in Botswana.
- Situated just after the Okavango River splits into its primary channels. The nutrients deposited by the river make this the **most fertile area in the Delta**, attracting unusually high concentrations of plains game and their predators – dominated by the cats.
- **Private traversing** rights in the legendary Moremi Game Reserve,
- **Year-round abundance.** During the annual inundation, a natural seasonal containment of the wildlife is confined within this area. In summer the fertile plains teem with antelopes and their new-borns, attracting vast numbers of predators.



A savanna landscape with two elephants grazing in a field, viewed from a wooden deck with lounge chairs and a pool. The scene is framed by trees and a blue sky with light clouds. The deck has several lounge chairs, some with metal bases, and a small pool of water. The elephants are in the middle ground, grazing on the grass. The background shows a line of trees under a bright sky.

Everything. Staff were all incredibly friendly, helpful and efficient. It really felt like an amazing luxury experience and a home away from home, all at once. It was perfect from start to finish.

- Mombo Guest







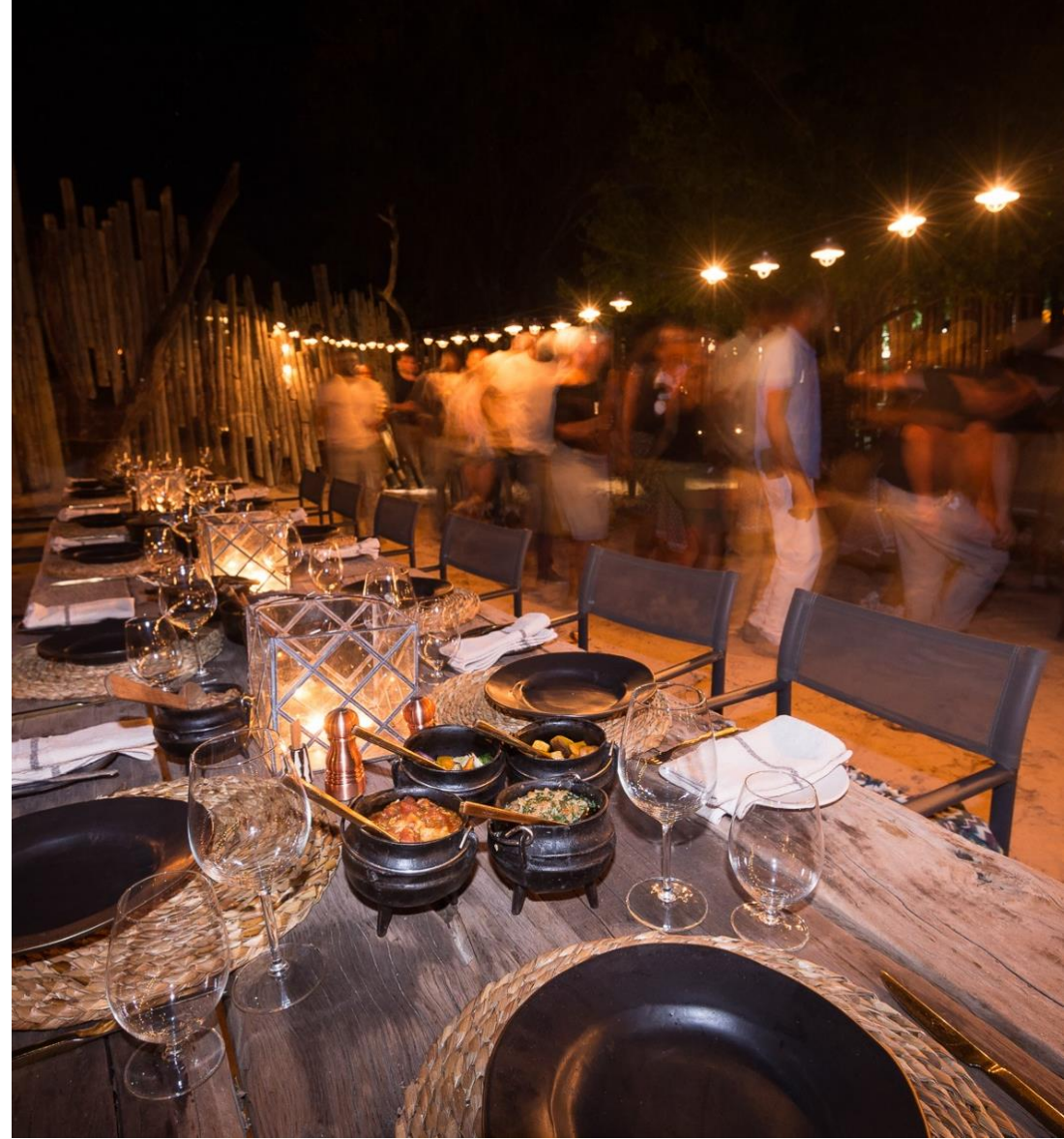




MAIN CAMP ENTRANCE



CAMP STAFF WELCOME



BOMA DINNER



FIRE PIT IN CAMP





WALKWAY TO SUITE



PRIVATE SALA AT A GUEST SUITE



BEDROOM



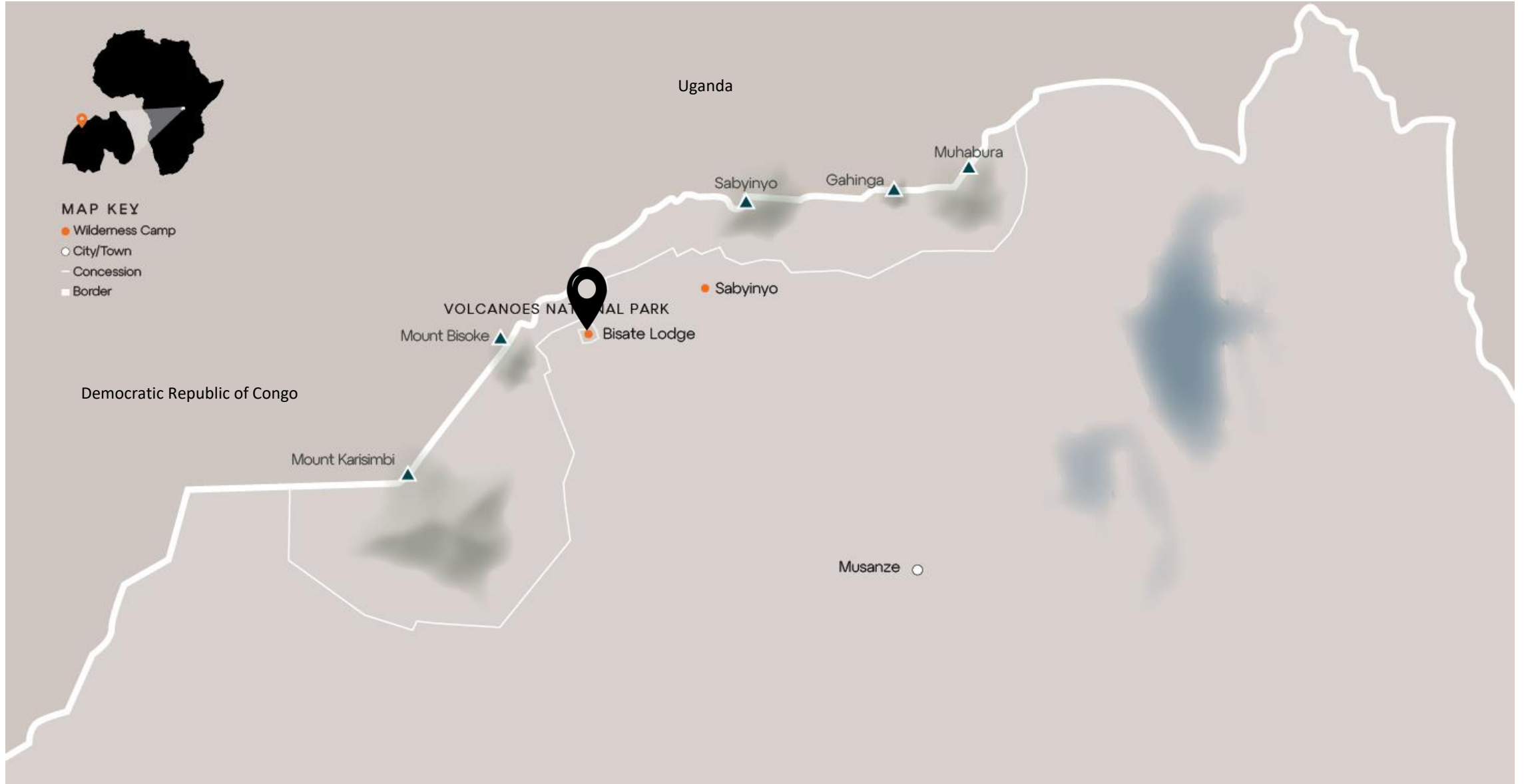
BATHROOM







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.















MAIN LOUNGE AREA



MAIN DINING AREA AND BAR

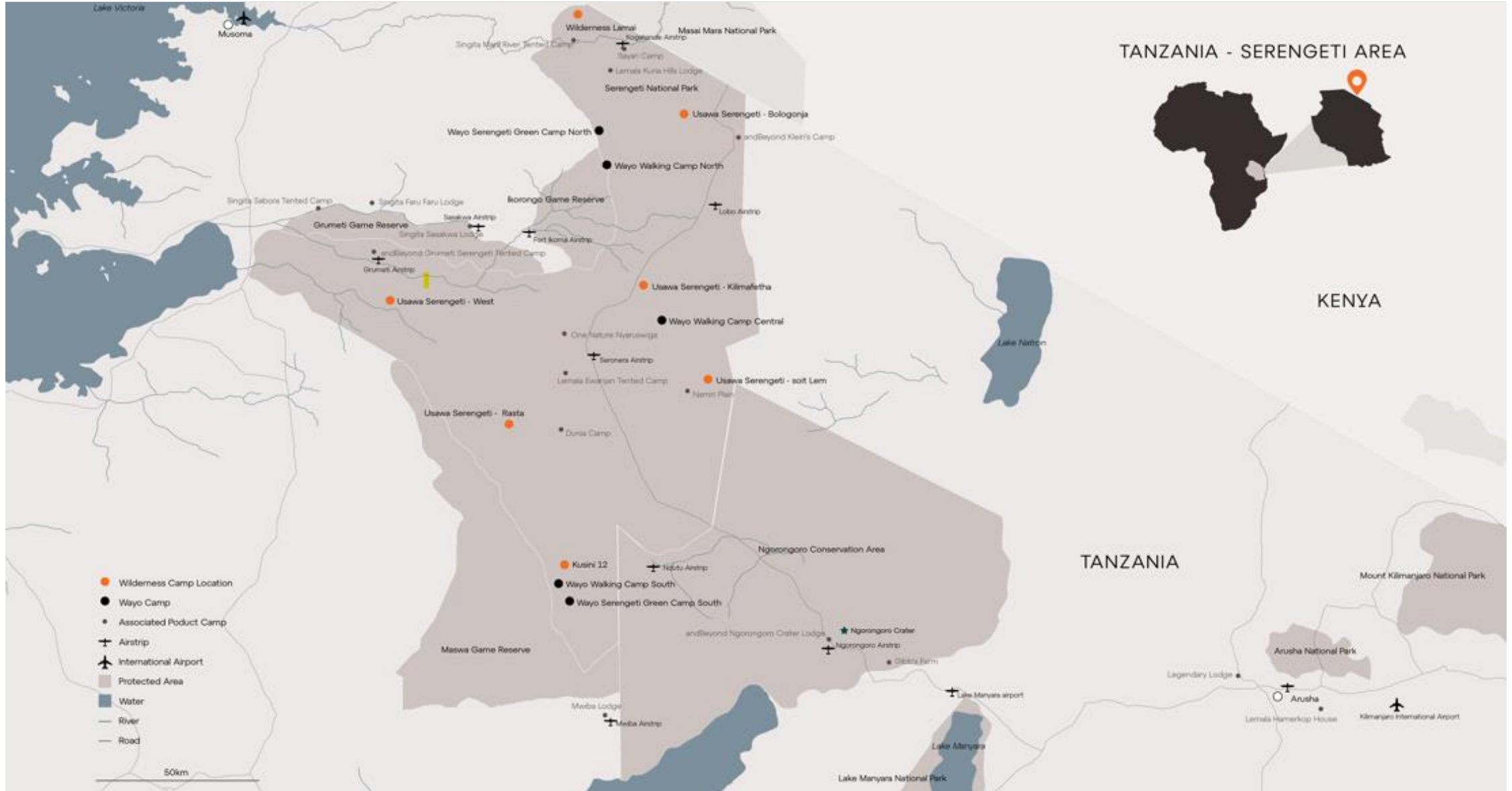
BISATE KWANDA DAY LOUNGE







WILDERNESS USAWA SERENGETI



UNIQUE SELLING POINTS

Usawa Serengeti

In close proximity to the migratory herds but set away from the high-density tourist spots, the exquisite design and mindful décor of the tented camp 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 9 camp sites, situated at key 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.

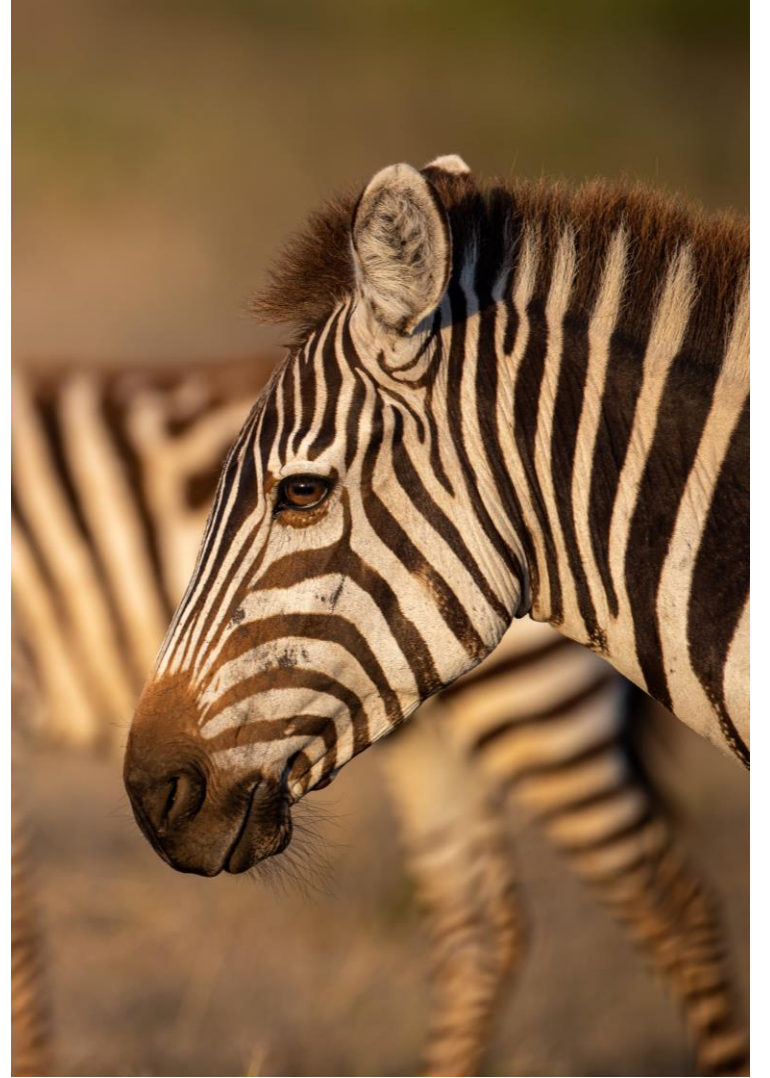
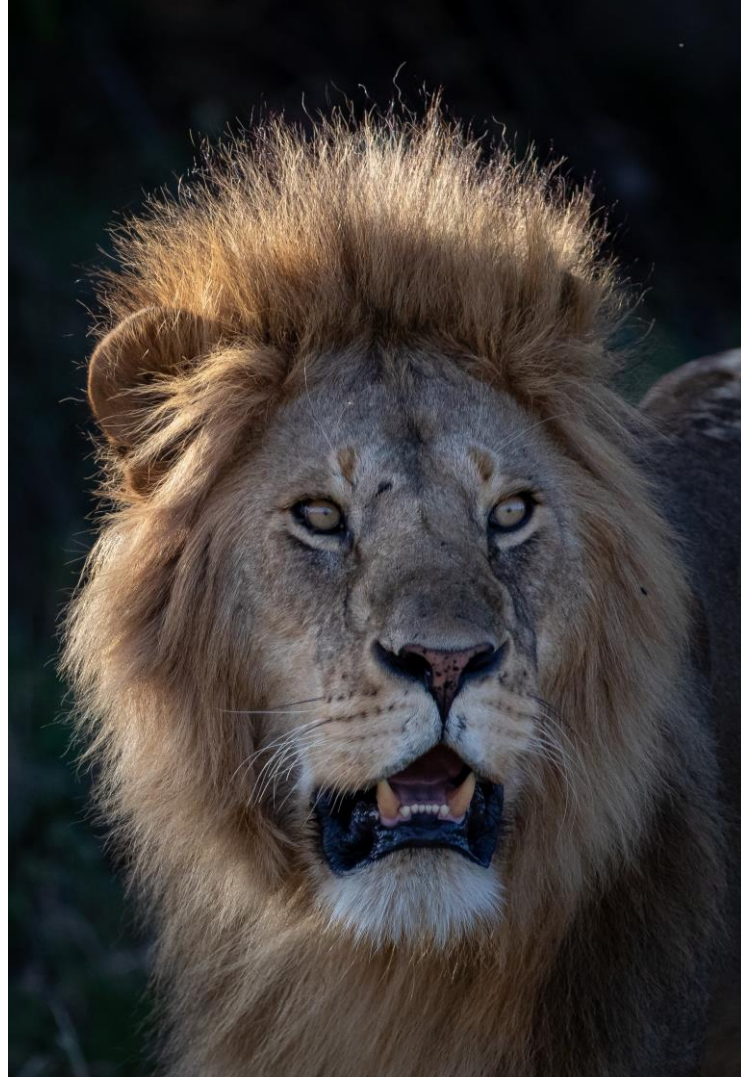
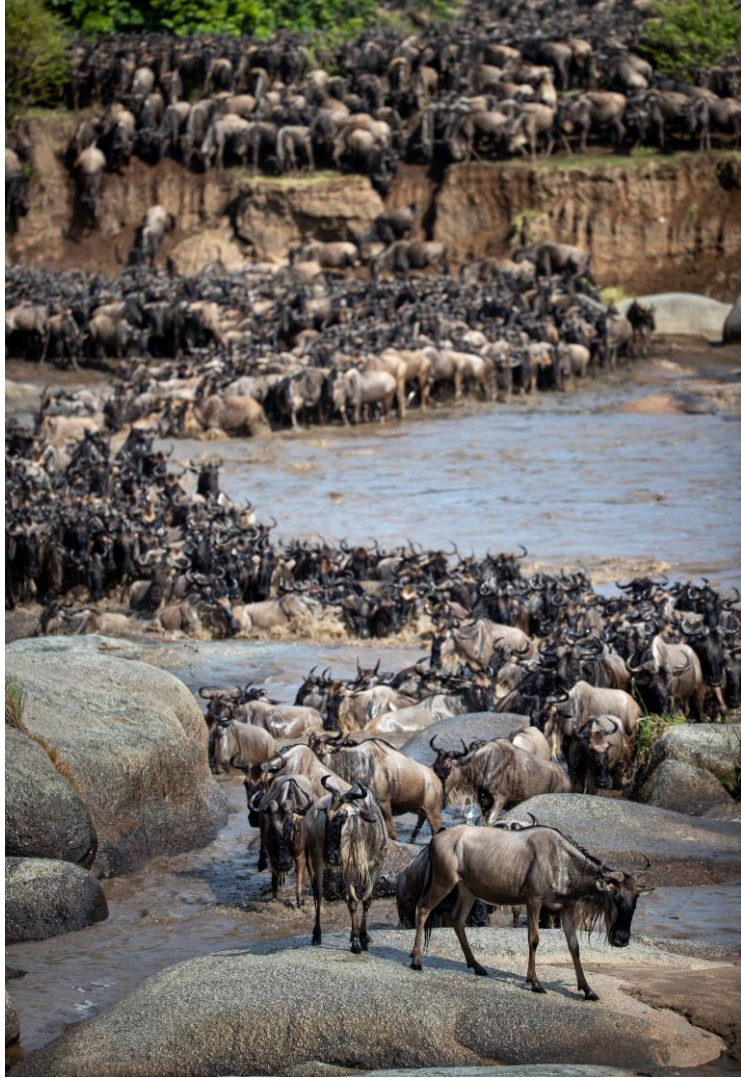






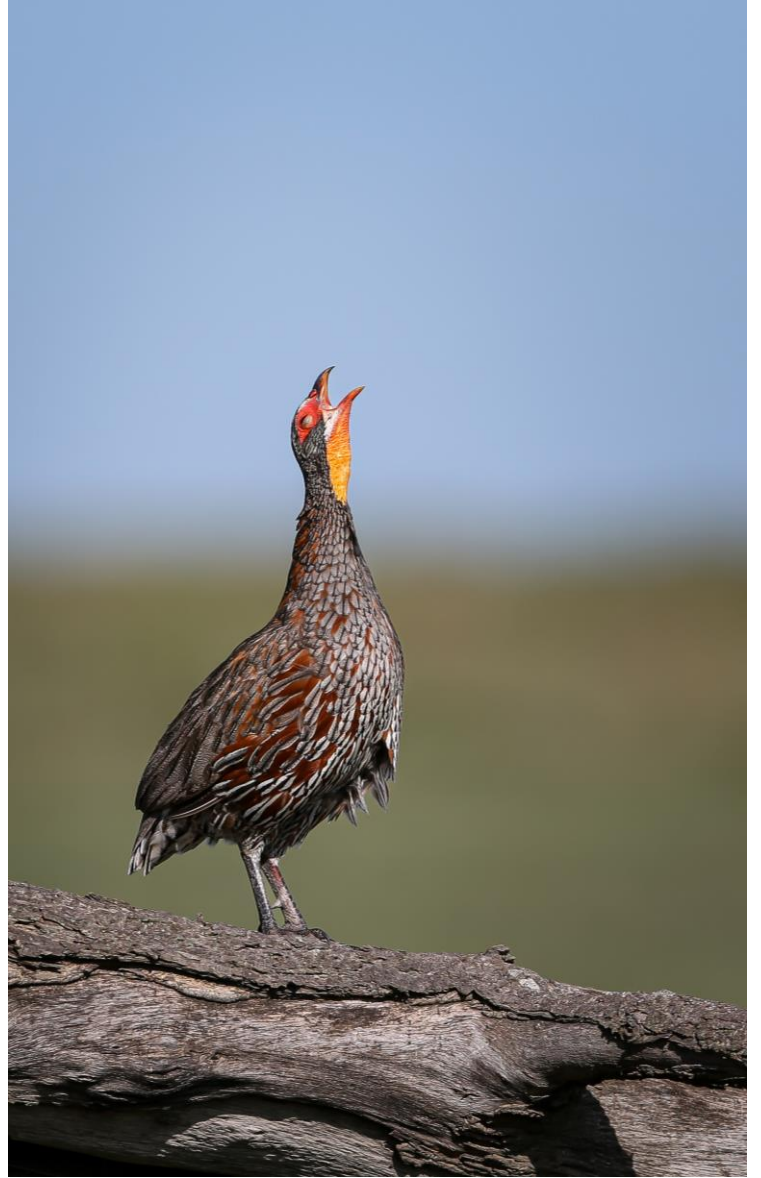


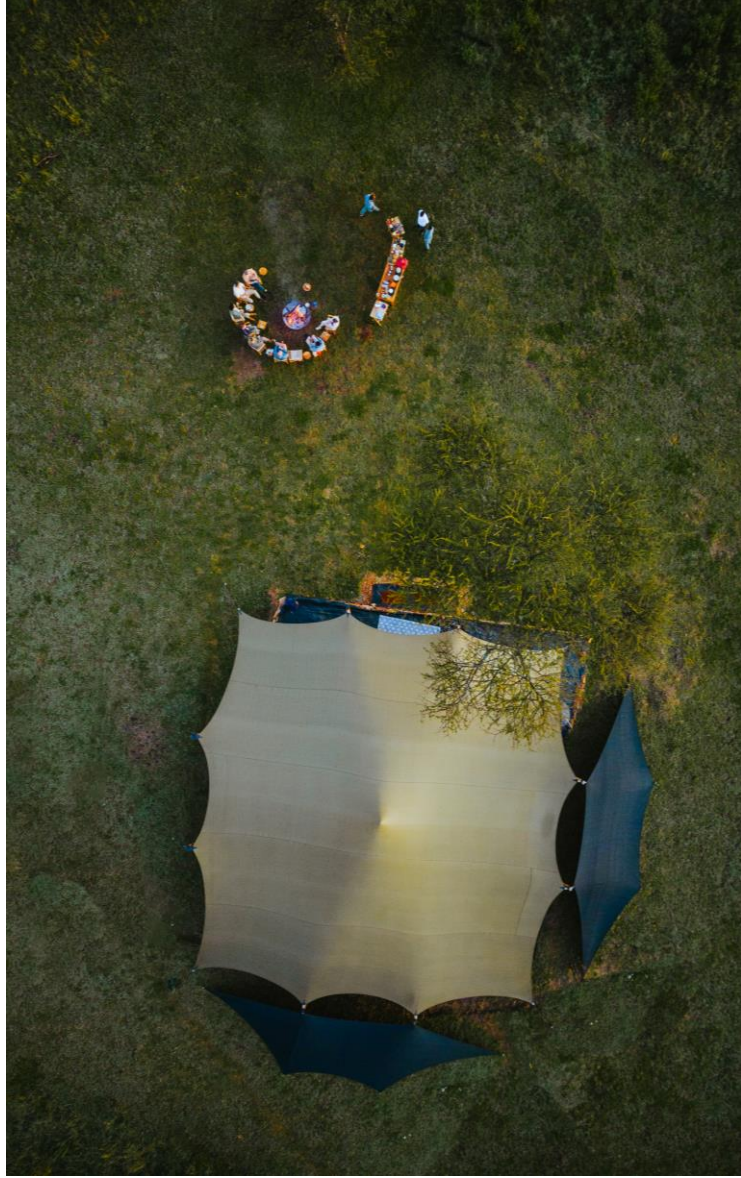
BLUE WILDEBEEST, LION, ZEBRA













SETTING UP FOR LUNCH



DINNING AREA



STANDARD TENT

