

SEVEN-YEAR STRUGGLE TO BRING MORE BLACK RHINO TO BOTSWANA A SUCCESS!

Fourteen years ago, nearly to the day, our industry-defining partnership with the Botswana and South African governments allowed for the reintroduction of both black and white rhino into the wild in Botswana after their local extinction.

We wanted to re-establish self-sustaining populations of both species in a new location that would enable good population growth and security against poaching risk. Since that historic moment in 2001, we have had numerous successes. The white rhino population in particular has grown, making this an important and, so far, secure nucleus thanks to Wilderness Safaris, the Anti-Poaching Unit of Botswana's Department of Wildlife and National Parks (DWNP), and the Botswana Defence Force (BDF) who monitor the animals daily over a vast area.

When the rhino poaching epidemic began in Zimbabwe and South Africa in 2008, we immediately set about trying to raise funds in order to move additional black rhino, the more highly threatened of the two species, from high-risk areas to low-risk ones in Botswana.

Finally, after seven years of fundraising, habitat assessment, veterinary barriers and a variety of state-to-state negotiation, we are thrilled to announce that we – together with our government partners (Botswana and South Africa), numerous generous (and very patient) donors, trade partners, guests and NGOs – have succeeded in moving a significant number of black rhino from South Africa to northern Botswana. We believe this to be an important part of the overall strategy being put in place by the conservation community to safeguard the future of these species.

Thank you to all our trade partners, guests and industry peers for your support.
Keith Vincent
Wilderness Safaris CEO



PARTNERS



THE TIFFANY & CO.
FOUNDATION



Jeffrey P. Neu

MAY 2014 HIGHLIGHTS

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Guiding our way to success

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New silverback in Odzala

FROM OUR
GUESTS:

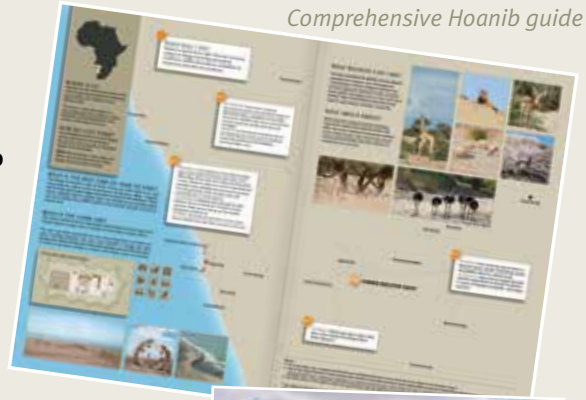
"If Wilderness Safaris were to bottle the atmosphere created in the camp which was always full of such courtesies, attentiveness, fun, enthusiasm and laughter you would make a fortune, it would be the best medicine you could give anyone." – Elaine and Des Noble, Little Makalolo (February 2014)



HOANIB SKELETON COAST CAMP OPENS ON 1 AUGUST 2014

On 1 August 2014, the doors of the much-anticipated **Hoanib Skeleton Coast Camp** will open. Set in a place that few people have ever visited, the camp straddles the wild and remote Palmwag area and the iconic Skeleton Coast National Park. At Hoanib you can expect spectacular outdoor adventures in search of the Kaokoveld's diverse desert-adapted wildlife, including elephant, giraffe, lion and brown hyaena, as well as the fog-shrouded Atlantic coast.

In order to answer the questions that arise with any new area we have created a comprehensive guide covering the essentials of this dramatic and scenic location. Pick one up at a trade show or contact your Sales Representative.



2014 season launch special – R6 000 per person per night (discounted further for children), including a scenic flight to the Skeleton Coast on stays of three nights or more.



Construction is on track



Hoanib will be 100% solar powered

OUR AWARD-WINNING DESERT RHINO CAMP



Desert Rhino Camp is a place not to be missed! In November last year the camp received the **Authentic Travel Award** at the inaugural Amadeus and WTM Travel Experience Awards. More recently, AFAR Media has acknowledged Desert Rhino Camp with a **2014 Experiential Travel Award** for Best Walking Trip: Namibia.



We have to agree that tracking Africa's desert-adapted free-roaming black rhino on foot with Save the Rhino Trust (SRT) trackers, in one of the remote areas in the world, has to be one of the most rewarding experiences on the planet. More importantly, these authentic wildlife experiences contribute to the conservation of Critically Endangered animals. The camp functions as a collaborative effort between Wilderness Safaris and the SRT, a highly-respected NGO that is almost single-handedly responsible for the preservation of desert-adapted black rhino in north-west Namibia.

“One of the most rewarding experiences on the planet”

LENA'S LEGACY: HUMAN TRIUMPH IN DAMARALAND

Lena Florry began her career with Wilderness Safaris as a waitress in 1997 and has since gone from success to success. She is currently the Area Manager representing four camps in the north-west of Namibia and was the first black Namibian to be appointed as a manager of a guest lodge after the country's independence.

From humble beginnings as a barefoot goat herder, Lena has quite literally gone out there and created her own destiny. Her energy and passion for her work was not only noted by Wilderness Safaris, but she also won the **Hospitality Association Namibia (HAN) Personality Award** in 2003 and was offered, and undertook, a three-year international student exchange to the US by Noble Hospitality Inc.

Today Lena provides the critical link between Wilderness Safaris and the local communities who are our joint-venture partners at Damaraland, Damaraland Adventurer, Doro Nawas and Desert Rhino camps. The challenges she faced as a child and young woman make her fully appreciate her current situation in life and therefore she endeavours to inspire others who have been in a similar position.





THE NEW “OLD FAVOURITE” – LINKWASHA CAMP

This year we are undertaking the exciting project of rebuilding **Linkwasha Camp** and opening our doors for FIT bookings as of early 2015.

An old favourite for many who have been lucky enough to visit the location, Linkwasha will be a fabulous new addition to our Hwange portfolio. The camp will be classified a Classic 1 camp (the highest rating of Classic Camps) with eight tents, including a family room, and will raise the bar with respect to the accommodation offerings in Hwange National Park. The private Linkwasha Concession and the adjacent Makalolo Concession share exceptional wildlife concentrations, ensuring outstanding year-round wildlife numbers.

MAP THIS: HWANGE NATIONAL PARKS AND OUR CONCESSIONS

At Wilderness Safaris we love maps and facts, so we have put together a comprehensive map of Hwange which showcases the vast tracts of land that make up the National Park, where we are and what you can see in our abundant concessions. All this along with useful information about what makes our people and our camps so special and why you should certainly include them in a Zimbabwe itinerary! Pick up a copy at a trade show or contact your Sales Representative.



ENHANCING THE WILDERNESS AIR SCHEDULE

Wilderness Air Zimbabwe’s flying schedule has been amended to ensure we maximise our guests’ time in the country. Here are some more details:

- The timing of inter-camp transfers now allow for more activities. For example, Ruckomechi Camp guests are able to enjoy an activity on both the day of arrival and the day of departure.
- Flights from Hwange to Victoria Falls will take place in the morning; guests no longer have to wait until the afternoon to fly.
- The Hwange inter-camp transfers allow for connections between third party camps and the Wilderness Air schedule.
- Harare flights allow for British Airways and South African Airways connections to and from Harare as well as other international flights departing Harare such as Emirates and KLM.

Find the updated schedule on our Information Centre.



INTRODUCING TENDAI MDLULI

Based in Victoria Falls, Tendai Mdluli is the **Trade Relationship Manager** for the Wilderness Safaris Zimbabwe and Zambia regions and here’s why he is important to you! Focusing on trade partnerships and FIT business, Tendai is able to assist you in planning specific activities and personalised experiences for guests. He is key to ensuring that you, our trade partners, have meaningful educational experiences when visiting our camps. Tendai also works closely with the inbound markets in the region and visits the camps often to build on relationships and to keep himself abreast of the latest happenings in camp. Over 15 years of experience working as a guide for Wilderness Safaris coupled with a lifetime spent in the region has made him a true expert in his field.

WHAT’S NEW AT OUR HWANGE CAMPS?

Davison’s Camp has an impressive new main area, offering more space, a new roof and a fabulous wooden deck stretching out around the fire pit. There is also a small upper deck to view the waterhole by day and gaze at the stars by night!

Meanwhile at **Little Makalolo**, a new deck near the main area, pool deck and walkways have been built. The walkways dip to the ground in areas where wildlife have created paths, so that they are not impeded in reaching the waterhole.

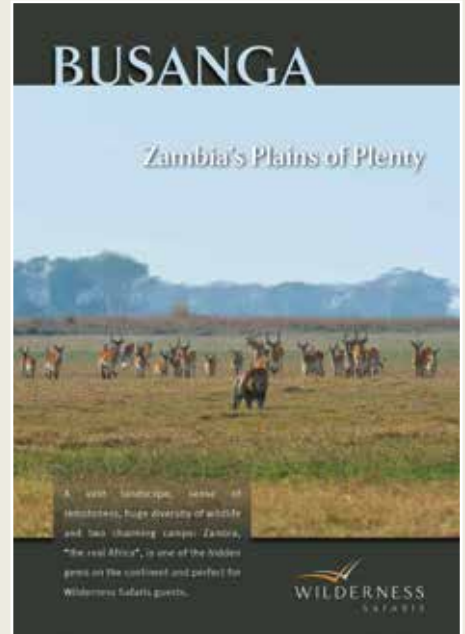




BUSANGA PLAINS OF PLENTY

The lion prides of the Busanga Plains are major drawcards for guests. They are often celebrated for their impressive stocky physiques as well as their unusual tree-climbing skills. Time and again these normally terrestrial cats are spotted catching the cooling breeze in the fig trees of the plains. Another spectacular feature of the Plains is the open terrain, which means that lion hunts can often be watched from start to finish.

Last year's peak season saw a 90%+ chance of daily lion sightings, with more than 20% of these sightings including lions in trees and over 30% of them lions on kills. Other predators that can be seen are cheetah, leopard, spotted hyaena and serval. The spectacular herbivore diversity includes puku, lechwe and wildebeest in large numbers, while the rarities include the stately roan, nimble oribi, secretive sitatunga and unusual Lichtenstein's hartebeest.



In order to aid the sales process we have compiled a flyer – **Busanga: Zambia's Plains of Plenty** – with the facts, stats and maps of the area; find it on our Information Centre.



NEW ROOMS AT THE RIVER CLUB

A major refurb of the rooms is in its final stages at **The River Club**. Pretty much everything has been upgraded and improved inside the rooms, with the key change being the floor-to-ceiling sliding glass doors and windows for glorious views of the Zambezi River and lush riverine vegetation.

GUESTS MAKING A DIFFERENCE

Guests staying at **Toka Leya Camp** and **The River Club** are really making a difference to the lives of those living in the local villages of Sinda and Simonga. In the past few months, donations have afforded two solar pumps, four water tanks and two water troughs at Sinda Village while the Simonga Health Post has been connected to an important water source which delivers 50 000 litres of clean water to 4 000 inhabitants. Another innovative donation was that of solar study lamps made to each student in the top class of Simonga School.



WILDERNESS ABSORBS SOME VAT COSTS

The implementation of a new VAT structure in Zambia at the beginning of 2014 meant that some of our rates had to be adjusted. However, for the rest of 2014 we have absorbed the full VAT increase on the nightly rate at **Shumba** and **Busanga Bush Camp** and have partially absorbed it for **Toka Leya**.

SHUMBA CAMP UPDATE

The **Shumba Camp** main area is currently being redeveloped and rebuilt, and is due to open on 1 August. Remember that on stays of three nights or more there is a complimentary hot air balloon safari and champagne breakfast.



MALAWI



ROOT TO FRUIT: CARBON OFFSETTING

What began as a simple community development project at **Chintheche Inn** has blossomed into an innovative and sustainable partnership between Wilderness Safaris and Southbound Travel Group. Root to Fruit Ltd is a carbon-offset initiative that partners with individuals and companies, primarily in the travel industry, to help mitigate the effects of climate change through the planting of trees.

Under the expert guidance of Master Banda, retired Forestry Officer, Root to Fruit has worked with over 200 community groups to plant 76 322 trees. Not only will these trees offset over 3 050 tonnes of carbon in their first two years of mature growth, but they will also provide communities with much-needed fruit, shade, fuel wood, income-generating activities, improved soil fertility, and decreased erosion. Root to Fruit also provides agricultural and forestry training for community members, so that they gain an understanding of the incredible value of Malawi's trees.

20 YEARS OF MVUU CAMP AND LODGE

In 1994, Wilderness Safaris and the Malawi Department of National Parks pioneered the first public-private partnership in Malawi's protected areas with the signing of the lease for **Mvuu Camp and Lodge**. 20 years on, the original five rondavels (huts) of Mvuu Camp have expanded to a 36-bedded camp, and a 16-bedded lodge. An original workforce of 18 now stands at 102, and over the past ten years, the government of Malawi has realised US\$2.5 million from this partnership. Vital conservation and community initiatives have also been started and sustained through this partnership. With the intense pressures put on protected areas by Malawi's increasing rural population we hope this business model has proved to be a model for the sustainability of protected areas in populous regions of Africa.



SOUTH AFRICA



TAKE A WALK ON THE WILD SIDE

The beginning of April signalled the annual start of our popular **Pafuri Walking Trail**. It's time then to don your hiking boots and get out there – you won't be disappointed. Set in the most beautiful and remote northern region of the Kruger, this three-night, four-day Exploration reveals unique scenery and up close and personal interactions with wildlife. This year's first trail delivered ample sightings of elephant, buffalo, leopard, great diversity of plains game and that birder's special – the Pel's fishing-owl!

PAFURI'S SHANGANE CULTURAL FESTIVAL

Following the success of the groundbreaking **Trans-Limpopo Walking Trail** and Shangane Cultural Festival in October 2013, we are again hosting this culturally fascinating event at Pafuri this year. From 10-13 October, sixteen trailists will be able to walk across the Limpopo River directly into Zimbabwe to observe the annual Shangane Cultural Festival held in the remote village of Gwaivhi in the Sengwe Corridor. We obtain special permission from the South African and Zimbabwean governments to do this and hope through our efforts to entrench the conservation status of the Sengwe Corridor linking the Kruger National Park to Zimbabwe's Gonarezhou National Park.



ROCKTAIL: ONE OF THE WORLD'S TOP 10 DIVE SITES

The combination of big mammals, small critters, colourful coral, and warm clear seas make for breathtaking diving experiences year-round at **Rocktail Beach Camp**. Known for turtles nesting along its pristine beaches, you won't be surprised by their presence in the water. Humpback whales, whale sharks, dolphins, ragged-tooth sharks, eels, manta rays, butterflyfish, clown triggerfish and much more are common in these parts. An exclusive dive operation with private access to 15 offshore reefs makes the experience even more rewarding.





Thuto Moutloatse

GUIDING OUR WAY TO SUCCESS

It is often said that a guide can make or break a safari. We subscribe to this and are truly committed to ongoing training to ensure that our guides remain amongst the best in the world.

Testament to this are the recent awards and accolades received by our very own guides. Most recently Thuto Moutloatse was selected as one of the **“seven best adventure guides on the planet”** by US OUTSIDE, in its annual Travel Awards. In January we were extremely gratified to announce that 10 of our guides – including four current employees and a further six who spent many years working for Wilderness Safaris and of whom we remain very proud – were featured in **Condé Nast Traveler’s Top 25 Safari Guides** list.

BOTSWANA’S MOST ENVIRONMENTALLY SUSTAINABLE ECOTOURISM OPERATOR!

No fewer than 13 of our Botswana camps have achieved the **highest grade of ecotourism certification** from the Botswana Tourism Organisation (BTO). Only five other camps have made the grade, making us by far the leader in this aspect of ecotourism in the country. Two new camps have yet to be assessed (Little Tubu; Pelo), while the remainder have been assessed as either Green + (Chitabe; Chitabe Lediba; Tubu Tree) or Green (Vumbura Plains). Our aim by the end of 2014 is to have all camps certified at the highest level of this best practice certification standard, which is recognised as one of the top 20 in the world in the Tourism and Greenwash Report, and uses 240 performance standards to assess each camp.



SEBA AND THE LATEST BIG GAME

An extract taken from the most recent newsletter certainly conjures up “wish you were here” thoughts!



“Just in the last few days, and within a kilometre of camp, we’ve borne witness to our three most commonly-seen leopards together on a kill, a pack of 16 wild dogs on the old airstrip playfully splashing through the rain puddles, and six lion fighting with an intimidating hyaena clan!”

Other stories grabbing attention include that of an angry leopard and her cub being chased off a kill by frustrated hyaena and the sight of three new hyaena pups taking their first faltering steps outside their den.

KALAHARI PLAINS CAMP: THRIVING AS A CLASSIC CAMP

In December last year **Kalahari Plains Camp** upgraded to a Classic Camp. Even though we invested heavily in improving the camp, to date we still haven’t changed its former rate. With improved service delivery, a larger staff compliment, new menus and fewer guests per vehicle, Kalahari Plains is worth its weight in gold. In addition, the cost of air transfers remains generously discounted year round.



Kalahari Plains Camp is perfectly combined with the Okavango Delta and Chobe/Linyanti regions. This dry area of Botswana showcases a completely different wilderness perspective to the wetland areas and offers the best chances of seeing unusual carnivores like cheetah, honey badger, Cape fox, brown hyaena and bat-eared fox. It is also offers fascinating insight into the lives of the local bushman people and includes the option of sleeping on the roof of your room directly under the starry skies that are so clear in this part of the world!

GOLD LIST 2014

Mombo and Little Mombo Camps have been listed in the US Condé Nast Traveler’s 2014 Gold List, featuring the world’s best places to stay.



REFURBISHMENT AT NORTH ISLAND

North Island is set for a significant refurbishment in June 2014. Enhancing the concept of “barefoot luxury,” the refurbishment will see new softs and furniture, sanitary ware, light fittings, ironmongery, TV units, curtains, carpets, detailing and much more. The signature North Island palette of sage, duck egg blue and turquoise tones of the ocean will remain, now interspersed with brighter bolts of colour and design elements that reinforce the contemporary organic modernism of the Island. Keeping in line with the island’s rich human heritage, alluding to Créole and Indian Ocean trading culture, the upgrade raises the benchmark of luxury private island retreats, reasserting North Island’s place as an icon of sustainable idyllic escape and relaxation with purpose.



GOOD NEWS ABOUT ABU’S LITTLE ORPHAN

A year that began in tragedy with the death of the beloved Kitty is now replete with hope as her young elephant calf, Naledi, is living up to her name and proving to be a star in so many ways. Thanks to the elephant handlers and managers at **Abu Camp**, she continues to get stronger every day. She has improved her milk intake to between 28 and 30 litres per day, and is putting on weight as a result. She is given constant attention day and night, including exercise around the camp on a regular basis, and has stolen the hearts of all camp staff and guests alike. The guests from Abu Camp are given the opportunity to interact with her during the day and this genuinely moving experience has been a huge hit with everyone.



NEW GM AT ODZALA IS A VETERAN “SILVERBACK” OF THE INDUSTRY

Roger Carloni is a familiar face here at Wilderness Safaris, having spent 13 years with the company in Botswana. Now, as the new General Manager of Odzala Wilderness Camps, he is looking forward to this exciting challenge, embracing Odzala as an innovative product on the market, as well as Congo as a country, along with its people. Roger brings his extensive knowledge and expertise to enhance and extend the excellent results that have already been achieved.



Our adventures at Odzala start at **Ngaga Camp** where guests track habituated groups of western lowland gorillas and explore the forest on foot by day and night in search of the incredible diversity of birds and primates that can be found there. From there a three-night stay at **Lango Camp** reveals some of the secrets of the dynamic rainforest ecosystem with daily guided adventures designed to explore the surrounding mosaic of forest, savannah, river and bai on foot, by vehicle, and by boat and kayak. Here, wading through the crystal-clear waters of a jungle stream to discover some of the wide array of life in these pristine habitats is the perfect addition to the astonishing experience of observing western lowland gorillas in the wild.



SEGERA: NOWHERE ELSE

For those looking for something completely different, **Segera Retreat** is far more than a simple safari destination. Adding a touch of glamour to the surrounding African plains, Segera is quite literally a hide-away from the humdrum of the modern world. While activities such as game drives, bush walks, picnics and sundowners reveal the fascinating wildlife of the area, more unusual pursuits in the form of sleep-outs, camel treks and helicopter excursions are possible. You’ll also have access to Hemingway’s unpublished letters, the Zeitz sculpture garden, whose works of art stand guard over the botanical gardens, and art exhibitions of locally and internationally acclaimed African artists. For those wishing to truly immerse themselves in the serenity of the retreat, end your day at our Wellness Centre with a luxurious holistic treatment before dining on home grown food in our private grounds.



Don’t just take our word for it though, Segera is the only African property to make the **Condé Nast Traveler Hot List** of the Best New Hotels in the World for 2014!



CHILDREN IN THE WILDERNESS



CHILDREN IN THE WILDERNESS INTRODUCES ECO-CLUBS

In 2013, **Children in the Wilderness** (CITW) officially introduced Eco-Clubs to all regions. These clubs strengthen the relationships with schools, promote positive community development, and allow for more visits to schools and villages by Wilderness Safaris guests and staff. Through the clubs, we are gaining momentum, reaching more children of mixed abilities and getting to know the children better. Various sustainable community development projects are being initiated at the schools and in the communities, for example vermiculture, vegetable gardens, solar lighting, etc. These projects give the children a sense of responsibility, assist in empowering them, aid in boosting nutrition and promote conservation.

Finally, participants of the CITW camp programmes, run at Wilderness Safaris camps, are now selected from active Eco-Clubs. Since 2001, over 5 000 children have been hosted in our camps in seven southern African countries – Botswana, Namibia, Malawi, South Africa, Seychelles, Zambia and Zimbabwe – changing their lives dramatically and positively.



CITW BY NUMBERS: 2013

Number of CITW camps run	Total number of children on camp	Total number of mentors/volunteers on camps	Number of Eco-Clubs run	Total number of Eco-Club members	Number of teachers involved in Eco-Clubs
19	441	84	67	2185	74

CHILDREN IN THE WILDERNESS

TOUR DE TULI – 10 YEARS OF CYCLING FOR CHILDREN IN THE WILDERNESS



In 2005, we ran our first official multi-day mountain bike tour through the Kruger and Limpopo National Parks with the aim of helping to raise financial support for the Children in the Wilderness programme. Over the years, we have shifted geographic location and these events have grown in stature to become one of South Africa's finest mountain biking experiences. On 1 August 2014 we will be hosting our tenth tour, the Nedbank Tour de Tuli, offering cyclists the opportunity of cycling through some of Africa's most remote and beautiful areas in three different countries! Wildlife viewing and cultural interaction coupled with informal border crossings, crossing the Limpopo River and a grand finale at the confluence where South Africa, Zimbabwe and Botswana meet are just some of the mind-blowing experiences that form the incredible Nedbank Tour de Tuli.

"The Tour de Tuli creates amazing friendships between people from many different walks of life, but the children of Children in the Wilderness are the main reason for which we all sign up. I believe that this must be one of the best causes, where one can practice a hobby, breathing fresh air and being privileged to ride in such amazing wilderness areas with big game – and still contribute to such a good cause." Tour de Tuli Cyclist

WILDERNESS ON THE WEB



www.wilderness-safaris.com



www.wilderness-collection.com



www.wildernesstrust.com



www.childreninthewilderness.com