

Purpose is the new luxury



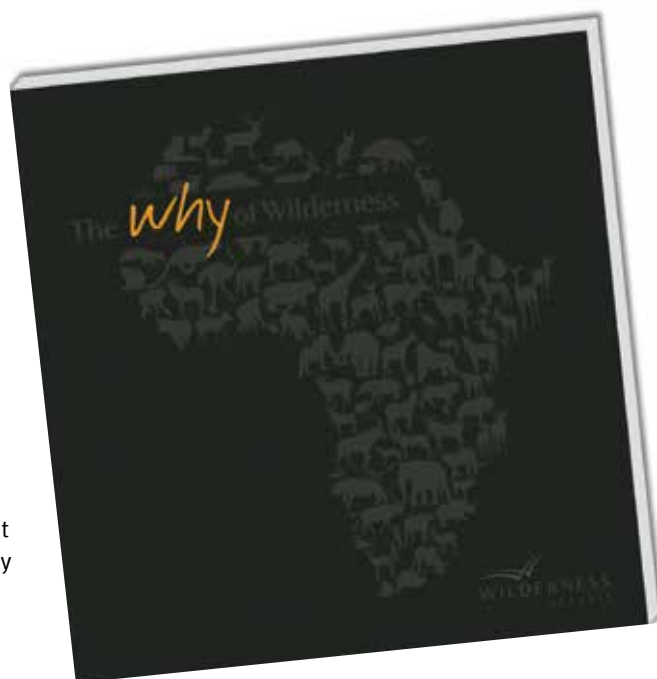
The World Tourism Organisation declared 2017 as the International Year of Sustainable Tourism for Development – and we couldn't be more thrilled with this given its perfect alignment with our vision: To conserve and restore Africa's wilderness and wildlife by creating life-changing journeys and inspiring positive action.

For the past 35 years, via a variety of terms or names, this has been Wilderness' goal and today our raison d'être is even more firmly entrenched and embraced than it was when we started out, pioneering authentic and sustainable ecotourism in Botswana in 1983.

Enter "Purpose is the New Luxury"! Nowadays people want to know that their experiences make a difference to the world, and while this is a recent trend, it has been a Wilderness Safaris standard for over three decades. Everything we do is aimed at conserving and restoring Africa's wilderness and wildlife; everything we do is aimed at creating journeys that change lives! And the way we achieve this is through high-end ecotourism, and unashamed (but responsible and sustainable) luxury...

- ...The Luxury of Authenticity
- ...The Luxury of Sustainability
- ...The Luxury of Adventure
- ...The Luxury of Experience
- ...The Luxury of Space

In order to showcase the successes of which we are most proud, we have put together just 14 of what we call our "Why". Read more about these in our Why Book or on our website: www.wilderness-safaris.com.



We know why we exist and we know what we are trying to achieve.

Bisate: Taking Shape

June will see the opening of our exciting new lodge and pioneering conservation project in Rwanda. Bisate Lodge, located in the Virunga Massif just outside Volcanoes National Park, is in the final stages of construction and is set to offer six sumptuous en-suite forest villas that maximise comfort, warmth and views while retaining environmental principles and reflecting the culture of surrounding rural Rwanda.

Under the careful, experienced and energetic management of Rob and Ingrid Baas, the team is going full steam ahead with the lodge building, developing activities, training staff, finalising suppliers and planting trees. What excites us most is that we believe this project will have a far-reaching impact on the ecosystem of the Virunga Massif and the rural people living adjacent to it.



The Evolution of Wilderness Safaris Private Journeys

We are thrilled that the previously-independent brand known as Wilderness Touring Cape Town is now fully integrated into Wilderness Safaris and will operate under the name "Private Journeys." Wilderness stalwart Charles van Rensburg, who recently moved from Botswana to Cape Town, and his experienced team will continue to offer exceptional privately-guided tours of Cape Town, the Peninsula, the Winelands and other Western Cape attractions from their base in the Wilderness Safaris office at Steenberg.



Little Vumbura Flourishes

This intimate gem of a camp, situated on a beautiful island in the private Vumbura Concession, has undergone a major renovation. Aside from new decking throughout camp, all six guest tents have increased in size by 30%. Large feature windows bring the outdoors inside, the bathrooms have been upgraded, and the bar has been revamped and expanded. The main area now includes some special spaces, such as a shaded pergola, another area for communal dining and a fire deck. To boot, new softs will add an air of freshness to the entire camp.



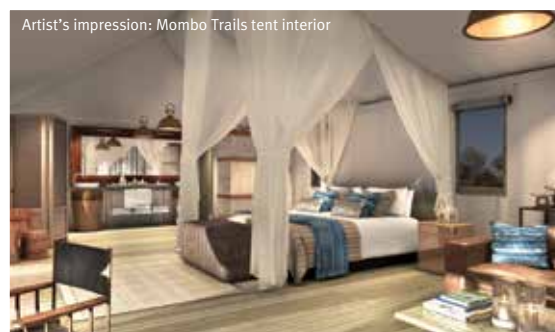
A *Celebration* of Mombo



We are really excited to have begun rebuilding Mombo and Little Mombo Camps. While they will comprise the most appropriate and sustainable luxury as befits this world-famous destination, they will also remain rooted in an authentic bush-camp offering to ensure that the 'Original Mombo' experience is retained and honoured. Our emphasis has always been on sharing and celebrating the amazing natural environment in which we operate, along with service excellence; these new camps will continue to do just that – operating on 100% solar power and remaining committed to having as light an environmental footprint as possible. The breakdown project is being treated as sensitively as the build and our aim is to use the exact same footprint as that of the old camps.



In order to accommodate guests still wishing to travel to Mombo during the rebuild, Mombo Trails has been set up as temporary luxury tented camp two kilometres north-west of the current camp, overlooking the very same productive floodplain that has been the backdrop of Mombo for the last 15 years. Eight stylish suites reflect the magic and the mystique of the great African tented safaris of the early part of the last century, never forgetting for a moment that this is the Place of Plenty.



Artist's impression: Mombo Trails tent interior



Take Your Best *Shot* at a Purposeful Journey

From 1 September to 15 October we will be running our first Wilderness Moments photographic competition. Anyone who has travelled with us over the past 35 years can submit a photograph and story about how they have been a part of a Wilderness Safaris life-changing journey.

With this in mind there will be four categories:

1. Best wildlife
2. Best landscape
3. Best community/culture
4. Best conservation

Three experienced Wilderness Safaris photographers will be judging the competition based on the quality of the images as well as the Wilderness-connected, life-changing stories.

There are some fantastic prizes up for grabs, including an eight-night safari in Botswana, Namibia, Zimbabwe or Zambia, or a combination for two people sharing, including all internal Wilderness Air flights for the overall prize winner.

Watch this space for more information ...



A Bird by Any Other Name – New *Stay Pay* Deal

This 'Bird' is an additional boon to our very popular Early Bird special. Now the 'spontaneous migrants' can also benefit, and it allows everyone to catch the worm:

Between 1 October 2017 and 31 March 2018, a free night on us gives you SIX nights for the price of FIVE!

Valid for any combination of the following camps:

Botswana: Abu, DumaTau, Jacana, Jao, Kings Pool, Little Tubu, Seba, Savuti, Tubu Tree, Xigera

Zambia: Busanga Bush Camp, Shumba, Toka Leya

Zimbabwe: Davison's, Little Makalolo, Linkwasha

The Long Ride to *Free* Them

On 17 April 2017 lifelong environmentalist, Matt Meyer, set out on a 3 000 kilometre (2 000 mile) cycle ride down the West Coast of the USA... If you think that's difficult, try towing a life-size fibreglass rhino behind the bike! All this is being done to raise awareness and vital funds for rhino conservation.

In addition to sponsoring the event, we have also donated three fabulous prizes comprising stays at some of our lodges in Namibia and Zambia to encourage people to actively take part in the campaign. This can be done by helping to choose a name for the fibreglass rhino via Facebook or Twitter, posting selfies taken with Matt and the rhino along the way if you're in the area, or just by following Matt's progress and donating to the project at www.rhinoride.org.



Matt has only three months to complete the ride, so seize the moment to take part and make a difference...

It's Only *May*...

- North Island won the **National Geographic World Legacy Awards**; Segera Retreat was a finalist.
- Segera Retreat was included in **Condé Nast Traveler's 2017 Gold List**.
- Kings Pool, North Island and Toka Leya were included in **Harper's Bazaar Ultimate Travel Guide**.
- Damaraland Camp received a **Silver African Responsible Tourism Award**.
- Our Hwange Scorpion Anti-Poaching Unit was listed as a finalist in the **We Are Africa Innovation Awards**.

A word from the *Press*...

"Wilderness Safaris is like the Tesla of African tourism. They're safari trailblazers at the top of their game, leading the industry in both conservation and community work and offering no-holds-barred luxury out in the field."

– Bloomberg Pursuits