

Celebrating

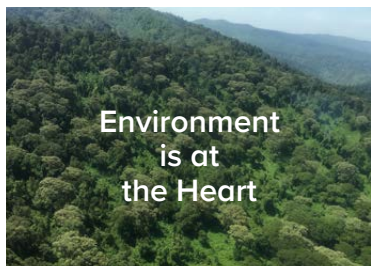
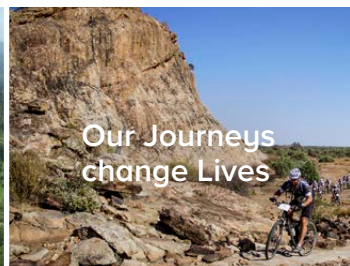

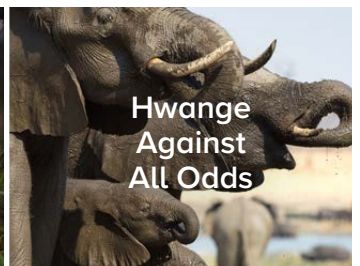
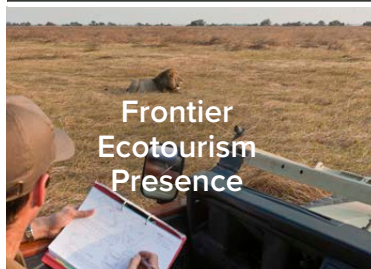





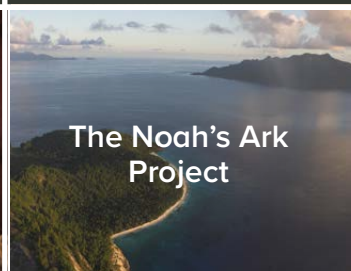

Celebrating 35 years of Travelling with Purpose

In the beginning there were only two guides and one old Land Rover, but there was plenty of enthusiasm and most importantly, a purpose: to conserve and restore Africa's wilderness and wildlife.

Looking back over the last 35 years and take stock of how far we have come is truly uplifting. What makes us most proud is the ecotourism presence, conservation achievements and community partnerships that continually demonstrate our commitment to our original purpose.

And so as we mark our 35th birthday, what better way to celebrate than to indulge in a year of adventurous and purposeful journeys? We have put together 12 itineraries that take in some truly spectacular destinations, with unique behind-the-scenes access to our conservation and community processes, accompanied by experts and leaders in the field. Naturally, all proceeds will be channelled back to the projects and partners that our guests will be exposed to along the way.



 <p>Environment is at the Heart</p> <p>Bongo and water towers in the Rift Valley July 2018 – Kenya</p>	 <p>Our Journeys change Lives</p> <p>Four days, three countries and a bike. August 2018 – Botswana, Zimbabwe and South Africa</p>	 <p>Mega-Moves of Mega-Fauna</p> <p>Black rhino capture September 2018 – Rwanda</p>	 <p>Hwange Against All Odds</p> <p>Collaring, water provision and anti-poaching September 2018 – Zimbabwe</p>
 <p>Frontier Ecotourism Presence</p> <p>Carnivore collaring and herbivore counting October 2018 – Zambia</p>	 <p>Great Apes and Rainforest</p> <p>Three great apes, reforestation and park expansion October 2018 – Rwanda and DRC</p>	 <p>Addressing Human-Wildlife Conflict</p> <p>Lion collaring and boma building November 2018 – Namibia</p>	 <p>Children in the Wilderness</p> <p>Conservation education and leadership development December 2018 – Zimbabwe</p>
 <p>A Light Camp Footprint</p> <p>Energy, water and waste management January 2019 – Botswana</p>	 <p>Pioneering Community Partnerships</p> <p>Ancient San skills and community partnerships February 2019 – Botswana</p>	 <p>The Noah's Ark Project</p> <p>Endangered and endemic birds and reptiles, in luxury April 2019 – Seychelles</p>	 <p>Conservation Coalitions</p> <p>Desert-adapted black rhino conservation June 2019 – Namibia</p>

Our Camps new and renewed

Mombo Flagship 4.0

It is fitting that on the eve of our 35th birthday, the next chapter of our flagship camp, Mombo, has begun, opening its 'doors' in January of this year. Maintaining the integrity of its pristine environment through the use of natural materials, minimal environmental footprint and 100% solar status, the **elegant and luxurious** camp continues to celebrate Mombo traditions and history within the Place of Plenty and is a showcase for the concept of responsible luxury.



Magashi – a new Rwandan horizon

In a bid to help conserve Rwanda's last protected savannah ecosystem and species like the peculiar-looking shoebill and Critically Endangered eastern black rhino, we have partnered with the Akagera Management Company to build Magashi Camp (opening end 2018) in the north-eastern section of Akagera National Park.

Overlooking Lake Rwanyakazinga, **our new Classic six-tented camp** will be your gateway into some of the most scenic savannah in east Africa: open plains, woodlands, lakes, swamp, and grassy low mountains. Eastern black rhino, elephant, buffalo, lion, leopard, crocodile, hippo, spotted hyaena, zebra, topi, roan, eland, giraffe are just some of the wildlife seen here, with more than 500 bird species.

Serra Cafema – Changing Perspectives

Bringing together talented local designers, artists and suppliers, Serra Cafema – reopening later in the year – is being built and furnished to embrace the vast natural features of this incredible desert-scape and to celebrate the culture of our Himba partners. Naturally, we remain committed to building with **as light an eco-footprint as possible** and the camp will run on 100% solar power.



North Island's 21-year Journey

The coming of age of North Island means reflecting back on our journey with what is now known in the industry as one of the world's best private islands. Our dream of what we wanted the Island to look like was ambitious and bold, actualised through the Noah's Ark Project and involving the painstaking removal of alien plants, replacing them with indigenous flora. Through the many years of hard work, we have literally returned the island to its former self; more, we have helped to bring species like the Seychelles white-eye back from the brink of extinction. This has been so effective that later this year we will catch some of 'our' white-eyes to transfer to another island to establish a new population. Our work has not ended however – **we have plans to reintroduce one of the rarest birds in the world**, the Seychelles magpie-robin. North Island has become the haven of endemism that we dreamed of.



Joining Forces **OLYMPUS** with Olympus

We're thrilled to have partnered with Olympus. Not for the 120 cutting-edge OMD cameras that are deployed across our camps and hides for use by our guests. Nor for the photographic training of our guides by Olympus ambassadors like Michael Poliza. Neither is it because of the discounted rates for Olympus camera equipment that our guests qualify for.

Rather, it is for the **purpose at the heart of this partnership ...** to effect positive change in local communities. 10% of all the above-mentioned sales go to Children in the Wilderness, with Olympus committed to and passionate about this cause.



Busanga The Resurgent Plains of Plenty

Over the 12 years that we have been operating in Kafue's Busanga Plains we have seen the resurgence of the area. As a result of our frontier ecotourism presence, the wildlife conservation gains on the ground have been so significant that the monetary losses we absorb yearly are more than outweighed.

A recent aerial survey, conducted in partnership with Zambia's Department of National Parks and Wildlife, has verified this success. The results show an impressive increase in a variety of the no-less-than 24 ungulate species that occur here: Since 2007 **red lechwe have increased by 487%**, puku by 103%, blue wildebeest by 89% and Lichtenstein's hartebeest by 78%.

Farewell
to Safari Stalwart and Legend

Russel Friedman

We were deeply saddened to say farewell to our co-founder Russel Friedman when he tragically passed away from a heart attack on 4 February. After some 34 years of passionate commitment to our business, Russel was still an integral part of the Wilderness family and business. His final roles in the business were apt: Chairman of Children in the Wilderness (CITW) and Trustee of Wilderness Wildlife Trust.

Through all of Russel's travels, he made friends with everyone he met, spreading the Wilderness story and passion, and raising thousands of dollars to ensure the sustainability and success of CITW, as well as for the Trust – and not least for the successful reintroduction of rhino into the wilds of Botswana and their continued protection.

He was often the company's conscience in the areas of ethics, community and conservation and although his passing is being felt by all of us in the industry and by several generations of Wilderness Safaris employees, it is also with deep gratitude that we remember Russel and the role he played in our lives and the life of the company. His love of life, passion for conservation and his immense integrity will be missed by all who knew him and his legacy will live on as we strive to continue the important path he courageously paved for us.



Don't

take our word for it ...

Recognition by others of the things that are important to you is always gratifying. We were recently named **Overall Winner in the 2018 African Responsible Tourism Awards (ARTA)**. This was in addition to a **Gold ARTA** for our transparent reporting against the United Nations Sustainable Development Goals (SDGs), a **Gold ARTA** for North Island's commitment to aquatic species and habitat conservation and a **Silver ARTA** for our innovation in water management.

