



### **Desert Rhino Camp Wins Authentic Travel Award**

**November 2013** – Wilderness Safaris is proud to announce that Desert Rhino Camp in Namibia has received the Authentic Travel Award at the inaugural Amadeus and WTM Travel Experience Awards, announced at the World Travel Market in London last night, 6 November 2013.



*Tracking rhino on foot with experienced SRT guides; classic tented accommodation*

Desert Rhino Camp offers one of the most original wildlife experiences today to view Africa's largest free-roaming black rhino population on foot and to help contribute to its conservation. The camp lies in the 450 000-hectare Palmwag Concession in Damaraland – a region marked for its stark, minimalist beauty and surprising wealth of arid-adapted wildlife.

Desert Rhino Camp functions as a collaborative effort between Wilderness Safaris and the Save the Rhino Trust (SRT), a highly-respected NGO that is almost single-handedly responsible for the preservation of desert-adapted black rhino in the area. Having barely survived the slaughter of '80s and '90s throughout other parts of Africa, the black rhino population has doubled since the formation of the SRT, which focuses on the protection, monitoring and understanding of the local black rhino population. The project is funded by both donations and partnerships.

“We have an authentic conservation partnership with SRT, with a portion of every guest's nightly rate going to the Trust and its conservation operations. The Wilderness Wildlife Trust also funds specific projects such as individual rhino relocations to boost other population centres in Namibia. The ongoing day-to-day activities of the camp and our guests help monitor and protect this Critically Endangered species, making a substantial and sustainable contribution to the ecotourism of this unique region”, said Dave Bennett, Wilderness Safaris Operations Director.

Activities include rhino tracking on foot or by vehicle with SRT trackers, full-day outings with a picnic lunch, birding and nature drives exploring this vast, miraculous ecosystem with some of the most knowledgeable guides in Namibia. Palmwag Concession's freshwater springs also support healthy populations of desert-adapted elephant, Hartmann's mountain zebra, giraffe, gemsbok, springbok, kudu and predators such as lion, cheetah, leopard, and brown and spotted hyaena. Birdlife is prolific and diverse with most of Namibia's endemics present.

In addition to gaining incredible insight into the ecology and conservation of this area, the camp is renowned for its warm local hospitality, classic accommodation and delicious fresh food. Set in a wide

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valley sometimes flush with grass, the camp comprises eight Meru-style canvas tents raised off the ground on a wooden deck, overlooking magnificent vistas of the surrounding desert and Etendeka Mountains. The open-plan tented dining and lounge area also offers panoramic views and evening meals are enjoyed around the fire pit under the star-filled skies.

[Click here](#) for more information on Desert Rhino Camp, [here](#) for more information on Save the Rhino Trust, and [here](#) for the full lists of winners of the 2013 Amadeus WTM Travel Experience Awards.

**Ends**

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**Notes to editor**

- Wilderness Safaris is an ecotourism company that specialises in memorable wildlife experiences in some of the most remote and pristine areas in Africa. In this way it offers its guests private access to three million hectares of Africa's finest wildlife reserves, while remaining fiercely committed to protecting our planet's precious natural and cultural resources.
- Wilderness Safaris operates camps and safaris in some of Africa's best wildlife and wilderness reserves across nine different countries: Botswana, Congo, Kenya, Malawi, Namibia, Seychelles, South Africa, Zambia and Zimbabwe.
- Recognising that conservation is as much about people as about the environment, the company has pursued important goals through its Children in the Wilderness programme, as well as through the Wilderness Wildlife Trust, which have helped change the face of nature-based tourism in Africa.
- Wilderness Safaris firmly believes that its single most important achievement to date is to have built a sustainable business model that does not compromise environmental principles and which provides jobs, training, skills, careers, adjusted horizons, hope and a realistic alternative to less sustainable development.
- Wilderness Safaris is part of the Wilderness organisation, a group of responsible ecotourism companies and conservation and community development vehicles that together endeavour to use responsible tourism to build sustainable conservation economies in Africa.
- From humble beginnings in 1983, Wilderness Safaris has grown substantially over the last 30 years – not only in size but also in its ability to positively impact Africa. [Click here](#) to view its retrospective video, narrated by Map Ives, Environmental Manager for Botswana.