

Purpose is the new luxury

The idea of “purpose” – that people want to know that their experiences make a difference to the world – has become a firmly-entrenched trend in our industry. But this has been part of Wilderness Safaris’ vision since we began. For over three decades now we have been inspiring positive action through our life-changing journeys, underpinned by our unwavering purpose: “to conserve and restore Africa’s wilderness and wildlife...”



One example of our steadfast commitment is the story of our presence in Zambia’s Busanga Plains. In 2006 we took a leap of faith into the remote Kafue National Park, far off the beaten track for most travellers and with a shortened tourism season. The business model was never attractive: our capital outlay was US\$11 million and our losses have amounted to about US\$1.7 million a year.

Yet we keep operating. Why?

- ... because we employ 152 people.
- ... because our presence, and our anti-poaching and research investment of US\$15 000 a year, keeps the poachers at bay.
- ... because we are the biggest contributor to Zambia’s Department of National Parks & Wildlife (DNPW) in the Kafue – approx. US\$400 000 per annum.
- ... because we owe it to the children that we continue to reach through Children in the Wilderness.
- ... because if we left, all the gains we have made in this fragile ecosystem over the past decade would be reversed.

So we stay!

“I’d heard good things about Busanga from others who knew her well. Her reputation was tantalising, but the real thing exceeded my expectations. This was unlike anything I’d seen before in southern Africa.” Scott Ramsay, author and photographer



The Luxury of Experience

Buttressed by the wildlife and local cultures, our camps offer life-changing experiences. We do this by continually seeking out the most important biodiversity hotspots to operate in, building sustainably luxurious camps in mainly private concessions and continually innovating to share these areas with our guests year after year.

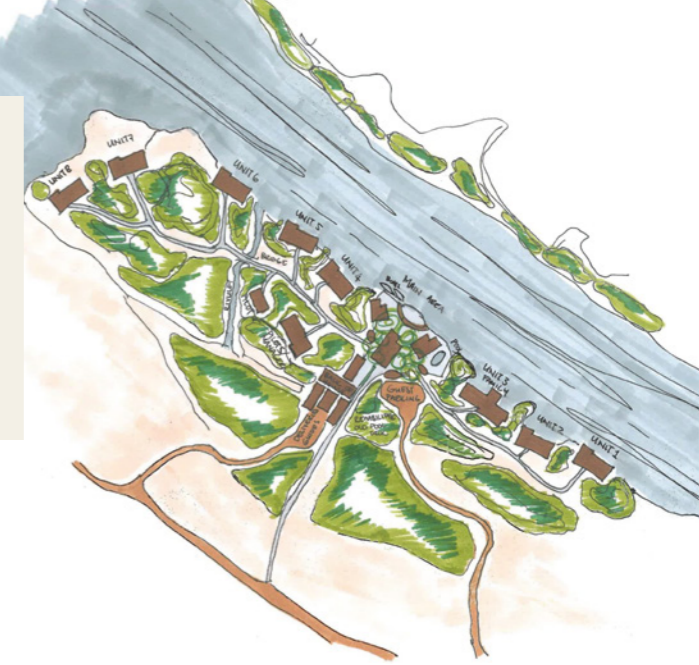
Here are just some of the goings-on...



Serra Cafema – remote rebuild

There are few camps on this planet that are as remote as Serra Cafema. Offering the ultimate in luxury of space and peace as well as fascinating engagements with one of the last true nomadic people – the Himba, this remarkable camp is about to be completely rebuilt. The same exquisite footprint along the lush banks of the Kunene River will be home to the new camp with just eight guest tents.

NB. The camp closes in January for the rebuild, receiving its first guests in June 2018



Davison's Camp – a bright re-lightening

A comprehensive revamp of all the guest tents (including the beds...) have created light and airy en-suite tents, making this charismatic camp an even more attractive base from which to enjoy our abundant and exclusive Hwange Concessions.

Artist's Impression

Qorokwe – a modern Okavango classic

Opening our "doors" in December, this Classic camp is set in the high-density game area of the Qorokwe Concession. The entire camp, including its eight tented suites and one very spacious family unit with its own splash pool, is raised on wooden platforms providing exceptional views of the productive lagoon and surrounding bushveld. Entirely solar powered, the elegant camp has been constructed using a steel sub-structure, the latest environmentally-friendly technique in building.



Mombo – the build in progress

Mombo – antici ... pa ... tion ...

The fourth generation of Mombo is in the last stages of construction.

[Click here](#) for more information...



Chitabe Camp – renewal of a favourite

From mid-January to the end of May 2018, Chitabe will be undergoing major renovations. A unique new look and feel over all the walkways, main areas, pool, library, curio shop, dining and main lounge will take this already exceptional camp to new heights.



Savuti Camp – facelift for a front row seat

The camp's facelift and improved décor has added additional appeal to Savuti's remarkable wildlife experience. With front row seats to the natural phenomena of the "stolen river", the Savute Channel is a magnet for a wide variety of game, to say nothing of the enormous herds of elephants drawn to its waters.

"Lodges like those built by ... Wilderness Safaris throughout Africa ... are raising standards and teaching us that experience is the new luxury. And, more to the point, that luxury and conscience are not mutually exclusive." Pilar Guzman – Condé Nast Traveler

The Luxury of *Abundance*



Dust, Densities and Drama ...

This is one of the ways to describe the incredible experience of the dry season peaks of September and October each year! As rivers dry, waterholes dwindle and resources shrink the herbivores are forced into narrower patterns of movement and interaction between them and the predators becomes more frequent and more dramatic. Best experienced in Linyanti, Hwange, Mana Pools and the Busanga Plains.



Phoenix from the Ashes

After the large fire experienced in October, the grasses of the pans and plains of the Central Kalahari are already shooting, boding well for a bumper summer season of thousands of springbok, oryx, wildebeest, hartebeest, ostrich and other grazers. The carnivores seem to agree judging by this lion pride drinking from the Kalahari Plains Camp birdbath. The cheetah won't be far behind ...

The Luxury of *Adventure*...

Starry, starry Beds

Sleeping under the stars is not just something for the intrepid explorer; not with Wilderness Safaris anyway. Our Star Beds are luxurious and romantic and sometimes remarkable structures – and thrilling, given that there is very little between you and the starry night skies of Africa.

Here are the latest additions to our star-bed menu:

- Botswana – Zibadianja Lagoon (for guests of DumaTau)
- Zimbabwe – Scott's Pan (for guests of Linkwasha)
- Kenya – Nay Palad Bird's Nest (for guests of Segera)



The Luxury of *Sustainability*...

The United Nations 70th General Assembly designated 2017 as the International Year of Sustainable Tourism for Development. As Wilderness Safaris, we are committed to ensuring the sustainability of our operations. This commitment is part of our DNA and is reflected via our sustainability platform: The 4Cs – Commerce, Community, Culture and Conservation.

A few stats:

- We help protect more than 2 million hectares of wild Africa
- We employ more than 2 000 members of rural communities
- We conduct and support more than 50 conservation projects every year

The Luxury of *Authenticity*...



Bisate's Badge of Honour

A hit from the word go, the whole Bisate experience is based around our 4Cs sustainability ethos. The pioneering reforestation project has over 16 000 indigenous trees planted to date, while our community engagement and celebration of the local culture saw the Lodge winning the 2017 PURE Award for Mindful Design and being shortlisted for LE Miami REBEL Award in the Best Interaction with the Neighbourhood category.