

WILDERNESS SAFARIS - IN A NUTSHELL

WHO ARE WE?

Wilderness Safaris is Africa's leading and most responsible ecotourism operator that specialises in memorable wildlife experiences and exceptional hospitality in the best portfolio of camps located in some of the most remote and pristine areas in Africa.

WILDERNESS VISION

To be **Africa's leading ecotourism organisation**, creating **life-changing journeys** in order to build **sustainable conservation economies** and **inspire positive action**.

WILDERNESS BLUEPRINT

COMMERCE

We create life-changing wilderness journeys for our guests and clients, and work closely with our Government partners, conservation and community stakeholders and shareholders, to ensure the ongoing financial success and sustainability of our business.



CONSERVATION

We aim to maximise the positive impact of our operations on biodiversity conservation and to build and manage our camps in the most eco-friendly way possible to minimise our negative impact.



COMMUNITY

People are at the heart of our business. We hope to provide opportunities and growth to inspire our staff and external communities to learn about nature, love and conserve it, and to realise the importance of ecotourism.



CULTURE

We respect and promote our unique Wilderness culture, as well as those of all our employees and neighbouring rural communities. We hope to positively impact a global culture of respect and care for the environment.



WILDERNESS at a GLANCE



WILDERNESS OPERATES OVER

.....
CAMPS

50 
CAMPS

..... IN

9 
AFRICAN COUNTRIES

..... AND

21
DISTINCT REGIONS



WE HOST APPROXIMATELY

.....
JOURNEYS

35 000
GUESTS EACH YEAR

2 800 
STAFF ACROSS THE REGION

85% OF OUR CAMP STAFF ARE FROM RURAL COMMUNITIES ADJACENT TO THE AREAS WE WORK

.....
EMPLOYMENT

BUSINESS

4Cs
COMMERCE
CONSERVATION
COMMUNITY
CULTURE

A BUSINESS CAN ONLY BE TRULY SUSTAINABLE IF IT COMMITS TO THE 4CS

WILDERNESS AIR OWNS AND OPERATES A FLEET OF NEARLY
40 
LIGHT AIRCRAFT

WE ARE A **LISTED COMPANY** ON THE BOTSWANA AND JOHANNESBURG STOCK EXCHANGES 



OUR ROLE IN AFRICA

Within our industry we have unquestionably the greatest total positive impact on both rural communities and biodiversity conservation:

- Ensuring **sustainable protection of carbon sinks and biodiversity** through the creation of viable ecotourism businesses either within formally protected areas or on community or privately-owned land without formal protection
- Ensuring that **ecotourism remains the chosen alternative** in an economic sense to less sustainable industries such as mining, agriculture, farming, hydroelectric schemes and others that irrevocably damage biodiversity, wilderness and ecosystem processes
- Creating a **profitable, ethical and responsible business** that others are able to replicate and implement in regions where we are not active or cannot make a difference ourselves
- We operate two influential non-profit trusts that enable the company to raise funds for education and conservation projects in which it is not directly involved:
 - Children in the Wilderness mentors more than **500 rural children each year**
 - The Wilderness Wildlife Trust funds some **50 conservation projects annually**

We understand this as building sustainable conservation economies

WILDERNESS TRIVIA

IT ALL STARTED
1983
FOUNDED BY TWO
YOUNG GUIDES

TODAY, WE PROTECT
3 million hectares
(8 million acres)
OF EXCLUSIVE
WILDERNESS AREAS

LOGO **AFRICAN SKIMMER**
REPRESENTS THE FRAGILE ENVIRONMENTS
THAT WE STRIVE TO PROTECT – AS WELL AS OUR
FLIGHT FORWARD TO MEET NEW CHALLENGES

SPECIES IN OUR AREAS

800
BIRD SPECIES

280
MAMMAL SPECIES

220
REPTILE SPECIES

63
AMPHIBIAN SPECIES

THIS INCLUDES MORE THAN

6%
OF THE GLOBAL
BLACK RHINO
POPULATION
CRITICALLY ENDANGERED

8%
OF THE WORLD'S
**SEYCHELLES
WHITE-EYES**
ENDANGERED

3%
OF
**WILD
DOGS**
ENDANGERED

1.3%
OF
LIONS
VULNERABLE

13%
OF
**WATTLED
CRANES**
VULNERABLE