

WE ARE WILDERNESS



WILDERNESS

Discover Earth's Ultimate,
Untamed Places



Dear Wilderness

As many of you know, we celebrate a most extraordinary milestone in 2023 – 40 years of pioneering conservation and hospitality in Africa. And what a remarkable journey it has been – largely thanks to you, our Wilderness family – who through hard work, resilience and passion – have kept us standing, and striving throughout.

From humble beginnings in 1983 – just two dedicated safari guides in Botswana, one vehicle and a few rustic tents – we have grown to become Africa’s leading conservation and hospitality company, with over 3 000 passionate employees, and more than 60 camps in 8 countries. No small feat.

It is time to take the next step in our life-changing Wilderness journey, and to reposition ourselves for the future. In order for us to do this, we need our beloved brand to be strong, to deeply resonate with both current and future guests across the globe, and to stand out from other worldwide competitors.

After deep reflection, we have embarked on a profound rebranding process – not only to ensure that we are well positioned for global growth, but to help us take our core conservation ethos and passion for hospitality to even greater heights.

We are Wilderness. We are the same company, just with a more modern and edgy look and feel, an exciting new logo and enhanced brand messaging. Conservation remains our core purpose – that will never change.

Our goal is to double the amount of land we help protect by 2030 – having an even bigger impact on the world’s wildlife, wilderness and local communities. The more we grow, the more opportunities we create for passionate individuals, and the greater the positive impact we can make.

Our future is bright. Thank you for everything you do. Here’s to the next 40 years. And the 40 after that.



Keith Vincent – CEO

Wilderness is a world leading conservation and hospitality company. We offer guests the opportunity to get up close and personal to the beating pulse of Earth's ultimate, untamed places.

The story of our business is one best told in two halves: conservation and hospitality. These halves are equally important and deeply linked. The bigger we grow our hospitality offering, the bigger our conservation impact can be.



By bringing guests to discover the beating pulse of Earth's ultimate untamed places....

Our hospitality success dictates our conservation impact efforts....

The more guests and partners we involve in our purpose....

...we impact communities through park lease fees, employment and by using locally sourced produce in our camps.

...as it enables us to support educational programmes, human-wildlife conflict and ongoing empowerment initiatives.

...the greater the impact we can have in helping to protect these iconic and wild destinations.

Our purpose always has been, and always will be, what drives us. We have always existed to protect, explore and expand the world's wilderness. Today, we help protect 2.3 million hectares of land. Our aim - to double the land under our influence by 2030.

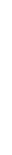
Together with all of our partners and guests, we stand as one collective. We are all responsible for increasing the world's wilderness. We should have fun sharing this message with our guests!





WILDERNESS

A name that reflects who we really are and all we really do.



We're shortening our name. Although we will always offer leading safari experiences, it's important for our name to reflect the diversity of places we operate in, now and into the future, as well as the experiences we provide.

The 3 main reasons why we've done this:

- We do so much more than just safaris – Our name needs to reflect our impact on wildlife, nature and local communities. And the diversity of our offering – from primate trekking to stargazing, bush walking, boating, and learning about new cultures – in a variety of places; a mixture of different habitats, on land and water.
- We are building a global brand – There are some places in which we operate (or might one day operate) that aren't classic 'safari' destinations. Our name needs to work for all of our current and future markets.
- The word 'Wilderness' captures our very reason for being – To protect and share the wilderness. We bring guests to discover the wilderness. Wilderness is our word.



To increase the world's wilderness, together.



Our Brand Purpose is an internal and external statement that sums up why we exist. Everything we do – from opening new camps to creating new conservation initiatives – is in support of this purpose. As a pioneering collective, alongside our guests and partners, we exist to increase the world's wilderness, together.

We have grown from a handful of guides into a world leading conservation and hospitality company because of our relentless push to keep protecting, exploring and expanding the world's iconic wild places.

Our impact. Conserving our wilderness means we have a big influence on the wildlife and nature that live here, while positively contributing to local communities.

Our ambition. By 2030 our aim is to double the 2.3 million hectares of land we help protect.

The word 'together' is important.

We are a pioneering collective that, together with our guests and partners, is responsible for increasing the world's wilderness. This is something we can all be very proud of.

We are the pioneering collective
increasing the world's iconic
wilderness, bringing guests to
discover the beating pulse of
Earth's ultimate, untamed places.



We can all use our Brand Positioning Statement to help us define who we are, what we do, why it matters and how it makes us different. It captures the whole essence of Wilderness. When everything we do reflects this statement, it helps us occupy a certain place in our guests' minds.

Guests come to us for adventure, real nature and to immerse themselves in culture. They want to learn new things. Discover Earth's most exciting places for themselves.

Because of our long-standing reputation in Africa for creating a positive conservation and community impact, we protect some of the world's most iconic wild destinations. No one else has access to these locations. Bringing guests to discover these ultimate, untamed places is what we do best.

We will always have unrivalled in-camp experiences, but what we excel at, and what differentiates us from our competitors, are our out-of-camp experiences. Intimate wildlife encounters in private concessions. Immersed in local culture. Experiences of exploration and discovery – whether it's on a vehicle, on foot, a boat or hot air balloon.

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This is the story we need to tell our guests.



Discover Earth's Ultimate, Untamed Places



As 'Our Journeys Change Lives' evolves, our new tagline speaks to our biggest strengths – that we, as a world leading conservation and hospitality company, protect the world's most iconic wild destinations. It sums up the essence of Wilderness in one line.

It also speaks to the kind of experience we create – one about bringing guests to discover the beating pulse of each different destination within our collection.

We needed to do this so that our tagline truly resonates with our guests across the globe – both current and future guests.

We now also refer to
our portfolio of products as our
collection and our camps as
destinations.

OUR WILDERNESS GUEST EXPERIENCE IS UNLIKE ANY OTHER. THESE SEVEN PILLARS HELP DIFFERENTIATE US AND SHOW OUR GUESTS WHAT SETS US APART.

01

ICONIC WILD DESTINATIONS

After four decades of pioneering conservation and hospitality in Africa, we protect a collection of the world's unique wilderness areas.

02

THE BEST WILDLIFE EXPERIENCES

Our private and pristine areas have an abundance of charismatic species, offering guests thrilling wildlife experiences on night drives, walking safaris or boating, to name just a few.

03

INDUSTRY-LEADING GUIDES

Our guides are renowned in the industry; knowledgeable experts who anticipate and share nature's most thrilling moments with our guests.

04

IMMERSIVE DESIGN

Our camps are carefully designed to immerse guests in nature, celebrating their sense of place and purpose, while touching the Earth with the lightest possible footprint.



06

SEAMLESS, TRUSTED TRAVEL

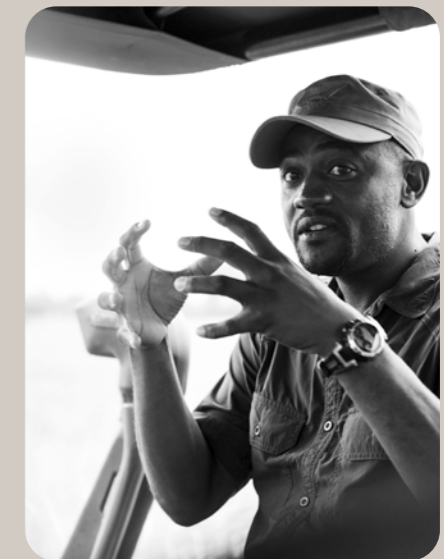
Our guests are looked after throughout their entire journey. At every touch point – whether it's getting off a plane or arriving at a camp – we are there.



05

CULTURAL EXPLORATION

Local tradition and cuisines are brought to life in each destination by our special staff, who share their love of culture and local stories with our guests.



07

SHARED IMPACT

Every guest who travels with us helps us drive our positive impact, making a difference to conservation and communities.

Our values are a reflection of the unique Wilderness culture we've all helped to build.



COMPANY BRAND VALUES



We are wilderness. We are ethical, humble, inclusive and respectful; wholeheartedly committed to delivering warm, authentic hospitality; all for our collective purpose: to expand the world's wilderness, together.

PASSIONATE ABOUT HOSPITALITY

We are dedicated to authentic, genuine service and delivering the warmest hospitality with passion. We are humble, generous and empathetic towards everyone within our collective, whether we are welcoming and hosting guests, working alongside colleagues or collaborating with partners, communities or governments. We are inclusive and have fun expanding the world's wilderness together, taking pride in sharing our incredible wild places with all who visit us. We set ambitious, industry-leading standards, then deliver on them over and over again, consistently exceeding expectations.

PURPOSE-DRIVEN

We exist to expand the world's wilderness. Everything we do helps us achieve this purpose – from selling journeys, hosting guests and building camps to supporting communities and protecting wildlife. We are always on the lookout for new ways to increase and improve our positive impact. Every member of our collective – colleagues, guests, partners and stakeholders – understands their fundamental role in expanding the world's wilderness, together. This deep commitment to making a difference is at the core of everything we do.

RESPECTFUL

This isn't just a job, it's our life's work. Every day we set out to earn and retain the trust that has existed for decades between us and our collective, including our communities and governments. We act with honesty, transparency and integrity and we have deep respect for everyone we interact with, inside and outside the business, underpinned by our deep respect for the environment. We embrace diversity and inclusion and act with humility and care. We are fearlessly open and honest, always seeking the truth and the best for our collective.

PIONEERING LEADERS

The drive to chart our own course has always been, and continues to be, the core of who we are. As a trusted industry leader, we are courageous, fighting for our cause, taking calculated risks to push the envelope. We are not afraid to embrace change, run with a new idea or speak our truth. That is what it means to lead, and we are leaders – every single one of us. Like true pioneers, we never stand still. We celebrate those spirited team members who use their autonomy to innovate, drive positive change and lead by example, so that every day we can find new ways to improve our operations and better care for our guests, our people, our communities and our wilderness.



W I L D E R N E S S

Discover Earth's Ultimate,
Untamed Places

Our logo is an
expression of
both halves of
our business:
conservation
and **hospitality**

Inspired by the long grasses and diversity of habitats in our collection, our new logo is an abstract and raw symbol of the wild.

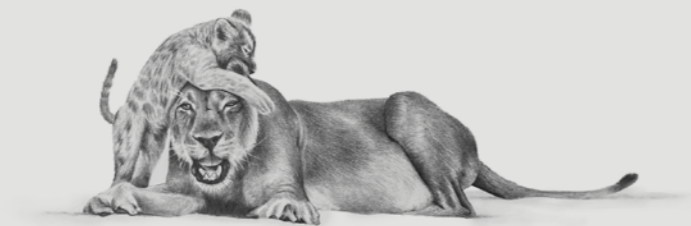
It symbolises the places we protect. Unfenced, untamed, unpredictable – and the experiences we create within them. Discovery, adventure and exploration.

It is designed to invite intrigue, and make you want to push through these long grasses to explore what the destination holds.

It works well with our new brand line – 'Discover Earth's Ultimate, Untamed Places' – and stands out from a sea of similar competitors in this space.

OUR WILDERNESS STORY

Our manifesto is the story of our brand. It is used internally to inspire us, remind us why we do what we do and keep us moving forward together. Read this whenever you want to get a deeper understanding of our Brand Positioning, to help you tell our story to guests or partners, as a guide for how we speak about ourselves, or simply when you want to remember why you get out of bed in the morning.



Inside each of us is a call to visit wild places.
To experience nature in its raw capacity,
Understand new cultures around a campfire,
And discover sights and stories
that are genuinely rare and unrepeatable.

But these wild places are quickly becoming extinct.
Our ability to experience the true diversity of life on Earth, endangered.
We exist to change that.

To make sure the world always has a version of its wilds that is
unfenced, untamed and unpredictable.
And that humanity always has a way to come and let this wildness
shape us. Change us. Challenge us.

It's why we first put on our guiding uniforms, back in 1983.
Why we implemented the concept of conservation tourism that
countless others adopted.

And why we grew to become the pioneering collective
expanding the world's iconic wilderness:
A group of individuals, helping to conserve 2.3M (and counting) hectares
on our planet.

Protecting thousands of species. Uplifting hundreds of communities.
Hell-bent on doubling our impact.
Then doubling it again.
And again.
And again.

Because it's not our reputation as one of the first, or the largest,
in this space that makes us Wilderness.
It's our determined push to keep going.
To keep protecting, exploring and expanding Earth's
ultimate, untamed places,

Then bringing guests to discover the beating pulse of each one.
Immersing them in each fascinating environment.
Guiding them through each expansive private concession.
Creating intimate encounters between them, nature and culture.
And ultimately, increasing the world's wilderness by involving
more and more people in our purpose.

It's because of this -
That we get to say
We are Wilderness.

OUR POSITIONING STATEMENT

We are the pioneering collective increasing the world's iconic wilderness, bringing guests to discover the beating pulse of Earth's ultimate, untamed places.

OUR PURPOSE

To increase the world's wilderness, together.

OUR BUSINESS AMBITION

To double the amount of land we help protect under conservation by 2030.

OUR TAGLINE

Discover Earth's Ultimate, Untamed Places

OUR BRAND DESCRIPTOR

Wilderness is the world's leading conservation and hospitality company. We offer guests the opportunity to get up close and personal to the beating pulse of Earth's ultimate, untamed places.

OUR VALUES

Passionate about hospitality; purpose-driven; respectful; pioneering leaders.

OUR BRAND EXPERIENCE

The 7 pillars that differentiate us: iconic wild destinations; the best wildlife experiences; industry-leading guides; immersive design; cultural exploration; seamless, trusted travel; and shared impact.

OUR NON-PROFIT PARTNERS

Children in the Wilderness and the Wilderness Wildlife Trust.

COLLECTION

The way we refer to our portfolio of camps.

COLLECTIVE

Our staff, business partners and guests.

DESTINATIONS

The way we now refer to our camps.





WILDERNESS

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Untamed Places

www.wildernessdestinations.com