



**Biography: Miriam Tichapondwa-Vasco**  
**Guest Operations Manager: Wilderness Safaris Botswana**

Miriam joined Wilderness Safaris in June 2004, starting her career as a Trainee Manager at Tubu Tree Camp in the Okavango Delta. Her fiery determination and passion for Botswana's wilderness areas has seen her gain immense experience within Wilderness Safaris, working her way through ranks to her current position as Guest Operations Manager for Wilderness Safaris Botswana.

After joining the company, she completed her management training in three months and was appointed General Manager of Baobab Camp in the Chobe District. After overseeing the build and launch of a second Baobab Camp in April 2005, including hiring and training the staff, Miriam was promoted to Guest Experience Manager for Kings Pool Camp in the Linyanti. Within a year, she was appointed General Manager for DumaTau Camp, together with her then fiancé, Attorney Vasco. The duo then took the DumaTau experience to another level, focusing on delivering an outstanding guest experience. Their adventure continued as they moved on to being the General Management couple at Vumbura Plains – with Miriam being promoted to Assistant Operations Manager for both the Vumbura and Mombo concessions eight months later.

After three years of assisting with the optimisation of the operation by creating efficiencies, product development and setting individualised camp standards, as well as driving the service culture within Wilderness Safaris Botswana, Miriam opted to learn a different side of the business and joined the Travel Shop and Guest Operations Team. Being involved in Sales, Customer Service and managing relationships of key industry partners was enlightening for Miriam, who, as the current Guest Operations Manager for Wilderness Safaris Botswana, leads a high-performance team who carefully manage guest itineraries, thus ensuring that all guests have a personalised and seamless experience.

Miriam holds an Honours Degree in Tourism and Hospitality Management, a BCom Accounting Degree and is also a Graduate and Associate Member of the Chartered Institute of Secretaries and Administrators of South Africa. Miriam thrives on touching people's lives, by offering a service that brings smiles to their faces, and is very proud to be a part of creating journeys that result in life-changing experiences.

“My goal is to be a key part of the development of tourism in Botswana as a whole. By being an ambassador for the country to the international community, as well as encouraging and hopefully inspiring young Batswana to take pride and ownership of the unique gem that is Botswana, I hope we can continue to play an important role in conserving the environment for future generations to enjoy”, Miriam concluded.

**Ends**

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**Notes to Editor**

**About Wilderness Safaris:** [www.wilderness-safaris.com](http://www.wilderness-safaris.com)

- Wilderness Safaris is Africa's leading authentic and sustainable ecotourism operator, specialising 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 almost three million hectares of Africa's finest wildlife reserves, while remaining fiercely committed to protecting our planet's precious natural and cultural resources.

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- Wilderness Safaris operates camps and safaris in some of Africa's best wildlife and wilderness reserves across eight countries: Botswana, Kenya, Namibia, Rwanda, Seychelles, South Africa, Zambia and Zimbabwe.
- Wilderness Safaris is deeply committed to its 4Cs sustainability ethos of Commerce, Community, Culture and Conservation. It 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.
- 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 is part of [Wilderness Holdings](#), a group of responsible ecotourism companies that together endeavour to use responsible tourism to build sustainable conservation economies in Africa.