

Wilderness Safaris is an ecotourism company dedicated to conserving and restoring Africa's wilderness and wildlife. We do this by creating life-changing journeys for our guests in some of the most remote and pristine areas in Africa.

Vision

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



Purpose

- We are dedicated to conserving and restoring Africa's wilderness and wildlife, and we use high-end ecotourism to do this.
- Our model is:
 - Responsible and sustainable.
 - Changes people's perspectives on the planet.
 - Inspires those exposed to it to make positive change in their own lives and own spheres of influence.
- Everything we do is routed in our Purpose

WILDERNESS at a *Glance*

OVER **40**
CAMPS

7
AFRICAN
COUNTRIES

16
DISTINCT
REGIONS



WE HOST APPROXIMATELY
30 000
GUESTS EACH YEAR

2 500
STAFF ACROSS THE REGION
EMPLOYMENT

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

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 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.
- Forming **successful joint ventures** with community conservancies in our areas of operation, thus creating increased ecotourism employment opportunities, and as a result, increased wildlife.
- 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 **20 conservation projects annually**

We understand this as building
sustainable conservation economies

Trivia

AFRICAN SKIMMER

represents the fragile environments that we strive to protect – as well as our flight forward to meet new challenges

IT ALL STARTED
1983
FOUNDED BY TWO
YOUNG GUIDES

WE PROTECT NEARLY
2.3 million
hectares
(5.8 million acres)
OF EXCLUSIVE
WILDERNESS AREAS

Conservation

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