



JOURNEYS BY DESIGN
- EXPERIENCE -



I BELIEVE OUR NATURAL STATE IS BEST SERVED
WANDERING THROUGH A FOREST OR A DESERT, WITH NO
MORE THAN A STAFF AND A STAR TO BE GUIDED BY.

BY EXTENSION, I BELIEVE THAT WALKING IS THE
BEST WAY TO CONNECT WITH THE ENVIRONMENT,
AND THAT IF THE BICYCLE IS PERHAPS
MARGINALLY TOO FAST, THEN THE
JET CERTAINLY IS.

WILL JONES



— Welcome

At first glance, the decision to produce a brochure championing the idea of the experience may seem so obvious as to beggar belief. Diverse, home to some of the world's last great wildernesses, and now facing its greatest challenges, Africa remains an extraordinary destination.

Travel to and from Africa's wildernesses has never been easier, and the numbers of travellers to the continent's most well-known destinations is on the rise. Kenya's Maasai Mara, Tanzania's Serengeti and South Africa's Kruger offer the kinds of experiences our parents and grandparents could only have dreamed of: wonderful scenery, guided game drives, superbly run luxury camps and lodges, a variety of extraordinary activities. As travellers and facilitators of that travel, we are all most fortunate.

However, while there are many types of safari experience, it is exactly this kind that has come to dominate the industry, so much so it has become something of an exhausted type. Rather than celebrate the myriad ways to travel Africa, it opts for the tried and tested. It blinds us to more meaningful, shared experiences – on foot, by boat, at a slower meander. Failing to properly connect us to nature, it sometimes turns the safari into a journey of ticked boxes. It compromises what is, in fact, an opportunity to experience something so different as to change the way we think about life. The 'Big Five' game animals, the 4x4 and gold tap luxury are by no means the sum of what it means to travel Africa.

Truth is, there is so much more to the experience of travelling 'wild' Africa, in terms of the variety and quality of journey on offer, and it is exactly this that we celebrate. Be it walking Orthodox Christian Ethiopia, flying the wilds of Namibia's Skeleton Coast, or boating up the Omo Valley; seen this way, Africa's wildernesses are transformed into something more than a spectacle – however extraordinary that might be. By virtue of having experienced the wild at such close quarters, and having done so either partly or entirely under our own volition, we are no longer mere sightseers. Rather, we are the viscerally engaged. We are at one with the spectacle. We are in real, wild Africa. We are transformed.

I hope you enjoy Journeys by Design's latest brochure, and that it serves as inspiration for Africa as it deserves to be experienced: around the campfire, in the company of our hosts, and in a way that opens us up to the very extraordinariness of the continent.

Will Jones



Director & Founder,
Journeys by Design and Wild Philanthropy

CROWN CRESTED CRANES | KING LEWANIKA LODGE
LIUWA PLAINS NATIONAL PARK | ZAMBIA





WITH 12 MONTHS IN A YEAR,
THERE IS SCOPE FOR A UNIQUE AFRICAN
ADVENTURE IN EACH ONE.

WHETHER IT IS TRADITIONAL MOBILE SAFARI CAMPS
IN THE SERENGETI, ABSEILING OFF TABLE MOUNTAIN,
FLYING BY HELICOPTER OVER REMOTE AND UNEXPLORED
LANDSCAPES, DIVING WITH HUMPBACK WHALES IN
MOZAMBIQUE, VISITING THE HADZA PEOPLE OF TANZANIA,
OR TRACKING RHINO IN KENYA, THESE EXPERIENCES
WILL CHANGE YOU. IF YOU ARE OPEN TO CHANGE.

EXPLORE. DREAM. DISCOVER.



— Walk Ethiopia

Walking long distances is more than getting from one place to another. It is even more than finding something special on the way. As much a journey into the self as it is through space, the long walk has the power of revelation, a power born of a pace slow enough to allow for periods of silent contemplation, and for the joy of sharing that experience with one's walking companions.

Facilitator of the meaningful, of conversations worth having, of the self-generated transformation, walking is the great enabler. It allows for wonder and nowhere is this truer than of Tigray, northern Ethiopia, a place of near unparalleled beauty. To walk its mountainous plateaus or 'ambas' – to visit its ancient churches, to be hosted by the Tigray people in villages surrounded by fields of barley, and groves of lemon and orange – is to experience another world. It is old. It is wonderful.

WE RECOMMEND:

Gheralta Lodge in Tigray and Limalimo Lodge in the Simien Mountains. For local culture, explore the spectacular rock-hewn churches of Lalibela.



“Ethiopia appears to belong
to an atlas of the imagination;
part legend, part fairy-tale,
part Old Testament book”

– STANLEY STEWART | THE TELEGRAPH



— My private Serengeti

While still one of wild Africa's most incredible destinations, the Serengeti National Park is something of a victim of its own success. The wildebeest migration attracts vast numbers of tourists, resulting in an experience that does neither park nor traveller much good.

Fortunately, Tanzania is home to some of Africa's finest conservation organisations, one of which is the Friedkin Conservation Fund. Working in close partnership with the Tanzanian Wildlife Division, the charitable trust has leased vast tracts of unprotected wilderness, one of those being the Maswa Game Reserve.

As the few who have had the opportunity to explore the private Maswa Game Reserve and stay at *Mbono Camp* know, the concession guarantees the most exclusive of safaris all year round. Bordering the south west of Serengeti National Park, it is directly in the middle of the migration path in peak season. Resident game include lion, leopard, buffalo, zebra, roan, hyena and much more. The camp accommodates a maximum of 12 guests, always on an exclusive basis, and provides an unparalleled experience.

Possibly the best way to explore the reserve is on foot. Using *Mbono Camp* as your base, head out with an expert guide on a private, tailored walking safari. A range of trails are available, from short walks to longer hikes. A fly camp is set up in a different spot each night, ready and waiting. Imagine: the silence, not a car in sight, nor another person, immersed in the minutiae of the natural world. The ideal place for some private photography tuition; renowned Tanzania-based photographer Paul Joynson Hicks can be commissioned by special arrangement.

To travel to Maswa Game Reserve is to experience the Serengeti of yesteryear. It is to be almost alone, surrounded by the extreme and the beautiful.

WE RECOMMEND:

Visiting in December to mid-March, when the main migration is in the immediate vicinity.



“Wildness reminds us what it means to be human, what we are connected to rather than what we are separate from”

– TERRY TEMPEST WILLIAMS

FEBRUARY

TANZANIA

MASWA MBONO



— City of escape

Not many cities can hold a candle to the buzz, cultural variety and huge range of experiences than those offered by South Africa's Cape Town. However, it takes someone in the know to unlock the best of those experiences, whether it be adventurers, Olympians, world champions or super guides; all specialists in their chosen fields, all recognised as being at the apex of their careers.

Abseiling off Table Mountain, paddling the peninsula, hiking the Cape's mountain trails, or surfing the Garden Route are just some of the activities on offer. To do so with the likes of mountaineer Matt Botha, big-wave specialist Chris Bertish, or South Africa's surf champion Nikita Robb, is to gain access to the rarest of experiences: demanding, uplifting, extraordinary.

For something a little less adrenalin-filled, discover Cape Town via its urban art, meeting inspiring township artists and exploring the rich history of Cape Town and South Africa through their art works. Visit local projects such as the non-profit organisation MonkeyBiz, situated in Bo-Kaap, which strives to empower women to become financially independent for their families and communities, through the traditional art of beadwork.

Either way, adventure or art, Cape Town downtime is characterised by its extraordinary cuisine, created by world renowned chefs, and the option to enjoy the Cape's Winelands, sampling some of the best wine in the world.

WE RECOMMEND:

Staying at Ellerman House and private villas, and visiting Zeitz Museum of Contemporary Art Africa.



The perfect ending

Whatever the buzz, whatever the excitement, every sub-Saharan Africa, city-based story needs a wildlife ending, and you would be hard pushed to better an experience that finishes up on a horseback safari at Tswalu Kalahari, in the southern Kalahari.

Just a two-hour flight from Cape Town, and home to a variety of desert specialists, including meerkat, armadillo, cheetah, brown hyena and the rare pangolin – all of which have adapted to the Kalahari's exacting environment – Tswalu Kalahari is an understated and purposeful private reserve, with conservation running through its veins. Its ratio of 30 beds to over 110,000 hectares is evidence of an extremely considered approach to wildlife conservation. The *Motse* and *Tarkuni* lodges are the perfect example of luxury championing sustainability at every turn, and in every way.

With a variety of horses, including Thoroughbred, Appaloosa and Boerperd, the stable at Tswalu suits all, from novice to advanced equestrian. The guides are exceptional, the rides through some of the most extraordinary landscapes you are ever likely to see.

WE RECOMMEND:

Getting out of the saddle and tracking rhino or black-maned lion on foot, with an expert guide. Finish with a night at the Malori sleep-out deck under the stars, listening to the sounds of the Kalahari.



“The amazing thing is that, as the eco-system here restores itself, we are seeing species again in the area that haven’t been spotted for many years”

– GUS VAN DYK | TSWALU KALAHARI


— The secret is out

Long a no-go area, Zimbabwe is making something of an eco-tourist comeback, and for good reason: the work of on-the-ground conservationists together with local communities has effectively persuaded many of the economic importance of its great wildernesses. Chief educators are the country's justifiably highly respected guides, whose training takes as long as that of a doctor or architect, and for whom being a guide is more a calling than a job.

To travel wild Zimbabwe in the hands of a Zimbabwean guide is to experience a masterclass in survival skills. Whether following the elephant herds of Hwange, canoeing up the Zambezi, or visiting the cave paintings of Matobo, it is the most multi-sensory of experiences. Indeed, the pioneering Super Sensory Safari applies the concept of biomimicry to connect on a deeper level with nature and wildlife. Brought to life by the likes of Beks Ndlovu, a guide among guides, he sets the highest of bars when it comes to journeying into Zimbabwe's wildernesses.

WE RECOMMEND:

A stay at Somalisa Camp, Singita Pamushana Lodge or a mobile camp such as Zambezi Expeditions, with a private guide throughout.



“My definition of a safari is an exploratory adventure – walking means that you can explore deeper”

– BEKS NDLOVU



— Up in the clouds

The chance to track the mountain gorilla in Uganda's Bwindi Impenetrable Forest, in Nkuringo, is more than a rare opportunity. A designated UNESCO World Heritage Site, it is home to the highest lodge in Uganda: *Clouds Mountain Gorilla Lodge*. This is one of the most moving experiences on our books, one further enhanced by the chance to be accompanied for a day by a member of the Gorilla Doctors of Bwindi.

Clouds has set new standards with regards to both accommodation and conservation practices, in partnership with the local communities. The core of the experience is tracking one of the six gorilla family groups, with the Nkuringo Family Group being the nearest. Occasionally challenging, always enlightening, it is an exacting experience and one whose reward – the forest itself and the possibility of meeting gorilla – is profound.

Less taxing, equally rewarding

The chances of a shorter trek to find gorilla in Rwanda are higher than in Uganda, but nothing in nature is guaranteed. Rwanda's Parc National des Volcans is as fulfilling as Uganda when it comes to tracking the mountain gorilla. *Virunga Lodge* is a firm favourite, whilst adding a visit to the Dian Fossey exhibition at Karisoke Research Centre can be a moving, life-affirming experience.

WE RECOMMEND:

Chimp trekking in Kibale National Park, Uganda, if primates are your priority. Alternatively, explore the frontiers of Kidepo National Park, northern Uganda.



“There is more meaning and mutual understanding in exchanging a glance with a gorilla than with any other animal I know. We live in the same sort of social groups with largely permanent family relationships. So if there were ever a possibility of escaping the human condition and living imaginatively in another creature’s world, it must be with the gorilla”

– DAVID ATTENBOROUGH



— Enter the wild

Taking advantage of the tail-end of northern Botswana's most recent wet cycle, which saw previously dry spillways flooded in 2008, the Selinda Explorer experience caters for only up to eight guests. *Selinda Explorers Camp* is situated in the area where Livingstone and Selous set foot in times of old; an expedition camp focussing on the more traditional pursuits of walking and canoeing. The adventure follows the Selinda Spillway and ends close to where the Linyanti and Kwando waterways converge. Exhilarating and offbeat, it takes us back to an era when safaris were all to do with breaking new ground.

Take the opportunity to gain a fascinating insight into the culture of the local Bugakwe people by spending a day guided by Kane Motswana, a local expert on the Okavango Panhandle area. He and his team demonstrate how best to survive in the bush, find honey, improvise a shelter, make fire and use plants for medicinal and practical uses.

End your adventure stay at hyper-chic *Duba Plains*, who also offer wildlife photography workshops, taught by professionals and open to all abilities.

WE RECOMMEND:

Arranging for you to spend the day with an environmentalist or specialist from the Rhinos Without Borders conservation initiative.



“Africa continues to charm and enthrall us. Our experience is consistently awe-inspiring”

— LOREN FERRÉ RANGEL | TRAVELLED WITH
JOURNEYS BY DESIGN



— A perfectly private place for adventure

Few places offer more by way of the adventurous safari than Kenya's Borana Conservancy. Home to the Laikipia Maasai, and to the Dyers, a third-generation white settler family, the story of Borana is one that sees an old patchwork of hunting and grazing lands transformed into one of Kenya's finest eco-tourist destinations. Its many successful initiatives include the protection of the endangered black rhino, the reforestation of great stretches of the conservancy, and the creation of a habitat diverse and rich enough to support elephant, lion and even wild dog.

A model for mixed land-use conservation, Borana eschews traditional safari templates, its various accommodations offering instead a wilder, more authentic journey, and none more so than *Arijju*, a beautifully designed private house.

While *Arijju* comes with everything one might expect of a high-end stay – creature comforts, excellent food, wonderful service, a highly original aesthetic, gym, spa and hammam, and even tennis and squash courts – its focus is adventuring in Borana and beyond. Fly-camping, paragliding, quad or mountain biking are all options, as are adventures by helicopter, on foot or horseback. Take an exhilarating night drive with Michael Dyer of the Northern Rangelands Trust, by private arrangement.

Taken on an exclusive basis, this is a really special place to be based, perfect for a multi-generational family or a group of friends. *Arijju* ensures funds are reinvested into the local conservancy, making it the most meaningful of adventures.

“Arijju is quite unlike any other safari lodge. It's also a secret weapon in the battle to save rhinos from extinction”

– PETER BROWNE | CONDÉ NAST TRAVELLER



Adventuring for the good

Many areas in Kenya are easily accessible from *Arijju*, including the Sera Wildlife Conservancy. Home to the Samburu, and supported by the Northern Rangelands Trust, it is a Borana in the making. The Sera Community Rhino Sanctuary is the first community-run organisation dedicated to the conservation of the black rhino.

Recently opened *Saruni Rhino Camp* is also community run and owned, and the focus is rhino tracking. Guided by the Rhino Rangers, trips out into the conservancy's wilderness offer the very best of walking safaris, those that as well as rhino, may include Grevy's zebra, elephant and lion. Like Borana, all profits are ploughed back into conservation.

WE RECOMMEND:

An excursion from your private base at Arijju to the singing wells in Samburu.



— Far from the madding crowds

Catering for families, groups or couples who yearn to spend time in the bush, a private mobile camp is one of the best ways to experience Kenya. Small and very intimate, a private mobile brings visitors closer to nature and wildlife, while enjoying the luxuries one would expect from a permanent camp.

With activities led by the most professional, knowledgeable guides, intellectually and experientially, this is a deeper immersion into Africa, along paths less trodden. From remote spots in private conservancies bordering the Maasai Mara, Laikipia in northern Kenya or Meru in the west, this mode of travel gives the ultimate freedom to explore the best of Kenya's wildernesses.

Day-to-day guide-and-client discussions determine the itinerary, which can include helicopter excursions, high altitude fly-fishing on Lake Rutundu, visits to prehistoric sites, mountaineering, camel trekking and tracking rhino. You name it: anything is possible.

WE RECOMMEND:

Extending the mobile adventure to at least two other areas, including Shaba National Reserve in northern Kenya, or further afield in Tanzania.



“The goal of our journey,
our quest, is to penetrate
the mystery of life’s events”

– AFRICAN ORAL TRADITION

AUGUST

KENYA

MAASAI MARA



— Flight of the Schoemans

There is flying and then there is flying over Namibia in a Cessna aircraft piloted by the redoubtable Schoeman brothers. The nearest one will ever get to real-world sea dogs of the air, the Schoemans are adventurers from another time, their trips into the wilds of Namibia the stuff of legend. With aerial views of iconic shipwrecks, enormous sand dunes and seal colonies along its surreal Skeleton Coast, touring Namibia with the Schoemans is to access the seemingly inaccessible, and encounter some of the remotest, most beautiful country imaginable.

In keeping with the earliest of flying safaris, the journey is broken up into a series of short flights, spending time on the ground at some of the most remote camps in Namibia, personally hosted by the Schoeman brothers. A truly authentic air safari, the emphasis here is on immersing oneself in the wild: eco-friendly and comfortable accommodation, great food, excellent company and expert guiding. This experience has the capacity to change the way we feel about the world.

WE RECOMMEND:

Visiting Africa's first designated International Dark Sky Reserve, the private NamibRand Nature Reserve. Observe the night skies in one of the darkest places on Earth, with your own private astronomer.



“The main luxury item that Namibia offers is space. It makes the travellers feel completely off-grid, giving a sense of total solitude”

— BRUCE WALLIN | ROBB REPORT

The other way

If not by a Schoeman low-flying plane across the wilds of Namibia, then a helicopter safari into the Congo's Virunga is an extraordinary alternative. Africa's oldest and most biologically diverse national park and a UNESCO World Heritage Site, it is a place of mountain, plain and lake. It boasts Mount Nyiragongo, an active stratovolcano and is intermittently home to one of the world's largest lava lakes.

The opportunity to visit the lip of the crater of a volcano as large and active as Mount Nyiragongo is as rare as it sounds; the 3,462-metre high volcano accessed via helicopter, the sight of the lake at night a reminder of nature at its rawest. Alternatively, trek to the crater lip and spend the night in a mountain hut, a true frontier experience.

Helicopter safaris allow for the most flexible of itineraries, one that might include exploring the shores of Lake Edward, tracking gorilla in southern Virunga or visiting the Senkweke Gorilla Orphanage in Rumangabo, the rigours of travel complemented by a stay at eco-luxury *Mikeno Lodge*.



AUGUST

DEMOCRATIC REPUBLIC OF CONGO

MOUNT NYIRAGONGO

— A latter-day Eden

Set up by Roland Purcell in the late 1980s, western Tanzania's *Greystoke Mahale* was built to blow minds. Located on the shore of Lake Tanganyika, in Mahale Mountains National Park, it is a classic getaway and serves as a platform for tracking the world's largest known population of chimpanzee. *Greystoke Mahale* still contains, within its design and ambience, the pioneering spirit of its founder, Roland Purcell.

However, as Purcell himself would say, it is an experience made unique by the chimpanzee. Of the 700-strong population in the park, there are 60 habituated chimpanzees. They range relatively close to camp, allowing for both ease of access and close observation. Tracking the chimpanzee requires a reasonable level of fitness. A beautiful experience, it follows sun-spotted forest tracks, through a habitat populated by squirrel, colobus monkey, duiker, grysbok and numerous species of butterfly. Yet to be fully explored, the park holds 82 recorded species of mammal. It is a remote wonderland, a latter-day Eden.

WE RECOMMEND:

An itinerary combining three nights at Greystoke Mahale with one night fly-camping at Ntakata, three nights at Chada Katavi Camp, ending with three nights at Jacana Tented Camp, Moyowosi Game Reserve.

“Trunks are strung with corkscrew necklaces of vines. Palms burst up like giant shuttlecocks. The haunting pant-hoots of chimpanzees bounce off valley walls”

— SOPHY ROBERTS | TRAVELLED WITH
WILD PHILANTHROPY FOR THE FINANCIAL TIMES



SEPTEMBER

TANZANIA

GREYSTOKE MAHALE



More remote than remote

Two remote and very different experiences can be combined with *Greystoke Mahale*: the first is wild *Jacana Tented Camp* on the Malagarasi River in western Tanzania, while the second is an equally off-grid experience at the nearby Ntakata Community Forest Reserve.

Jacana, only accessible by private air charter, offers the intrepid traveller the very wildest of safari experiences. Overlooking the Malagarasi River, home to the sitatunga antelope and the rare shoe-billed stork, the camp is a wonderful nod to the explorers of old, some of whom will have passed this way.

Visiting Ntakata Forest is an equally immersive experience, this time at the hands of the Tongwe, many of whom retain ancestral beliefs and regard the forest as both a sanctuary for the dead and a source of traditional medicines. Supported by the Tongwe Trust, and in turn by the charity Wild Philanthropy, the Tongwe are the forest's stewards. Their conservation practices continue to support a variety of wildlife, including lion, leopard, elephant, zebra, giraffe and endemic birdlife. Seeing the forest through the eyes of a Tongwe guide is to be granted rare access into a hidden, magical world.

“I’m interested in exploring narrow-gauge conservation – patrols that can be done with bikes, not guns”

– ROLAND PURCELL | TONGWE TRUST

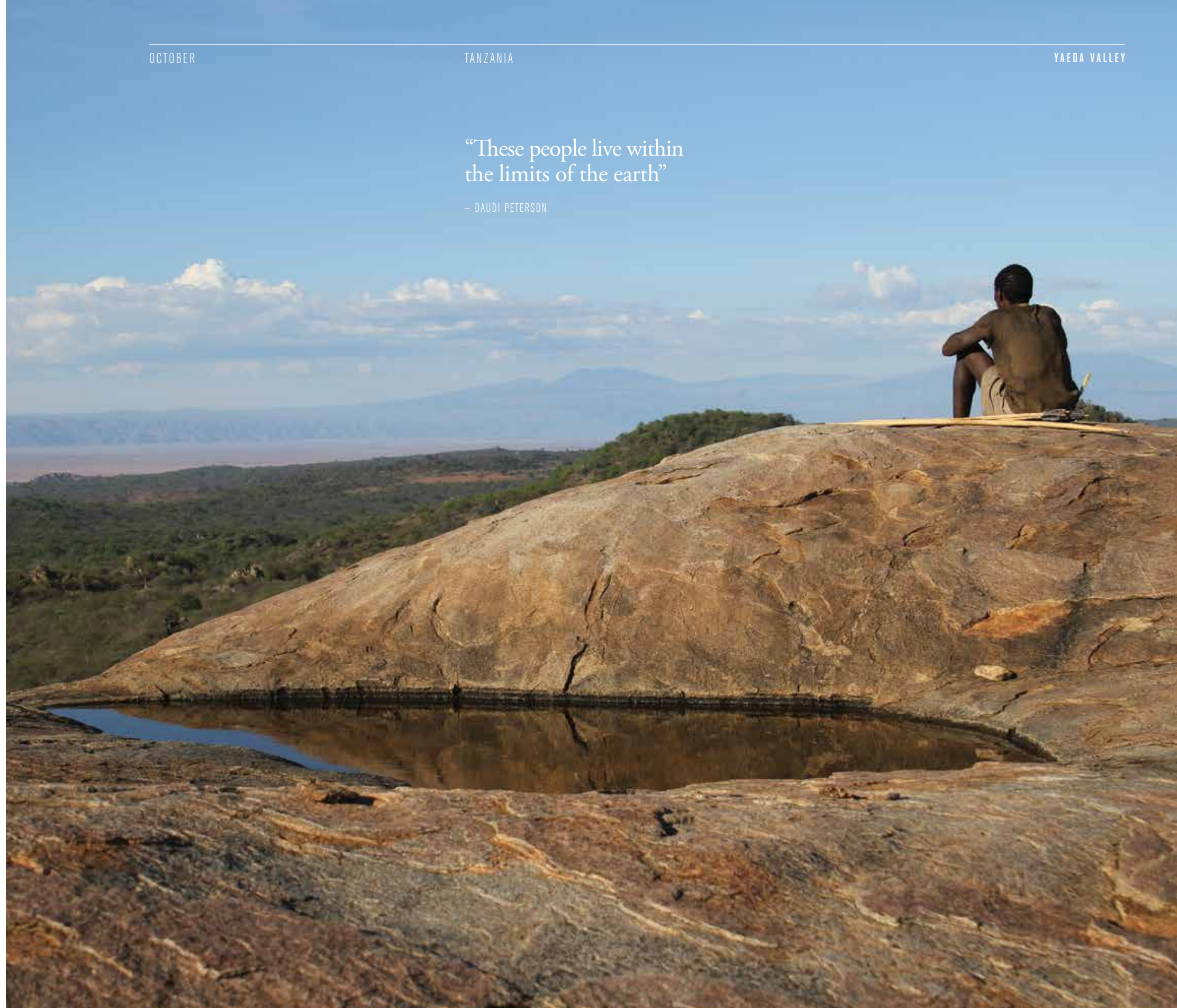


— Open your eyes

If ever there is an experience that brings one face-to-face with the things that truly matter, then it is the opportunity to visit the Hadza of the Yaeda Valley, Tanzania. Estimated to be 100,000 years old, the Hadza are the hunter-gatherers that we all once were. Their crops are whatever they can forage, their livestock the wildlife they have the right to hunt.

A beautiful people, they have no kings or queens. No one person is greater than the other. Modernity, exponential population growth and the loss of the land they never claimed to own, means the Hadza number just 1,300, of which only an estimated 400 continue to follow the ways of their ancestors. They are a disappearing people.

Safaris into Hadza communities makes privileged learners of us. Here you simply follow and observe the everyday lives of a people who live symbiotically with their environment. Intense, focussed, and far away from the day-to-day struggles of our own lives, it is a journey as raw as it is full of laughter, surprise and love; taking us to the heart of what it means to live beautifully.



“These people live within
the limits of the earth”

– DAUDI PETERSON

The other revelation

A genuine alternative to staying with the Hadza is a visit to meet the Ju/'hoan San people of north-eastern Namibia's remote Tsumkwe region. Like the Hadza, they live within and off the land, gifting a lesson to us all. Rituals that are extraordinary to the observer, such as medicine trance dance, and oryx or porcupine hunts, form part of their daily lives.

The opportunity here is the privilege of travelling, not just into a space in which, left alone, we would surely not survive, but also into ourselves. It is an inner journey, one that is as revelatory as it is different.

WE RECOMMEND:

Staying at local Nhoma Camp or setting up a private, mobile camp.



— Heaven under the sea

With global warming and industrial fishing practices decimating much of the world's coral reefs, finding really good ocean-based diving is becoming increasingly difficult. Fortunately for those in the know, Nanatha Bay in Mozambique is exactly that: an intact, protected and flourishing coral reef that includes, among its many species, the humpback whale, which uses the bay to nurse its young in the latter half of the year. With the continental shelf extremely close to land, diving is available straight off the beach.

Nuarro Lodge is the only lodge in Mozambique offering rebreather courses, diving with underwater scooters, glow diving and whale watching with hydrophones, and has a fully equipped PADI Dive Centre. Dives off Nanatha Bay are as varied as they are beautiful. The water is clear, the diversity of fish extraordinary. The number of dive sites range from shallow entry training grounds to the much more challenging Baixo do Pindo Walls. As the only spot in Mozambique to offer night diving, its drifts, vertical walls and wrecks require real experience.

Heading north to the Quirimbas Archipelago lies the private island of Vamizi, a year-round destination in a marine conservation area. A string of private villas, ideal for families and groups looking for an exclusive beach retreat, it offers world-class diving in pristine seas.

Alternatively, a private house in Ponta Mamoli is a favourite spot for renowned freediver Hanli Prinsloo of I AM WATER, an initiative that fosters ocean conservation through human experience. She offers a unique, adventurous and largely equipment-free approach to diving.

WE RECOMMEND:

A sea safari experience in the Indian Ocean, setting sail from Ibo Island Lodge in a traditional dhow and exploring some of its 32 islands.

“Whatever you think of a beach paradise, this is to the nth power, beyond dreams”

— KIRLEY FAMILY | TRAVELLED WITH
WILD PHILANTHROPY TO VAMIZI



NOVEMBER

MOZAMBIQUE

THE LAGOON COAST



— The key to the valley

Once relatively unaffected by the comings and goings of the rest of the modern world, Ethiopia's Omo Valley has felt the effects of both irresponsible tourism and the damming of the Omo Valley. The first threatens to degrade a collection of the world's most interesting, diverse and wonderful tribes. The second looks set to potentially destroy them. The agricultural projects, which the dams are designed to service, siphon more than 50% of the river's waters. The annual flooding upon which the people rely for their living, and from which they derive their cultures, is beginning to dry up. The people of the Omo Valley face the destruction of a way of life thousands of years old.

Fortunately, there is hope: the kind of responsible tourism promoted by Lale Biwa of Wild Expeditions, which aims to provide travellers with a properly authentic experience of what it is to visit the Omo Valley. At the same time, it uses the proceeds of that travel to support the tribes. Lale Biwa, who runs *Lumale Camp* is a Karo by birth, a professional logistician, and the key to understanding and resolving many of the valley's sensitive cultural issues. Set in a grove of fig and mahogany trees, the camp is wonderfully comfortable, very private, and serves as an excellent base from which to explore the area and meet the Karo and the Hamar on their own awe-inspiring terms.

The future of a people rests in the hands of innovators like Lale Biwa. Journeys by Design is here to support them through initiatives like Wild Philanthropy, a charity which seeks to help return at-risk wildernesses to what they once were: self-sufficient generators of sustainable natural wealth.

WE RECOMMEND:

Mobile camping in the Danakil region or fly-camping in the Mursi Mountains for a real frontier travel experience.

“Despite the many challenges our communities have faced, we are making progress. Now is the right time to protect the people, land and remaining animals”

— LALE BIWA | WILD EXPEDITIONS | ETHIOPIA





— Contact & acknowledgements

Journeys by Design offers unique and extraordinary conservation journeys. We provide a bespoke service, enabling our guests to explore the lesser-known frontiers of this vast safari continent in comfort and style, all the while lending our support to the legacy that is conservation. Each safari not only raises funds for local initiatives but at its roots supports the charity Wild Philanthropy. As a stakeholder, your presence in Africa is of paramount importance to its future. With your help we have now raised nearly US\$ 6 million for a range of communities and charities globally. For more information on Wild Philanthropy, please visit wildphilanthropy.com.

All photographs in this brochure have been taken by clients, the Journeys by Design team and our African partners on their many and varied travels around the continent.

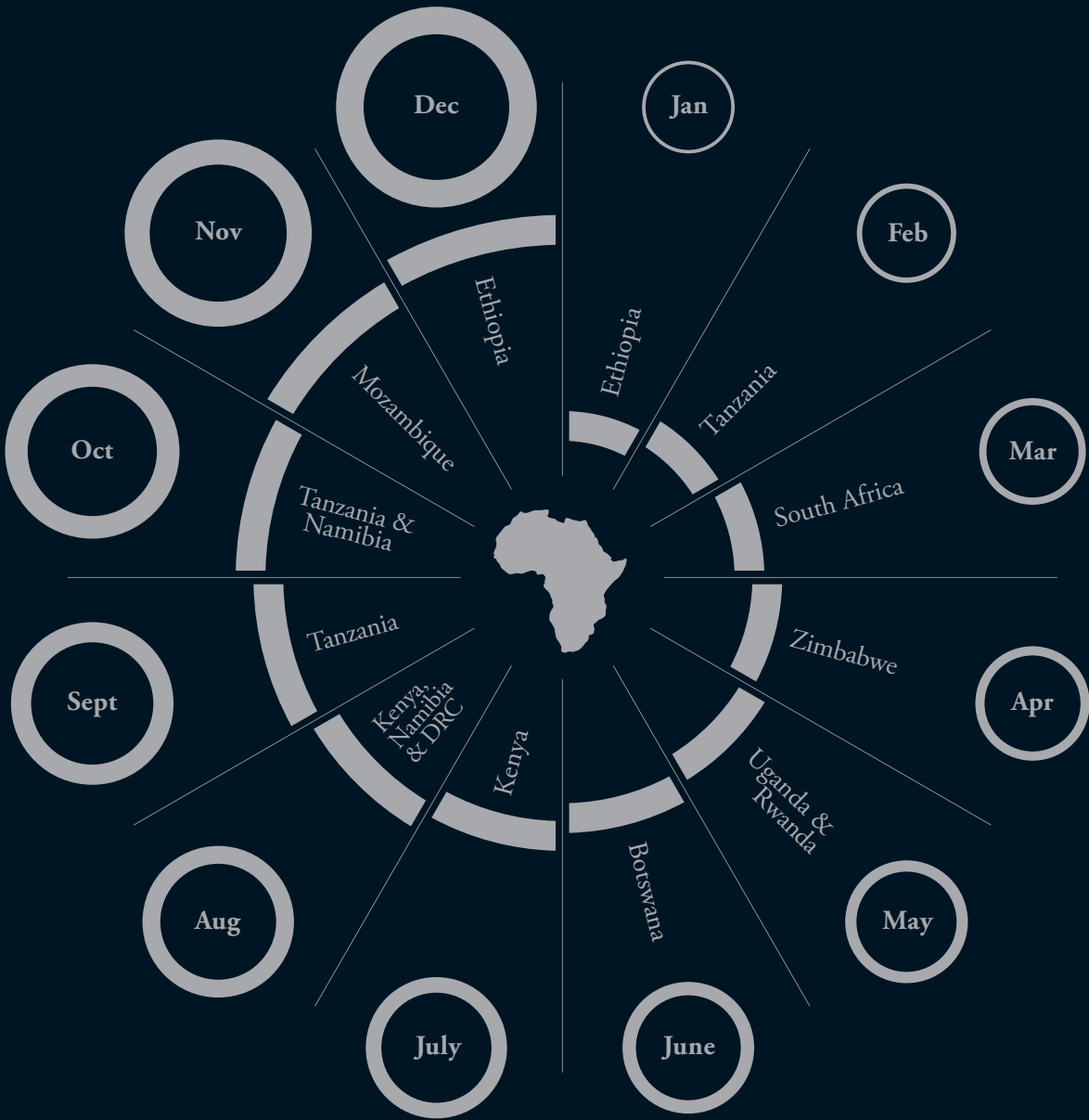
Journeys by Design would also like to thank all our guests, past, present and future, for putting their trust in us and supporting our vision. Thanks also to our partners on the ground in Africa, without whom we would not be where we are today.



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