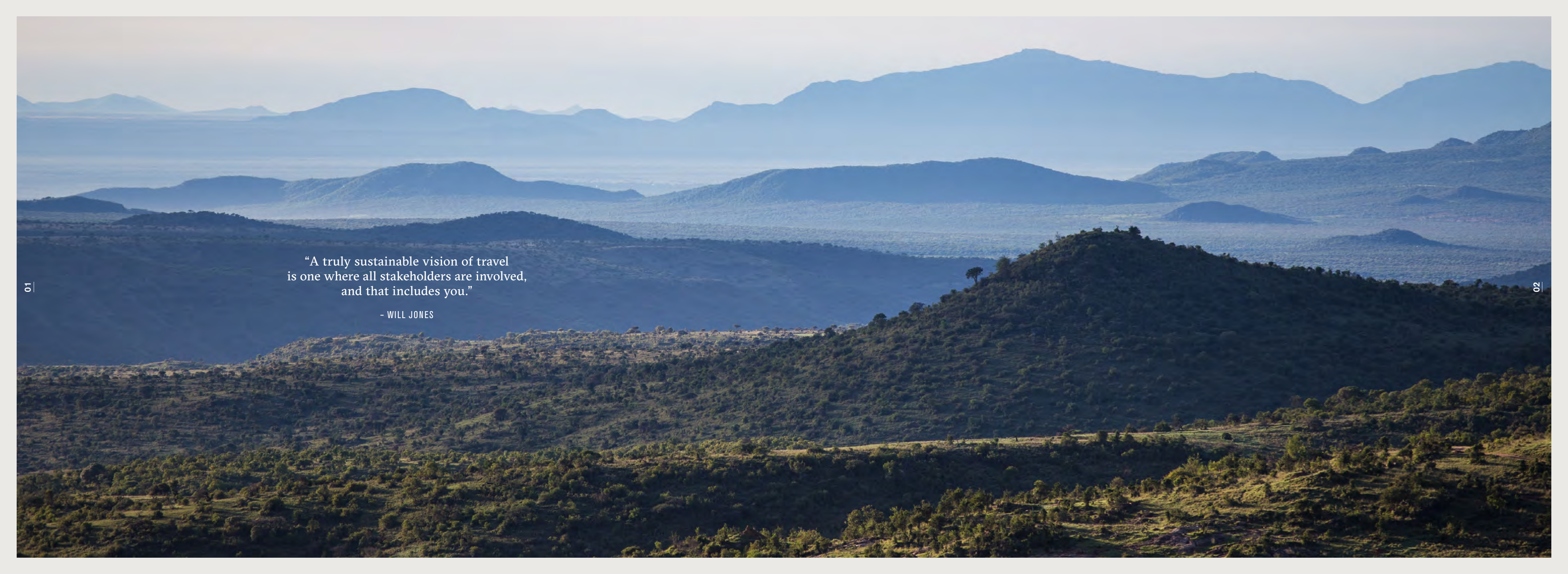




JOURNEYS BY DESIGN

Conservation – Commerce – Community



“A truly sustainable vision of travel
is one where all stakeholders are involved,
and that includes you.”

- WILL JONES



WELCOME

Journeys by Design is known for the emphasis it places on the truly tailor-made safari, and so the decision to include four 'fixed' itineraries in this brochure will no doubt raise a number of eyebrows. However, each is more conservation journey than traditional safari, and serve as suggestions for travel with a strong focus on the important local conservation work in each destination. As such, they fit with an ethos that has been a guiding force for as long as I can remember, and certainly since 1994, when I helped set up Bishangari Lodge, then Ethiopia's first and only sustainable tourist project.

Bishangari was something of a personal challenge. While the lodge would eventually go from strength to strength, the four years I spent helping build, promote and run it required substantial energy, finances and resources. However, I came away from that experience better equipped to set up my own company, Journeys by Design and with that, a much better understanding of what it means to travel responsibly. This was the beginning of a new way of thinking about how best to use travel as a means of protecting vulnerable land, wildlife and communities.

This natural progression has culminated in the setting up of Wild Philanthropy, a charity powered by Journeys by Design, which seeks to protect at-risk ecosystems partly through high impact travel. Such travel is the kind featured in this brochure. As well

Image on previous page is Borana Conservancy, Kenya
This image is Maasai Mara National Reserve, Kenya

as contributing directly to conservation projects that partner with local communities, each itinerary is designed to give the traveller a deep understanding of the practices responsible for helping restore at-risk ecosystems to their natural health. Journeys by Design believes that by travelling with us, you can have a positive impact on the wildlife, people and wilderness of Africa. Conservation, Commerce and Community are our three guiding principles of sustainable tourism.

With this in mind, our choice of journeys will be no surprise. *Into the Wild* supports Wild Philanthropy's work in Ethiopia's Omo Valley. *The Big Picture* gives fine overview of the conservation projects in Kenya's Mara North Conservancy and the Northern Frontier. *Gorillas in the Clear* explores the exemplary work done in the name of Republic of the Congo's western lowland gorilla. *Land of Giants* lifts the lid on Zimbabwe's conservation practices. Designed to join up the dots, it is the type of travel that makes conservationists of us all.

Let's support it.



Will Jones
Director & Founder,
Journeys by Design and Wild Philanthropy

ETHIOPIA

INTO THE WILD

A unique six-night conservation journey in three of Ethiopia's finest camps

A truly beautiful country, Ethiopia has everything one could hope for by way of what it means to journey with meaning. Whether it's boating down the Omo River as guests of the Kara, the Hamar or the Mursi tribes, or tracking the country's many endemic and rare species through the Bale mountains, our aim is to show you the Ethiopia we know and love. We do so in a way that is designed to support and grow its extraordinary wildernesses. Join us on a journey *Into the Wild*, the most meaningful of journeys, one designed to explore Ethiopia's remotest frontiers.



DAYS

01|02

LALE'S CAMP, OMO VALLEY

DAYS

03|04

MURSI MOUNTAINS FLY-CAMP, OMO VALLEY

DAYS

05|06

WILD EXPEDITIONS MOBILE CAMP, BALE MOUNTAINS



DAYS

01|02

LALE'S CAMP, OMO VALLEY

The most unusual and rarest of safaris, Wild Expeditions operates a combination of boat and land trips into the Omo Valley. Based at Lale's Camp on the eastern banks of the Omo River, guests can explore one of the wildest corners of Africa. Led by Lale Biwa, who grew up in the Valley and co-owns Wild Expeditions, he is widely regarded as one of Ethiopia's finest guides. The Omo Delta is beyond remote, its islands and marshes inhabited by the Dassanech and El Molo tribes. The Dassanech villages are scattered among the islands and the villagers are utterly untouched by the normal negative effects of tourism. Indeed, we anticipate that only a few hundred people a year make it into the delta – and all of these via Lale's Camp.

Access is provided by Wild Expeditions's proprietary boat. Initially brought overland from Mombasa, Kenya, and then upriver via Lake Turkana, it is the only boat of its kind in the Omo. This makes for the most extraordinary of river trips, passing remote communities, the riverine forest and the river bank home to crocodile and an exceptional variety of birdlife, including the rare Pel's fishing owl. Depending on the time of year, notable cultural events include the Kara dancing and Hamar bull jumping ceremonies, both rites key to the successful maintaining of the social, economic and political fabrics of their respective tribes.



Conservation Commerce Community

Journeys by Design works closely with Wild Expeditions and Wild Philanthropy which have:

- Provided a solar pump to help local people establish the Kara Community Farm
- Helped the Kara explore long-term plans to establish their own conservancy and support the community through enterprise development
- Established a tourism model in Ethiopia focused on low volume high value tourism, that provides a more connected experience and provides greater benefits to local communities



DAYS

03 | 04

MURSI MOUNTAINS FLY-CAMP,
OMO VALLEY

The next part of the journey is spent among the Mursi, who live in and around the Mursi Mountains, mid-valley, between Omo National Park and Mago National Park. The practice of Mursi women using lip plates has made them a point of particular interest and has, unfortunately, attracted the very worst kind of tourism. With this in mind, we keep the main tourist routes at arm's length, approach by boat into rarely visited areas, and engage with the Mursi on their own terms, and in such a way as to ensure the experience benefits both guest and host. In terms of changing lives, this is it, an experience like no other.





Lale Biwa

As well as co-owner of Wild Expeditions and chief guide at Lale's Camp, Lale Biwa is an elder of the local Kara tribe. Extremely capable, a brilliant logistician, a speaker of several languages, Biwa possesses an intimate knowledge of the various tribes, their culture and traditions. Very much the key to the Omo Valley, he believes the right kind of tourism – sustainable, high-impact travel – serves to protect, nurture and empower its people, and that it is a catalyst for a self-determined future of wider sustainable development. You could not be in better hands.

Conservation Commerce Community

- Lale's Camp has set a 'leave no trace' policy and similarly to Wild Expeditions's other camps, can be set up and set down with relative ease
- Wild Expeditions are doing things differently in the Omo, encouraging guests to put down the camera and focus on meaningful engagement with community members, getting much more out of their experiences
- Wild Expeditions works closely with Wild Philanthropy's mission to support the Omo Valley's indigenous cultures through impact travel

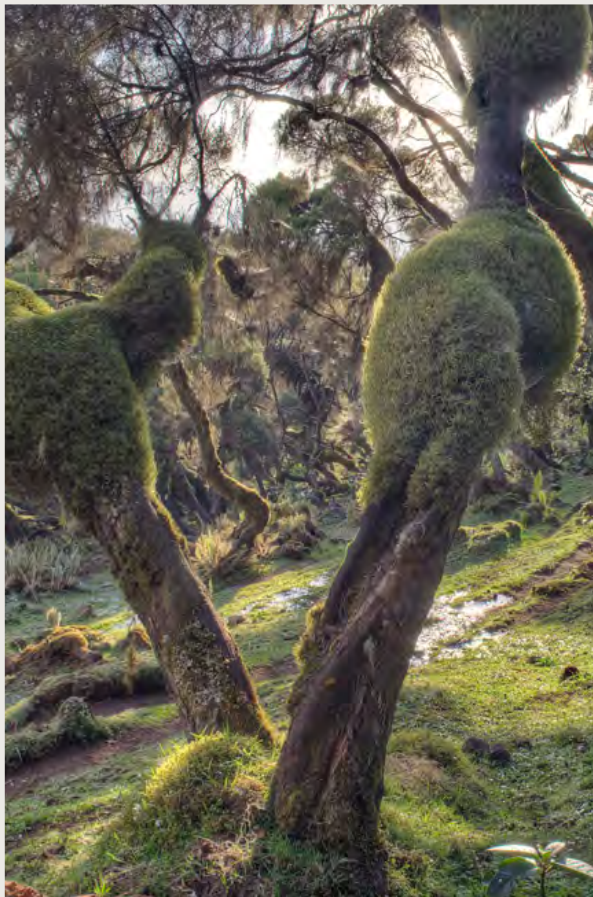


DAYS

05 | 06

WILD EXPEDITIONS MOBILE
CAMP, BALE MOUNTAINS

From the Omo, we fly you directly into the Bale Mountains. While Ethiopia is not known as a wildlife destination, owing to its elevation and multiple ecosystems, Bale is in fact home to an extraordinarily high number of endemic species of mammal and birdlife, and also to a surprisingly high number of animal and plant species in general. Various adapted to either alpine meadows, grasslands, woodlands, tree heath, or forest, endemic mammals include giant mole-rat, Ethiopian wolf, mountain nyala and Bale monkey. While birdwatchers will delight in the possibility of seeing blue-winged goose, spot-breasted lapwing, Abyssinian catbird, yellow-fronted parrot and fawn-breasted waxbill, all too endemic.





With the largest population of Ethiopian wolf in the country, the Bale Mountains constitute an important part of Ethiopia's emerging wildlife belt, and this part of your trip explores – by foot, vehicle, horse and helicopter – one of its most beautiful areas, the Webb Plateau. Based at Wild Expeditions Private Mobile Camp, guests hunker down overlooking a beautiful waterfall and drop pool, with uninterrupted views of mountain landscape. It's a great spot for watching the wolves hunt giant mole-rats at the base of the waterfall. Mountain nyala are often seen around this waterfall, as are Bale monkey, Menelik's bushbuck, and any number of the park's 280 species of bird, including Rouget's rail, wattled ibis marsh harrier and Abyssinian ground hornbill.



Conservation Commerce Community

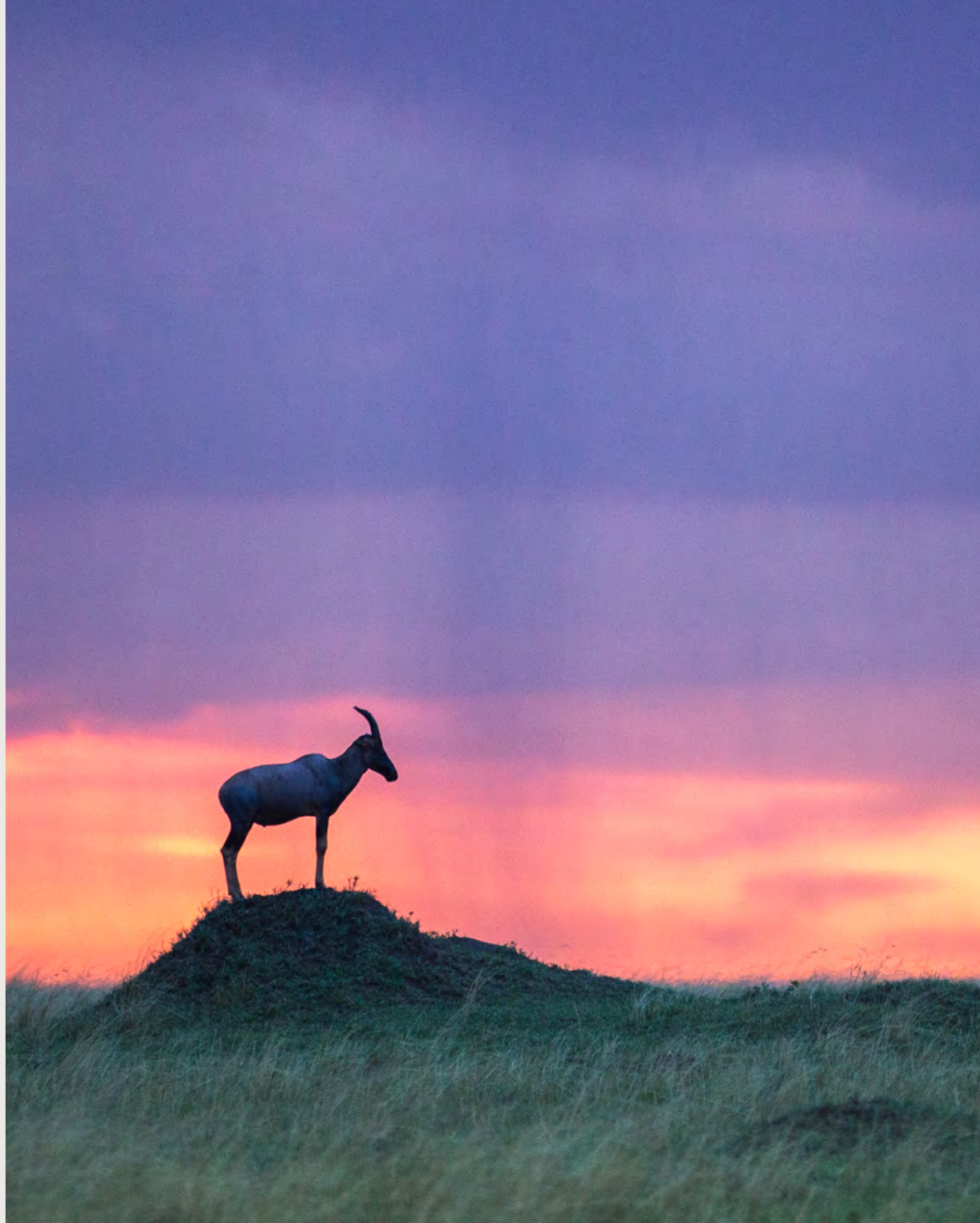
- Ethiopian wolves are only found in the mountains of Ethiopia, where some 500 survive in small populations, threatened by habitat loss and diseases
- The Ethiopian Wolf Conservation Programme (EWCP) works on the ground educating, monitoring, vaccinating and researching
- We can arrange for you to be hosted by an expert Ethiopian Wolf Project guide

KENYA

THE BIG PICTURE

An incredible nine-night conservation journey in three of Kenya's conservation camps

Well-known for its extraordinary wildlife, Kenya also plays host to a magical coastline, a large proportion of the Great Rift Valley, the Central Highlands, and a ribbon of stunningly diverse lakes. Populated by a people as varied as its terrain, it is a place of great diversity. The Big Picture explores two of its wildest frontiers, the Mara North Conservancy and the Northern Frontier District. The former is northern buffer-zone to one of the world's last great wildlife sanctuaries, the latter birthplace of some of the continent's greatest conservation projects, of which the Borana Conservancy is a leading light. Together, they offer the traveller the adventure of a lifetime, one that is the epitome of what it is to travel meaningfully.



DAYS

01 | 02 | 03

RICHARD'S RIVER CAMP, MARA
NORTH CONSERVANCY, MAASAI
MARA NATIONAL RESERVE

DAYS

04 | 05 | 06

SARARA CAMP, NAMUNYAK
WILDLIFE CONSERVANCY,
NORTHERN FRONTIER DISTRICT

DAYS

07 | 08 | 09

LENGISHU, BORANA CONSERVANCY,
NORTHERN FRONTIER DISTRICT



DAYS

01|02|03

RICHARD'S RIVER CAMP, MARA
NORTH CONSERVANCY, MAASAI
MARA NATIONAL RESERVE

Richard's River Camp started life as the Roberts' private family home and is today one of East Africa's finest camps. Very private, super comfortable, located on the banks of Njageteck River, and owner run, the camp is marvellously family-orientated. Big picture thinkers, Richard and Liz Roberts founded the Mara Elephant Project in 2011, a conservation operation designed to address human-wildlife conflict and poaching through the collaring, tracking and monitoring of elephant.

Committed to a brand of conservation that understands the local community as key stakeholders in the Maasai Mara's future, the relationship between the camp and the conservancy's inhabitants is one of great respect and of shared interests. As a result, the area is rich with wildlife, all of which can be seen in multiple ways, including by foot. All in all, a fantastically authentic start to your journey.



Conservation Commerce Community

- The Mara Elephant Project (MEP) mitigates human-wildlife conflict and anti-poaching through the collaring, monitoring and tracking of elephants
- Since 2012, the MEP has reduced the percentage of illegally killed elephants from 95% in northern Mara to 49%
- Further north, and acting as a critical buffer in the Greater Mara ecosystem, Enonkishu is pioneering holistic land management, supporting communities gain more from protecting the area



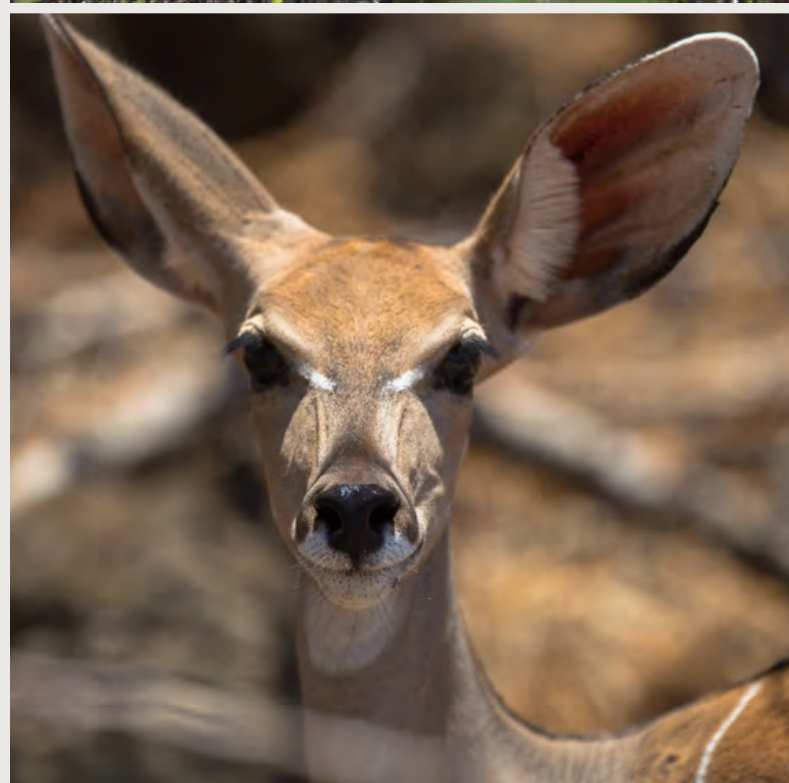
DAYS

04 | 05 | 06

SARARA CAMP, NAMUNYAK
WILDLIFE CONSERVANCY,
NORTHERN FRONTIER DISTRICT

The adventure that is the Mara safely tucked under your belt, the next part of your journey takes place at Sarara Camp. One of Kenya's most exciting camps, Sarara Camp is located in northern Kenya, at the southern end of the Matthews Mountains, on Namunyak, a 185,000-acre community ranch. A beautiful camp, it sits at the centre of an extraordinary success story, one that has seen the area's once decimated populations of elephant gradually restored, the result of a mixed approach to conservation, with eco-tourism and sustainable land practices combining to eradicate poaching and protect traditional cultures.

Here we are the guests of the local Samburu, and it is with them that we explore the practice of community singing wells, visit one of Namunyak's villages, learn with the Sarara Sabache Women's Group about the art of beading, track elephant, stay at nearby Sarara Treehouses and walk or ride out for a night fly-camping under the stars: the ultimate in truly remote travel.





Conservation Commerce Community

- The Namunyak Wildlife Conservation Trust works with the indigenous Samburu people to reduce poaching and today 4,000 elephants have returned to the Matthews range
- The Northern Rangelands Trust helps alleviate poverty in the local area through job creation and livelihood diversification
- The Tusk Trust aims to protect wildlife, support communities and promote education





DAYS

07 | 08 | 09

LENGISHU, BORANA CONSERVANCY,
NORTHERN FRONTIER DISTRICT

From Sarara Camp, your journey finishes at the very exclusive Lengishu. Based in the unrelentingly fine Borana Conservancy, brand new Lengishu overlooks the valley below, across to Lewa Wildlife Conservancy, and into the Northern Frontier. A fantastic private home, it works closely with the various local communities, adopts sustainability as its benchmark, and serves as luxurious counterweight to an itinerary of activities that includes anything from tracking rhino, to mountain biking the bush, to viewing wildlife on horseback.

The focus here is very much about family and groups of friends, providing the perfect home from home experience. The overall design of the house sits very well with the drama of the surrounding hills, and from which it takes its name. No mere house, this home.





Conservation Commerce Community

- Borana and Lewa Wildlife conservancies provide sanctuary for over 170 rhino (both black and white)
- Save The Rhino are supporting the work of rangers at Borana to help with anti poaching
- The Livestock to Market Programme is improving the livelihoods of local communities by allowing communities to graze their cattle on the conservancy, helping to fatten them up and therefore, sell for a higher price at market



REPUBLIC OF THE CONGO

GORILLAS IN THE CLEAR

A tailor-made lowland gorilla tracking adventure in Republic of the Congo

Not to be confused with neighbouring Democratic Republic of the Congo, the much more peaceful Republic of the Congo lies west of the River Congo, stretches as far west as the Atlantic coast, and is more usually known as Congo-Brazzaville. A recent addition to our portfolio of destinations, we design conservation journeys to Odzala-Kokoua National Park, which is serviced by three wonderful camps, and is home to 22,000 western lowland gorillas.

Part of the second largest rainforest on the planet, the park covers 13,500 square kilometres, possesses just one 25-kilometre-long road, and supports an extraordinary diversity of life. With travel largely by foot and boat, and gorilla tracking hosted by trackers for whom the forest is home, *Gorillas in the Clear* is a deep and wild dive into a bona fide conservation success story.



DAYS

01 | 02 | 03

NGAGA CAMP, NDZEHI FOREST, PRIVATE CONCESSION, WESTERN BOUNDARY
ODZALA-KOKOUA NATIONAL PARK

DAY

04

MBOKO CAMP, ODZALA-KOKOUA NATIONAL PARK

DAYS

05 | 06

LANGO CAMP, SOUTH CENTRAL
ODZALA-KOKOUA NATIONAL PARK

DAY

07

MBOKO CAMP, ODZALA-KOKOUA NATIONAL PARK



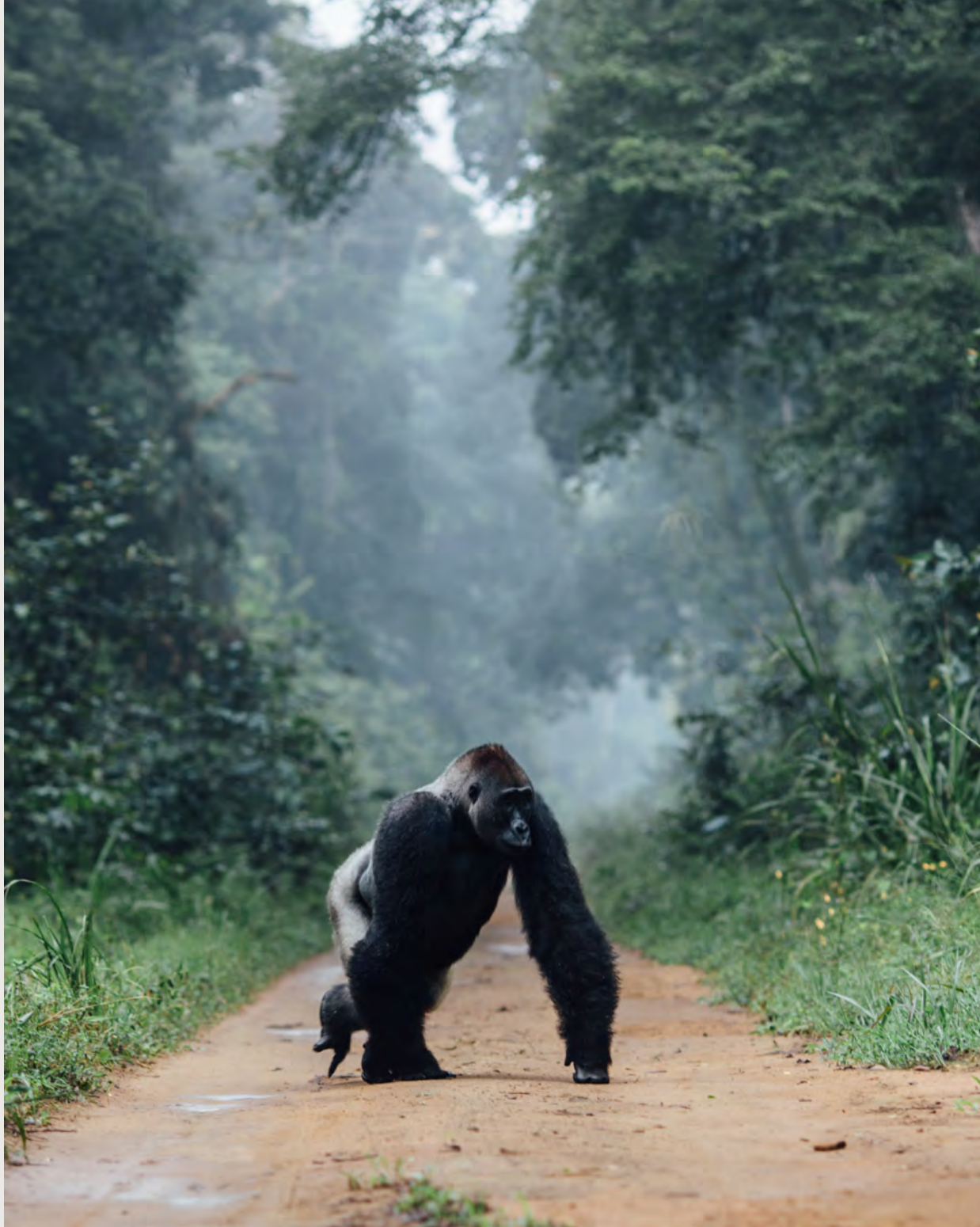
DAYS

01|02|03

NGAGA CAMP, NDZEHI FOREST, PRIVATE
CONCESSION, WESTERN BOUNDARY
ODZALA-KOKOUA NATIONAL PARK

A short flight from the country's capital Brazzaville, the journey begins at Ngaga Camp, which serves as base for great ape expert Dr Magda Bermejo and her team of researchers. Activities here centre on the opportunity to track both Neptune and Jupiter, the two habituated groups of gorilla, as well as a third unhabituated study group. Led by local trackers, the trekking groups are purposely very small, the experience one of absolute immersion.

As well as tracking gorilla, guided night walks offer travellers the opportunity to view nocturnal wildlife, while the chance to visit nearby Ombo village allows for a deeper understanding of the local community as key stakeholder in the conservation of the gorilla. Known as the Dian Fossey of the Congo, Dr Bermejo is utterly convinced not just of the importance of conserving the western lowland gorilla, but also of what they give back: 'Each person,' she says, 'has a precious and personal thing to learn from them.'



Conservation Commerce Community

- African Parks in partnership with the Ministry of Forest Economy, Sustainable Development and the Environment has helped restore the park after years of neglect
- Habituation of the gorilla groups has allowed for greater connection with local communities and skilled trackers, many of whom are ex-poachers, turned conservationists
- Ngaga is uniquely placed to monitor and assess the effects of gorilla tourism on broader gorilla conservation efforts in Congo and beyond



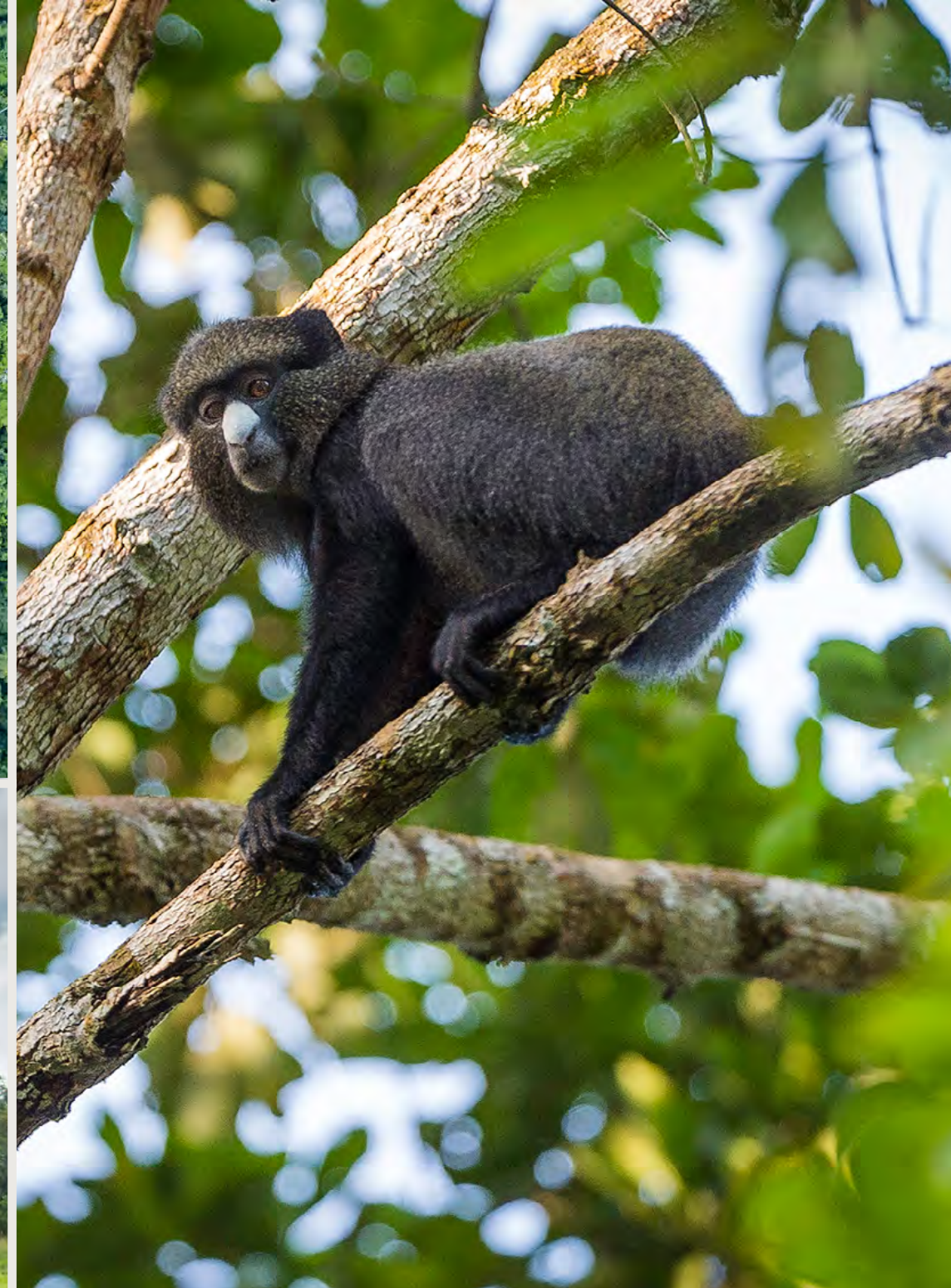
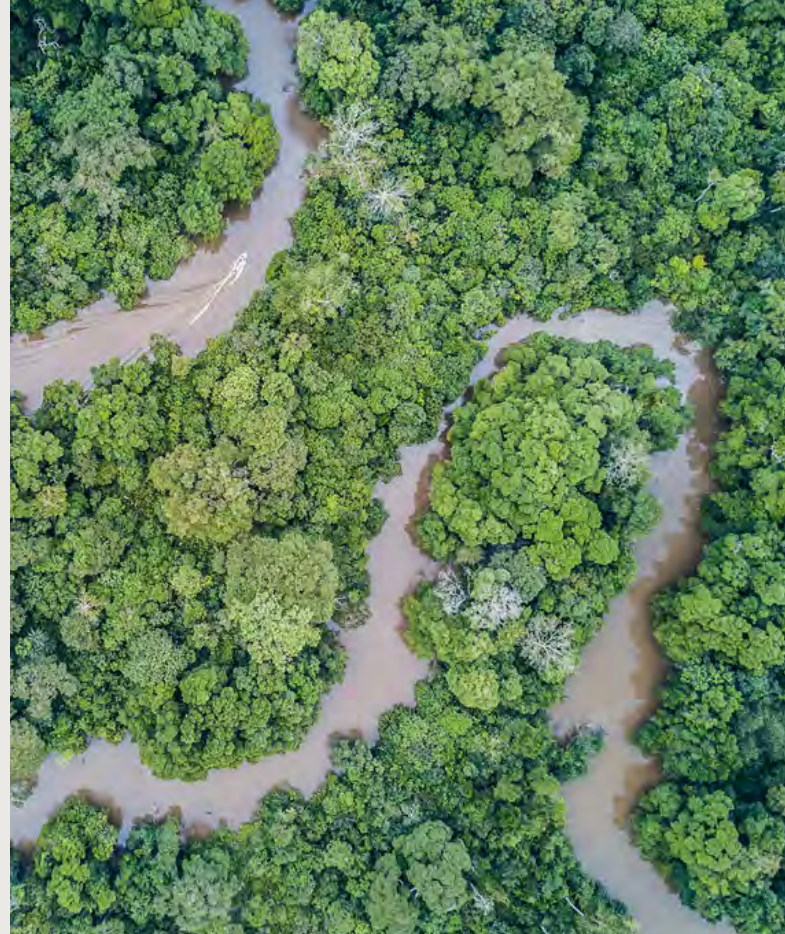
DAY

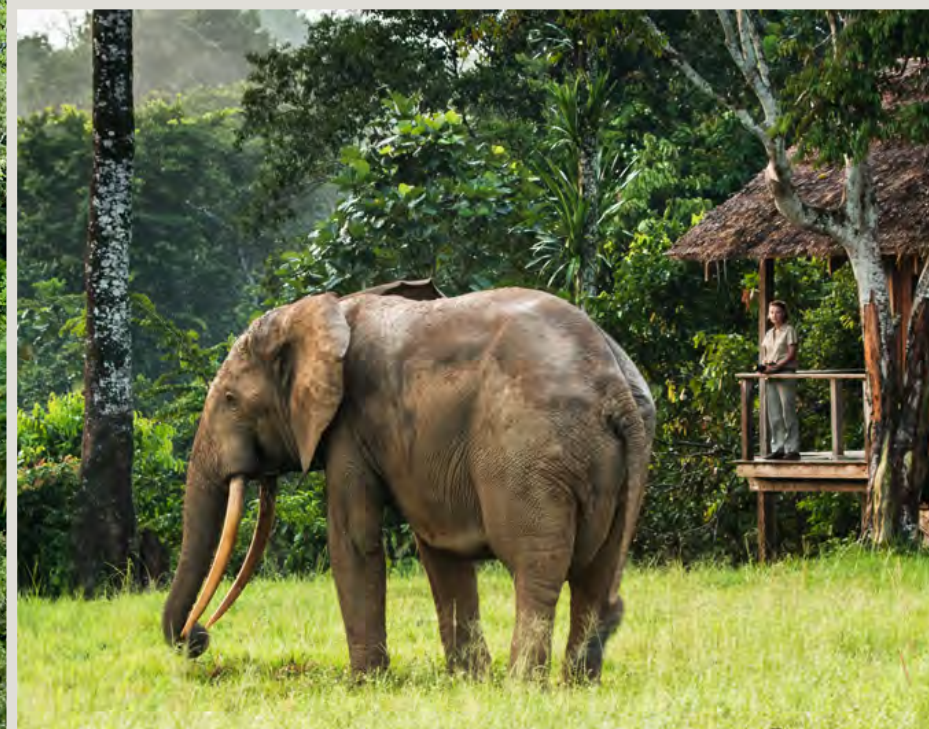
04

MBOKO CAMP, ODZALA-KOKOUA
NATIONAL PARK

Not far away, but in a very different part of the forest, the next stage of the journey takes place at Mboko Camp. Located on the banks of the Lekoli River, Mboko is the largest of the three camps and quite different in style. Making the most of the interface between forest and savannah, the activities at Mboko Camp not only include wildlife drives, but also guided walk-and-wades, and boating and kayaking the Lekoli River.

Some of the species found here are forest buffalo, sitatunga, red river hog, harnessed bushbuck, bongo, forest elephant, African grey parrot, and aardvark. Rarer sightings include leopard, spotted hyena, serval and African golden cat. Unlike the traditional safari experience, this is an utterly off-grid experience, as different as it is adventurous, and one guaranteed to enrich our understanding of what it takes to protect a wilderness as large and as complex as Odzala-Kokoua National Park.





Conservation Commerce Community

- Sabine Plattner African Charities (SPAC) aims to enable and empower the local community of Odzala-Kokoua National Park through education
- The community centre Sanza Mobimba serves to link community work in the villages to lowland gorilla conservation
- The park management is offering additional jobs as eco-guards, trackers and administration, offering long-term alternatives to poaching and deforestation



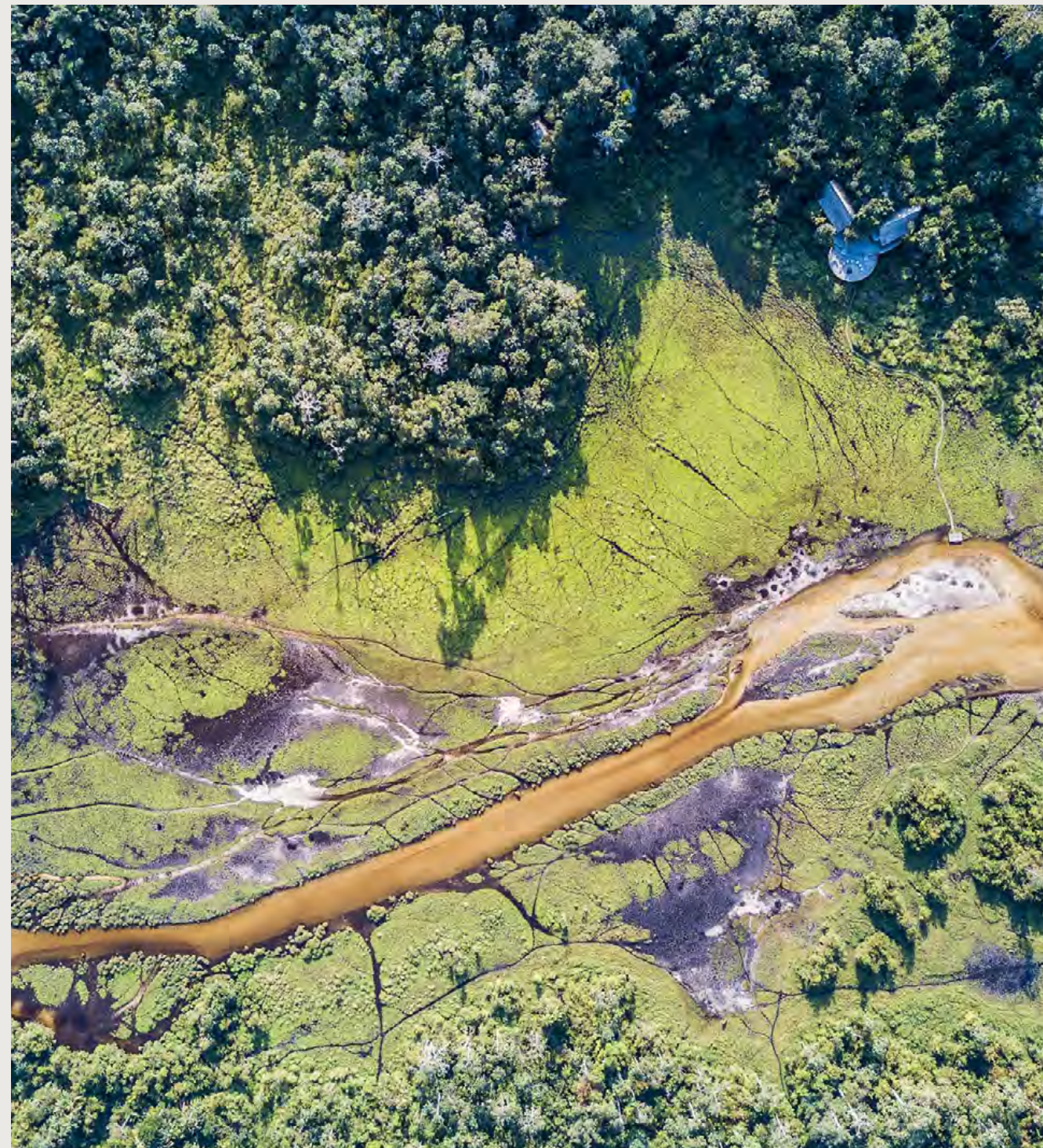
DAYS

05 | 06

LANGO CAMP, SOUTH CENTRAL
ODZALA-KOKOUA NATIONAL PARK

From Mboko, it's possible to kayak all the way to Lango Camp, the journey's final destination. Lasting a few hours, this is a wonderful way to travel, the pace allowing enough time to truly absorb the forest, the activity encouraging a much more dynamic interaction between traveller and destination. A beautiful and beautifully located eco-luxury camp, Lango Camp's dropped deck overlooks a large bai (swampy open area), its star deck and fire pit serving as great points about which to relax, eat, and take in the view.

Activities here are largely water-based, and include guided walk-and-wades, bird watching, kayaking and boating the Lekoli River and nearby waterways. As well as the wildlife found at the other camps, you're also likely to see black-and-white colobus monkey, grey-cheeked mangabey and green pigeon.

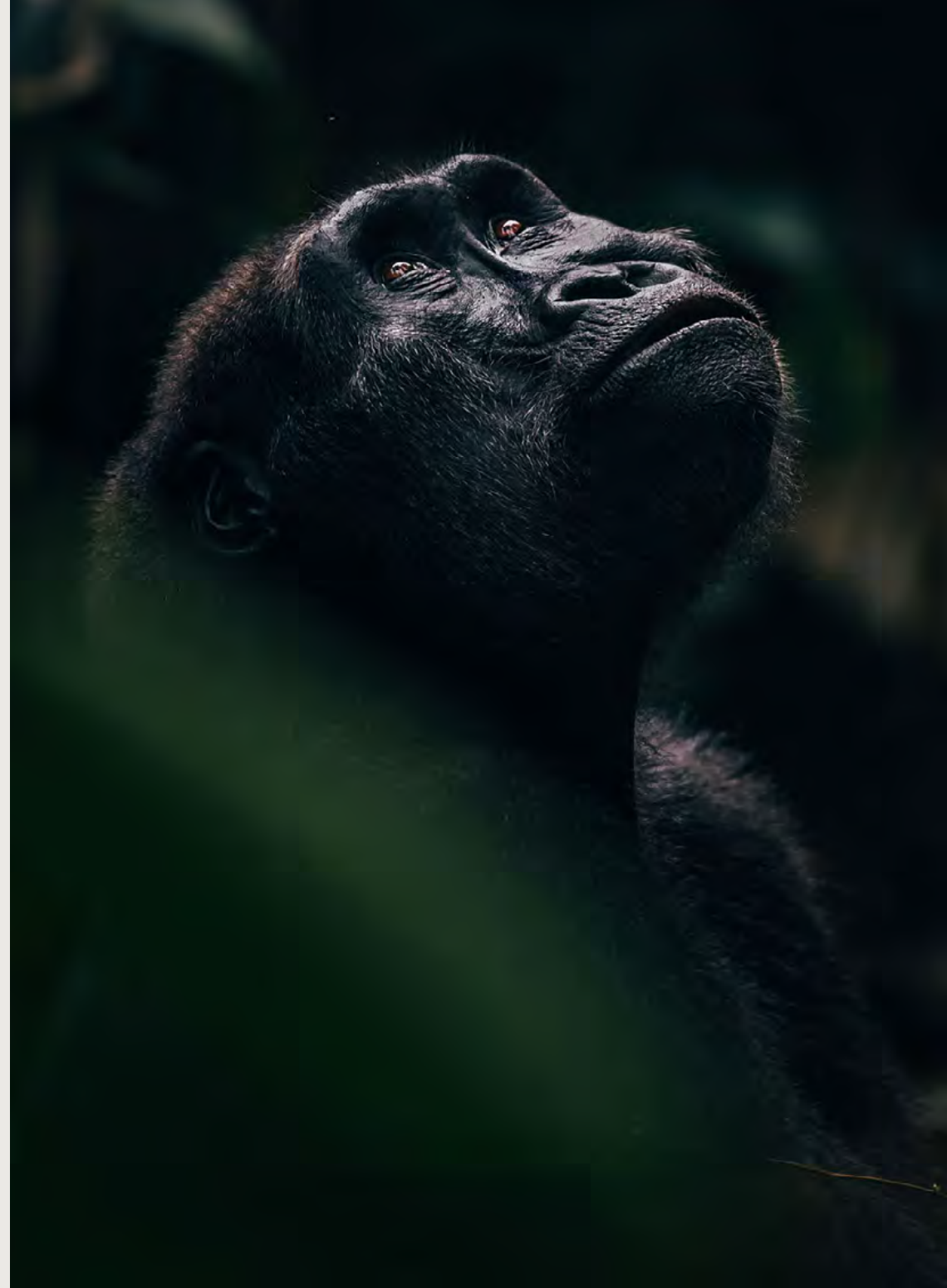




Conservation Commerce Community

- Sabine Plattner African Charities (SPAC) looks to promote employment by conservation and eco-tourism, directly and indirectly helping people to take control of their own destinies and providing a viable sustainable future
- The Congo Conversation Company exercises a low volume, high positive impact tourism model, ensuring that benefits from tourism are felt throughout the park – and for the long term
- Where the salary of a SPAC employee can feed 20 family members, here eco- tourism is a catalyst for the wellbeing of the local community and therefore of the park itself

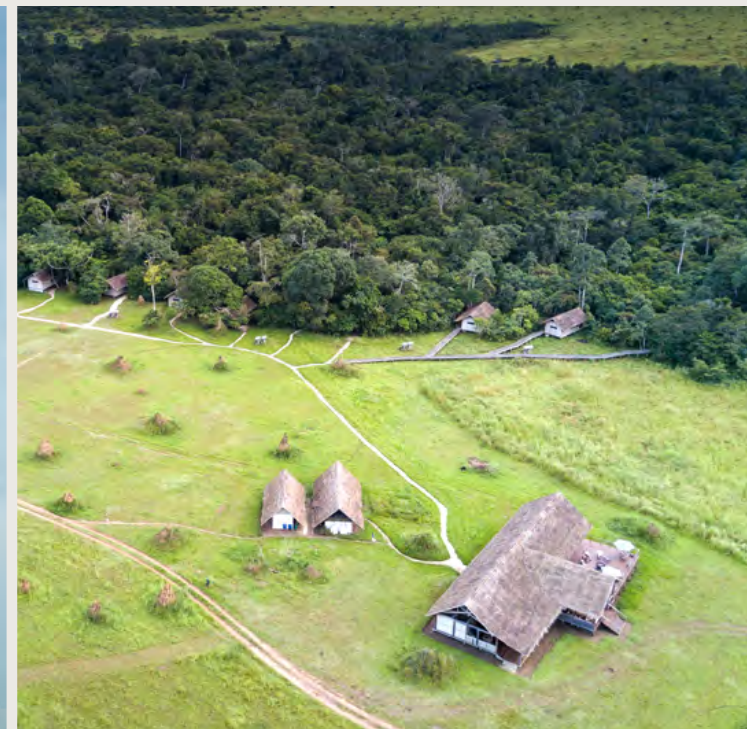




DAY 07

MBOKO CAMP, ODZALA-KOKOUA NATIONAL PARK

We return to Mboko for the last night of the journey, where guests have time to relax and reflect on the profound and unique experience of being part of a conservation effort designed to ensure the survival and growth of Africa's largest population of western lowland gorilla.



ZIMBABWE

LAND OF GIANTS

A magical nine-night conservation journey in three of Zimbabwe’s most unique safari properties

A country of spectacular natural beauty and commensurately rich in wildlife, Zimbabwe is now firmly back on the safari map as one of Africa’s leading wilderness destinations. Its title owing to the sheer size of its various herds and to the fact that it is home to some of Africa’s largest and oldest baobab trees, Land of Giants takes the intrepid traveller from private Malilangwe Wildlife Reserve to Hwange National Park and on to the wilds of Zambezi National Park.

Hosted by some of the world’s most highly trained guides, close encounters with crocodile, Where real frontier travel meets exactly the right kind of luxury, *Land of Giants* is an absolute one-off.



DAYS

01 | 02 | 03

SINGITA PAMUSHANA LODGE,
MALILANGWE WILDLIFE RESERVE

DAYS

04 | 05 | 06

SOMALISA CAMP,
HWANGE NATIONAL PARK

DAYS

07 | 08 | 09

MPALA JENA, PRIVATE CONCESSION,
ZAMBEZI NATIONAL PARK



DAYS

01|02|03

SINGITA PAMUSHANA LODGE,
MALILANGWE WILDLIFE RESERVE

A short flight from Victoria Falls, Land of Giants kicks off at Singita Pamushana Lodge in Malilangwe Wildlife Reserve. A top-drawer eco-luxury lodge set in a top-drawer private concession, guests have access to the reserve's 130,000 acres. Wildlife to be found includes both hook (black) and square (white) lipped rhino, big cat, zebra, eland and wild dog.

Owned by the Malilangwe Trust, a not-for-profit organisation, the lodge ensures excellent conservation practices in consultation with the local Shangaan people. As well as an abundance of wildlife and the likes of Chilojo Cliffs on the Runde River, Malilangwe is home to an extraordinary number of San rock art sites, making it an anthropologist's dream.



Conservation
Commerce
Community

- The Malilangwe Trust has successfully reintroduced rhino and Lichtenstein's hartebeest to the reserve
- The trust aims to drive economic and social development of surrounding communities through its outreach programs – building a better future for all
- The trust promotes the recording and understanding of the 82 individual rock art sites in Malilangwe, dating back to between 700 and 2 000 years, helping to preserve the ancient cultural heritage of the area



DAYS

04 | 05 | 06

SOMALISA CAMP,
HWANGE NATIONAL PARK

From Malilangwe, it's on to Somalisa Camp, which sits in the heart of Hwange National Park. Home to enormous herds of elephant that frequent the waterhole in front of camp, it is colloquially known as Land of the Giants. Its roster of commonly sighted wildlife includes giraffe, hippo, buffalo, zebra, hyena, wildebeest and lion. Meanwhile, rarer sightings include white and black rhino, leopard, cheetah and wild dog. The birdwatching is fantastic, its 400 species of bird including kori bustard, racket-tailed roller, carmine bee-eater, southern ground hornbill and martial eagle.

Somalisa Camp sits shaded by acacia in a private concession to the east of Hwange National Park. It is beautifully positioned on the edge of an ancient floodplain, providing wonderful views across the Kennedy Vlei line. Conservation is high on the agenda here, with the camp supporting the Mambanje Lion Guardians and Mobile Cattle Boma Initiative. This project is designed to protect the cattle interests of local communities and to mitigate human-wildlife conflict. Remote and rewarding, this is both wild and meaningful travel.





Conservation Commerce Community

- Opportunity to meet with staff working on conservation projects and visit local schools
- Learn firsthand about the Mambanje Lion Guardians and Mobile Cattle Boma Initiative with a guided tour
- Visit local community enterprises, such as the Vukani Bead Making Project and Thandanani Sewing Project





DAYS

07 | 08 | 09

MPALA JENA, PRIVATE CONCESSION,
ZAMBEZI NATIONAL PARK

The last part of Land of Giants finishes in the wilds of Zambezi National Park at Mpala Jena Camp, named after ethereal sightings of the 'The White Antelope' in the 1970s. New and beautiful, Mpala Jena sits in its own private concession overlooking the ancient Zambezi River, which is a magnet for wildlife throughout the year, particularly during the drier months.

The most environmentally aware camp in Zambezi National Park, Mpala Jena is part of a long-term conservation strategy to revive the local ecosystem in three phases: secure, restore, and protect. Far from the mainstream tourist routes, it possesses its own dedicated solar farm, and activities – including guided walks, wildlife drives and boat trips – are very much aimed at giving the conservation-minded traveller a big picture view of its vision. The perfect end to a safari Zimbabwe style.





Conservation Commerce Community

- Conservation efforts are helping to secure over 250,000 acres of depleted land to encourage wildlife to return and rebuild the Sapi Reserve
- First-class anti-poaching and wildlife crime prevention operations are being deployed in the area
- The Sapi landscape is being restored to encourage lions and other large mammals to repopulate this important ecosystem



PHOTO CREDITS

SIMON MORRIS | ANDY HASLAM | KATE MALONE | CAMERON ANDERSON RAFFAN | SOPHY ROBERTS
CHRIS TINKLER | JAMIE CROSS | STEVIE MANN | KEITH REID | EMMA BAKER | SHAUN STANLEY | TROPIC AIR

WITH SPECIAL THANKS TO ALL THE CAMPS AND LODGES FEATURED FOR THEIR IMAGES



AFRICA HOUSE, BRUNSWICK ROW, BRIGHTON, BN1 4JZ, UK
UK +44 (0) 1273 623 790 | NYC +1 646 652 0489 | JOURNEYSBYDESIGN.COM

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