



Journeys by Design

EXPLORE

‘Journeys by Design opened our
eyes to a world we never knew existed.’

RALPH LAUREN





‘To explore means to engage, and to engage means dedicating ourselves to the Africa we know and love.’

WILL JONES



Dear Friend,

For those that have followed us over the years, you will not be surprised to learn that we have committed Journeys by Design to the service of nature and to the path of exploration.

As a specialist adventure company, we have been delivering life-changing journeys into the ever-evolving frontiers of the African continent. For 23 years, we have designed journeys to Africa and only Africa. Consistent with our desire to stay ahead of the wilderness curve, we include explorations deep into Chad, Gabon, São Tome, and Eritrea.

In this respect, I can't overstate the significance of the fact that the Journeys by Design team includes two working professional guides. Having spent decades in the field guiding in some of the continent's most untouched frontiers, these exploration specialists and pro guides live and breathe the wildernesses in which they work. They add enormous depth and breadth to a team already brimming with knowledge and experience.

I hasten to say that we are no empire builders. Nor are we interested in accessing parts of Africa simply for the sake of it. On the contrary, every adventure is only worth making if it benefits the communities and ecosystems that our explorations rely on. For us, to explore means to engage, and to engage means dedicating ourselves to the Africa we know and love.

As many of you will know, this dedication is largely conservation-based. Motivated by a travel-driven conservation philosophy, we set up our own impact economy model Africa House, which is home to non-profit Wild Philanthropy and impact investment vehicle Tekula – as well as to for-profit Journeys by Design, the economic engine room. We hope you will choose Journeys by Design as your partner in exploration.

WILL JONES
Chief Exploration Officer







‘It’s about being able to access the remotest,
quietest corners of Africa.’

REBECCA ROTH BAUM
RALPH LAUREN MAGAZINE







‘Every bit of our safari was first class.’

KATY PERRY







‘We spent our days exploring savannahs and flood plains, full of wildlife but often still literally uncharted, and we slept under the stars with only a mosquito net between us and the loud African night. It was not just a ‘trip’ or a ‘holiday’, it was an adventure, and it will live in our memories and in our dreams for a long time to come.’

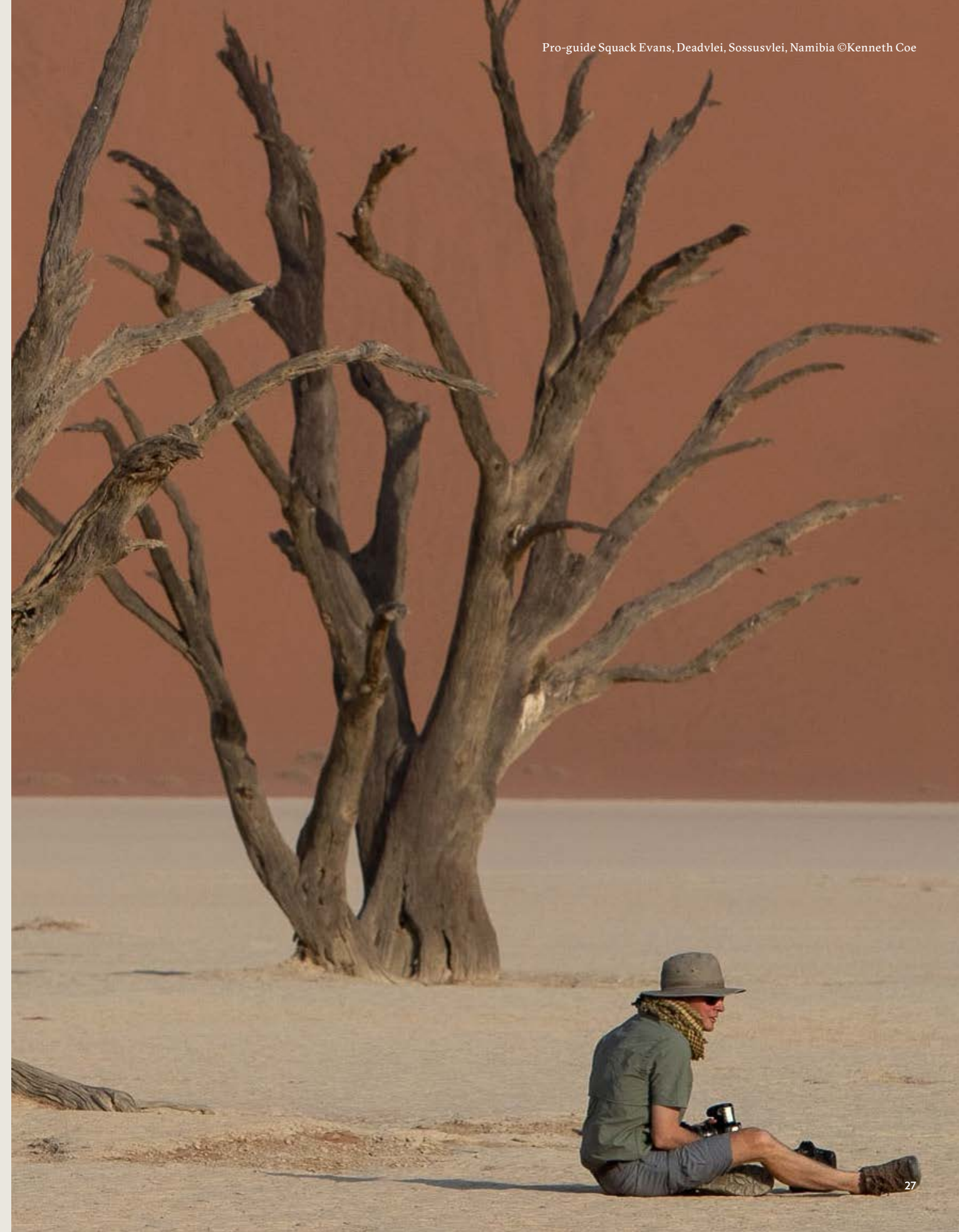
MARK ROOSEVELT
CLIENT


‘World top ten super-agent.’

FINANCIAL TIMES

We have our own exploration team of pro-guides and specialists who can visit you in your home to design your safari around the kitchen table.

Pro-guide Squack Evans, Deadvlei, Sossusvlei, Namibia ©Kenneth Coe



A large herd of camels is gathered in a sandy desert canyon. The camels are light brown and are standing in a line, facing towards the left. The canyon walls are made of reddish-brown rock, with some areas in deep shadow and others brightly lit by the sun. The sky is not visible, as the canyon walls rise steeply on either side.

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

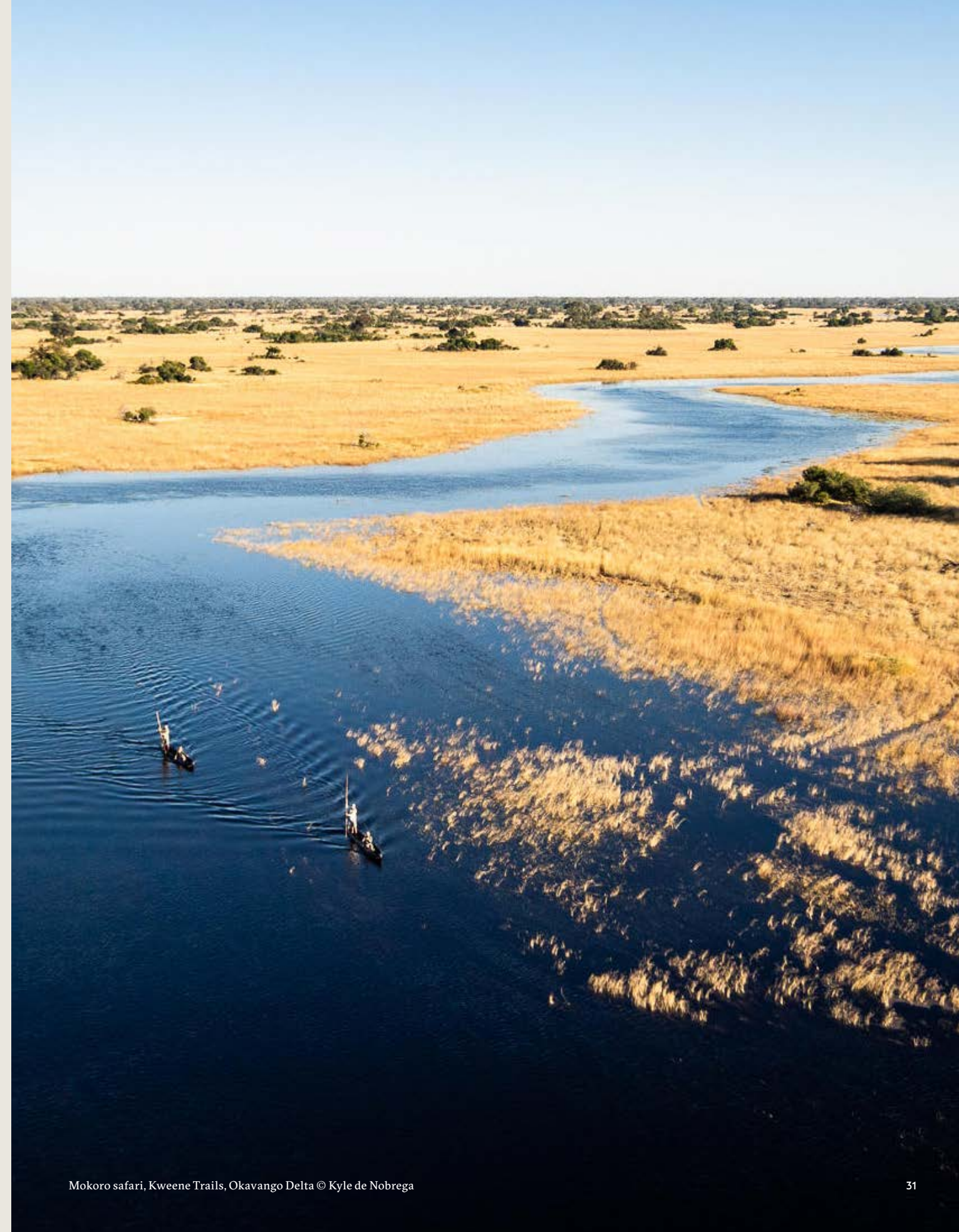
WILL JONES

Journeys By Design started the non-profit Wild Philanthropy
to support vulnerable ecosystems and communities.

‘We’re very fortunate to be both a
Conde Nast Traveler Africa specialist and
on the Travel + Leisure A List.’

PAUL HERBERTSON

In addition to our classic safaris, Journeys by Design
has a portfolio of rare experiences across the continent that
are entirely or broadly ‘off google’.







Pro-guide Karl Diakite and guests, Odzala-Kokoua
National Park, Republic of Congo ©Congo
Conservation Company

‘Responsibly sourcing the best safaris
in the world since 1999.’

JOURNEYS BY DESIGN

Over 70% of our business is repeat or referred.

Transforming the way travel benefits Africa

Journeys by Design started Wild Expeditions Ethiopia as an impact investment to support remote river communities in the Omo Valley. The company is 100% Ethiopian run.





‘Their modus operandi is always the same:
make it original, unfailingly well-organised,
fun, caring and life changing.’

CONDE NAST TRAVELLER

AFRICA
HOUSE
GROUP



Journeys by Design



Wild Philanthropy



Tekula Capital

