

# ASILIA GAZETI

VOLUME 4 • 2024



## **Kokoko**

Our newest,  
exclusive stay  
camp in Ruaha  
National Park

## **CHANGE MAKERS**

Women breaking  
barriers and  
stereotypes

## **WINGS OVER EAST AFRICA**

The finest safari destinations, with All Asilia



- ASILIA PROPERTY
- ⊙ CITY HUB

Our promise to you: a genuine safari that makes a genuine difference.

Masai Mara National Reserve • Greater Masai Mara Conservancies • Ol Pejeta Conservancy • Serengeti National Park • Ngorongoro Conservation Area • Tarangire National Park • Ruaha National Park • Nyerere National Park • Rubondo Island National Park

# We Are Family



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*This year, we celebrate 20 years of Asilia – a journey that began with the visionary ideas of our co-founders, who were dedicated to creating a safari company with a purpose: benefiting both nature and local communities.*

Today, Asilia stands proud as one of the world's leading safari companies, with 16 camps nestled in the heart of East Africa's breathtaking wilderness.

As we mark this milestone, it's a time for reflection on two decades filled with remarkable achievements and challenging moments, including the significant impact of the COVID crisis which had a significant negative impact on Africa's much-needed tourism revenues.

Despite these hurdles, our story is one of empowerment, perseverance and dedication. We have an unwavering commitment to creating systemic change for good within the beautiful, wild, mesmerising landscapes and local communities of East Africa. In this edition of the Gazeti, we

invite you to explore what we hold dear. We hope you feel a part of our mission to achieve extraordinary outcomes for both communities and wildlife. Most importantly, we want you to feel truly welcome.

Thank you for being part of our 20-year journey. Your presence in our camps and lodges contributes significantly to our mission. For every night you stay, US\$10 per person is donated towards community and conservation projects across East Africa. This amount is then matched by our parent foundation.

We are delighted to have you with us in this special year. Enjoy every moment of your experience with us – you are a part of our family. □



*Please feel free to take this home with you. It's your gift from us to help keep the memory of your adventure with us alive.*

### LET'S GET SOCIAL

Connect with us for exciting stories straight from the bush. You'll get to know our community of safari enthusiasts, wildlife photographers, wonderful camp staff, and so much more. Don't forget to share your reviews for future travellers on Tripadvisor.



## Our VISION

*In an ever-changing world where every experience seems rushed, superficial, or observed through the pixels of a computer screen, there has never been a greater need to be liberated by wild open spaces and seize meaningful moments of wonderment.*

We are often told to 'Be in the Moment' — to treasure and capture a time when we have felt moved and laughed so hard our bellies hurt or when we have felt an emotion so strong that we will never feel the same way again. In our fast-paced lives, we all seek meaningful connections and profound feelings.

We are here to create those unforgettable moments. Through our dedicated team and personalised guest experiences, we aim to bring you closer to nature, each other, and the beautiful landscapes of East Africa.

Our journey began with a simple yet powerful vision: to create extraordinary experiences, with the aim to protect and restore some of the most vital natural ecosystems in the world and to improve the opportunities and livelihoods of the people living in and around these amazing wilderness areas.

Hellen Bulugu, the award-winning Tanzanian poet and presenter of our inspiring new short film, believes that the soul of Africa sings through its landscapes, wildlife, and people. And indeed, our people are the heartbeat of Asilia.

Our storytellers who weave magic around campfires, our guides who unlock hidden secrets of the savannahs, and our chefs who infuse flavours into every meal. Our core values - genuine, inspired to do good, dedicated to service, and teamwork - guides us in everything we do. They are etched into our hearts, and we carry them like torchbearers, illuminating the path for you, our guests.

We take pride in making a positive impact. From community-led conservation initiatives to strengthening local communities, our legacy is one of collaboration and respect. We don't just talk about change; it's our DNA. We protect endangered species, support educational and health needs, whilst embracing challenges with grace. Our camps and lodges are more than places to stay; they are sanctuaries of connection, each with its own story of resilience and beauty.

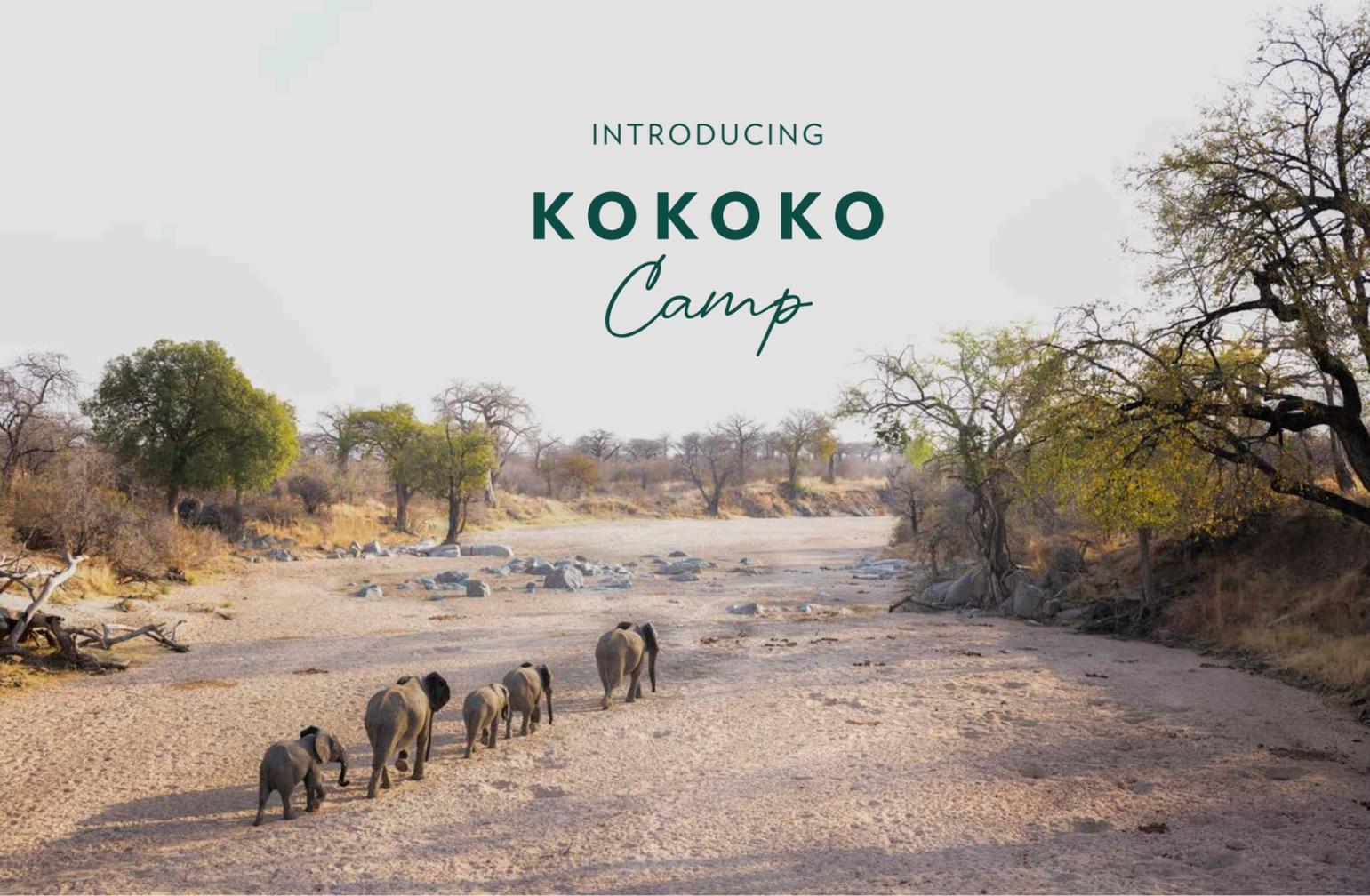
As you embark on an incredibly immersive journey with us, know you are family, part of our legacy and story. Together, we will create memories lasting a lifetime. So let the wind carry the sound of your laughter, the wildlife inhabit your dreams, and the African sun paint curiosity across your heart.

Welcome to Asilia, where moments become magic, and wonder is our currency. □

Watch and feel closer  
with our new brand film  
featuring Tanzanian  
Poet Hellen Bulugu



INTRODUCING  
**KOKOKO**  
*Camp*



**This season we are thrilled to be opening our newest safari camp in the beautiful Ruaha National Park, in southern Tanzania**

Kokoko Camp, a name derived from the Swahili word for the Verreaux's eagle-owl, sits on the banks of the sandy Mwangusi River, in the heart of the prime wildlife area of the park. With just three tents, the camp is booked privately, with a senior Asilia guide as your host, and a small camp crew who you'll know by name. Each day is yours to plan with your guide, to suit your interests and pace of safari, whether you want to spend each day on foot, learning to track, or adventure further afield by vehicle. This is a safari that harks back to the early days, where the focus is on being in a great location, with a great guide, and seeing how each day unfolds.

Ruaha is one of our favourite national parks in East Africa – it is rugged, wild, and vast, with baobab forests, kopjes and meandering rivers which most of the year run dry. We've created Kokoko Camp to invite guests to truly explore this wild landscape. The wildlife is as varied as the terrain, with herds of elephant and buffalo, leopard lurking in the shadows and large prides of lion, as well as species less frequently seen in East Africa such as greater kudu, sable, and roan antelope. The birdlife is rich and diverse, with more than 570 species to discover.

The camp is simple in its design, allowing nature to be the star of the show. The walls and ceiling of the tent are mesh, to maximise the views, and a custom-designed retractable roof allows shade during the day and opens at night to stargaze from the comfort of your bed. Enjoy breakfasts under the shade of a sausage tree,

dinners in the riverbed surrounded by lanterns with your feet in the sand, and sundowners in our favourite locations with not a soul in sight. □

**KOKOKO CAMP OPENED FOR ITS FIRST GUESTS ON 1 JULY 2024,**  
AND WE LOOK FORWARD TO WELCOMING YOU ON A FUTURE  
SAFARI HERE TO EXPLORE WITH US.



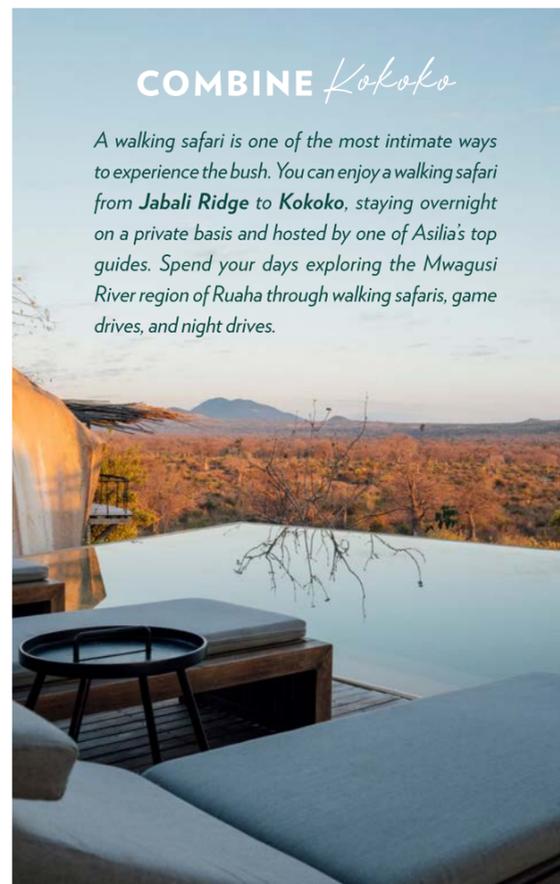
**WHAT MAKES THE SOUTH SO SPECIAL**

Southern Tanzania contains two of the country's best, yet least known, safari areas – Nyerere National Park and Ruaha National Park. Nyerere (previously known as Selous Game Reserve), was awarded UNESCO World Heritage Site status in 1986, due to its size and ecological importance as a wildlife corridor connecting with Mozambique's Niassa Reserve to the south. Safaris here explore the rich waterways by boat, walking safaris, and on game drives. This makes for an off-the-beaten-track safari experience with rewarding game viewing.

Ruaha is also one of Africa's largest protected spaces, the landscape is remarkably diverse and dramatic. Visitors can enjoy vast forests of baobab trees, miombo woodlands, rocky escarpments, open savannahs, and winding sand rivers. This biodiversity supports a huge amount of wildlife. Known for its superb predator sightings, Ruaha contains approximately ten percent of the world's lion population and is home to the world's third-largest wild dog population. It is also known for its impressive number of elephant; current estimates are between 12,000 – 15,000 according to Southern Tanzania Elephant Project. Rare antelope sightings of roan, sable and greater and lesser kudu are also possible.

**COMBINE** *Kokoko*

*A walking safari is one of the most intimate ways to experience the bush. You can enjoy a walking safari from Jabali Ridge to Kokoko, staying overnight on a private basis and hosted by one of Asilia's top guides. Spend your days exploring the Mwangusi River region of Ruaha through walking safaris, game drives, and night drives.*



**MEET...**

**Ngimba Sepere**

Our head safari guide based in Ruaha National Park, southern Tanzania.

**Where are you from?**

Oloroso Point in the northern part of Ngorongoro.

**How did you end up working for Asilia?**

I started with a company that was in our village as a dishwasher. Over the years I gained more skills and worked my way up to be a housekeeper, then Front of House as a barman before I joined Asilia's Guide Training Programme.

**What made you want to become a guide?**

When I was in primary school I took part in a private concession where I experienced close encounters with wildlife. The guide on this trip exposed me to nature, wildlife, and the important role they play in our country's tourism. I decided that this is what I wanted to do and to help protect their future.

**What has been your favourite sighting?**

We came across a puff adder that had been killed by a tawny eagle between two termite mounds. Suddenly another tawny came in and tried to steal the kill from the first. It was an amazing few minutes spent watching.

**What are your long-term goals or dreams?**

I hope to one day have my own company, but I will always be a guide. This is where my true passion lies and where I am at my happiest.

**What advice do you have for any travellers coming to Tanzania?**

Come in with an open mind! If you have a checklist, you are only looking for specific things. But if you are open to what nature has to offer... you will see so much more!

**What advice do you have for the younger generation who want to pursue becoming a guide?**

You have to be passionate about wildlife, nature, conservation, and tourism. It can be a challenging, but very rewarding career. If you are passionate about what you do and you love the bush, then it won't feel like you work a single day in your life.

**What is the funniest thing that's happened while guiding guests?**

We were doing a walk back to camp and had to cross a small river, however, as we got to the crossing point there was a pride of lion waiting for us on the other side. We had to make the decision to either cross or to carry on. This decision was quickly made for us when we saw a herd of elephants making their way towards us from the rear. We walked with confidence and the lions, who were luckily very invested in their meal, allowed us to pass. We made it back to camp with some incredible fireside stories and embraced the evening with a well deserved sundowner and dinner.

# A TASTE OF ASILIA

We've selected one of our favourite recipes from Asilia's brilliant chefs, including plant-based alternatives, for you to recreate at home.

## COCONUT FISH CURRY

(substitute with chicken, lentil or tofu)

### INGREDIENTS (serves 4)

750g white flesh fish (tilapia, snapper, Nile perch, dorado)  
2 tbsp oil  
1 tsp mustard seeds  
10-12 curry leaves

1 green chilli  
1 tbsp grated ginger  
1 tbsp grated garlic  
1 medium onion, thinly sliced  
1/2 cup green pepper, thinly sliced  
1/2 cup red pepper, thinly sliced  
1 can of coconut milk  
1 tsp salt  
1/2 tsp turmeric  
1/2 tsp chilli powder or cayenne pepper  
2 tsp coriander powder  
1/2 tsp cumin powder  
1 tsp garam masala  
Squeeze of lime juice  
fresh coriander, mint, and basil leaves for garnish



### METHOD

- Cut the fish into 4cm pieces
- Thinly slice the onions and bell peppers.
- Finely grate or grind ginger and garlic
- Heat a saucepan on medium-high heat and add oil and mustard seeds
- When the mustard seeds begin to splutter, add curry leaves, ginger, and garlic
- Sauté for 30 seconds; add sliced onions and bell peppers
- Sauté for a minute
- Add all spices, stir well and sauté for 30 seconds
- Add coconut milk and mix well
- Add the fish pieces and a few coriander leaves and stir well
- Cover the pan, reduce the heat to medium and cook for 5-6 minutes or until the fish is cooked thoroughly
- Finish the dish with a light squeeze of lime and garnish with fresh coriander, mint, and basil leaves

## 48 HOURS IN...

# DAR es SALAAM

Tapestry of rich and alluring history, diverse cultures, collectible arts and crafts, and breathtaking scenery awaits you.

### Village Museum

This open-air museum features a collection of authentically constructed dwellings illustrating traditional life in various parts of Tanzania. Each house is furnished with typical items and surrounded by small plots of crops, while 'villagers' demonstrate traditional skills such as weaving, pottery and carving.

### The Slipway Shopping Centre

The Slipway is an elegant shopping complex inspired by the Swahili coast and culture. It is located on the Dar es Salaam Peninsula and offers stunning bay views. The complex features various amenities, such as shopping stores, restaurants, an arts and crafts souk, island ferry tours, diving facilities and more.

### Mbudya Island

The beautiful Mbudya Island is located amid the Indian Ocean and resembles Dar es Salaam's Zanzibar. With its white sandy beaches and crystal-clear turquoise seas, it is the ideal getaway for anyone looking to escape the hustle and bustle of Dar es Salaam.

### National Museum of Tanzania

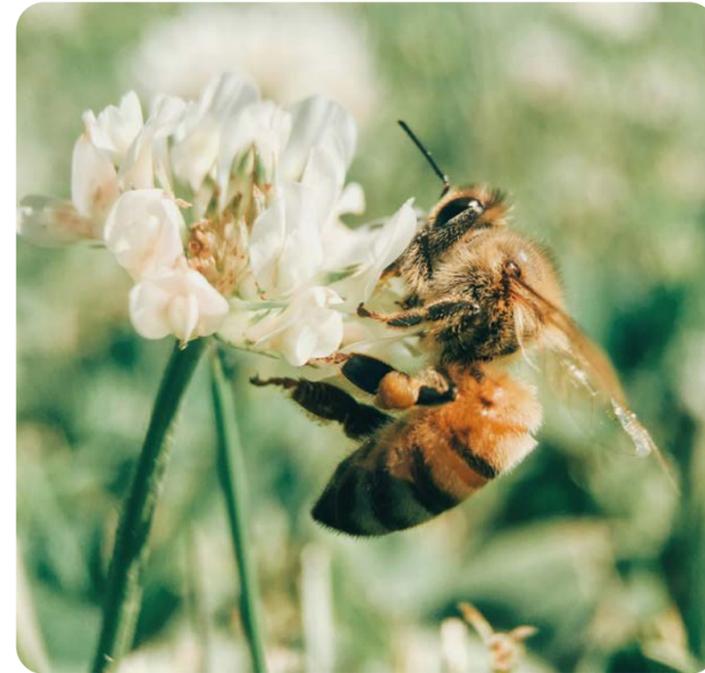
The National Museum of Tanzania is a consortium of five Tanzanian museums that preserve and exhibit Tanzania's history and natural environment. This natural history museum exhibits numerous bones and other fossilised remains.

### Mwenge Woodcarvers Market

In the heart of Dar es Salaam, the Mwenge Woodcarvers Market offers appealing treasures in craft shops, from fabrics to sandals, beaded necklaces, and more.

# BEEtopia

## A HAVEN FOR BEES AND HUMANS ALIKE



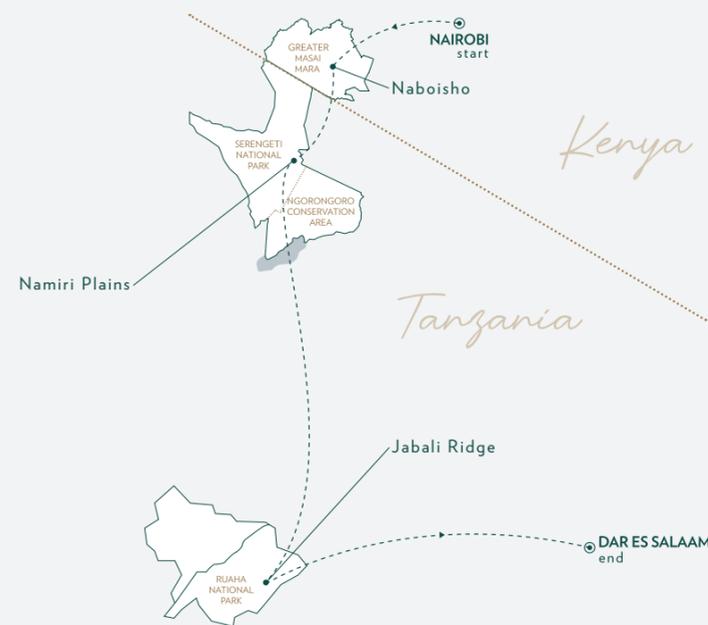
BEEtopia is a one-of-a-kind sanctuary located in the heart of Arusha, Tanzania, that aims to preserve stingless bees through public education and research. As soon as you enter BEEtopia, you'll be surrounded by an environment buzzing with life. The centre offers various attractions for people of all ages, from observing stingless bees in natural habitats to watching solitary bees build their hives and even participating in interactive workshops. It also offers guided tours where you can zoom into the micro-world of bees and learn about their lifecycles, habitat requirements, and the threats they face due to environmental changes and human activities. Who knows, you may even be lucky enough to spot the Queen Bee!

BEEtopia is run by passionate educators Warren and Kathrin Steyn who share a wealth of knowledge, making the experience engaging for everyone. The centre is committed to meeting animal welfare guidelines and ensuring the bees are cared for in a way that respects their well-being. Furthermore, BEEtopia's research programs are at the forefront of bee conservation.

The centre studies bees' lifecycles and habitat needs, to identify threats to their survival and develop strategies to mitigate them. These research efforts are crucial in preserving bee populations that are facing increasing challenges. BEEtopia serves as a beacon of hope for bees and a testament to the power of education in conservation efforts. □

## Planning to visit East Africa again?

Combine Kenya and Tanzania with our *All Asilia* reserve circuit itinerary and we will cover all your inter-camp transfers, saving you up to 15% based on two people travelling.



### RESERVE CIRCUIT

Mara Naboisho Conservancy, Serengeti, and Ruaha National Parks

**START** | Overnight in Nairobi, Kenya

... Fly for free

**DAYS 2-4** | Stay at Naboisho, Mara Naboisho Conservancy  
Enjoy a variety of activities including game drives, walking safaris, cultural and Maa Trust visits

... Fly for free

**DAYS 5-6** | Stay at Namiri Plains, Serengeti National Park  
Make lifelong memories on game drives and walking safaris in big cat country

... Fly for free

**DAYS 7-9** | Stay at Jabali Ridge, Ruaha National Park  
Adventure awaits on game drives, walking safaris, night drives, and optional hot air ballooning (additional cost)

... Fly for free

**END** | Dar es Salaam, Tanzania

Contact one of our safari experts to plan your next All Asilia Adventure.



**W**elcome to your haven of peace, stylish comfort, and tranquillity. We hope you enjoy an unforgettable safari adventure with us. Whether it's your first Asilia Africa safari or an exhilarating return trip, Tanzania and Kenya are two genuinely sensational and unique wildlife regions in the world. Under our guiding wings, we aim to provide you with breathtaking wildlife sights, and extraordinary moments to connect with the warm and caring locals and learn more about their fascinating cultures.

We have just introduced our brand-new All Asilia concept, a groundbreaking safari experience that takes you to our most exciting destinations. All Asilia includes complimentary air and land transfers between our award-winning camps and lodges, making expansive exploration effortless.

Book any combination of Asilia properties for 7+ consecutive nights for two adults (or more), with a minimum of two nights

per camp of your choice, and we'll take care of all the inter-camp transfers. It's an incredible opportunity for couples, friends, and families to immerse themselves in the ultimate safari adventure.

**An Incredible New Concept To Suit Endless Possibilities**

While exploring the magnificent surrounding savannahs, let our warm, caring and kind professionals enchant your senses, allowing you to be transported into a world of adventure, romance, delicious cuisine, and relaxation. Whether you have joined us to seek fun-filled family adventures, enjoy tranquil and intimate moments beneath the stars with your partner, or reconnect to your inner self, our camps and lodges are designed to cater to all your needs. Along with our expert guides, embark on a journey that is both educational and fun. Learn about the different cultures, lifestyles, and wildlife and gain a greater appreciation and understanding of these wild spaces; allowing you to connect meaningfully, surrounded by nature and each other.

**Exploring Your Bucket List Options**

From chimpanzee trekking in Rubondo Island National Park, situated on the shore of Lake Victoria, to the jaw-dropping sights of the Great Migration which circles the Serengeti and Masai Mara, All Asilia offers you more variety than you could have imagined. Thrill in a sunrise hot-air balloon safari to witness the marvel of the Great Migration from the air, floating silently above the grasslands. Round off your action-packed day with a complimentary starlit, romantic candlelit dinner beneath the African night sky. With all the planning and travel logistics taken care of by our safari specialist team, all you need do is enjoy the experience, allowing you to feel closer to wildebeest, zebra, elephant and the ever-present lion, leopard, cheetah and more.

Fascinating, educational, and heart-warming cultural visits to nearby local communities can also be arranged, while walking safaris provide an informative and exciting alternative means of exploration, focussing on the smaller details and ecosystems frequently overlooked from the height of a vehicle.

**Sheer Heaven for Honeymooners & Special Occasions**

Delivering the perfect setting for an unforgettable romantic East African safari, accompanied by our personalised service and impeccable attention to detail, our properties allow you and your partner to explore romantic solitude. Relax under the twinkling stars, dine by lantern light beside a cosy crackling fire, and snuggle up in our luxurious boutique tented camps. If you are visiting our Reserve Tier camps, may we suggest you enjoy a rejuvenating couples spa treatment based on East African natural healing methods and traditional well-being practices.

**Location, Location, Location**

We hope our camp teams illuminated your world upon arrival and welcomed you with joyful, genuine, warm smiles. As your safari adventures unfold, you will discover you are in the best locations within carefully considered prime game-viewing regions.

We look forward to you joining us again for more spectacular wildlife experiences. Thank you for your visit, which helps us preserve the precious wildlife of these pristine wilderness areas for generations to come while improving, supporting, and fostering thriving local communities for the people and their cultures who call this place home. We look forward to welcoming you, your family and friends and trust your stay leaves you with a big bucket of everlasting memories. □

*More reasons to choose All Asilia*

- Flexibility across Kenya, northern and southern Tanzania
- Easy to book by removing logistical barriers
- Costs are reduced by removing inter-camp transfer expenses
- Our camps are in some of the best locations in East Africa
- We are experts in the field with strong airline partnerships
- Greater Positive Impact on East Africa's wildlife and communities



All Asilia is available to book through any of our travel agent partners.

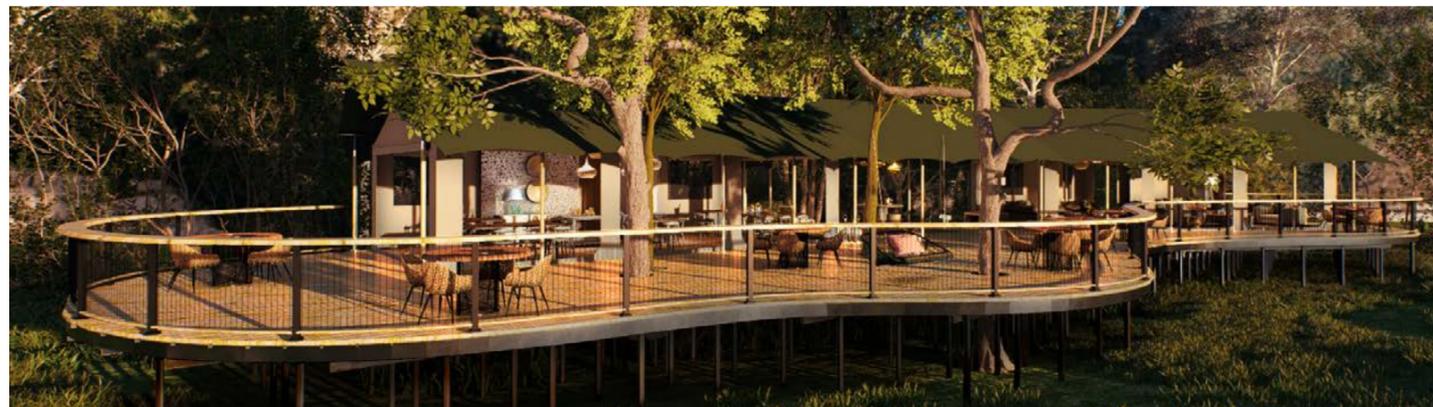


For 37 years, Rekeru Camp has been a Masai Mara cherished favourite, enjoying the highest number of repeat guests visiting Asilia camps. In June 2024, Rekeru will unveil a fresh look to launch the new season. We're thrilled to usher in our reimagined era and can't wait to welcome back both returning and new guests. Whether treasured memories of past adventures linger or plans for your first safari are brewing, this is an experience that will add to your collection of unforgettable wildlife moments!

**Expanded Outdoor Leisure Deck** An enlarged and redesigned deck area allows the lounge and dining spaces to sit beside each other, parallel to the Talek River. Enjoy memorable al fresco meals and private romantic lantern-lit dinners, all while admiring improved vantage points for wildlife viewing. Notably, the existing riverine forest remains undisturbed, as the new areas have been thoughtfully redesigned to fit seamlessly into their surroundings, embracing the shade.

**Lounge and Dining Areas** These leisure areas have received a complete makeover to complement the outdoor deck's expanded living spaces. Inspired by the river's natural elements, the new look will be light and relaxing. The existing furniture is being repurposed and reupholstered, maintaining its pioneering charm while aligning with fresh colour tones.

**Family and Friends Tents** The two family and friends' tents have been expanded, retaining their current location and orientation. Both tent's main bedrooms will feature verandahs facing the river. A central sitting area for private family and social gatherings



connects the two bedrooms. The second en suite bedroom, suitable for children or an adult couple, can be configured as needed. Large windows flood the interior spaces with light, merging the outdoors and indoors seamlessly.

**Guest Tents** The guest tents will embrace a lighter and brighter aesthetic in line with the camp's overall vision. Mango wood will replace dark wooden furniture and soft tones in interior furnishings will create a welcoming atmosphere. Bathrooms will feature dividers and wooden screens for added privacy.

We look forward to welcoming you to Rekeru, Reimagined. □



Join Cai Tjeenk Willink, Asilia's Operations Director, as he introduces the camp's refurbishments.



## Falling in Love With & On Safari

by George Benjamin

*To me, the words love & safari are deeply connected and, in fact, utterly inseparable.*

Whether it be your first or fiftieth safari, you'll never escape the feeling of being forever changed, not just by the sights you've seen, but by the most profound connections formed in the wilderness. It's the exact same for me. Over 8 years ago, I headed to Africa for the first time, feeling that same pull to the symphony of the wild. It was March, the beginning of the rainy season, and I stayed at Namiri Plains and Olakira Migration Camp. Those two weeks altered the course of my life forever: I fell in love.

In love with the savannah stretching endlessly before me, painted in hues of gold under the African sun. In love with the big skies, charged with electricity and energy. In love with the new rains, bringing new life to the Serengeti. In love with new lifelong friends, with whom I'd shared this experience. These friends — fellow guests, guides, and camp staff — continue to form part of my friendship circles, reliving both old memories and creating new ones together. Nature's transformative power knows no bounds. It's on that same trip that Mother Nature truly changed mine, allowing a moment to capture "Cheetah in the Rain". Those fleeting seconds have impacted my life immeasurably, propelling me into a full-time career as a wildlife photographer.

In the years since I've been fortunate enough to return to Asilia. That love has grown ever deeper, more profound, and enduring with each passing moment. From photographing the melanistic serval ("Manja") at Namiri Plains, documenting AsiliaGiving projects, being surrounded by leopards in Ruaha National Park, and of course, almost consistent belly ache from hysterical laughter. We all seek out the wildlife, but the truth is, we return for the people.

While staying at an Asilia camp a few years ago, I met Lara. We bonded over our passion for nature and conservation, swapping safari stories, and visions for the future. One year later, we were dating. Soon after, we were living in Tanzania. While staying at Namiri we struck up an amazing friendship with Max, the incredibly talent mixologist and an amazing all-round human being. During one late-night fireside conversation, he told us, with absolute certainty, "You'll marry each other one day." We laughed and brushed it off.

Max was right. 3 years later, we got engaged at Encounter Mara camp, surrounded by the friends we'd made in the years between.

Now, as I write this, we're one week into married life. *Here's to falling in love with (and on) safari.* □



If you'd like to read more on the  
pioneering women in East Africa  
head to pages 42 - 49 of the Nawiri  
Group Report here



# CHANGE MAKERS

*Women carving out a career in a male-dominated industry to fight stereotypes and change societal perceptions*

**A**cross East Africa, determined women are overcoming societal expectations and tough challenges to carve out careers in a male-dominated industry. These female guides and camp managers are change makers, who are setting an important precedent in gender equality, proving to other young girls that with perseverance and courage, it is possible to walk a different path in life. Asilia works hard to support these female camp managers and guides to be change makers, as they are setting an important precedent in gender equality.

## **Zawadi Dominic** | *Safari Guide, Tanzania*

Zawadi grew up on the shores of Lake Victoria in northwestern Tanzania. As one of twelve children, family life was busy, but from an early age, she knew she wanted to be a safari guide. Zawadi tells her own story...

“Growing up as part of a large family in a small rural village was tough. I went to school but I also had to fetch water, collect firewood and help my mother with my siblings. She didn’t have a job but was keen that I had a good career, however, the safari guide was definitely not what she had in mind.

I always loved nature and animals, but it was a school visit to Mikumi National Park that sealed it for me. Going on a wildlife safari and meeting the guides; I knew it was what I wanted to do. My parents were less keen, because like many they viewed it as a man’s job and refused to support me in pursuing this path. Thankfully my cousin in Uganda offered to intervene and give me the support I needed. He told me not to be discouraged and actually eventually helped talk my parents around.

I went to the National College of Tourism in Dar Es Salaam where I studied for two years. Out of my 20-strong cohort, there were five girls, and I’m the only one who made it into being employed in the industry. After graduating I was warned it would be hard to find a job as the message was still, “This is not for girls”. I was told to go home, there are no roles for you. I sent off my applications and one was to a small safari company. By coincidence, I had the same first name as the owner’s wife

who happened to see my application and told her husband, you should employ this girl. I ended up working there for two years as an assistant guide, gaining great experience. I remember the excitement I felt when I heard there was an all-female camp opening in the Serengeti. For once we weren’t being told that girls can’t do this job, that this isn’t a female industry. I sent in my application for a role there the very same day.

I still had a lot of gaps in my knowledge, but I was determined to develop my skills. It’s uncommon for women to learn to drive in Tanzania and my previous guiding role had been one as a passenger in a vehicle only. This was just another gender barrier to overcome, and I completed my training and started as a guide at Asilia’s Dunia Camp. It was inspirational to work with an all-female team, although not always easy in the early days as we found our feet. There were some very physical tasks we had to undertake, but we found by working as a team it got easier.

There are still challenges to being a female in this industry, and some men still try to discourage us, sometimes being hesitant to share information, or telling us that we won’t be able to navigate our vehicle through a bit of tough terrain. We just need to keep proving them wrong. Over time, as more women enter the industry, it will become more accepted.

When you ensure equal education for girls, you make sure you are educating the whole world. I’d love to see companies be more open and give females a chance. We need to change the mindset of our society as there is still an expectation that girls will get married, have children and stay at home to look after the family. The world is changing though, and we need to change how people think about female roles.

One of my favourite things as a guide is to take part in Twende Porini, which means “Let’s go to the bush” in Swahili. This initiative gives children from local villages the chance to experience a safari. For me, it is going back to where we started; that moment that inspired me to become a guide. I see the children fall in love with the bush like I did. Maybe some of them will one day enter the industry as a result of this experience too.” □

# ASILIA Giving

RESTORING AND CONSERVING EAST AFRICA'S  
WILDERNESS AREAS

AsiliaGiving is at the forefront of Asilia Africa's community and conservation efforts. This programme, directly linked to our Foundation, raises funds exclusively for positive-impact initiatives that are focused on the natural ecosystems in which we operate. It's rewarding to witness how substantial amounts of funding for our initiatives are generated via donations from past guests who, through their first-hand exposure to a particular project, often want to amplify the impact of these efforts with a personal contribution. By utilising grants from development organisations like USAID for specific projects, and through the Asilia Conservation Contribution, we can make a positive impact for both people and wildlife in East Africa.

Each night you spend on a memorable safari in an Asilia camp you automatically make a US\$10 contribution towards AsiliaGiving, yielding significant support for critical nature and community efforts within these natural ecosystems. Through a matching principle the

Nawiri Group, Asilia's parent company, doubles this contribution to the AsiliaGiving program, extending its impact further. On an annual basis, we generate close to US\$1 million in AsiliaGiving funds for grass-roots conservation and community projects and initiatives in the unique wilderness areas where we operate. AsiliaGiving funnels 100% of these funds directly into positive impact initiatives. Asilia covers the program's operational costs.

Our AsiliaGiving programme significantly impacts those they reach, but more is needed. To achieve structural systemic change, healthy nature-positive revenue streams must be created so that ecosystems and their communities can thrive. In 2022, the Nawiri Group was founded to address this need and facilitate long-term impact on a large scale. AsiliaGiving plays a pivotal role by solving immediate, pressing community and conservation concerns, which provides time for the Nawiri Group to work on the systemic change that addresses their root causes.

Through AsiliaGiving, we can contribute to and support many significantly positive projects within communities and wilderness territories by working with various invested partners across East Africa. Often, these partners require financial support to continue their work. Schools need desks for their classrooms, and students search for scholarships to help them flourish. And the best part? AsiliaGiving's impact extends beyond wildlife and directly to those living in these areas.

We thank you for being part of our never-ending journey. □

If you'd like to read more about AsiliaGiving and inspiring stories and insights from the Nawiri Group, please ask for the Nawiri Group Report in camp or scan the QR code here:



## LET'S LOOK AT A HANDFUL OF OUR INITIATIVES ACROSS EAST AFRICA

### KENYA

#### The Maa Trust

*The Maa Trust collaborates with community-owned conservancies in the Masai Mara to combat household poverty, enhance quality of life, and build resilience. Through this support, Maasai women and youth are empowered to develop diverse, environmentally sustainable livelihoods. Consequently, Maasai women gain financial independence, investing in their families' future.*

#### The Rhino Ark

*The Rhino Ark initiative is making strides in forest rehabilitation within the southwestern Mau National Reserve by planting 16,000 tree seedlings. Alongside this, the project diligently repairs and maintains fences around Mt. Kenya and Imenti Forests. These efforts nurture the environment, bolster wildlife habitats, and support the surrounding communities.*

#### The Mara Elephant Project (MEP)

*The Mara Elephant Project is at the forefront of elephant conservation, utilizing cutting-edge technology for habitat protection. By employing advanced tools like radio collars and sensors, and through rigorous training of Maasai field rangers, MEP enhances the protection of elephants and the ecosystems they inhabit.*

### TANZANIA

#### Honeyguide Foundation

*The Honeyguide Foundation champions community-led conservation in Tanzania, emphasizing Wildlife Management Areas. Their approach ensures that conservation efforts are inclusive, effective, and sustainable, driven by and for local communities.*

#### The Southern Tanzania Elephant Programme (STEP)

*AsiliaGiving proudly supports STEP, an elephant conservation program known for its intensive ground monitoring. Utilizing in-field researchers and camera traps, STEP gathers crucial data on elephant home ranges, seasonal movements, activity patterns, and population numbers.*

#### Kamitei Foundation

*The Kamitei Foundation aims to improve education opportunities for children in rural Tanzania. Primarily focussing on improving the academic performance of primary schools through teacher training and support, school management support, teaching materials and equipment, and granting scholarships. We proudly support the future of Tanzania.*

# BEHIND THE LENS

HARRY SKEGGS, WILDLIFE PHOTOGRAPHER  
harryskeggs.com

*The Serengeti is a place I have been fortunate to shoot several times over the years, but the sheer density of wild cats always draws me back.*

It was clear from the outset that we wanted lion to be our focus, and there is no better place for this than Namiri, literally 'home of the cat'. Choosing to shoot at the start of March, usually just before the big rains come, we had high hopes for huge skies to act as a backdrop to our work. However, planning can only get you so far. We were treated to

some truly incredible scenes, ones that in all my years in East Africa I had never seen – from cheetah chasing caracal to a lion and leopard sharing the same tree, but the lion shot we had pre-visualised continued to be just out of reach.

With increasingly unpredictable weather, the big skies we had dreamed of failed to materialise, with featureless blue skies rolling into one another. What's more, we weren't quite getting the luck we needed to get the shot – spending the first 5 nights

waiting on sightings where they decided to sleep off the day's exertion well past dark.

Our luck changed when we found Rasta, the last member of the infamous 'Golden Boys' who had been missing in action. Surely there could be no better subject, with a beautiful long mane and unique white patch, impressive size, and symmetrical face. Immediately we knew there was a possibility of a shot, his confident demeanour meant that he was comfortable in our presence, giving us a number

of excellent passes and, as if waiting for that moment, the heat of the day boiled up into an angry sky, giving the perfect backdrop to this piece.

But this portrait is not intended to rely on fear factor – instead, it reflects the calmness of the sighting, so important to my work, where it is clear we have treated the subject with respect and worked on his terms, with no sign of distress. Simply a window into the wild. □

## MAKE A DIFFERENCE WITH ASILIA

The pioneering work Asilia is doing is changing lives every day. Find out how your donation is helping.

Asilia's Positive Impact initiatives support projects that work to both improve the lives of local people and protect surrounding nature. Working with our key implementing partners, we have adopted a holistic 'areas approach', where we consider how to protect entire areas and ecosystems at a time.

Asilia is a proud member of the Nawiri Group, through which the reach and extent of our Positive Impact is able to travel so much further. The Nawiri Group is far more than just a travel company. It is a platform that connects responsible travellers with impactful initiatives, creating positive change at scale, working towards people and wildlife thriving together.

Together, we look beyond the core wilderness areas of our camp locations to include the buffer zones and wildlife corridors that sustain these regions.

Through your US\$10 per-night contributions, all of which goes to our initiatives, we are able to make the most significant positive impact towards our goal of empowering these critical areas, including the communities and wildlife that call them home.

### WOULD YOU LIKE TO MAKE A POSITIVE IMPACT?

Should you wish to donate to AsiliaGiving or one of our specific Positive Impact partners, please use the envelope within the fold here, filling out your details on the front and handing it over to the Camp Manager on departure.

Asante sana from us at Asilia



### WE WOULD LOVE TO KEEP IN TOUCH!

For beautiful stories straight from the bush, special promotions, and new developments at Asilia, please scan this QR code to subscribe to our newsletter.

Thanks to you, our guests, we can support our expert implementing partners to address educational, social, and economic development of local communities, as well as conservation issues within these regions.

To find out more, head to [asiliaafrica.com](http://asiliaafrica.com) to read our latest Positive Impact report, showcasing the joint accomplishments of our implementing partners and the support of your contributions as lifelong friends and guests of Asilia.

When you want to return to the whispering plains of *East Africa*, remember these moments.

# Asilia

GENUINE SAFARIS | GENUINE DIFFERENCE



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