

# GAZETTI



**EAST AFRICA:  
THE WILDEST  
SHOW ON EARTH**

Safari Sustainably with  
**Asilia Africa**, Part of  
the **NawiriGroup**

**ADD TO  
ITINERARY...**

Where to Go Next:  
the Great Migration  
is Just the Beginning

*Asilia*

# OUR Asilia STORY

In 2004, a handful of kindred spirits, family-run safari pioneers rooted in Kenya and Tanzania, came together with a shared vision: to build something real, founded in their love for the land and its rhythms. They called it Asilia, Swahili for “genuine” or “authentic”, and from day one it’s been about sharing these incredible wilderness areas and crafting moments that matter.

Our camps, stretching from the sweeping savannahs of Masai Mara to the secluded Miombo woodlands of Ruaha, are found in places where the wild still whispers its secrets. Here, encounters unfold, unpredictable and alive. At dawn you might cross paths with a pride of lions prowling through the golden haze or spot a hidden leopard peeking at you from the foliage of a twisted tree. That’s the magic of safari. At any moment, something extraordinary can happen.

Our incredible guides bring this world to life. Many have been an integral part of our journey since the early days, and the passion they bring runs as deep as their expertise. It’s personal. Growing up alongside the wildlife and living life by the rhythms of the bush, our connection to this land is part of who we are. Our industry-leading training, combined with this local insight and lived experience, transforms a game drive into a story, an animal sighting into an educational enlightenment, and a safari into an experience that stays with you forever.

Our camps and operations are designed to have minimal impact on these delicate landscapes. We minimise waste, choose renewable energy, and respect the wilderness. For example, the primary power source in our camps is solar,

creating a quiet, peaceful environment, while farm-to-fork initiatives ensure the freshest produce for our dining experiences, reducing the need for supply runs. In 2012, we became the very first travel and hospitality company in Africa to achieve B Corp certification, and only the second in the travel sector worldwide. Years ahead of others, it marked a public commitment that we still stand by today, to putting people, place, and purpose at the heart of every decision.

From the start we believed travel should be a force for good. Since inception, we’ve supported national parks, community-led conservancies, local communities, and governments in their efforts to safeguard and manage some of Africa’s most important wilderness areas. Every guest who joins us becomes part of this story, contributing to impact that supports a sustainable future for these natural ecosystems and the local communities who live in and around them, ensuring this wilderness carries on untamed, unpredictable, and real.

As part of NawiriGroup we use our experience and platform to drive funds generated by travel and investors to local partners who share our commitment to creating positive change.

When you travel with Asilia, you’re stepping into a living, breathing story of adventure and purpose. You’ll feel the pulse of wildness under an endless sky. You’ll meet people who know and love this land. You’ll know your journey matters not just to you, but to the place you come to know. Thank you for helping us shape a future where sustainable, impactful travel makes a difference.

**1. Ol Pejeta Bush Camp** – A classic safari camp on the Ewaso Nyiro River, within the Ol Pejeta Conservancy, home to black, Southern white, and the last two Northern white rhinos.

**2. Rekero Camp** – Overlooks a migration crossing on the Talek River, offering front-row seats to the Masai Mara’s legendary wildlife.

**3. Naboisho Camp** – A luxurious retreat in the exclusive Mara Naboisho Conservancy, home to significant wildlife populations and some of the highest predator densities in the region.

**4. Encounter Mara** – An authentic tented camp leading the way in sustainability, set in the game-rich Mara Naboisho Conservancy.

**5. Sayari Camp** – A luxurious tented camp near the Mara River in the northern Serengeti, ideal for migration crossings. The Retreats at Sayari offer added exclusivity.

**6. Erebero Hills** (Opening 2026) – A secluded haven on the edge of Bwindi Impenetrable Forest, perfect for gorilla trekking.

**7. Rubondo Island Camp** – Offering a unique adventure on an uninhabited island in Lake Victoria, home to wild chimpanzees.

**8. Dunia Camp** – An industry-first female-led permanent camp in a core wildlife area, delivering incredible year-round game viewing.

**9. Namiri Plains** – Pioneering tourism in the eastern Serengeti, this elegant camp delivers the ultimate big cat safari experience and is especially loved by photographers looking for predator action. The Retreats at Namiri offer enhanced private luxury.

**10. Ubuntu Migration Camp** – Moving twice a year between the north and south of the Serengeti, following the drama of the Great Migration from river crossings to calving season.

**11. Olakira Migration Camp** – Offering a unique stargazing experience, this camp moves twice a year to capture both the action of river crossings and the chaos of calving season.

**12. The Highlands** – Perched on the rim of an ancient volcano, this camp defines the Ngorongoro experience with a blend of wildlife, culture, and exploration.

**13. Oliver’s Camp** – An intimate, off-the-beaten-path safari in the remote, game-rich southern reaches of Tarangire, close to the Silale Swamp, a hidden oasis for wildlife.

**14. Kokoko Camp** – A return to classic safari roots, perched overlooking the dry Mwangusi Riverbed this exclusive-use camp operates throughout the dry season with a focus on exploring the landscape by foot.

**15. Jabali Ridge** – A sophisticated lodge in Ruaha, blending seamlessly into the rocky outcrops and ancient baobabs of the region. Jabali Private House provides an exclusive, flexible safari retreat.

**16. Usangu Expedition Camp** – A remote and immersive expedition camp in the Usangu Wetlands, offering an adventurous safari experience of game drives, exploratory walking safaris, and boating through the floodplains.

**17. Roho ya Selous** – An elegant camp in the prime game viewing area of Nyerere National Park, set near a palm-fringed tributary of the Rufiji River.

Stepping into **Bwindi Impenetrable Forest**, the air is thick with humidity, and the scent of damp foliage fills your lungs. This ancient forest is home to more than half of the world's mountain gorilla population and trekking through the tangled foliage offers the chance to encounter them in their natural habitat.

**Experience:** Gorilla trekking  
**Stay:** Erebero Hills



Uganda



Lake Victoria

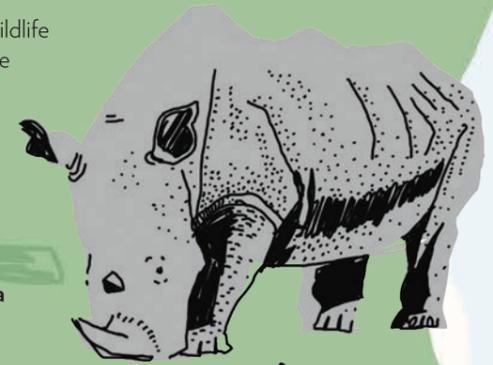
Kenya

Kenya's **Greater Masai Mara**, an extension of the Serengeti ecosystem, comprises the national reserve and the surrounding wildlife conservancies. Offering spectacular game viewing year-round, the highlight comes in July as the herds of the Great Migration brave river crossings for the grasslands of the open plains. Escape from the crowds into the **Mara Naboisho Conservancy** for an elevated wildlife experience.

**Experience:** The Great Migration, A Conservancy Experience  
**Stay:** Rekeru Camp, Naboisho Camp, Encounter Mara Camp

In the high-altitude wilderness of **OI Pejeta Conservancy** wildlife moves against the backdrop of Mount Kenya's jagged peaks. Both southern white rhino and black rhino are easily spotted on the open grasslands in the north-west of the conservancy, which is also home to the world's last two northern white rhinos.

**Experience:** Rhinos  
**Stay:** OI Pejeta Bush Camp



**Rubondo Island** lies in the remote waters of Lake Victoria, Africa's largest lake. The island national park is home to a population of wild chimpanzees living in rare equatorial rainforest. Tracking them through the undergrowth offers a unique and exciting experience. Look out for sitatunga, white Colobus monkeys, and an array of birdlife.

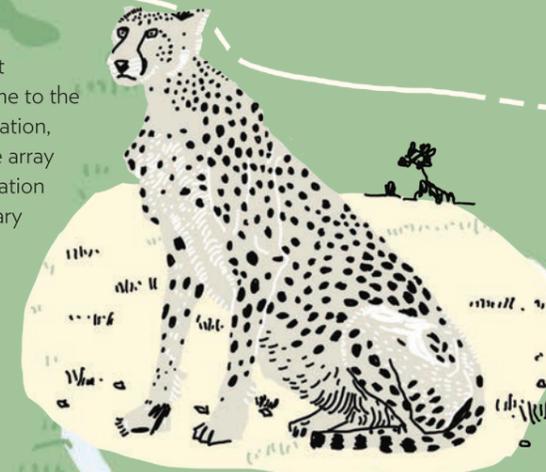
**Experience:** Chimpanzee Tracking  
**Stay:** Rubondo Island Camp

Tanzania



The **Serengeti** is arguably the most famous national park in Africa. Home to the continuous cycle of the Great Migration, prolific game viewing, and a diverse array of birdlife, it presents a safari destination capable of delivering an extraordinary experience at any time of the year.

**Experience:** Big Cats, River Crossings, The Calving Season  
**Stay:** Namiri Plains, Sayari Camp, Dunia Camp, Ubuntu Migration Camp, Olakira Migration Camp



**Ruaha National Park** is vast, rugged, and wild: a mix of open plains, dry riverbeds, and low hills, dotted with baobabs and bordered by dense miombo woodland. Here you'll find large populations of predators, huge herds of elephants, and a heightened sense of seclusion with few other safari vehicles.

**Experience:** Wild Exclusivity  
**Stay:** Jabali Ridge and Private House, Kokoko Camp

In the **Ngorongoro Conservation Area** rich biodiversity thrives in the world's largest inactive volcanic caldera, offering unparalleled wildlife viewing. It is easily combined with **Tarangire National Park**, known for large elephant herds and baobab trees.

**Experience:** Ngorongoro Crater, The Silale Swamp  
**Stay:** The Highlands, Oliver's Camp



# WHERE NEXT?

Same Asilia Hospitality, Unique Safari Adventures



The **Usangu Wetlands** offer a diverse and adventurous safari experience within a unique and exclusive ecosystem. Boating, walking safaris, and night game drives explore waterways and floodplains seeking populations of elusive sable and roan antelope, alongside elephant, buffalo, and a variety of cats.

**Experience:** Boat Safaris  
**Stay:** Usangu Expedition Camp

In **Nyerere**, miombo woodland weaves a tapestry of dappled sunlight within Tanzania's largest national park. Unlike the open savannah plains of the north, this landscape is dense and tangled, intersected by the waterways of the Rufiji River. Explore by vehicle, boat, or on foot, searching for elephants, cats, and wild dogs.

**Experience:** Track wild dogs  
**Stay:** Roho ya Selous



# KEEP IT WILD

**I**n the Mara Naboisho Conservancy in Kenya, the air is cool before sunrise and smells faintly of dust and wild basil. Lions call across the grassland. Hyenas scavenge the remains of a kill beneath a stand of acacia. Herds of zebra pick their way through light scrub, watched by vultures high in the thermals. At first glance it looks like an untouched wilderness. In truth, it is a landscape pieced back together by the people who live here, community land kept wild.

It wasn't always this way. In 2010, tourism in the neighbouring Masai Mara was thriving, but the families who owned the surrounding land, where much of the wildlife spent its time, gained little from it. Many began to divide, fence, or sell their land and as plots fragmented, usable habitat shrank, and wildlife numbers dropped by more than 60%. Naboisho was created to change that. Asilia was a founding partner in a pioneering new approach: instead of selling, landowners could combine their land into a conservancy that would be managed jointly for the benefit of people and wildlife.

The result has been one of the most substantial recoveries of land and wildlife in East Africa. Today, Naboisho sustains some of the highest predator densities in the region, vital migration corridors remain open, and landowners collectively receive millions of dollars annually in lease payments. Wildlife thrives here because people do too.

The success story of Naboisho represents our approach to impact. Making it work for both people and wildlife. For over two decades we have worked alongside communities across East Africa to support conservation that is grounded in local priorities and built for the long term. We were founding partners in Kenya's conservancy movement, early backers of Wildlife Management Areas in Tanzania, and are now pioneering the approach in Uganda.

Asilia is part of NawiriGroup, giving us the collective opportunity to scale up our impact. As a group we contribute over US\$10m dollars annually to the funding of nature protection and impact. We fund implementation partners that help communities build strong governance allowing them to secure and manage investment in their land. We invest in improving the access to and the quality of education, creating opportunity and resilience for the future. We fund projects that support diversifying livelihoods and those that find practical ways to reduce the costs of living with wildlife, for example through better fencing, alternative crops, or training that helps people respond to conflict.

By choosing to stay in an Asilia camp, your safari is part of this impact, as we bring together travellers, communities and expert partners who share the vision of a future where Africa's wild places are recognised as global assets that deliver lasting value to the people who live with them.

On your safari when you wake to the sound of lions or raise a glass as the sun drops behind the horizon, you're not just in the wilderness, you're part of an effort to ensure these wild ecosystems thrive.



# Crafted FOR THE Curious



The early morning mist clings to the slopes of Uganda's Bwindi Impenetrable Forest, ethereal and ever changing, softening the ridgelines before the sun burns through. Rolling hills stretch out in succession, each layer contributing to the tapestry of green. In the local language, "Erebero" means "a place where you can see far," a fitting name given by the Batwa, who know this land best.

Designed by award-winning architect, Pablo Luna, Erebero Hills (opening 2026) is deeply inspired by these rolling hills and ridgelines. To echo the natural curves, the new lodge is being constructed with sustainable and locally farmed bamboo. The one-of-a-kind luxury lodge beckons with spectacular views into the Impenetrable Forest - home to the endangered Mountain Gorilla and sanctuary to hundreds of other species.

# VERTICAL GARDENING



In this dry and delicate landscape, where every drop of water matters, the setup is clean and efficient, run just using solar power and rainwater.

The produce feeds staff and guests across three of our Kenyan camps. Produce is picked by hand, often just hours before being served on the table. The chef selects what's ready each morning, logs the harvest, and walks it to the kitchen. Guests can visit the farm too, picking herbs and vegetables alongside the chef.

In the kitchen, the benefits are immediate. The vegetables are firm, fragrant, and full of flavour. Transport damage is eliminated, and there's no spoilage from spending hours on the road. The result is better quality, less waste and fewer deliveries. At full yield, the farm will supply around 70 percent of the camps' fresh produce currently delivered from Nairobi. That means fewer trucks, less fuel, minimal packaging, and lower emissions.

Asilia has been B Corp certified since 2012, the first African travel company to meet the standard. We are committed to leading the way in sustainable safaris, which we believe is both better for the planet and enhances the guest experience. Sustainability shapes every part of how we operate, and we are currently also investing in new technology to help reach our climate goals, including trialling options to help us achieve an all-electric vehicle fleet by 2037, which will reduce emissions and make game drives quieter and more immersive.

The Vertical Farm sits quietly just off the path, its mesh walls barely visible from a distance. It shows what's possible when we embrace innovative but simple solutions. It allows us to be more sustainable in how we grow, cook, and serve food in wilderness locations, allowing us to deliver high-quality culinary experiences with minimal environmental impact.



# THE ART OF

**A**s you arrive at Encounter Mara, just after entering the perimeter, you may spot something unexpected on your right, a grow-house largely hidden by evergreen Euclea trees. This is our Vertical Farm. Inside, rows of basil, rainbow chard, tomatoes, nasturtium and more rise from the planting towers. Neat rows of vibrant greens and herbs sway gently in the filtered light. It's changing how we source, share and serve food in the Masai Mara.

Built in partnership with Nairobi-based hydroponics specialist Vertical Gardens Ltd, the farm uses a soil-free system where water is pumped through vertical towers and troughs. The water, enriched with nutrients, flows in a closed loop, constantly recycled through underground tanks. Each plant gets what it needs, with nothing lost to run-off.

“ Chef's tip: Chop fresh, delicate herbs just before adding them near the end of cooking. For more robust herbs like rosemary, add them earlier in the cooking process to develop flavour. ”



*\*This copy is yours to take home*

*Making your safari experience  
even more meaningful.*

Your stay at an Asilia camp contributes to conservation with a charge of US\$10 per night, which is matched by the NawiriGroup to double the impact. This US\$20 goes towards protecting and restoring some of the most vital wilderness ecosystems in the world, and supporting the communities who call them home.



Scan for  
in-camp info