

Responsible Tourism Policy

Pride of Africa Adventures & Safaris

Last updated: July 24, 2026

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Responsible Tourism at Pride of Africa Adventures & Safaris Limited

Africa's wildlife, landscapes, and communities are the reason our guests travel with us — and the reason our team does this work. This policy sets out how we aim to travel responsibly, and what we ask of our guests along the way.

1. Respecting Wildlife

- We follow park and conservancy rules on viewing distances, off-road driving, and vehicle numbers at sightings.
- Our guides do not encourage or permit feeding, touching, or provoking wild animals.
- We prioritize guides and camps that support anti-poaching, habitat protection, and wildlife research initiatives.

2. Supporting Local Communities

- We employ local guides, drivers, and staff, and work with locally owned camps, lodges, and cultural experiences wherever quality and safety standards allow.
- Where an itinerary includes a visit to a Maasai, Samburu, or other community village, we choose community-led operators and ensure a fair share of proceeds benefits the community directly.
- We ask guests to seek permission before photographing local people, and to be respectful of local dress, customs, and etiquette.

3. Protecting the Environment

- We favor camps and lodges with credible environmental practices — solar power, water conservation, and waste management — where available on your route.
- Our vehicles keep to designated tracks to limit habitat disturbance, and we ask guests to carry out any litter that cannot be disposed of responsibly on site.
- We encourage guests to minimize single-use plastic by carrying a refillable water bottle — many of our vehicles and camps offer filtered water refill points.

4. Fair & Ethical Employment

We are committed to fair wages, safe working conditions, and ongoing training for our guides, drivers, and

office team, and we expect the same standards from the partner camps, lodges, and operators we work with.

5. What We Ask of Our Guests

- Follow your guide's instructions in wildlife areas at all times.
- Support local economies by purchasing genuine, locally made crafts where possible.
- Travel with an open mind and respect for the people and places you visit.

See also our Sustainability Policy for our broader environmental commitments.

6. Contact Us

We're always glad to talk through how a specific itinerary supports conservation and local communities.

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