

For Immediate Release

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Africa Adventure Consultants Sees Increased Demand from Travelers Interested in Conservation Projects around Africa

DENVER, CO – May 03, 2016 – [Africa Adventure Consultants](http://www.adventuresinafrica.com) (AAC) Founder and President Kent Redding says the company is seeing a substantial increase in tourism to Africa that includes a focus on conservation projects that protect wildlife and wild lands in Africa.

“We have seen a significant increase in demand for conservation-focused safaris in the past couple of years,” said Redding. “We have also had more clients recently who have wanted to add visits to conservation projects and offices to their safari itineraries.

“It’s very heartening to me to see that more travelers are choosing to add an element of conservation to their safaris, as we know well that it’s very important to support conservation of habitats and wildlife to create sustainable travel systems in Africa. It’s just as important to support local people, especially those living around the national parks and reserves in Africa,” said Redding. “Travelers today understand that tourism can and must include more than photo opportunities. People want to connect with each other, and safari goers want their travel choices to enhance rather than exploit the environments and cultures that they visit,” Redding said.

One of the places popular with AAC safari clients is Manyara Ranch. Originally established as a cattle ranch during Tanzania's colonial period, Manyara Ranch is now a 45,000-acre conservancy located in a critical wildlife corridor connecting Manyara and Tarangire National Parks. The Africa Wildlife Foundation (AWF) partners on many projects in the area including predator proofing livestock bomas. One of the places always popular with safari goers is a Maasai school that was rundown and perilously located in the midst of a wildlife corridor where migrating animals—including lions and elephants-- disrupted classes and placed students in danger. With the help of AWF the school has been relocated to a more suitable area and the building has been renovated.

AAC takes guests to visit the school and introduce travelers to the African people who are working hand in hand across national borders to protect not only their natural heritage but their cultural heritage as well. Often, people on AAC safaris take a day or more out of their trips to volunteer and learn as much as they can so that they are prepared to continue making a difference after they return home.

In Southern Africa, travelers have been excited to learn more about efforts in Zambia by the Zambia Wildlife Authority to safe guard Mosi-oa-Tunya National Park’s rhinos. In partnership with the African Wildlife Foundation, this small population was translocated from South Africa to ensure their protection. Adult and children travelers are privy to an intimate experience, walking with local guards who patrol the park and are given employment in conservation management, seeing the rhinos up close, and learning about the direct costs associated with protecting these incredible species.

Africa Adventure Consultants is committed to supporting conservation-focused safaris as a means to providing the best guest experiences as well as helping to create new, life-long, supporters and ambassadors of the conservation projects that are protecting Africa for future generations.

Safari goers are drawn to Africa for the incredible landscapes and wildlife that the continent has to offer; more than ever travelers are conscious of the impacts tourism has on the locations they are interested in visiting and want an active opportunity to see how these endangered lands, animals and cultures are being respected.. They want to witness the projects they support philanthropically and take part in the discussion and work of protecting these magnificent places.

“Anyone can see lions and tigers and hippos and elephants,” Redding said.” Today, though, people want to meet the brave men and women and, yes, children, who are giving everything they have to keep these majestic animals safe from poachers. Today’s travelers want to immerse themselves in the cultures they are visiting; they want to know the people, and by getting to know people, they have an experience that enriches them for years to come and often inspires them to get more involved at home and to return to Africa again and again as this magical land takes hold in their souls.”

“AWF is delighted to partner with Africa Adventure Consultants and conservation minded safari operators like them, who wish to offer their clients an opportunity to learn first-hand about important efforts that conserve the wildlife asset on which the safari industry is based,” said AWF’s Vice President, Craig Sholley. “Visiting these kinds of projects educationally enhances a safari and often leads to safari-goers looking for ways to become philanthropically supportive of AWF’s critical conservation initiatives.”

AAC gladly organizes opportunities for travelers to visit AWF sites as well as other conservation sites in Africa.

This is in addition to our long-standing ‘We Care, We Contribute’ program. For every client who visits Africa with us, we donate \$25 to a worthy cause in Africa which includes the African Wildlife Foundation.

ABOUT AFRICA ADVENTURE CONSULTANTS

Africa Adventure Consultants (AAC) is an award-winning safari company specializing in crafting custom itineraries to 13 countries in Africa, including Botswana, Ethiopia, Kenya, Malawi, Mozambique, Namibia, Rwanda, Seychelles, South Africa, Tanzania, Uganda, Zambia and Zimbabwe. With a combined 75 years in the travel industry, the staff at AAC has lived, worked and traveled throughout Africa, giving them an insider’s perspective on how to create the best safaris in the continent’s top destinations. AAC offers customized planning for classic photo safaris, exclusive luxury tours, romantic honeymoons, family holidays, gorilla and chimpanzee trekking, Kilimanjaro climbs, walking safaris, beach vacations and more.

ABOUT AFRICAN WILDLIFE FOUNDATION

The African Wildlife Foundation, together with the people of Africa, works to ensure the wildlife and wild lands of Africa will endure and prosper forever. As tens of thousands of African elephants and a record number of Africa’s rhinos are killed by poachers each year, AWF established a \$10 million Urgent Response Fund to stop the killing of Africa’s wildlife, stop the trafficking of wildlife parts abroad, and stop the demand for ivory and rhino horn products in Asia. Critical to protecting Africa’s wildlife are the local people, and AWF works directly with communities to create a positive impact for all. To learn more about how you can support AWF’s projects, visit awf.org