



## THE CONSERVATION JOURNEY

### WHAT IS IT?

Every guest that stays at Samara embarks on a holiday with purpose - you help us to achieve our conservation vision simply by choosing to support us. But we also know that many people want to delve a little deeper - to understand how a game reserve truly operates behind the scenes, and to actively contribute to ensuring the future of the wildlife and of the land.

Our 5-night Conservation Journey package offers just that - a thoughtfully-crafted itinerary that enables participants to make a meaningful contribution to Samara's conservation efforts, without compromising on 5-star comforts.

### WHY SAMARA?

You might wonder what makes Samara special. Aren't all game reserves beacons of conservation achievement? The reality is a little more complex. Samara's focus on conservation is not a fashionable marketing tactic - it is in our DNA. Samara was founded in 1997 with the vision of rewilding 70,000 acres across eleven former livestock farms, restoring degraded landscapes and returning wildlife which had been absent from the region for centuries.

Since the very start we have been guided by expert ecologists and the best available science. We have celebrated a number of 'firsts' - reintroducing the first cheetah, black rhino, elephant and lion back in the region in more than 100 years, and providing the land for the first government-accredited tracking school in the country. We have been privileged and humbled to witness the cascading effects of sound land management after decades of overgrazing - from the return of dung beetles and Cape vultures to the re-establishment of ecosystem processes. We see Samara as a 'living laboratory' - a hub for research and learning at multiple levels - and accordingly we host universities, volunteers, community and school groups on the reserve.

Our vision does not stop at Samara's boundaries - we are working with stakeholders in the region to create South Africa's third largest protected area, by linking two national parks with private land in an ecological corridor. Perhaps most importantly, our journey is still ongoing - and we want you to help us shape it.

## WHO IS IT FOR?

Anyone with an interest in conservation, a passion for the environment and a desire to travel responsibly, as well as a curious mind and a willingness to get your hands dirty.

Also important is an understanding that the demands of conservation, and therefore the needs of the reserve, can change on a frequent basis. Whilst we actively seek to include our guests in high-profile and exciting events like rhino darting or cheetah collaring, the reality is that these cannot always be planned in advance, therefore there is no guarantee that they will take place during your stay. Indeed, they do not necessarily represent the 'norm' of our team's day-to-day in the field. With this in mind, our aim is to showcase the less publicised, but no less crucial, projects of land rehabilitation, soil erosion control, wildlife monitoring and ranger training, to name a few. Of course, if dartings do take place during your stay, this will be an added bonus. We recommend a stay during the winter months if you would like to increase your chances.

## WHAT'S INCLUDED?

- 5 nights in luxury 5-star accommodation
- Daily hands-on conservation session (subject to reserve needs at the time. This could include wildlife monitoring, anti-poaching, land rehabilitation, reserve clear-up, fence maintenance, wildlife translocations, Spekboom planting, research assistance, community visits)
- Traditional game drives and/or bush walks
- 1 tracking lesson with the SA College for Tourism Tracker Academy (subject to availability & the academy's term dates)
- 1 wilderness hike culminating in a fly-camp sleep-out under the stars (minimum age 14 years)
- For every guest booked on this conservation journey, Samara will donate R1,000 to the Friends of Samara Trust, a registered non-profit that runs many of our conservation projects.

## WHAT DOES IT COST?

The package offers a 15% discount on nightly rates for a 5-night stay, applicable to all room types except Sibella Suites. The usual rate inclusions/exclusions apply. Discount available year-round except 20 December - 10 January. Cannot be combined with other specials or packages.

## STILL HAVE QUESTIONS?

Contact Isabelle Tompkins on [isabelle@samara.co.za](mailto:isabelle@samara.co.za) and she will gladly assist you.

