

BUSINESS PLAN

Wilderness Wayo



WILDERNESS



Executive Summary



WILDERNESS

OBJECTIVE

To set a new precedent for positive tourism in Tanzania by providing an advanced safari experience whilst benefitting the locality. Wilderness Wayo will share good practice with the industry to encourage further positive impacts.



MARKETING & SALES STRATEGIES

Marketing to be centred around story-telling and sustainable practices. Market reach will be through current Wayo Africa reps for the mid-range (Uk and Tz based).

High-end to be communicated through WS branding and marketing channels but maintaining the sustainability and story-telling

FUNDING AND BUDGET

Capex Required: \$6, 258, 000

GUEST NUMBERS

Wilderness intent to operate around 500 safaris per year. This might involve close to 5000 guests per year.

BUSINESS PLAN IMPLEMENTATION

Overseen by Jean du Plessis, Catherine Millington, Grant Woodrow & Ulrich Wilgenbus

TARGET MARKET

Wilderness Wayo will be aiming to capitalise on current established in-house and outsourced business based on buying trends. Wayo Africa will be targeting mid range with a new camp servicing the mid-upper end. Wilderness Safaris branded new camps will target the high-end range of the Tanzanian safari market.

PRODUCTS AND SERVICES

Wilderness Safaris Permanent Tended Camp

Wilderness Safaris Serengeti Mobile (New) - \$960 PP

Wayo Africa Serengeti Mobile - RACK \$690 PP

Wayo Africa Serengeti Walking Camp - RACK \$650 PP

Wayo Africa Fly Camp - RACK \$600 - \$800 PP

Wayo Africa Manyara Green Camp - RACK \$690 PP

(Timeframes of installation and viability to be discussed - rates shown are the average charged in high season over 5 yrs)

Manyara & Arusha Activities Units

- Mountain biking
- Canoeing
- Treetop Walkway
- Cultural walks and tours
- Night Game Drives
- Motorized boat on Lake Manyara

Conservation

- Guide and Park Ranger Training
- Endala Elephant Centre (New)
- Conservation Education Teams (New)

STAFF REQUIREMENTS

Travel Shop (4 staff) : increase sales and reservations team by a further 50%

Safari Guides : Increase by 50% for on-staff guides and expand network of freelance

Camp staff: Full set of hospitality for 3 new camps with hospitality training required urgently

Maintenance for camps and vehicles: project work for installation of camps - employment of a fundi team to create and install. 2 more vehicle fundis on staff.



WILDERNESS

Business Overview

Wilderness Wayo was formed in 2022 after the combining of Wilderness Safaris and Wayo Africa. Wilderness Wayo is owned by Wilderness Holdings Ltd and will operate under the Wilderness Safari Company objectives and vision.

COMPANY VISION

At Wilderness Safaris we believe in creating life-changing journeys and have been doing so for over 39 years. Our purpose today is stronger than ever in our dedication to conserving and restoring Africa's wilderness and wildlife. Operating in seven countries with over 50 camps, we exist to protect wilderness areas and the fauna and flora they support. We believe that in protecting these areas, and including local communities in this process, we will make a difference to Africa and ultimately the world.

OBJECTIVE

Wilderness Wayo objective is to set up unique experiences with in the Tanzanian tourism industry. We would like to implement positive tourism where there is a much more direct link between sustainable tourism, community and conservation.

We always operate with the 4 C's front of mind

- Community
- Culture
- Conservation
- Commerce

OWNERSHIP

Wilderness Wayo is owned by Wilderness Safaris who hold 99% of the shares. Jean du Plessis and Catherine Millington collectively own 1% in a ratio of 80:20 respectively.

DIRECTORSHIP

The directors of the company currently stand as follows:

- Jean du Plessis - Managing Director
- Catherine Millington - Head of Business and Development
- Ulrich Wilgenbus - Wilderness Group Legal Counsel & Compliance
- Alexandra Margull - Wilderness Group COO
- Grant Woodrow - Wilderness Chief Business Development Officer

Commitment to Positive Tourism

WILDERNESS WAYO'S COMMITMENT TO POSITIVE TOURISM IN TANZANIA

- All camps will work to be accurately carbon measured and impacts reduced with an impact of a carbon avoided to carbon captured ratio of 80:20 respectively.
- Camp design will have a minimal impact on the ground and studies will continually take place to ensure there no impact on immediate and wider ecosystems
- Waste management systems will aim to avoid bringing water into the location from outside. Any water captured will be released as clean or cleaner than when it was captured in the appropriate manner to have zero impact.
- Best practise regarding how to run an ecologically green camp will be shared with other providers to encourage positive impacts to be expanded in the parks
- Camps will actively measure and report on wildlife sightings to contribute to a wider wildlife count and continuous survey
- Not for Profit organisations will channel funds into the parks to support extensive research and conservation in the vicinity of camps
- Intelligence from this research will be communicated back to community organisations and education programmes developed to support effective land management and wildlife protection in the surrounding communities
- Business enterprises will be encouraged in local communities to support conservation and preserving community skills and dialects
- Positive tourism will be communicated to the wider world to encourage more informed buying behaviours.

BUSINESS OVERVIEW

WILDERNESS AT A GLANCE

CHILDREN IN THE WILDERNESS

WILDERNESS WILDLIFE TRUST

RWANDA

ZIMBABWE & ZAMBIA

BOTSWANA

NAMIBIA



WILDERNESS

ABOUT WILDERNESS SAFARIS

In 1983 we fell in love with the remote and wild areas of Africa. We realised that, unless we acted soon, some of Africa's – and the world's – most unique areas would be under threat and lost for future generations. Our dream was to help conserve these places by enabling people to visit them and for the financial benefit to flow back to the country and its communities.

That dream, which has been realised many times over, has made us even more determined to continue growing our vision to conserve and restore Africa's wilderness and wildlife by creating life-changing journeys and inspiring positive action.

At Wilderness Safaris, our delight is to share the wild places of Africa with our guests, while our ultimate goal is to help make a difference to Africa, its people and its wildlife. Everything we do is rooted in purpose, whether we are seeking solutions to save threatened species, ensuring the benefits of our conservation tourism model reach the people that live in or near our operations, or continuously looking for ways to minimise our environmental footprint.

Furthermore, our two non-profit organisations (Children in the Wilderness and Wilderness Wildlife Trust) help to enhance the good that we are doing and change more lives, at the same time increasing our reach and contribution.

WILDERNESS TRAVEL DESIGNERS

- Exceptional knowledge of Africa
- Experts in itinerary and journey creation
- Seven regional offices
- Four decades of strong B2B relationships
- A fully serviced ground handler for Southern and East Africa

IMPACTFUL, PASSIONATE, AUTHENTIC

- A percentage of every bednight is allocated to conservation or community initiatives
- We operate sensitively and our camps are built with a light footprint
- Our ultimate goal is to collectively increase the world's wilderness

ITRVL AND THE WILDERNESS WINDOW

- Cutting-edge booking and planning technology
- Live availability, real-time bookings and rates
- Engaging white-labelled video itineraries and travel documents

WILDERNESS AIR

- Connecting your guests to Africa's remote wilderness areas
- A fleet of over 29 light aircraft across Botswana, Namibia and the Zambezi region

UNRIVALLED
JOURNEYS THROUGH AFRICA'S
MOST ICONIC WILD DESTINATIONS.

OVER 40 EXCEPTIONAL AND
IMPACTFUL CAMPS IN BOTSWANA,
NAMIBIA, RWANDA, ZIMBABWE & ZAMBIA

REGIONAL TRAVEL
SHOPS AND
OFFICES IN SEVEN
COUNTRIES
ACROSS
SOUTHERN
AND EAST
AFRICA

PRIVATE JOURNEYS, TOURS AND TRANSFERS

- A touring and transfer company with our own guides, vehicles and bespoke experiences in Cape Town, Victoria Falls, Kigali, Livingstone and Windhoek
- A VIP meet-and-greet at each hub

PANDEMIC PROTECTION POLICY

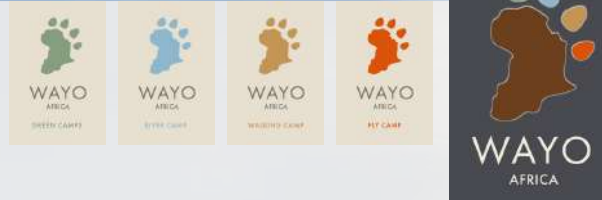
- 100% refundable cancellation policy
- Rewarding postponement policy for our partners and guests

WILDERNESS24

- Medical/emergency assistance
- Dedicated in-house doctor
- Taking care of your guests 24/7/365

OUR ASSOCIATED PRODUCT

- Our extensive network of associated product gives us access to excellent rates to pass on to our agent partners



ABOUT WAYO AFRICA

Wayo Africa is Tanzania's leading adventure safari company. The company was founded by Jean Du Plessis in 1999.

Jean started in Tanzania training National Park rangers. This 25 year-long relationship still continues today and we assist National Parks on various levels. Jean pre-empted the safari industry's desire to diversify activities and focused on low impact experiences, particularly walking safaris for which Wayo Africa is now famed for. These remote and sensitive walking safaris have had a documented positive impact on conservation restoring many areas of the Serengeti to being rich in game.

The combination of sustainable camps, activities to reduce guests' time in a vehicle and walking safaris restoring large swathes of parks formed the foundation of Wayo Africa's slogan; 'Touch the Earth'.

Wayo Africa now services activities for over 180 local Tanzanian DMC operators - diversifying the safari offering. Wayo operates a mobile camp in the Serengeti, a smaller mobile walking camp in the Serengeti, a Fly Camp that works across all parks and a semi-permanent site camp in Manyara National Park. The foundation of all of these operations pivots around our guide training being one of the only operators in Northern Tanzania running a full-time guide training operation which is available to National Park rangers, Wayo guides and other safari operators in the area.



MANYARA & SERENGETI GREEN CAMPS
WALKING & MOBILE FLY CAMPS



TOUR OPERATOR / GROUND HANDLER



ACTIVITY CENTERS



GUIDE TRAINING

Products & Services

GROUND HANDLER & GUIDE TRAINING

CAMPS

1. Wilderness Mobile - Serengeti
2. Wayo Permanent - Manyara
3. Wayo Mobile - Serengeti
4. Wayo Walking - Serengeti
5. Wayo Expedition Trekking
6. Wayo Explorer - Serengeti

ACTIVITIES & OUT OF CAMP EXPERIENCES

1. Manyara Activities Centre
2. Arusha Activities Centre
3. Endala Elephant Centre
4. Conservation and Research Education Outreach

GROUND HANDLING & GUIDE TRAINING

Wayo Africa currently operates as a ground handler and travel shop in Arusha selling bespoke safaris to agents around the globe.

Travel Shop

Having only been Jean and Catherine on sales we now have two new employees who will be running our travel shop

Guides

We currently have 21 guides on a mixture of permanent and freelance basis.

Vehicles

We lease all vehicles from HTT which cuts down on these expenses. We only have operational vehicles which are owned by the company

Stores & Offices

Currently on a lease which ends in December. Stores manage everything for camps, office house our booking and accounts teams.

Guide Training

The system of guides and activities work cyclically together to provide motivated, educated and experienced guides in house. We also provide the opportunity for other safari providers to engage in training and book us on a case-by case basis and we invite National Park Rangers to our in-house training as often as possible.



TOTAL INVESTMENT & CLIENT VEHICLE SEAT NUMBERS

WILDERNESS WAYO LIMITED INVESTMENT PLAN

	Camp investment	Number of vehicles	Type	Client seats	cost	total vehicle cost
USAWA 1	\$556,000.00	4	Toyota Land Cruiser open safari vehicles. 6 seaters	24	\$91,000.00	\$364,000.00
		1	Toyota Land Cruiser pick up supply vehicle		\$30,000.00	\$30,000.00
USAWA 2	\$556,000.00	4	Toyota Land Cruiser open safari vehicles. 6 seaters	24	\$91,000.00	\$364,000.00
		1	Toyota Land Cruiser pick up supply vehicle		\$30,000.00	\$30,000.00
USAWA 3	\$556,000.00	4	Toyota Land Cruiser open safari vehicles. 6 seaters	24	\$91,000.00	\$364,000.00
		1	Toyota Land Cruiser pick up supply vehicle		\$30,000.00	\$30,000.00
USAWA 4	\$556,000.00	4	Toyota Land Cruiser open safari vehicles. 6 seaters	24	\$91,000.00	\$364,000.00
		1	Toyota Land Cruiser pick up supply vehicle		\$30,000.00	\$30,000.00
WAYO SERENGETI GREEN CAMP	\$595,000.00	2	Toyota Land Cruiser open safari vehicles. 6 seaters	12	\$91,000.00	\$182,000.00
		1	Toyota Land Cruiser pick up supply vehicle		\$30,000.00	\$30,000.00
WAYO MANYARA GREEN CAMP	\$350,000.00	1	Toyota Land Cruiser open safari vehicles. 6 seaters		\$91,000.00	\$91,000.00
		1	Toyota Land Cruiser pick up supply vehicle		\$30,000.00	\$30,000.00
WAYO SERENGETI WALKING CAMP	\$80,000.00					
ACTIVITY CENTRES	\$625,000.00	6	Suzuki Jimny open game drive vehicles	24	\$45,000.00	\$270,000.00
Additional vehicles		2	SAMIL 50, 7 tonne trucks		\$50,000.00	\$100,000.00
		1	Toyota Canter 2.5 tonne		\$35,000.00	\$35,000.00
		2	Totota Quantum transfer vehicles	22	\$35,000	\$70,000
	\$3,874,000.00			154		\$2,384,000.00
Total	\$6,258,000.00					

Land / Buildings	\$0
Vehicles	\$2,384,000.00
Furniture and fittings	\$2,518,100.00
Pre-expenses	\$581,100.00
Others	\$387,400.00
Working capital	\$387,400.00
	\$6,258,000.00