

Sunway Safaris Commitment to Responsible Tourism



At Sunway Safaris, our commitment is to promote responsible tourism practices that prioritise the preservation of natural and cultural heritage, minimize our environmental impact, and positively contribute to the communities we visit. We firmly believe that responsible tourism is not merely a choice but an obligation to ensure the long-term sustainability of our planet and the well-being of future generations. Hence, we affirm our dedication to the following principles:

1. **Conservation of Natural Resources:** We acknowledge the vital importance of protecting the natural environment and biodiversity. Our dedicated efforts revolve around minimizing our impact on sensitive ecosystems through ensuring sustainable resource utilisation. This encompasses reducing energy consumption, advocating water conservation, and implementing eco-friendly practices, wherever possible, in our operations. Here are some examples of how we put this into action:
 - **Solar Power:** We have implemented solar power systems at our head of operations in Johannesburg, reducing our reliance on fossil-fuel based energy sources.
 - **Conservation Funding:** We actively support and finance conservation and rehabilitation efforts on two nature reserves in South Africa.
 - **Preservation of National Parks:** We visit national parks, especially focusing on remote parks that receive minimal tourist activity. As part of the tour, entrance and conservation fees are paid which go towards the operational management, including conservation and anti-poaching activities, in these protected areas.
 - **Small Group Travel:** We prioritize small group travel, limiting per person emissions and promoting sustainable tourism practices.
 - **We encourage clients to make use of a water bottle and refill it from taps and boreholes on tour.** The water quality is good. Avoid buying single use plastic bottles and your guides can advise on where to refill.
 - **We support SOS - Save our Sausage Trees Project in Okavango** aims to address the unsustainable demand for wooden mekoro by assisting local community polers to purchase longer-lasting replica fiberglass mekoro, with donations from Sunway clients supporting over 70 polers since 2011.
 - **Good2Go Campaign:** Through our Good2Go Campaign, we ensure that, wherever possible, facilities we utilize adhere to sound environmental practices, including recycling and water conservation efforts. Specific information on the Good2Go campaign can be found in our detailed itineraries.
2. **Wildlife Protection and Ethical Practices:** We remain steadfast in our commitment to the ethical treatment of wildlife, strictly adhering to guidelines that safeguard animals from harm. Our safari experiences emphasize observing wildlife in their natural habitats, respecting their natural behaviour, and actively supporting conservation efforts. Here's how we ensure this:
 - **Well-Trained Guides:** Our guides are extensively trained to conduct wildlife experiences ethically, minimizing any adverse impact on animals in their natural environment.
 - **Good2Go Campaign:** Through our Good2Go Campaign, we ensure that all properties and experiences we utilize on our tours uphold ethical travel standards.
3. **Cultural Respect and Engagement:** We deeply value the diverse cultures and traditions of the communities we encounter. We strive to foster meaningful interactions that promote mutual understanding, respect, and appreciation. Our aim is to encourage our guests to learn about local customs, support local artisans and businesses, and engage in cultural exchange with sensitivity and humility.
 - **Well-Trained Guides:** Our diverse team of experienced guides foster a welcoming environment by embracing diverse traditions, customs, and perspectives, promoting cross-cultural understanding and enriching the experiences of those they guide.
 - **Mission Statement:** Our mission statement affirms our intent to show respect for and value all individuals for their diverse backgrounds, experiences, styles, approaches and ideas.

4. **Supporting Local Communities:** We strongly believe in empowering local communities through responsible tourism. We actively create economic opportunities by partnering with local suppliers, employing local staff, and promoting community-based tourism initiatives. We aim to leave a positive social and economic impact in the regions we operate, contributing to their long-term development. Here's how we achieve this:
 - **Good2Go Campaign:** Through our Good2Go campaign, we carefully select lodges and guest houses that have a positive impact on local communities, without compromising our standards. Many of the lodges we use employ local staff and are locally owned and managed.
 - **Supporting Local Businesses:** We encourage our clients to use local restaurants for their own meals and provide ample opportunities during our tours to visit and support local craft markets. This ensures direct revenue for the communities we visit.
5. **Environmental Education and Awareness:** We are fully committed to raising awareness about environmental issues and promoting responsible travel practices among our guests, staff, and partners. We provide educational resources, encourage sustainable behaviour, and share information about the importance of conservation and responsible tourism through various channels. Here's one of the ways we contribute:
 - **Safaris for Underprivileged Children:** Each year, we organize safaris to national parks in South Africa for underprivileged children. The aim is to raise awareness and foster understanding and respect for the natural environment, while also showcasing potential future employment opportunities in conservation and the tourism industry.
6. **As part of our commitment to continuous improvement, we constantly evaluate and enhance our operations to align with the best practices in responsible tourism. We actively seek feedback from our clients, agents, and suppliers, as their input is crucial to our growth and development. Here's how we strive for continuous improvement:**
 - **Feedback Evaluation:** We value the feedback we receive from our stakeholders, including clients, agents, and suppliers. Each year, we conduct a thorough evaluation of the feedback we receive, analyzing thousands of feedback forms. This process allows us to identify areas for improvement, address any concerns, and ensure that we maintain our high standards.
 - **Policy Review:** We regularly review our policies to ensure they align with the latest advancements and best practices in responsible tourism. By staying informed and adapting our policies, we can minimize our environmental impact, support local communities, and promote ethical practices.

Our ultimate goal is to inspire and enable our guests to experience the beauty of our world responsibly. By upholding these principles and continually improving our operations, we believe we can make a significant difference in safeguarding our planet's natural and cultural heritage for the benefit of future generations.

For more information on our initiatives or to contribute to them, please visit our [website](https://www.sunway-safaris.com) or contact marketing@sunway-safaris.com