

The background of the entire page is a photograph of two cheetahs in a savanna setting. One cheetah is in the foreground, looking towards the right, with its tongue slightly out. Another cheetah is behind it, partially obscured. The grass is green and the overall scene is natural and serene.

2024 Sustainability Impact Report

Guided by Nature, Driven by Purpose

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A herd of elephants is walking across a savanna landscape at sunset. The sky is a warm, golden-orange color, and the ground is a mix of green grass and brown earth. In the background, there are rolling hills and a few acacia trees. The overall scene is peaceful and scenic.

Our Why

In Tanzania, where landscapes stretch from the Serengeti plains to the summit of Kilimanjaro, tourism isn't just a business it's a lifeline. Yet behind every safari jeep lies a deeper question: Can tourism truly uplift the communities it passes through, protect the wild places it showcases, and still remain economically viable?

At African Scenic Safaris, we believe the answer is yes but only when purpose leads every decision. Since 2009, we have grown not only as a business but as advocates for a new kind of travel. One that gives back more than it takes. In 2024, amidst a changing climate, and pressure on ecosystems, our mission sharpened. We expanded our work under three key pillars: Conservation, Community Empowerment, and Education & Awareness not because it's trendy, but because it's necessary.

This report is more than a record of actions it's a window into the why behind them, the challenges we face, the people we stand with, and the legacy we hope to leave behind.

Dear Friends,

What does it truly mean to travel with purpose? At African Scenic Safaris, it means every journey we craft leaves a lasting impact not just in the hearts of our guests, but across the communities we support, the wild spaces we protect, and the Tanzania we love.

As I reflect on 2024, I feel incredibly proud. This report is more than just numbers it's a story of commitment, connection, and conscious travel. Last year, we released our first Sustainability Report following our TRAVELIFE certification, a milestone that formalized our long-standing dedication to responsible tourism.

In 2024, we offset over 117 tonnes of CO₂ through our partnership with Carbon Tanzania, expanded our eco-conscious itineraries, and took part in powerful initiatives such as the Independence Day climb on Mt. Kilimanjaro a symbol of national pride and shared responsibility.

I want to thank our dedicated team you are the heart of everything we do. And to our clients, agents, and partners: your support enables us to grow with purpose. To fellow tour operators reaching out to learn and collaborate we welcome you. Our shared future depends on collective action.

African Scenic Safaris was built with a dream to lead with integrity, to share the magic of this land, and to give more than we take. As you explore this report, I invite you to walk with us step by meaningful step.

*Warm Regards,
Simbo Natai*



Purpose in Practice



117
Tonnes of CO₂ offset
that's the impact we have made through our partnership with Carbon Tanzania, protecting forests and empowering local communities in the Ntakata Mountains.



1,000+
Trees planted
around Kilimanjaro schools through our staff-led campaigns.



100+
Staff trained
in sustainability, customer care, and safety, with WFR-certified Kilimanjaro guides leading the way.



40%
Increase in Tanzanian climbers via the Twenzetu Kileleni campaign, strengthening local pride in conservation.



“

I would highly recommend African Scenic Safaris as a well organized, custom safari company with an excellent focus on conservation and ethics.

Travel Adventure _ 42





"It is the little things citizens do. That's what will make the difference. My little thing is planting trees."

Wangari Maathai

Inspired by this profound wisdom, we embrace the belief that every action no matter how small can transform Tanzania's landscapes, communities, and futures. Since For 15 years now, we have been more than a tour operator; we are partners in regeneration, weaving conservation, culture, and community into every journey we create.

What Drives Us Forward:



Mission

To provide unique and tailor-made travel experiences to our guests while being committed to sustainable tourism practices in Tanzania.



Vision

To be the leading sustainable DMC in East Africa, offering exceptional experiences while positively impacting the environment, society and economy.



Core Values in Action:

Conservation:

Protecting Tanzania's breathtaking landscapes and wildlife is at the heart of everything we do. In 2024, we made deliberate, measurable strides to reduce our environmental footprint and champion nature's resilience.

Low-Impact Itineraries:

We reimagined our safari offerings to reduce emissions, incorporating more walking safaris, bike tours, and locally immersive experiences that not only lower our carbon footprint but also deepen travelers' connection to the land.

Carbon Offset Milestone:

Through our ongoing collaboration with Carbon Tanzania, we offset 117 tonnes of CO₂ emissions tracked from cooking gas, electricity use, and every kilometer driven by our safari fleet. These offsets directly supported forest conservation and climate resilience efforts in the Ntakata Mountains.

Responsible Safari Conduct:

Every guest receives a code of conduct upon booking, reinforcing



ing practices that protect sensitive ecosystems. Our guides are trained to uphold and communicate these principles, ensuring no off-road driving or wildlife disruption.

Greening Kilimanjaro:

Our staff planted over 1,000 trees in schools surrounding Kilimanjaro part of our vision to restore natural cover and embed sustainability into future generations.

Greener Workplace Culture:

From eco-friendly lunchboxes, locally sourced produce, remote work, and to encouraging cycling we continue to foster an office culture where sustainability is practiced daily.

These efforts are not symbolic they are structural. They reflect our belief that conservation is not a feature of our business, but the foundation of it.



“

We prioritize locally sourced or sustainably produced items for all office and field operations, from food supplied by local women farmers to office supplies and equipment

Mary Njuguna,
General Manager &
Sustainability Coordinator
African Scenic Safaris



Community Empowerment:

Sustainability is not just about the environment—it's about people. At African Scenic Safaris, we believe true impact begins with uplifting those closest to home.

Over 95% of our staff are Tanzanian, and we invest deeply in their growth. In 2024, we trained our guides, porters, and team members in sustainable tourism, storytelling, safety, and waste management—building a workforce that leads with pride and purpose. Beyond our team, we created direct economic opportunities for the local communities visited by our clients, ensuring that the benefits of tourism extend far into these communities.

Our flagship initiative, the Twenzetu Kileleni Campaign, led to a three-fold increase in Tanzanian climbers, inspiring locals to connect with and protect their national parks often seen as destinations for foreign tourists. By fostering local participation, we're building a future where Tanzanians become active stewards of their own heritage.

We also continued to support vital community projects:

Financial backing for Moskiza Football Club

A rural medical camp in Kilimanjaro in collaboration with Kibosho Hospital

Ongoing aid for Newlands Orphanage, the Moshi Veterans Club, and girls' empowerment programs

A staff sports bonanza to celebrate unity, health, and wellbeing

Through these actions, we strengthen the "people" pillar of sustainability one community at a time.

In April 2024, we proudly supported Nuru Yetu Foundation's Girls Roundtable – Season 8, held at the University of Dar es Salaam. The event focused on cancer awareness, providing young women with knowledge, support, and a safe space for open dialogue on health issues.

Our contribution reflects our ongoing commitment to community empowerment, youth leadership, and women's health advocacy, extending our sustainability mission beyond tourism into lasting social impact.



“

All in all, if you would like to join a carefree and spectacular journey through Tanzania while helping to conserve nature and contribute Tanzanian business, you can't go wrong with African Scenic.

Katharinac



Education and Awareness:

Knowledge is the seed from which lasting change grows. We prioritize learning and leadership at every level:

Over 100 staff members received tailored sustainability training in partnership with Tieranjani Africa equipping them to be ambassadors for responsible tourism.

Our guides completed certifications in wilderness first response, customer care, and sustainable practices in collaboration with Munro Medical Solutions and Sentinel Outdoor Institute to ensure every guest experiences Tanzania with respect and safety.

Team-building activities and ongoing memberships in industry bodies like KPAP, TATO, and ATTA strengthen our shared commitment to excellence.

Together, these pillars reflect our holistic approach where conservation, people, and education unite to create transformative travel experiences that honor Tanzania's past, present, and future.





“ A final aspect that we would like to highlight is that we chose African Scenic Safaris as it is fully owned by locals. We were therefore very pleased to discover that they even work with locally owned lodges.

Gabriellam



Community, Culture & Conservation in Action:



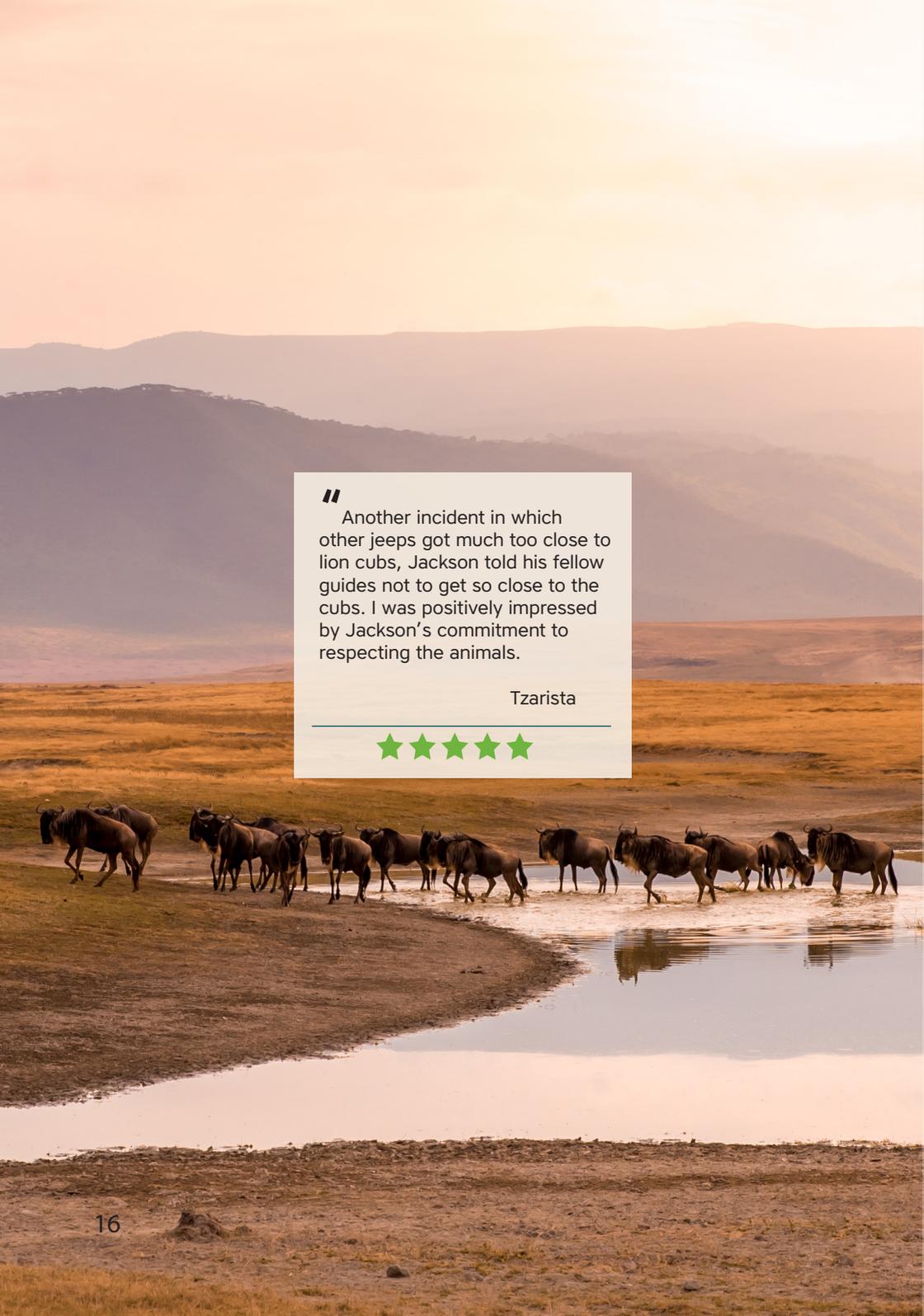
In an extraordinary day of fun and unity, Moskisa Football Academy and African Scenic Safaris came together for friendly matches, games, and cultural exchange. The event celebrated teamwork, connection, and the power of sports to build lasting bonds across communities.



As part of our ongoing sustainability efforts, we planted 1000+ trees across different schools in the Kilimanjaro region. From Magadini to Msandaka and Kilimanjaro Girls Secondary among others, our teams engaged students in hands-on conservation activities and environmental education to promote a greener future.



Our annual planning session brought the full African Scenic Safaris team together to align on goals, reflect on progress, and set priorities for the year ahead. These inclusive discussions strengthen our vision and ensure everyone is part of the journey toward excellence and sustainability.



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Another incident in which other jeeps got much too close to lion cubs, Jackson told his fellow guides not to get so close to the cubs. I was positively impressed by Jackson's commitment to respecting the animals.

Tzarista





We are proud to be a locally led company where every team member contributes to a greater purpose: supporting communities, conserving nature, and creating meaningful travel.

Our Impact, Through Their Eyes

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I appreciated the eco-friendly system of providing us with refillable water bottles instead of plastic bottles, which we noticed in 4x4s from other companies.

Sandrine Felix



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We were a group of 3, doing the 8 day Lemosho route with African Scenic Safaris. We chose the company because its locally-run, its sustainability focus and their treatment of the porters - and it didn't disappoint.

Lindastrzd



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The first pleasant surprise was the commitment of African Scenic to the environment. Instead of providing plastic water bottles, they provided a refillable container that we could freely refill directly in the vehicle. This is undoubtedly a plus, especially when observing the litter along the roads.

CM Phillippes



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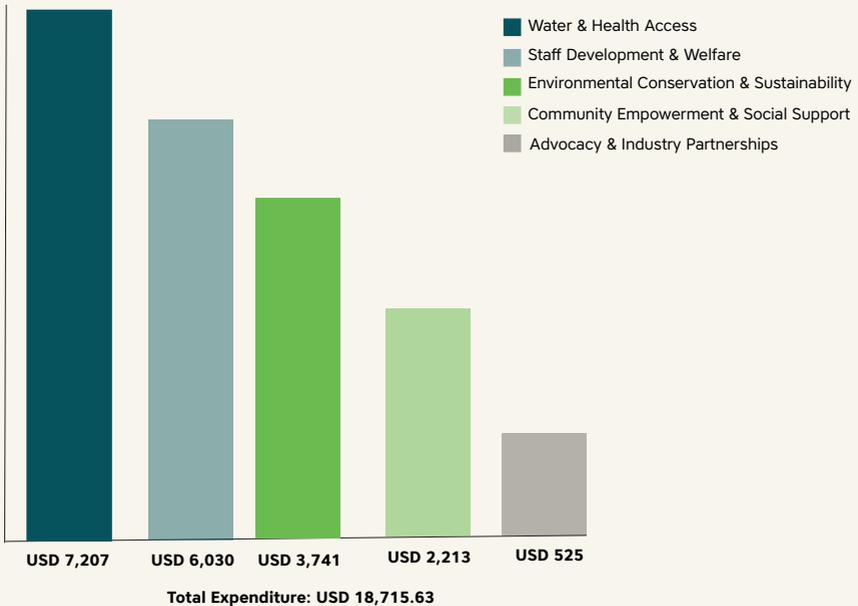
We found African Scenic Safaris through the list of companies that are part of the Kilimanjaro Porters Assistance Project. We wanted a local company that treated their porters well and African Scenic Safaris certainly lived up to this expectation.

Chelsea H



Financials

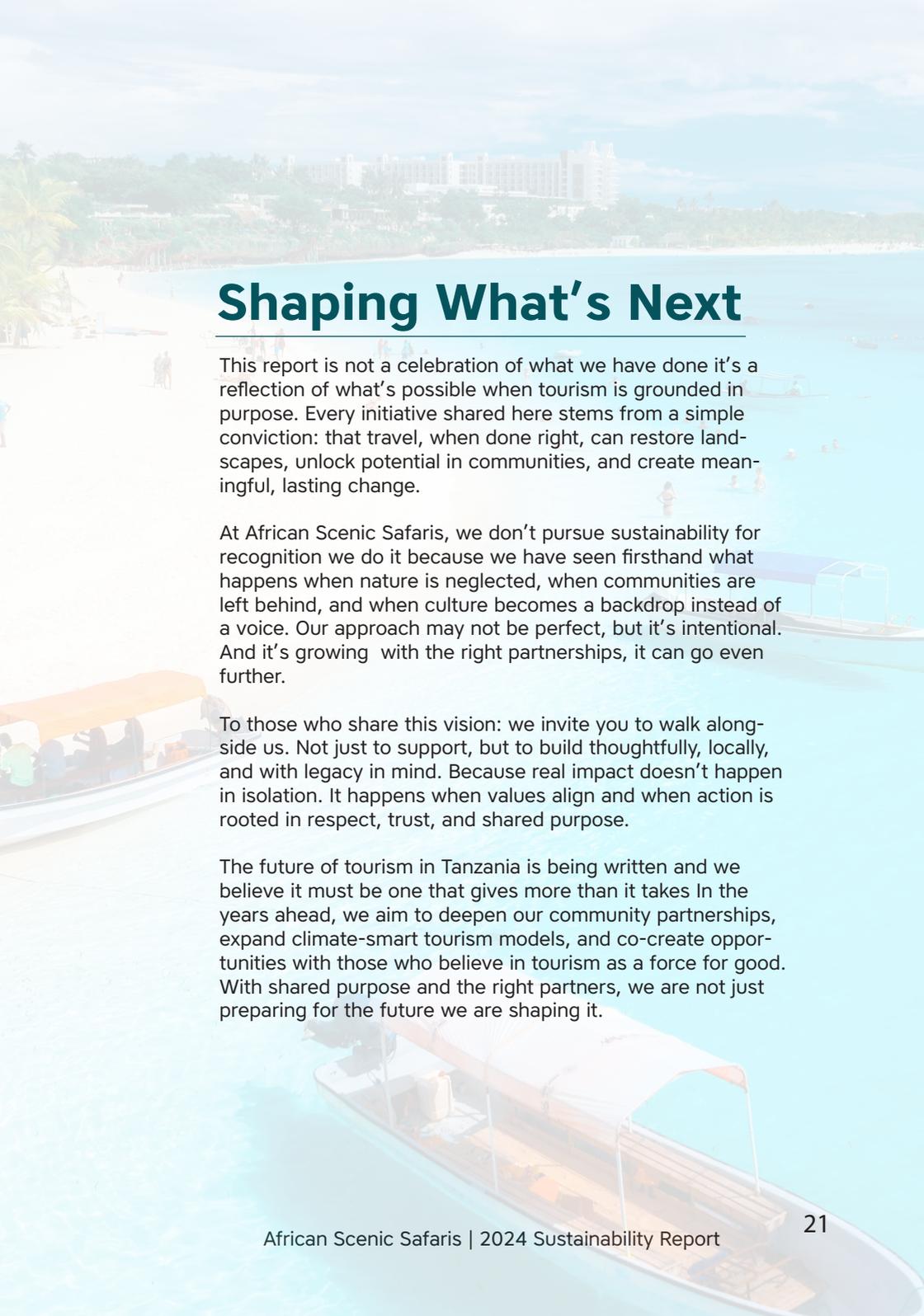
Our 2024 expenditure by activities reflects a purpose-driven approach that prioritizes impact over optics. We allocated funds across key areas including environmental conservation, community empowerment, health access, advocacy, and staff development. Beyond major categories, our financial commitments also supported a range of targeted initiatives such as WFR training, a sustainability-focused lodge inspection trip, porter welfare, and refillable water bottles to reduce plastic use. We invested in membership with Travelife and TATO, advanced our carbon offset goals, and ensured environmental action through tree planting, composting, and mountain clean-ups. Through sustainability audits, training programs, and medical camps at Kibosho hospital, each expenditure tells a story of our ongoing commitment to responsible tourism and shared value for both people and planet.



Recognition & Partnerships

Our success in 2024 would not have been possible without the power of collaboration. Thank you for being part of the journey.





Shaping What's Next

This report is not a celebration of what we have done it's a reflection of what's possible when tourism is grounded in purpose. Every initiative shared here stems from a simple conviction: that travel, when done right, can restore landscapes, unlock potential in communities, and create meaningful, lasting change.

At African Scenic Safaris, we don't pursue sustainability for recognition we do it because we have seen firsthand what happens when nature is neglected, when communities are left behind, and when culture becomes a backdrop instead of a voice. Our approach may not be perfect, but it's intentional. And it's growing with the right partnerships, it can go even further.

To those who share this vision: we invite you to walk alongside us. Not just to support, but to build thoughtfully, locally, and with legacy in mind. Because real impact doesn't happen in isolation. It happens when values align and when action is rooted in respect, trust, and shared purpose.

The future of tourism in Tanzania is being written and we believe it must be one that gives more than it takes In the years ahead, we aim to deepen our community partnerships, expand climate-smart tourism models, and co-create opportunities with those who believe in tourism as a force for good. With shared purpose and the right partners, we are not just preparing for the future we are shaping it.



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on our website

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