

Cape Town, June 2023/ “ But what does my travel really do for the community- how does it benefit the people and place that I am visiting “ This is the question on many travelers' minds as we explore new and beloved corners of our world. Today’s traveler is knowledgeable, and informed, including on issues like greenwashing, and they want- and deserve- to know that the money they spend on a holiday not only benefits the places they choose to visit but actually goes beyond that and leaves a lasting positive impact. Lip service from the travel trade business is also not enough, travelers require a higher standard and proof that their time and finances spent make a positive. lasting difference.

Many places in Africa offer a wide variety of community and nature conservation projects, but how can you tell the authentic from the insincere? “ Partner with experts who have a trustworthy reputation and whose character as a business is focused on conservation,” says Sarah Morris of Ker & Downey Africa. “

Ker & Downey® Africa focuses significantly on responsible travel as one of the fundamental tenets of this luxury safari’s operations. For each trip booked with Ker & Downey® Africa, a \$100 or more donation is made to one of their Legacy Partners, along with an \$8 donation that funds the planting of trees in sub-Saharan Africa. Each Legacy partner is carefully chosen and vetted to ensure that a magical journey to Africa leaves more behind than just hashtags. The Black Mamba Anti Poaching Unit, CleanHub and the OKOA fund are all current Legacy partners.

The Black Mamba Anti-Poaching Unit, a pioneering all-female ranger unit that operates in Balule Nature Reserve in South Africa. Using non-violent methods to prevent poaching, the Black Mambas work unarmed as eyes and ears on the ground and strive to make their area of influence the most undesirable, difficult, and least profitable place to poach wildlife.

CleanHub incentivizes local communities in high-impact areas to set up non-recyclable plastic collection businesses and utilize their digital platform to hand over the collected plastic to certified treatment and recovery partners before it reaches the ocean.

“We’re trying to build an economy where plastic is too valuable to waste. What that means is that we are trying to give all plastic enough value that it is collected and subsequently treated correctly. That’s the only way we can really see the world getting a grip on plastic pollution because, in the end, you won’t throw away something valuable, right?” Joel Tasche, founder of CleanHub.

The OKOA Fund was created by a close-knit team of environmentalists and campaigners with a passion for conservation in Africa. With extensive experience in the tourism industry, they have witnessed the powerful effects of transformative travel on rural communities and the environment firsthand. Through a carefully vetted network of reputable NGOs, they provide a safe and transparent platform for fundraising where donations are distributed into the right hands to ensure a deep-rooted and positive impact is created. Expert insight is harnessed to make a real, lasting difference in the communities that welcome the most travelers.

These partnerships through the Legacy Partner portfolio is one way the travel company is giving back to create a sustainable future for Africa and the world. The company hopes to continue expanding its Legacy Partner portfolio to provide its clients with even more solutions to give back when they travel to Africa.

Notes

Please note: Only refer to the company as Ker & Downey® Africa. Ker & Downey is a separate entity and is not affiliated with Ker & Downey® Africa.

About Ker & Downey® Africa

Ker & Downey® Africa is an award-winning luxury travel company, made up of a community of explorers, mindful travelers, and adventurous souls who are driven by a shared passion for the continent they call home—Africa. Their team curates highly personalized trips throughout the African continent from their home base in Cape Town, South Africa, and Tanzania, with satellite offices in Shanghai, Chile, and Central Europe. Responsible travel is of utmost importance to Ker & Downey® Africa. Each LuxVenture® trip they create has been designed to challenge you, connect you to the people of Africa, and allow you to leave a personal legacy in Africa.

Visit the website [here](#).

View Legacy Brochure [here](#).

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