



**SAFARIS UNMASKED**



**UNVEILING  
THE ESSENCE OF  
*Adventure***

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**SAFARIS UNMASKED  
COMPANY PROFILE**



# ...ENDLESS Stories

**Safaris Unmasked Ltd.** is a Destination Management Company (DMC) based in Nairobi, Kenya, goes beyond the ordinary to unveil an adventure awaiting exploration.

Specializing in safari experiences, we aim to reveal the essence of East Africa.

Our team comprises passionate travel architects dedicated to crafting transformative journeys for discerning travelers. Our vision is clear: *to offer authentic, varied, and budget-friendly safari experiences tailored to individual interests, pace, and travel style.*

We believe in creating unique experiences that

seamlessly blend with each traveler's preferences. Whether you seek thrilling wildlife encounters, immersive cultural connections, or a blend of both, our expert team will curate the perfect itinerary. Every moment is crafted with authenticity and wonder in mind.

Moreover, our commitment to sustainable tourism practices ensures that our clients not only experience the best of East Africa but also contribute to preserving its natural beauty and cultural heritage.

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# OUR CURRENT Footprint



# MESSAGE FROM The Director

Embarking on a journey is not just about reaching a destination; it's about immersing oneself in the vibrant tapestry of cultures and forging connections with the natural world. It's about discovering stories, unearthing the rich heritage of local communities, creating memories, and finding breathtaking beauty in every step.

As the Director of Safaris Unmasked Ltd., I am deeply passionate about crafting experiences that transcend the ordinary. We are committed to responsible travel practices that not only protect the environment but also empower local communities. Together, with our esteemed partners, we can navigate uncharted paths that transcend borders and redefine the essence of responsible travel.

Let's embark on a journey of discovery that celebrates cultural heritage, fosters sustainability, and creates unforgettable memories that will last a lifetime.



# MISSION



To be East Africa's leading destination management company, promoting responsible tourism and supporting local communities.

# VISION



To curate exceptional East African journeys that cater to the discerning traveller's quest for authentic experiences, leaving a lasting impression on their hearts.



We achieve  
this through

- **Unveiling Hidden Gems:** Venturing beyond iconic destinations, we curate journeys that explore the region's lesser-known treasures, immersing you in diverse cultures and landscapes.

- **Tailor-Made Journeys:** We believe in the power of customization. Our travel specialists meticulously craft personalized itineraries that reflect your individual interests, pace, and travel style.

- **Unforgettable Moments:** We orchestrate experiences that transcend the ordinary, from intimate encounters with wildlife to immersive cultural exchanges, creating memories that linger long after your return.

- **Luxury with a Conscience:** We embrace responsible tourism practices, partnering with econ-conscious accommodations and communities, ensuring your journey leaves a positive impact.

- **Trusted Guides:** Our passionate team, deeply connected to the region, becomes your companion, sharing their knowledge and ensuring every step unfolds with seamless ease and personalized attention.



# OUR FUNDAMENTAL Beliefs

- **Authenticity:** We believe in genuine experiences that connect travelers to the true essence of East Africa, it's wildlife, it's people and it's culture.
- **Sustainability:** We are committed to responsible tourism practices, minimizing our environmental footprint and empowering local communities.
- **Personalization:** We craft 'out-of-the-beaten path' journeys tailored to individual desires, ensuring each adventure resonates deeply with our guests.
- **Innovation:** We embrace creativity and push boundaries to design unique and unforgettable experiences.
- **Community:** We value collaboration and partnerships, working with local communities and stakeholders for mutual benefit.
- **Excellence:** We strive for excellence in everything we do, delivering exceptional service and exceeding expectations.

These core values are the guiding principles that define Safaris Unmasked Ltd. They are woven into every aspect of our operations, ensuring that every journey we create is not just a vacation, but a transformative experience that leaves a lasting positive impact on our guests, the environment, and the communities we serve.



# MAKING A Difference

We're serious about our commitment to responsible travel. By working with local partners, locally owned hotels, native guides, and Community-based initiatives, we aim to ensure that your trip makes a real difference to the places and people you visit.

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# WHY PARTNER WITH US

Safaris Unmasked Ltd. stands out as a full-service Destination Management Company (DMC) in East Africa, offering more than just expertly crafted itineraries and comprehensive travel services. We are passionate about crafting authentic and immersive experiences that prioritize sustainability and cultural preservation.

We cater to discerning clientele seeking to connect with the soul of East Africa. We go beyond breathtaking landscapes, offering journeys that weave through the region's vibrant cultural tapestry and diverse wildlife encounters, all while fostering a deep respect for the environment and local communities.

**Sustainable Practices:** We actively integrate eco-friendly practices into our tours, minimizing our environmental footprint and supporting responsible tourism initiatives.

**Cultural Sensitivity:** Our team fosters genuine connections with local communities, ensuring respectful interactions and supporting the preservation of their unique traditions and heritage.

**Tailored Journeys:** Our travel professionals leverage their deep understanding of East Africa to curate personalized itineraries that reflect your unique interests and aspirations.

**Expert Guidance:** Our team of experienced and passionate travel professionals possesses an intimate understanding of East Africa's unique offerings, ensuring your journey is seamless and exceeds expectations.



*Unmask the magic of East Africa in a responsible and unforgettable way!*

Join us in crafting a travel experience that is not only unforgettable but also leaves a positive legacy. Partner with us and embark on a journey that respects the environment, celebrates culture, and unveils the true essence of East Africa.

# OUR PRODUCTS and Services

The East Africa region is a captivating destination brimming with diverse landscapes, rich cultural heritage, and an abundance of wildlife. To cater to the growing demand for the 'off-the-beaten-track' travel experiences in this vibrant African region, Safaris Unmasked Ltd., is dedicated to providing exceptional services to discerning international travellers. Our company is specialized in crafting personalized itineraries, arranging accommodations, handling seamless end-to-end transport services, organizing unforgettable activities, and offering region's expert product information assistance. Our commitment to Responsible Tourism ensures that we implement sustainable tourism practices throughout your journey, minimizing our environmental footprint and ensuring the preservation of East Africa's natural beauty, and cultural heritage.



## Our Themes:

- Wildlife Encounters
- Cultural Immersion
- Adventure & Activities
- Culinary Delights
- Wellness Retreats
- Luxury & Relaxation
- Sustainability & Conservation
- Special Interests

## Our Travel Style:

- Luxury Safaris
- Active Adventures
- First-time Safari
- Family Adventures
- Honeymoon & Romance
- Solo Travelers
- Group Travel
- Seniors
- Special Needs





# BUILDING BRIDGES

## Our Commitment to Sustainable Partnerships

At Safaris Unmasked Ltd., we believe in fostering strong and mutually beneficial partnerships with over 300 carefully selected suppliers across East Africa. These partnerships encompass diverse services, including:

- I) Accommodation Providers:** Offering a range of accommodations that cater to different needs and preferences, while upholding high ethical standards.
- II) Airlines and Transportation Companies:** Ensuring seamless and efficient travel experiences with a focus on responsible transportation practices.
- III) Local Businesses and Service Providers:** Partnering with local communities to offer authentic experiences and contribute to the local economy.

We cultivate positive and respectful relationships with all our suppliers, grounded in:

### I) Fair Trade Principles:

We strive for fair pricing and ethical treatment, ensuring a win-win situation for both parties.

### II) Transparency and

**Communication:** We maintain clear and open communication channels, fostering trust and collaboration.

### III) Commitment To Sustainability:

We work together with our suppliers to implement responsible practices that minimize our environmental impact and preserve cultural heritage.

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*By building strong and ethical partnerships, we aim to create a sustainable travel ecosystem that benefits everyone involved, from local communities to travelers and the environment.*



“Where Expertise Meets Passion”

## OUR TEAM

- Our team isn't just well-versed in travel logistics; they're storytellers, naturalists and cultural ambassadors deeply woven into the fabric of East Africa.
- Their knowledge goes beyond the textbook, encompassing local folklore, hidden watering holes and the secret language of the bush.
- With them by your side, you'll gain a profound understanding of the region's history, vibrant cultures, and delicate ecosystems.

## OUR EXPERT GUIDES

This rich cultural diversity is reflected in our business. Safaris Unmasked Ltd. Driver guides have a genuine passion for nature, believe in what they do, are talented, qualified and competent. Fluent in English, at a minimum bi-lingual and usually fluent in local dialects, they introduce you to local culture from the locals' perspectives.

## OUR DAILY CHECK LIST

- Provide a service that ensures differentiated, safe, good quality, fair value.
- Grow and develop the business and the individuals of the business by embracing a culture of interactive teamwork.
- Operate in compliance with legal and statutory requirements.
- Conduct ourselves and behave in a manner that is beyond approach.
- Value our time and work at things diligently.
- Practice credibility, critical thinking and have courage.
- Contribute to broader societal goals and look beyond simply making a profit.

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***Sustainable tourism is based on 3 main principles: environmental sustainability, social sustainability and economic sustainability.***



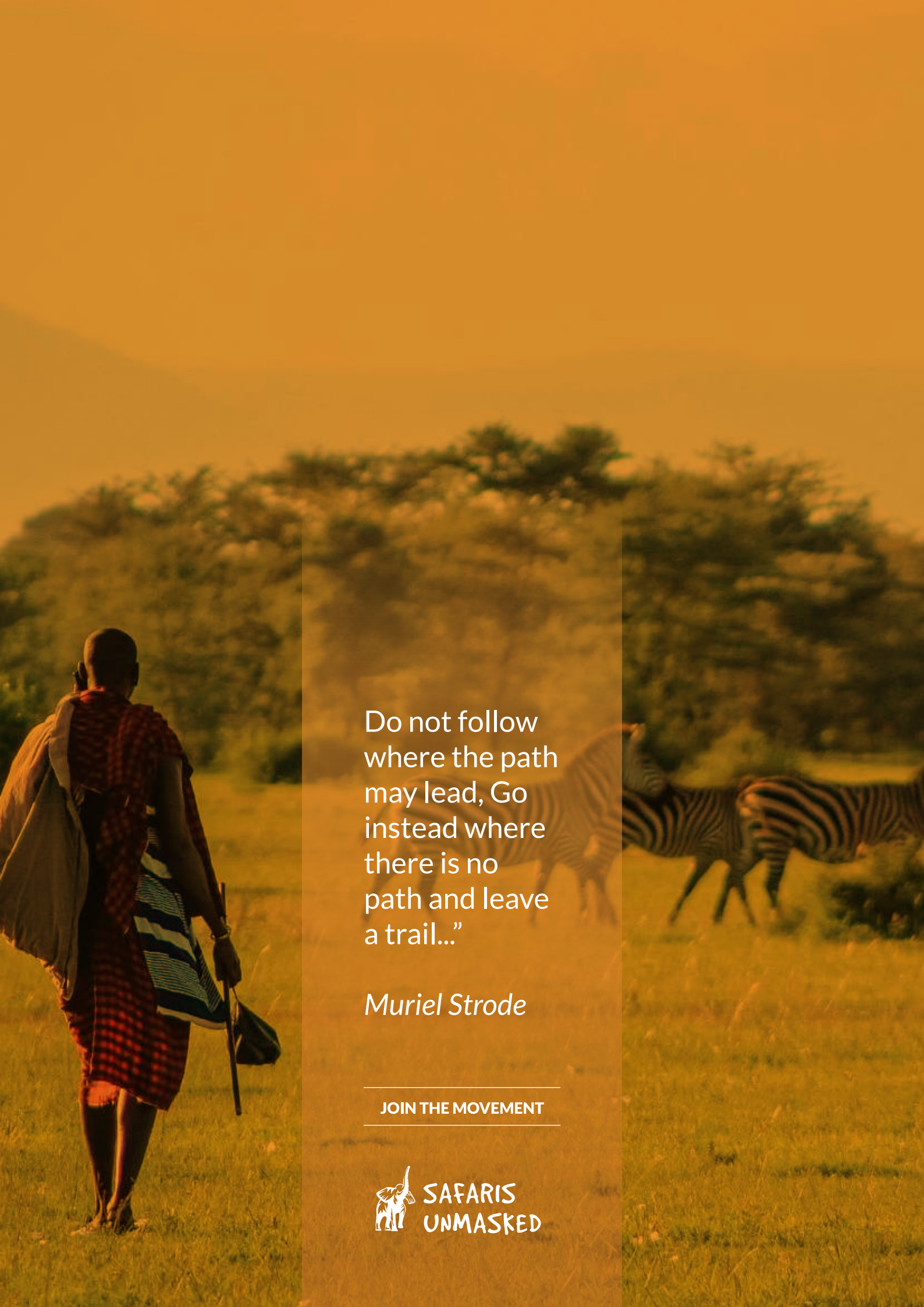
# GOING BEYOND EXPECTATIONS

Safaris Unmasked Ltd. Commands ownership of well-maintained fleet of vehicles. All our safari vehicles have pop-up roof and sliding windows most ideal for game viewing, sightseeing, and taking professional photographs. These are all crucial for a memorable safari experience. Each unit is equipped with high-frequency radios for easy communication. Vehicles are washed and sanitized before every departure and are regularly maintained by professional mechanics to ensure safety and security. Passengers are guaranteed window seat and have enough space to move around comfortably crucial when spending long hours a day of game viewing from the vehicle.

## VEHICLE CHECK-LIST

- Cooler Boxes
- Tool kits
- First Aid kits
- Fire extinguishers
- Seat belts
- Canvas seats.
- High Frequency Radio Call.
- Power Inverters (110 V)





Do not follow  
where the path  
may lead, Go  
instead where  
there is no  
path and leave  
a trail..."

*Muriel Strode*

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JOIN THE MOVEMENT

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