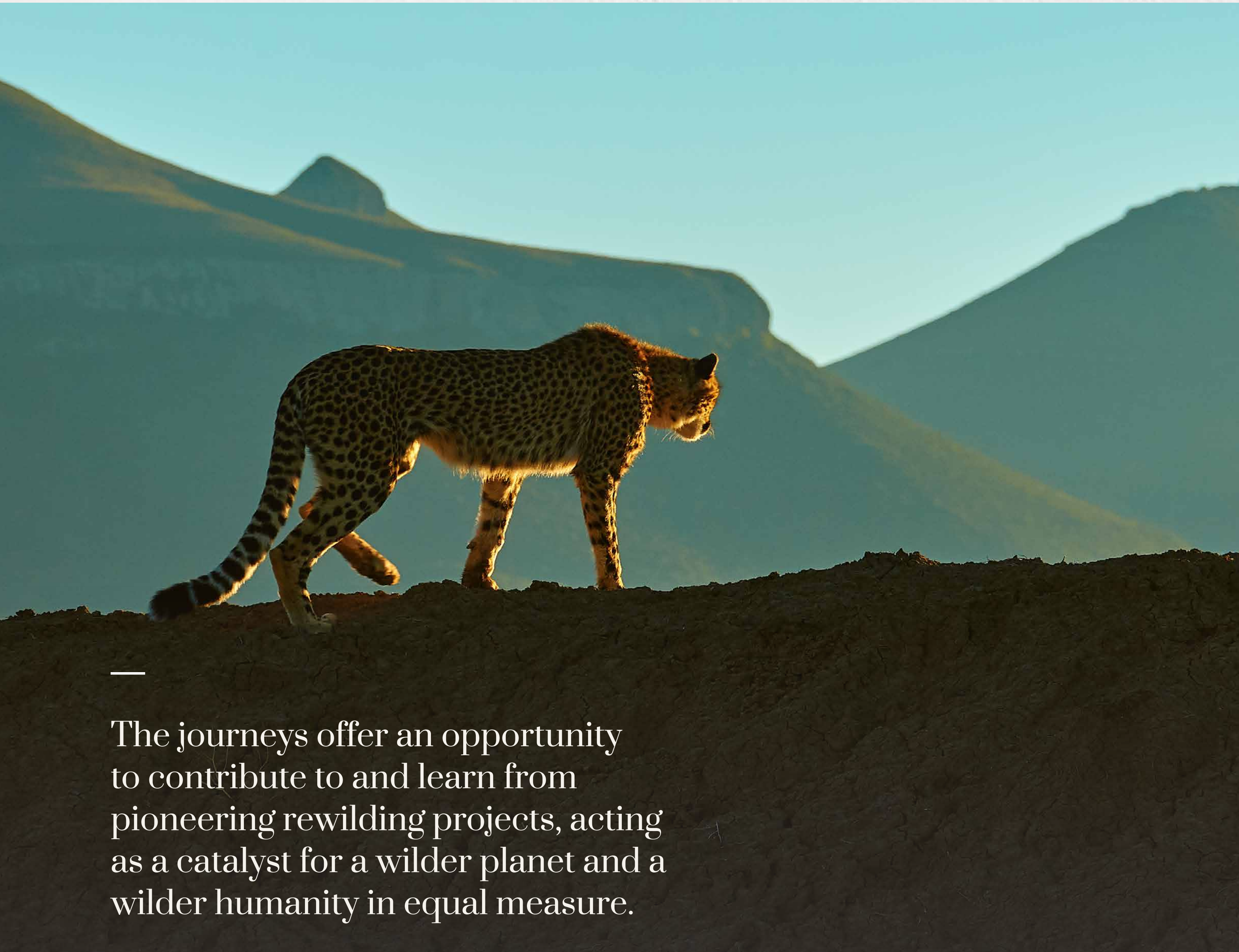


JWP

JOURNEYS WITH PURPOSE

Transformative Journeys in Wild Nature





The journeys offer an opportunity to contribute to and learn from pioneering rewilding projects, acting as a catalyst for a wilder planet and a wilder humanity in equal measure.

Our Mission

Journeys With Purpose is a gateway to the world's most ambitious conservation projects.

Our mission is to reignite humankind's relationship with the natural world. Our journeys immerse travellers in the planet's most beautiful and important ecosystems, spotlighting the people who are fighting to restore them.

The journeys offer an opportunity to contribute to and learn from pioneering rewilding projects, acting as a catalyst for a wilder planet and a wilder humanity in equal measure.

We are proud members of 1% For The Planet through which we donate 1% of our annual revenue to grassroots initiatives. Journeys With Purpose is also a BCorp and has been awarded in the "Best for the World: Environmental List". As part of our commitment to safeguarding the planet, we are members of a global community of travel professionals and properties called The Long Run, which advises its members on sustainability principles for creating positive impact through travel.

BOOK NOW



Seven Worlds One Planet

The Seven Worlds, One Planet approach is a global curriculum designed around the recovery and conservation of our natural world's vibrant landscapes, biodiversity, wildlife and livelihoods in each of the seven continents. This journey is to the wilderness of the Great Karoo, South Africa.

The Great Karoo

Samara Karoo Reserve is located within the Great Karoo, a breathtakingly beautiful semi-desert region that, until the 18th century, was home to the largest terrestrial migration on Earth: the springbok migration. Once a thriving landscape home to various apex predators including cape lion and cheetah, by the 1840s the lands had been desiccated by modern agriculture and with it, the last lions and cheetahs of the region became locally extinct.

The region comprises five of South Africa's nine vegetation biomes which host a diversity of fauna and flora in one of just 36 Global Biodiversity Hotspots, the Maputaland-Pondoland Albany Thicket. The land itself has its own story, hosting some of the most important fossils indicating the transition between reptiles and mammals dating back 253 million years - predating the dinosaurs by several millennia.





Karoo Communities

Located in the Eastern Cape province, Samara has long been surrounded by some of the worst poverty in South Africa. There is a higher-than-average unemployment rate and high dependence on social grants, where only 20% of Great Karoo residents have completed formal schooling.

Through the land-use change taking place at Samara, from conventional farming to conservation and ecotourism, Sarah, Isabelle, and their team have tripled the number of available jobs on the farms involved. Samara supports its 80+ staff with ongoing training and favours local smallholdings as the source of food for the lodge, empowering a circular economy.

In 2010, Samara was the location for The Tracker Academy, a training division of the SA College for Tourism, operating under Peace Parks Foundation and funded by the Rupert Family Trust. The Academy was formed to restore the indigenous knowledge of wildlife tracking and has seen the successful graduation of 220 professional trackers with 91% deployed into graduation jobs.

The Women Pioneering the Project



SARAH

Born in Johannesburg, Sarah and husband, Mark, founded Samara in 1997 with the acquisition of the first farm in the Great Karoo. She successfully fought against fracking when the farm was targeted, and has since been committed to creating solutions for conservation and communities by driving partnerships and fostering educational opportunities for her guests.

ISABELLE

Just five when her parents founded Samara, Isabelle started working there aged 23 after studying Geography at the University of Cambridge. She has always been motivated by a desire to confront the challenges facing biodiversity, climate and society and, driven by the daily beauty of the Great Karoo landscape, strives to create a replicable conservation model that can influence other purpose-driven businesses in this sphere.

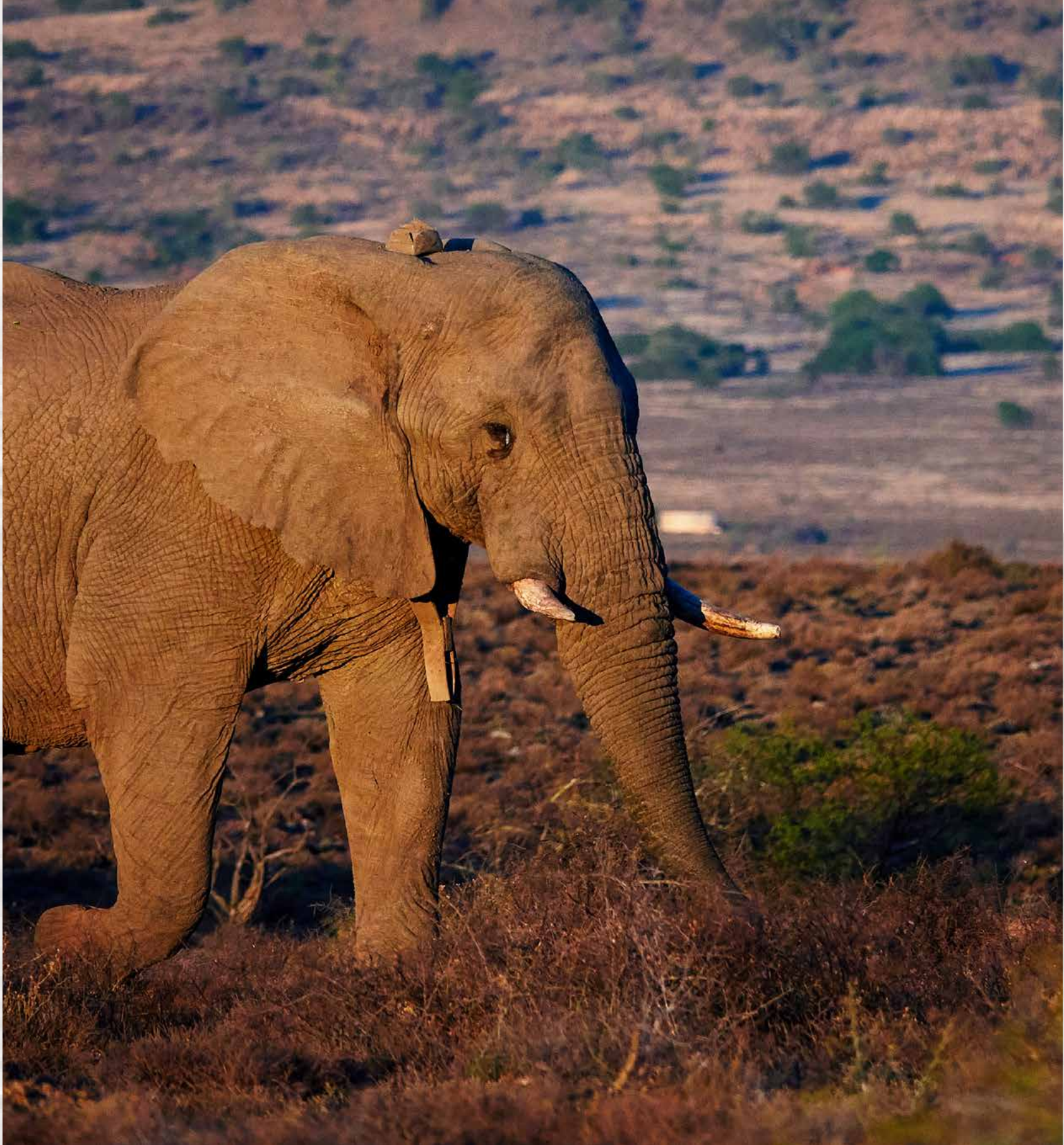
“Samara’s landscapes are deeply soulful and leave me invigorated, inspired and motivated to effect change every time I experience them.”

ISABELLE TOMPKINS

The Journey

An intrepid and unparalleled exploration into the wilderness of the Great Karoo, to engage with its rare biodiversity, its Stone Age-old history and breathtaking wildlife. In an exclusive six night journey guests will discover the importance of this ecosystem, through the stories and experiences of local people who have evolved with this landscape through millennia.

BOOK NOW



ARRIVE:	10th March 2024
DEPART:	16th March 2024
DESTINATION:	South Africa
GROUP:	Up to 16 guests
DURATION:	7 days / 6 nights
START/FINISH:	Cape Town

“Witnessing the impact of the reintroduction of apex predators in a landscape that hasn’t seen them for 180 years has been so rewarding - as the pieces of the ecological puzzle return, so too does the ecosystem health and resilience.”

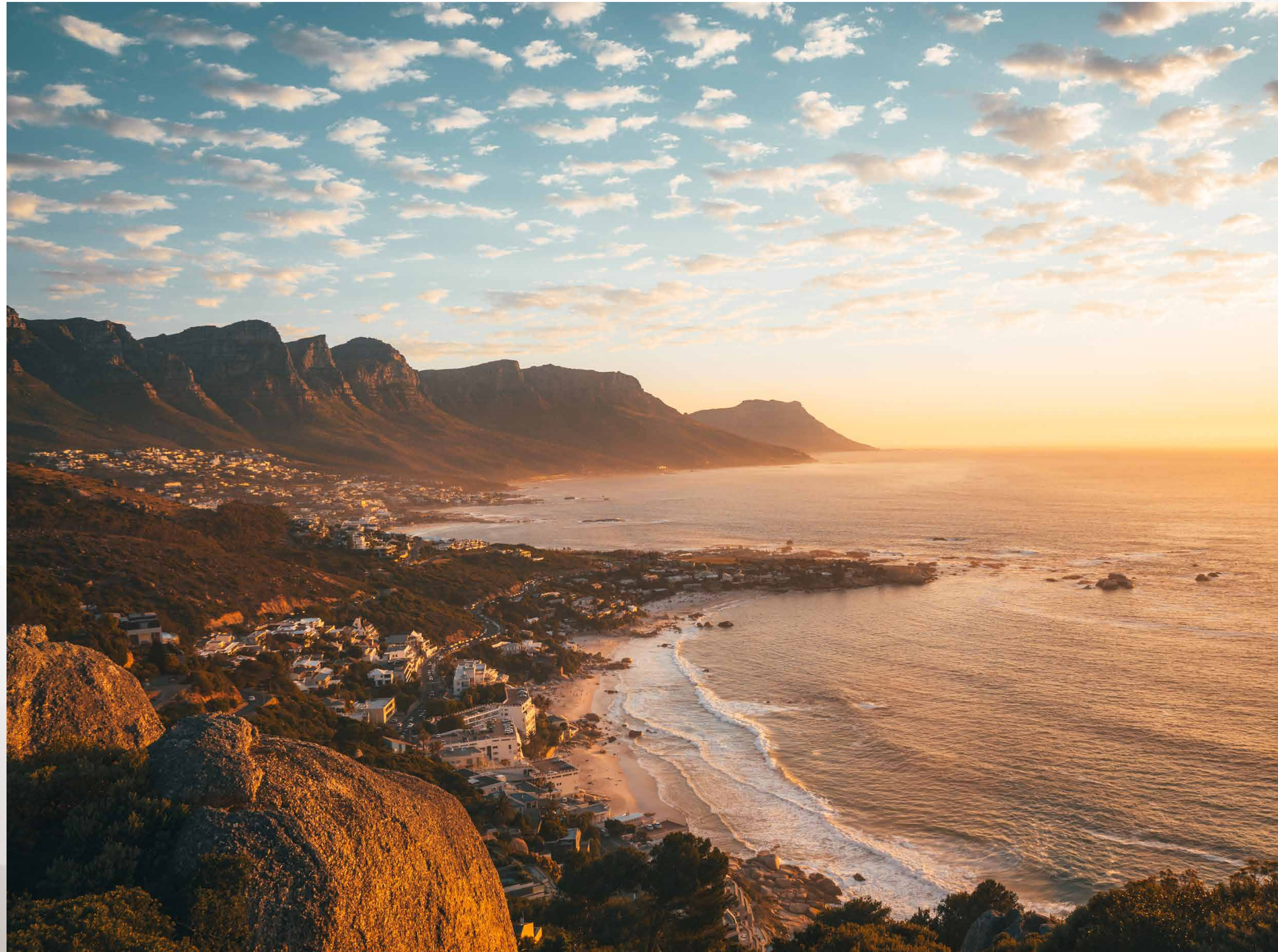
SARAH TOMPKINS

Cape Town | Day 1

Your journey will begin in the capital of the Western Cape, Cape Town, where, after settling into your hotel and enjoying a welcome glimpse of sunshine, you will meet with the rest of the group over dinner at a favoured restaurant.

Those arriving in the morning will be invited to join us on a tour of South Africa's gastronomy, to learn about the contributions of different African and South African/CapeMalay communities to Cape Town's culture and cuisine.

Overnight in [Ellerman House](#)





The Great Karoo | Day 2

Your onward journey continues with a private air charter to Graaff-Reinet, where you will travel two hours through the savannah to Samara Karoo Reserve, absorbing the landscape as you learn about the history of this region. You will be greeted by your hosts for the coming days, Sarah and Isabelle Tompkins, before settling into your rooms in the private and comfortable Karoo Lodge.

After lunch, you will spend time with one of the Karoo's most knowledgeable guides and historians, David McNaughton, on a game drive, and a chance to acclimatise with your new surroundings.

To round off your first day, enjoy a 'boma', or dinner al fresco – a quintessential part of bush lore. Relax with a drink in hand and enjoy an insightful talk from Sarah Tompkins who will introduce the extraordinary work being undertaken at Samara and how you will be involved during your stay.

Overnight in [Karoo Lodge](#)

Cheetah Tracking | Day 3

Your first morning at Samara centres around Africa's most endangered Big Cat, the cheetah, where you'll have the opportunity to get up close to these remarkable mammals.

After a delicious lunch and opportunity to rest at the lodge, you'll drive back out onto the plains for an afternoon's game drive. Explore the thicket biome of the reserve and get your hands dirty, helping with Samara's vital Spekboom reforestation project, before returning to the lodge to enjoy an al fresco dinner. With drink in hand, settle back to listen to a thought-provoking talk by Professor Graham Kerley, a distinguished professor of the Nelson Mandela University's African Conservation Ecology Department and the architect of several South African National Parks.





Into the Field | Day 4

The next few days of your itinerary will include unforgettable dining opportunities between wildlife excursions, featuring Samara's signature mountain picnic and the accompanying spectacular views; candlelit dinners at the lodge; and bush dinners choreographed around the sights, sounds, and smells of the Karoo wilderness.

Today, you will be joined by Joffy Bastard, Director of Great Africa Reserves, the NGO driving the vision to unite three national parks with private land in a vast ecological corridor with over three million acres under conservation protection and Samara at its core. His local knowledge and expertise will bring to light the interconnectedness of this reserve with other areas across South Africa, and the continent as a whole.

Community Conservation | Day 5

Rise with the dawn chorus for a morning walk and tracking lesson. Wildlife tracking is an ancestral skill, considered ancient science, and also a form of art. You will be led by Karel 'Pokie' Benadie, who was born in the Karoo National Park and is one of only six master trackers in South Africa.

Walk in the footsteps of the trackers who once lived off the land, and gain an insight into the relationship between humans and wildlife at a time when we once coexisted.

Pokie's wife, Janetta, will accompany you to share her story as a woman working in conservation and the potential that exists for community-led conservation.





Regenerative Farming | Day 6

You will be joined by Roland Kroon, a local farmer and regenerative grazing advocate whose experience has inspired Samara's own regenerative farming project to rehabilitate degraded land through holistic planned grazing and provide grass-fed beef for its lodges. You will learn about Samara's commitment to holistic sustainability as part of its membership with The Long Run, and Isabelle Tompkins will explain how a purpose-driven business like Samara has the potential to positively transform its sphere of influence, creating a replicable and scalable conservation model tackling societal, biodiversity and climate challenges.

As the day draws to a close, enjoy a final dinner under the stars and swap learnings with fellow guests, reflecting on the conversations, wildlife sightings and experiences of the past few days.

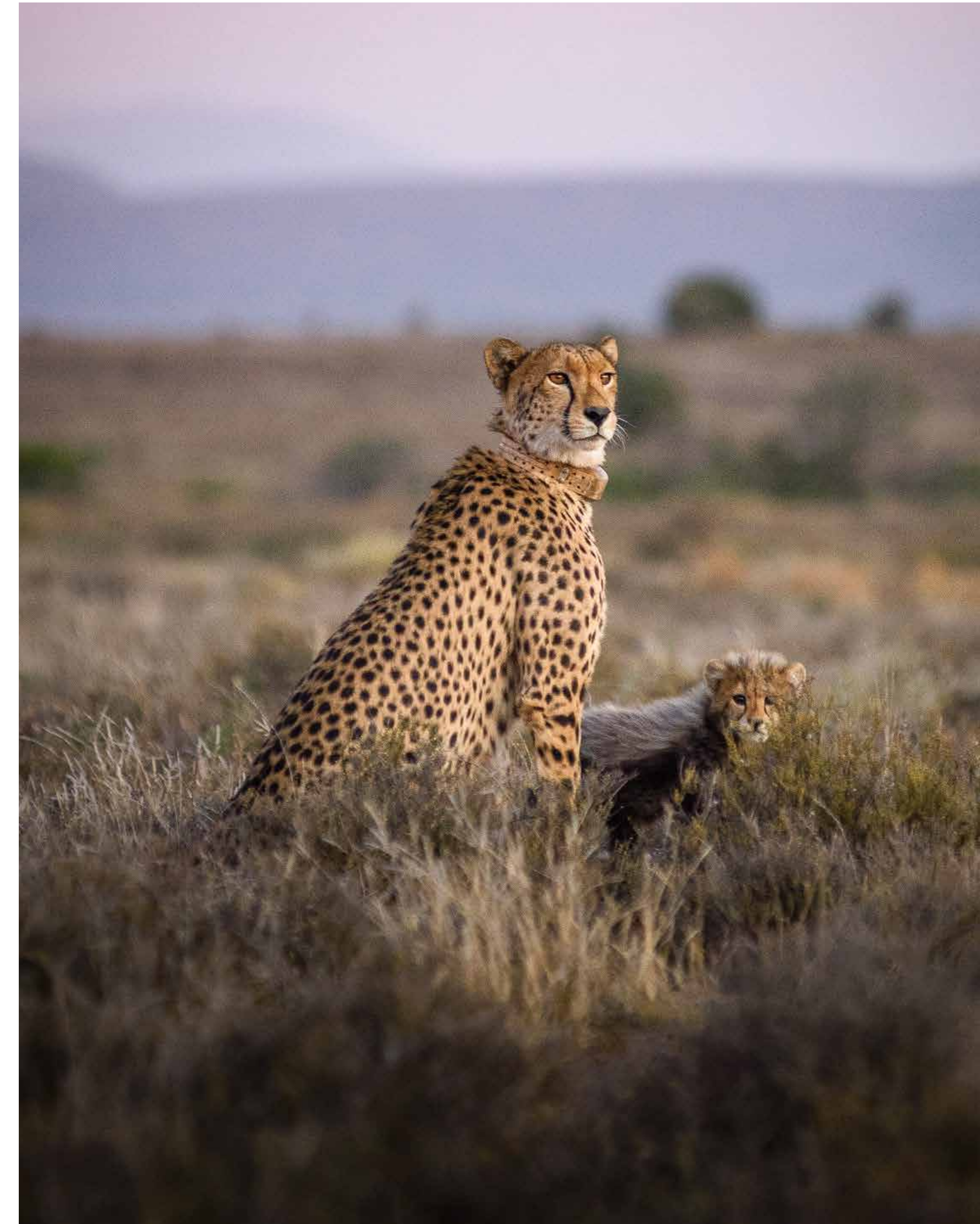
Your Onward Journey | Day 7

After making your farewells at Samara, you'll visit the Vuyani Safe Haven and The SA College of Tourism as you travel through Graaff-Reinet on your return to Cape Town.

Before your return flight to Cape Town, you'll enjoy lunch at the Drostdy Hotel in the centre of Graaff-Reinet, whose restaurant is run by the SACT and specialises in Karoo classic dishes using local ingredients with a modern twist. Paired with a carefully curated wine list, we hope this sumptuous meal provides a hearty send off.

Vuyani is the only Child and Youth Center in the Beyers Naude district of the Karoo, a large rural to semi-rural area where farming and tourism are the main industries and struggles with poverty and unemployment are prevalent. Samara began fundraising for and working with Vuyani in 2010, and now organises annual Christmas parties and eco-days for the children.

The SA College for Tourism (SACT) is a non-profit organisation that provides professional training to unemployed men and women from rural backgrounds, to equip them to take up skilled positions in the nature-based industry. In addition to hospitality training, the college offers tracker training and the opportunity to learn eco-herding skills.



Join the Journey

This is a once in a lifetime opportunity to engage with a pioneering rewilding project, and be part of a group of inspiring and empowering changemakers.

US \$28,450 PER ROOM

US \$16,500 SINGLE ROOM

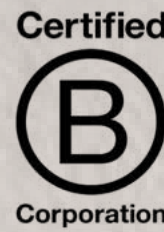
Small group experience /
Limited to 16 guests

BOOK NOW

connect@journeyswithpurpose.org

For further journeys visit
www.journeyswithpurpose.org and
for bespoke experiences get in touch
connect@journeyswithpurpose.org

Please note: We work alongside conservation team members, communities and other people who work with animals and other dynamic factors at hand, so the schedule and accommodation may be subject to change at short notice.



“Most people do not fully understand that people need to be part of the conservation story for conservation to truly succeed.”

THERESA SOWRY - CEO OF SOUTHERN AFRICAN WILDLIFE COLLEGE

