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&BEYOND PHINDA PRIVATE GAME RESERVE WINS VIRTUOSO SUSTAINABLE TOURISM LEADERSHIP AWARD

August 2016

The flagship reserve in South Africa for top luxury experiential travel company &Beyond, Phinda Private Game Reserve has been honoured with the prestigious 2016 Virtuoso Sustainable Tourism Leadership Hotel Award.

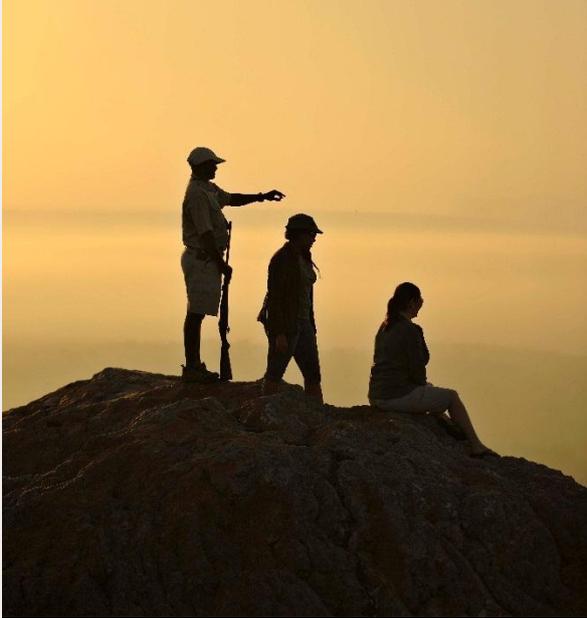
The Virtuoso Sustainable Tourism Leadership Hotel Award recognizes outstanding leadership and commitment to sustainable tourism principles and practices among Virtuoso properties. &Beyond Phinda was honoured for its commitment to sustainable tourism best practices, including environmental preservation and the well-being of local communities.

The reserve's founding ethos of Care of the Land, Care of the Wildlife, Care of the People means that it touches onto a variety of aspects measured by Virtuoso. For example, the reserve seeks to keep its operations as environmentally friendly as possible through initiatives such as bottling water on site and using recycled glass bottles. Energy use at all six lodges is stringently tracked and reduced through measures such as the installation of LED lights, energy efficient air conditions and bulk hot water systems. Sustainability audits measure the use of resources at each lodge and this is reduced in a multitude of ways.

Believing that the support of those people is critical to protecting its threatened ecosystems, endangered species and the precious biodiversity of its wildlife areas, &Beyond works with the communities surrounding Phinda through its community development partner, Africa Foundation. This includes supporting small enterprise development and focusing on local procurement for the six lodges at the reserve. &Beyond has also contributed towards initiatives that include bursaries for tertiary education, support of local schools and crèches, the construction of centres for orphans and vulnerable children and a healthcare facility.

&Beyond Phinda employs and trains members of the surrounding communities, creating development paths for them within the company. The game reserve itself is partly owned by the local community, which receives benefits in the form of land rental payments. This has allowed &Beyond to secure a commitment from the community to keep this land under wildlife rather than return it to farming.

Created out of degraded farmland, Phinda is a proud conservation success story. Restocking the land with wildlife from nothing, the reserve is now home to South Africa's fourth largest cheetah population. The African Rhino Specialist Group considers it one of South Africa's most important white rhino reserves. A series of conservation firsts have taken place on the



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reserve, allowing it to influence national legislation and protocols. There is a long list of current research projects at the reserve that contribute towards conservation. The reserve's conservation successes also allow it to contribute to conservation through the donation of skills and wildlife, such as in the Rhinos Without Borders Project, which aims to relocate threatened rhino from South Africa to Botswana, or by donating six female lions to Rwanda to reverse a local extinction in Akagera National Park.

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ABOUT &BEYOND

&Beyond is one of the world's leading luxury experiential travel companies, designing personalised luxury tours in 15 African countries, India, Bhutan, Sri Lanka, Nepal, Chile and Argentina. The company also owns and operates 35 extraordinary safari lodges and camps in Africa and India, as well as privately guided expeditions, which include private jet tours in Africa and mobile camping in Botswana. All of these activities allow the company to positively impact more than 9 million acres of wildlife land. Established in 1991, &Beyond takes exceptional care of its guests in order to make a difference; its commitment to sustainable responsible travel, conservation and community empowerment has been globally recognised with multiple awards over the years.

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