



RESPONSIBLE TOURISM POLICY

Captured In Africa is a South African tour operator committed to eco-tourism and conservation, offering safaris and adventures to people who wish to experience Africa, whilst giving back to local people and wildlife conservation efforts.

As part of continued efforts towards our customers, the tourism industry, African people and communities, wildlife conservation and Africa in general, Captured In Africa operate to the following responsible tourism policy relating to the products and services our company provides.

The Captured In Africa Responsible Tourism Policy is founded on the belief that tour operators, travel companies, accommodation providers, wildlife destinations, game reserves, wildlife facilities such as sanctuaries and other tourism service providers should and must operate responsibly, to not only safeguard local and international tourists, but to also safeguard and importantly benefit the environment, habitat, local people, communities, employees, nature and wildlife.

Protecting Customers

Captured In Africa promise to treat all customers; fairly, honestly, openly and professionally at all times.

Captured In Africa will at all times, openly convey expert and experienced opinion to our consumers on all matters concerning travel to Africa and their booking with Captured In Africa, including; destinations, health & safety, tourism products, wildlife conservation and environmental issues.

Captured In Africa shall communicate to customers, any updated travel advisory concerning booked travel arrangements with the company, should that travel advisory directly affect their itinerary. The company shall not misinterpret or mis-sell any product or service to a customer and shall seek to provide clarity, where necessary and at all times.

As a company, we will not discriminate against any group of people and welcome people from all religions, races and genders. Captured In Africa shall seek to provide suitable products and services, fit for purpose and suitable to all customers.

Wildlife Experiences

Travel experiences should be as natural as possible and must not promote nor include excessive interactions that may protrude or be overbearing upon an animal and/or their habitat. Captured In Africa believe in witnessing natural animal behaviours and ensuring that those animals are free to perform those behaviours in their habitat.

** Exceptions to this are rescued captive animals within a sanctuary (a sanctuary by definition does not breed, nor permit tourists to interact with their animals - if they do breed and allow interactions with animals such as*



lions, tigers, elephants, cheetahs - Captured In Africa recommend that tourists avoid such facilities as they are not recognised by any leading wildlife organisation as offering conservation benefits).

Game Drives & Guiding - should be done by professional guides who understand animal behavior. They must not encroach upon an animal's space to the point when it causes an unnatural behavior in that animal. Animals should be respected from safe respectable distances. A good guide can make or break a an experience, this therefore makes quality of guiding a crucial factor in selecting a destination for safari or other destination and activity.

Destinations

All travel destinations and participants (those providing tourism services to tourists), including but not limited to wildlife reserves/concessions/conservancies, safari camps and lodges (including temporary tented accommodation and permanent accommodation), local tour operators and businesses, guiding services, activity providers and ground transportation & flight operators, should act responsibly by ensuring what they provide;

- Does not misrepresent the destination
- Does not mislead tourists
- Does not endorse unethical practices or activities **see below concerning interaction with wildlife*
- Present accurate, unbiased information concerning an activity or attraction
- Benefit (through monetary revenue) local people & communities and/or wildlife conservation efforts
- Show participation in projects to safeguard and conserve endangered wildlife and/or local community

Environmental Impacts

Understanding the implications of travel is key to benefiting the places we visit and limiting the global impacts of travel. Captured Africa promote, support, utilise and offer travel products in-keeping with environmentally responsible approaches. These include but not limited to;

- The use of renewable energy, such as solar powered safari camps and electric vehicles
- The use of water processing systems in safari camps (ie recycling "grey" water as crop water)
- Reduction and ban of single use plastics. Many safari camps Captured In Africa work with, now offer reusable items such as metal water bottles and paper straws
- Support, use and promote accommodations that provide plant-based meal options for travellers. All safari camps that Captured In Africa offer, provide plant based and other ethical or dietary alternatives
- Promote non-high season travel, such as low and mid-season, to limit the effects of over-tourism
- Promote lesser-visited destinations and destinations with limited bed numbers & vehicles, to limit the effects of over-tourism



- The use of safari camps & lodges, hotels and other accommodations that carry a lower environmental impact. This includes accommodations with fewer guest rooms; Captured In Africa (in general) offer safari camps (mobile, semi-permanent and permanent accommodation) with a maximum of between 4-20 guest rooms.
- Planting more trees. Customers at Captured In Africa are given the opportunity to plan trees in local African communities – enriching the environment and providing locals with benefits such as employment, food, shade, medicines & more.

Health & Ability

A person's comfort and health is crucial when travelling. Therefore, Captured In Africa ensure that all travellers are provided with travel products which are fit-for-purpose, such as transportation, activities and accommodation, that may cater to a persons' bodily ability, health and/or dietary requirements.

Captured In Africa will ascertain a customers' ability, health and diet that may require assistance, aids and/or equipment, so that the company can convey these requirements to the accommodations or other service provider on their behalf. Such items may include;

- Wheelchair appropriate vehicles, seating and walkways
- Breathing apparatus, or the need for an electrical supply to enable such apparatus use
- Food allergies

* At all times, the onus is on the consumer to accurately provide Captured In Africa all necessary information concerning their health requirements, in order for the company to provide the best possible service.

Human Wildlife Conflict

One of the biggest killers of predators such as lion, leopard, cheetah and other wildlife including elephants, is through conflict with farmers and local villages. An ever-expanding human population and increased land use for commercial farming, has meant that the habitat for these animals has decreased, pushing coexistence to its limits.

Responsible and eco-tourism can play a significant role in preventing human-wildlife conflict (HWC) issues by providing appropriate safeguarding, conflict mitigation and benefits. A well-managed destination helps secure land for wildlife, whilst working with local people, farmers and communities, including them in management (the safari business model) and the resulting benefits that non-consumptive and non-exploitive tourism can bring.



Trophy Hunting

We will not knowingly send customers to any *immediate* wildlife reserve (or wildlife concession) with an active trophy hunting quota on endangered wildlife - namely lions, leopards, elephant, rhino and other CITES protected species.

Many African countries permit hunting, and this is somewhat unavoidable. Captured In Africa believe in supporting responsible eco-tourism and conservation methods. The hunting for “sport” of lions, leopards, elephants, rhinos and other endangered or threatened species, we believe, is not responsible given their rapidly declining populations due to land loss, human-wildlife conflict, poaching, illegal trade and trophy hunting.

A high percentage of trophy hunting areas in African countries are avoidable and Captured In Africa work to ensure tourists do not encounter such areas directly. In some instances, hunting concessions (often called “hunting blocks”) may border national parks, game reserves and wildlife concessions.

In support of responsible eco-tourism and conservation efforts, Captured In Africa, safari camps & lodges, service providers, tour operators and tourists must continue supporting protected wildlife areas and seek to increase this by supporting conservation projects and local communities, located outside of these protected wildlife areas, in order to ensure endangered wildlife is further safeguarded and local people benefitted.

Interaction with Wildlife

Captured In Africa will not knowingly send customers to, nor endorse any tourism destination or facility offering commercial hands-on wildlife encounters, including but not limited to;

- Lion cub petting
- Walking with Lions activities
- Cheetah interactions and walking with cheetah activities
- Tiger cub petting
- Elephant rides
- Swim with dolphin programs

*Primary destinations offering such activities include South Africa, Zambia and Zimbabwe. There are also similar issues in destinations such as United States of America, Emirate States, Asia, Mauritius and Mexico.

** Please note that there are degrees of interaction and some destinations and facilities may be deemed acceptable when offering minimal contact, only in special cases and when it is shown that they have proven conservation benefit. These facilities however will not breed nor allow forced interaction and it is important to understand their exact operation.



Breeding Facilities

Captured In Africa do not support breeding of wildlife for captive purposes.

It is important to note that many “breed for release” branded facilities, have never released an animal into the wild and can often claim to be waiting for release permits. Many of such facilities breeding (for example) lion cubs and offering interactions to tourists in the form of cub petting, can claim to release lions on to game reserves - Captured In Africa have found this to be false – there is no documented evidence that any captive bred lion in South Africa has ever been released into the wild. Such facilities mislead travelers and volunteers and any such breeding or interaction project should be independently researched to determine authenticity.

Canned Hunting & Lion Bone Trade

South Africa has a legal industry of hunting captive bred lions within a confined space (aka canned hunting). The trading of lion skeletons is also a legal industry, involving captive bred lions. Lion cubs are bred and removed from the lioness, the new born cubs are then offered to tourists as part of the cub petting industry. After a few months, the lions are then used in ‘walking with lions’ experiences, until they are approximately 2 years of age - at which point they are deemed too large and dangerous to be handled safely with tourists.

Points to consider;

- a “lion park” may breed directly on their premises and offer cub interactions with lions, tigers and cheetah
- a “lion park” or other cub petting provider, may also loan lion or tiger cubs from a dedicated lion farmer or wildlife breeder. Once the cubs are too old for interactions (approximately 2 years of age), the cub petting provider (or “lion park”) will return the lions to the lion farmer
- to maintain a cub petting & walking with lions product and service, a constant supply of lion cubs is required to cater to what is called the “cuteness factor”.

Question

Where do all these lions end up?

Answer

No captive bred lion has ever been released into the wild in South Africa, Zambia and Zimbabwe. In South Africa, there are few options for these lions other than being hunted and the occasional international zoo purchase. Once the lion cub has been through the tourist petting and walking with lions phases, they are returned to the lion farmer (alternatively the breeding facility holds on to that animal), once the lion reaches 5-6 years of age, the wildlife farmer or cub petting facility will sell or trade that lion to a canned hunting operator - this is often done via third party sales to ensure no direct connection between the cub petting facility and the hunt organiser.



The “lion park” is then able to state that they are not involved in canned hunting, however they are happy to sell and trade the lions without due care and responsibility.

A by-product of captive lion farming is the lion bone trade, with lion skeletons and other derivatives (teeth, claws, skulls) shipped to Asia to supply the Traditional Chinese Medicine market and to replace tiger bones in tiger wine and tiger cake, along with other decorative/jewelry items.

Please ensure you are not supporting this industry by interacting with lions and tigers. Trust the experts, not the facility using these animals for profit.

Product Selection

Captured In Africa will not sell a tourism product or service unless it follows our rigorous responsible tourism policy.

Captured In Africa use many years of experience, research, conservation work and campaigning, to judge as to whether a tourism product is responsible and of benefit to endangered and threatened wildlife. Captured In Africa will fairly and openly judge if a product or service abides by our responsible tourism policy. Only when a product or service is deemed responsible shall it be offered to our customers.

Motivating the Industry

Responsible tourism and you.

As a company, we have a responsibility towards customers, and we have a responsibility towards the wider tourism industry and our fellow professionals. Captured In Africa therefore offer (with credit) our responsible tourism policy to fellow tour operators, safari camps and lodges, service providers, industry professionals, trade associations and bodies.

Captured In Africa seek to increase awareness and efforts within the tourism industry to highlight, educate and better the overall products and services offered to the public, in relation to bettering the lives of local people, assisting & benefitting wildlife conservation and operating to responsible tourism best practices.

Tourists of today are ever changing and are increasingly keen to travel ethically and responsibly. As an industry, it is crucial to ensure that we are one step ahead to offer tourism products and services ethically and responsibly, that are in-keeping with what conservation minded and environmentally conscious people are seeking.

What we supply tourists must benefit the land, its people and its wildlife.

An all-encompassing way of travel.

SAFARIFORCHANGE