



**Go2Africa Launches ‘Positive Impact Safaris’ to
Protect Wildlife, Uplift Communities, and Care for the Planet**

‘Trips with a Purpose’ give travelers hands-on community and conservation experiences



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Cape Town, South Africa (February 21, 2023): [Go2Africa](#) is pleased to introduce its new Positive Impact program for 2023. As safari demand soars beyond pre-COVID levels, sustainability and ecotourism have become the fastest-growing interest of safari-goers. Combining [Positive Impact Safaris](#) and [Trips with a Purpose](#), Go2Africa aims to provide exceptional, meaningful experiences for its clients while creating a sustainable and prosperous future for Africa’s natural ecosystems and the people whose livelihoods are directly linked to them. As a leader in the safari travel sphere, celebrating 25 years, Go2Africa lives wholeheartedly by its values. It is committed to ensuring that clients travel responsibly and consider their trips' impact on the environment.

Go2Africa trips serve as an aid to conserve and protect Africa’s wildlife and wild places and empower communities. Actively involved in initiatives across the continent with local partners, over 300 ‘Positive Impact’ itineraries include a donation to one or more of these [initiatives](#).

These include:

Community Impact

- Sponsoring two students to attend the [VETA Hotel & Tourism Training Institute](#) (VHTTI-Njiro) in Arusha, Tanzania
- Sponsoring two students to attend the [Wildlife College of Maasai Mara](#) (WTC)
- Making regular donations to assist with vital repairs and maintenance at [Maunga Primary School in Zambia](#)

- Contributing to [The Gift of Hope](#), a non-profit organization that supports thousands of South African women and children infected with or affected by HIV

Wildlife Impact

- Supporting the [Grumeti Fund](#), a non-profit organization that carries out vital conservation and community development work in Tanzania
- Working with The [Endangered Wildlife Trust](#), one of South Africa's most respected non-profit organizations
- Working with [The Dian Fossey Gorilla Fund](#), which offers immersive gorilla conservation experiences that help raise critical funds for educational needs, provide clean water and basic healthcare to the local community, and aid gorilla conservation efforts to save an endangered species

Environmental Impact

- Working with [Greenpop](#), an award-winning non-profit organization that plants trees in urban greening and reforestation projects, as well as spreads environmental awareness

Furthermore, Go2Africa's Trips with a Purpose allows travelers to visit or have a hands-on experience at a Positive Impact project supporting local communities, environmental work, or wildlife conservation. They include an additional financial contribution from Go2Africa towards specific projects. Examples include:

Gorilla Trekking for a Cause

This incredible six-day Trip with a Purpose gives travelers the chance to enjoy one of Africa's most beloved countries, Rwanda. Experience local culture and learn about the mammoth efforts being made to save endangered mountain gorilla populations while partaking in the humbling experience of gorilla trekking. When travelers book this trip, a portion of the proceeds goes to the Dian Fossey Gorilla Fund, which opened its campus in February 2022. Travelers can visit and tour the campus before or after their gorilla trek.

Community Enrichment

This 13-day self-drive from [Cape Town to the Garden Route](#) gives travelers a chance to connect with local entrepreneurs working on community development projects with the non-profit organization Uthando South Africa. Staying on historic farms and nature reserves, travelers will explore one of South Africa's most biodiverse regions with a minimum impact on the natural environment. Go2Africa will plant a tree in the Western Cape's Uilenkraal Valley when this safari is booked [in partnership with Greenpop](#).

Education for a Future

This 10-day luxury community and wildlife safari takes one into the heart of Africa, where days are spent immersed in local African culture, learning about what is being done to empower the people of the continent, and enjoying big game viewing. On a tour of the [Victoria Falls and Zimbabwe Community Wildlife Safari](#), guests can visit [Maunga Village](#) and experience a full day in Hwange National Park to visit a sewing group run by women who repurpose old items into beautiful new gifts. This trip offers the

opportunity to meet people on the ground benefiting from tourism while supporting their primary schools and small businesses. When this safari is booked, Go2Africa will donate to the [Maunga Village Primary School](#) near Livingstone to improve the school's facilities and provide learners with access to food.

For bookings and inquiries, contact: www.go2africa.com / contact@go2africa.com / 1-866-438-8677

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About Go2Africa

[Go2Africa](#), part of the Nawiri Group, is a multi-award-winning and B Corp-certified travel specialist based out of Cape Town and Nairobi. Driven by a passion for positive change, Go2Africa curates unforgettable African safari holidays that leave a lasting impact. Celebrating over 25 years, they have first-hand knowledge and relationships with over 1000+ carefully selected partners across Southern and Eastern Africa. With the most accredited and awarded safari specialists recognized by Conde Nast Traveler and Travel & Leisure, travelers are in expert hands.

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