

# Rebranding of conservation, tourism organisations

Wilderness, a conservation organisation made up of ecotourism companies and non-profit trusts, has rebranded all its operating units under the Wilderness brand, to create a closer relationship. The official launch of the new brands will take place at Indaba 2011, 7-10 May in Durban.



The first step was the rebranding of Safari Adventure Company as Wilderness Adventures late last year.

## Land, air

Wilderness Adventures and Wilderness Safaris are already branded and reorganised as the two camp-operating brands in the group, with clear market differentiation.

Clarifying market niches even further has resulted in the independence of the mobile safari operating brand, Wilderness Explorations and the next step has been to rebrand Sefofane Air Charters to become Wilderness Air.

These two companies have begun the process of replacing livery on aircraft and vehicles, changing uniforms and other collateral. In this interim phase, guests and partners will start to see an increasing use of the new branding and logos.

Wilderness CEO Andy Payne described the process as, "essentially moving from what we called 'a house of brands' to a 'branded house'; in other words, a way of showing the inherent connections between all members of the group, while celebrating their differences."

Through its travel divisions - Wilderness Safaris, Wilderness Adventures, Wilderness Explorations and Wilderness Air - it operates a portfolio of some 70 lodges, camps and safaris in seven southern African countries - Botswana, Namibia, Malawi, South Africa, Zambia, Zimbabwe and the Seychelles.

Its non-profit trusts - Children in the Wilderness and the Wilderness Wildlife Trust - ensure the group makes a difference in Africa, benefiting its people, places and wildlife.

