



EAST AFRICA • TAILOR-MADE • FOUNDER-GUIDED

Born in Tanzania. *At Home* across East Africa.

A partner guide for travel advisors — who we are, how we design journeys,
and why guests come home with stories worth sharing.

WHO WE ARE

Welcome to *Wildspire*

*Most travellers come to Africa hoping to see more.
We believe the most rewarding safaris come from
noticing more.*

*The hornbill calling before sunrise. Fresh tracks crossing a dusty road. The
silence before a lion roars. The small moments many people drive straight past.*

We are the founders of Wildspire Adventure. Born and raised in Tanzania, we grew up surrounded by the landscapes we guide through today. After years working as professional safari guides, we founded Wildspire with a simple goal: to help travellers experience East Africa beyond the checklist.

Wildspire was never created to be the biggest safari company. We created it to build the kind of journeys we believe in — journeys shaped by curiosity, guided by local knowledge and grounded in a deep respect for nature and the people connected to it.

Like many Tanzanians, our story began long before tourism. We grew up understanding responsibility, family and what it means to work hard for every opportunity. That experience continues to shape how we run our business, stay connected to our communities and measure success today.



In the field with our guests.

AT A GLANCE

Facts *at a Glance*

- **Founded by:** Local Tanzanian Safari Guides
- **Vehicle Type:** Custom-built 4x4 Safari Land Cruisers with pop-up roofs, charging points, fridge for cold drinks, and a guaranteed window seat for every guest
- **Group Size:** Maximum 6 guests per vehicle
- **Guide Experience:** 14+ years combined field experience
- **Price Category:** Mid-range to Premium
- **Destinations:** Tanzania (founder-guided) · Kenya · Rwanda · Uganda (trusted local partners)
- **Travel Styles:** Wildlife · Migration · Family · Birding · Photography · Gorilla Trekking · Multi-Country — and anything else your clients dream up
- **Languages:** English & Swahili

OUR APPROACH

Built Around What Matters

01 **Notice More**
The most rewarding safaris are not always about seeing more. They are about understanding what you see.

02 **Follow Curiosity**
When something captures a guest's interest, we create the space to explore it.

03 **Take Your Time**
Wildlife does not follow a schedule. Neither should the most meaningful moments of a safari.

04 **Travel Personally**
Every journey is shaped around the guest's interests, pace and priorities. There is no fixed script.

"When curiosity leads, the wilderness has more to reveal."

WHY ADVISORS PARTNER WITH US

Why Travel Advisors choose *Wildspire*

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- 01 Founder-Level Accountability**
Every Tanzania safari is personally guided by one of our founder-guides. You and your clients remain in direct contact with the people responsible for the journey. No call centres. No handovers between sales and operations.

 - 02 Personal Itinerary Design**
Every itinerary is created around the client's interests, budget and travel style, not adapted from a standard template.

 - 03 Responsive & Reliable**
We reply to enquiries within 24 hours and provide 24/7 on-the-ground support throughout the journey.

 - 04 One Relationship Across East Africa**
Wildspire designs and coordinates the complete journey. Extensions into Kenya, Rwanda and Uganda are delivered with carefully selected local partners we know and trust.
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"Small enough to stay personally involved. Experienced enough to deliver with confidence."

WHY ADVISORS CAN TRUST US

Credibility & Trust

- Tanzanian-owned and operated
- Every Tanzania safari personally guided by our founder-guides
- Direct access to the founders and decision-makers
- Trusted local partners for Kenya, Rwanda and Uganda
- Fully licensed (TALA) and insured in Tanzania
- Transparent commission and net-rate structures
- 24/7 on-the-ground emergency support



*For us, the clearest measure of success is a traveller returning home and saying,
“You should travel with these guys.”
When that happens, we know we’ve done our job.*

Our Destinations & Ideal Timing

We design journeys across East Africa's most spectacular ecosystems. Tanzania safaris are founder-guided; regional extensions are delivered with trusted local partners.

TRUSTED LOCAL PARTNERS

East Africa Extensions

Kenya, Rwanda (Gorilla Trekking), and Uganda — designed and coordinated by Wildspire from start to finish, delivered with carefully selected local guiding partners we know and trust.

- Kenya — classic Big Five safari country
- Rwanda — mountain gorilla trekking
- Uganda — primates, lakes & rainforest

PLANNING

Quick Guide to *Timing*

<i>Jan – Mar</i>	Calving season in the Southern Serengeti — a highly active predator time.
<i>Jun – Jul</i>	Grumeti River crossings begin in the Western Serengeti.
<i>Jul – Oct</i>	Classic dry season and dramatic Mara River crossings.
<i>Nov – Dec</i>	The green season — fewer crowds, lush landscapes, and exceptional birding.
<i>Zanzibar</i>	Excellent year-round. Particularly beautiful June–October and December–February.



SIGNATURE JOURNEYS

Journeys Built Around *Curiosity*

Every Wildspire journey is built around the same core principles — genuine local knowledge, founder-guided Tanzania safaris, flexibility, time to slow down, and space for curiosity. The examples below illustrate how those principles come to life in different types of journeys.

Sample Journey 1 — *The First Safari*

8 DAYS · ULTIMATE TANZANIA SAFARI

Arusha · Lake Manyara · Ngorongoro · Serengeti · Tarangire

Designed for travellers experiencing Africa for the first time. This journey brings together Tanzania's most iconic landscapes, from the lush forests of Lake Manyara and the wildlife-rich floor of the Ngorongoro Crater to the endless plains of the Serengeti and the ancient baobabs of Tarangire. It's a classic safari route, experienced through the eyes of professional guides who believe that the most memorable moments often happen between the highlights.

First-time travellers

Couples

Small private groups

Families

Wildspire Highlights

- **Your First Safari, Guided Differently** — our role is to help guests understand Africa, not just see it.
- **Reading the Savannah** — understand the clues that experienced guides use every day, because the story often starts before the animal appears.
- **Space to Be Curious** — questions are encouraged. Detours are welcomed and when something captures a guest's interest, we make time for it.
- **The Moment Africa Becomes Real** — Guests may have seen the Serengeti in photographs and wildlife documentaries for years. But the first distant giraffe, the first lion call or the first night beneath an African sky changes everything. We make sure there is time to take those moments in.

Journey Outline

DAY 1	Arrival in Arusha and safari briefing.
DAY 2	Explore Lake Manyara National Park.
DAY 3	Full-day safari in the Ngorongoro Crater.
DAY 4–6	Serengeti — game drives & optional hot-air balloon safari.
DAY 7	Oldupai Gorge, onward to Tarangire.
DAY 8	Morning safari, return to Arusha.

SIGNATURE JOURNEYS

Sample Journey 2 — *Safari & Zanzibar*

11 DAYS • TANZANIA & ZANZIBAR

Tarangire • Serengeti • Ngorongoro • Zanzibar

The full Tanzania experience in one journey. From elephant herds beneath ancient baobabs to the vast plains of the Serengeti, from the wildlife-rich floor of the Ngorongoro Crater to the turquoise waters of Zanzibar — a journey that combines adventure, wildlife, culture and time to slow down.

Honeymooners

Couples

First-time visitors

Safari + relaxation

Wildspire Highlights

- **From Savannah to Sea** — following wildlife across the plains, then walking barefoot on the Indian Ocean shore days later. Experiencing both sides of Tanzania is what makes this journey so memorable.
- **The Soul of Zanzibar** — Stone Town's Swahili history and local communities, beyond the beach.
- **Time to Slow Down** — space to reflect and absorb the experience.
- **Stories That Stay With You** — the wildlife may bring people to Tanzania, but it is often the combination of people, culture and landscapes that last long after the trip ends.

Journey Outline

DAY 1	Arrival in Tanzania, transfer to Arusha.
DAY 2	Full-day safari, Tarangire National Park.
DAY 3–4	Serengeti game drives, seasonal movements.
DAY 5	Ngorongoro Crater exploration.
DAY 6	Flight to Zanzibar.
DAY 7–9	Beach time, Stone Town, snorkelling, island activities.
DAY 10–11	Relaxation and departure from Zanzibar.

“Not every meaningful travel memory comes from a game drive. Sometimes it’s a conversation in Stone Town, a quiet sunrise over the Indian Ocean, or simply the space to take it all in.”

SIGNATURE JOURNEYS

Sample Journey 3 — *Through a Photographer's Lens*

9 DAYS • GREAT MIGRATION PHOTOGRAPHY SAFARI

Tarangire • Ngorongoro • Ndutu • Southern Serengeti

Designed for travellers who want more than wildlife sightings. Whether carrying a professional camera, a smartphone or no camera at all, the principles remain the same: slow down, observe, wait, notice — because the best wildlife moments rarely happen on command. They unfold when given time and space.

Wildlife photographers

Nature enthusiasts

Returning travellers

Birders

Wildspire Highlights

- **Through a Photographer's Lens** — patience is the lesson safari and photography share alike.
- **Making Time for the Story** — the freedom to stay, not chase the next sighting.
- **Following Curiosity** — Whether guests want to focus on birding, follow fresh tracks or stay longer with a pride of lions, we create the space to explore what captures their attention.
- **The Invisible Moments** — space for what's never captured on camera. The bird call before sunrise. Fresh tracks in the dust. The silence before the action begins. The golden light that lasts only a few minutes.

Journey Outline

DAY 1	Arrival in Arusha, photography briefing.
DAY 2–3	Tarangire — elephants, baobabs, predator-rich landscapes.
DAY 4	Ngorongoro Crater.
DAY 5–8	Ndutu & Southern Serengeti — migration, predators, birdlife.
DAY 9	Departure.

Additional Journeys Available

Migration Safaris

Birding Safaris

Family Safaris

Kilimanjaro Climb

Gorilla Trekking

Luxury Safaris

Multi-Country Journeys

These journeys are designed to inspire — every safari can be tailored to your clients' interests, pace and priorities. Visit wildspireadventure.com for our full range of journeys and latest availability.

FEEL ALIVE

What Guests *Remember*

The moments guests remember most are rarely the ones they planned for. They are the moments that help them see East Africa not simply as a destination, but through the eyes of those who call it home.

“ A Maasai guide pointing out a constellation you've never seen.

“ The moment your guest puts the camera down and simply watches.

“ A quiet, honest conversation with their guide.

“ The absolute silence before a lion roars.

“ An elephant calf struggling, then succeeding, to keep up with its family.

“ The moment East Africa begins to feel like more than a destination.

**"People arrive to see the wildlife.
They leave seeing the world differently."**



UNDERSTANDING SAFARI VALUE

Why Safari Travel Costs More Than Many Expect

One of the questions we hear most often is: "Why is a safari so expensive?" It's a question we genuinely enjoy answering. Because once guests understand what it takes to protect wildlife, operate responsibly in remote wilderness areas and create meaningful safari experiences, the conversation becomes less about price and more about value.

Lodges Are More Than Hotels

Operating off-grid deep in the bush means lodges must generate solar power, purify water, and transport every supply over hundreds of kilometers. To protect the environment, they only have 8 to 15 tents. They are not hotels; they are self-sustaining conservation outposts.

Conservation Comes First

A massive portion of your costs goes directly to government authorities (TANAPA & NCA) to fund anti-poaching units, wildlife rangers, and local communities. Without these fees, this wildlife would not exist tomorrow.

A Mobile Base & Guide

A safari price includes a private, custom-built 4x4 Land Cruiser capable of handling rough terrain (with high fuel and maintenance costs) and the 24/7 expertise of your private founder-guide

Typical Tanzania Ground Costs

(100% of direct in-country operational costs)

- 47% Accommodation & Hospitality
- 30% National Park & Conservation Fees
- 18% Transport & logistics
- 3% Professional Guiding
- 2% Community & Cultural Experiences

Illustrative example based on a typical mid-range Tanzania safari

GO WILD. FEEL ALIVE.

The wildlife, landscapes and communities that make this journey possible depend on those who choose to travel responsibly.

"The Price of Preservation (High-Value, Low-Impact)"

Tanzania deliberately avoids mass tourism to protect its ecosystems. By keeping visitor and lodge numbers low and prices higher, we prevent the destruction of habitats. Tanzania's official 'Low-Volume, High-Yield' policy¹ is the shield that keeps this wilderness wild."

Source: National Tourism Policy, Ministry of Natural Resources and Tourism (MNRT), Tanzania.

HOW WE WORK TOGETHER

The 5-Step *Partnership*

We treat travel advisors as true partners. We are here to make you look outstanding in front of your clients — whether you specialise in honeymoons, family travel, photography tours or luxury getaways.

Reliable Operations

Honest Advice

100% Tailor-Made

1

The Brief

You send us your clients' dates, interests, budget, and travel style.

2

The Design

We craft a highly personalized, custom itinerary.

3

The Refinement

We work closely with you to adjust every detail until it's perfect.

4

The Journey

In Tanzania, our founders personally guides the safari. Regional extensions are delivered with trusted local partners, while Wildspire coordinates the journey and provides 24/7 support.

5

The Story

Your clients return home thrilled, recommending both you and Wildspire.

Request a Sample Itinerary — want to see what a Wildspire journey looks like for your clients? Send us a brief and we will prepare a complimentary sample itinerary within 48 hours.

TERMS

The Practical *Side*

- **Partnership Model:** A straightforward and mutually beneficial partnership structure for registered travel advisors.
- **Booking Process:** Simple enquiry-based planning with one dedicated contact from first enquiry to departure.
- **Commercial Terms:** Clear and competitive terms are shared directly with registered partners.
- **Booking & Payment:** Transparent payment schedules and booking conditions provided with every quotation.
- **Licensing & Insurance:** Fully registered and TALA- licensed to operate in Tanzania.
- **Dedicated Contact:** You will have a direct line to a real person who knows your clients' journey – fast, responsive and personal, from first enquiry to departure.

Built on Partnership — Between traveller and guide. Between agent and operator. Between a handshake and a story worth sharing. From the first enquiry to the final game drive, the people who design your clients' safari are the same people who deliver it. No handovers. No middlemen. Just one relationship from start to finish.

Questions about working with us? We'd love to talk.

GET IN TOUCH

Let's Create *Stories* Worth Sharing

We believe the best journeys don't end when the flight home lands. They live on in the stories people tell. We would love to create those stories together with you.

Ready to explore a partnership? Contact us today for a complimentary sample itinerary or to schedule a video call with our founders.

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