

# ENCOMPASS AFRICA UNVEILS BOLD NEW SAFARI COLLECTIONS

Posted by Octavia Koo | Jul 4, 2025 | Africa, Headline News, Tour Operator | 0 🗨️ | ★★★★★



Sixteen years ago, armed with nothing but a backpack, a compass, and an appetite for adventure (and probably a decent stash of Aeroguard), Encompass Africa set out to rewrite the rulebook on safari travel. Today, the Brisbane-based safari specialist isn't just surviving—it's thriving, transforming how Australians explore Africa's vast, spellbinding wilderness.

As the company blows out the candles on its sweet 16th birthday, it's not simply reminiscing about dusty boots and Serengeti sunsets. No, Encompass Africa is doing what it does best—blazing ahead. And in true style, it's launched a suite of fresh innovations to shake up the African travel landscape once more.

## 🦁 INTRODUCING: ENCOMPASS AFRICA COLLECTIONS

Gone are the days of copy-paste safari itineraries. Enter the newly minted *Encompass Africa Collections*—a curated lineup of purpose-driven journeys far beyond ticking off the Big Five. These are deeply immersive, passion-fuelled experiences wrapped in comfort, ethics and a healthy dose of soul.

Want to photograph golden-lit elephants in the Okavango with a wildlife expert? Run a marathon at the base of Kilimanjaro and then collapse triumphantly into a gin and tonic? Or perhaps unwind with a wellness escape beneath a Baobab tree while the lions roar in the distance? These journeys are built for that—and then some.

"We wanted to create something that truly reflected what travel means to people now," said Danica Wilson, co-founder and creative heart of the operation. "Connection, growth, experience—and the freedom to explore with purpose. That's what the Collections are all about."

Think small groups, big stories, and the sort of travel memories that don't fade faster than a zebra's stripes. Importantly, every Collection supports local communities and conservation travel that takes you there and gives something back.

## 🌍 A SAFARI FOR SUITS: CORPORATE TRAVEL GETS A REBOOT

And just when you thought Encompass Africa might settle back with a glass of Amarula, they've lobbed another innovation onto the veld.

Enter *Encompass Africa Corporate*—a bespoke service aimed squarely at the business world. But if you're imagining lanyards and trust-fall activities in a beige hotel ballroom, think again.

This is corporate travel reimagined. We're talking leadership retreats under Namibian stars, team-building in the Rwandan jungle, or CSR-aligned adventures helping with rhino conservation—travel that matters to people, purpose, and the planet.

"With the rise of impact travel and post-pandemic work culture shifts, companies are craving experiences that are both memorable and meaningful," said Danica. "Africa is uniquely placed to deliver that blend of inspiration and transformation."

It's an elegant nod to a more traditional notion of travel—the kind that nourishes both the soul and the spreadsheet. And frankly, it's about time someone stitched together the business briefcase and the bush hat.

## **NEW LEADERSHIP: THE BIG GUN JOINS THE PRIDE**

Encompass Africa has secured what might best be described as a 'lion of the industry' to match the company's mighty ambitions. Come 4 August, a 20-year veteran of the luxury travel trade will step into the role of Sales Director.

While the name remains under wraps until mid-July (a marketing tactic as cunning as a leopard in long grass), insiders hint this heavyweight brings "unmatched insight, leadership mettle, and a genuine passion for Africa."

"We're beyond excited about this appointment," said Managing Director Jono Wilson. "This person shares our values, and their vision aligns with our next chapter as we grow into new spaces, particularly around our Collections and trade partnerships."

Translation: Encompass Africa isn't just playing in the same old sandbox. They're building new ones.

## **WHAT'S NEXT?**

Sixteen years in, Encompass Africa remains fiercely independent, proudly family-owned, and singularly focused on Africa. That laser-sharp dedication has earned them loyal clientele and the trust of industry peers who know that a safari is only as good as the people who plan it.

Now with the launch of Collections, a bold leap into purpose-led corporate travel, and fresh leadership on the horizon, the company isn't just celebrating longevity—it's redefining what a boutique safari operator can be.

If you've been waiting for a sign to swap your annual Bali escape for something a little more wild (and wildly meaningful), this may be it.

And as for that 16th birthday party, one imagines it included champagne, storytelling, and maybe the faint sound of distant elephants in the background.

Happy birthday, Encompass Africa. Here's to the next 16 years of journeys that matter.

**BY OCTAVIA KOO**

