

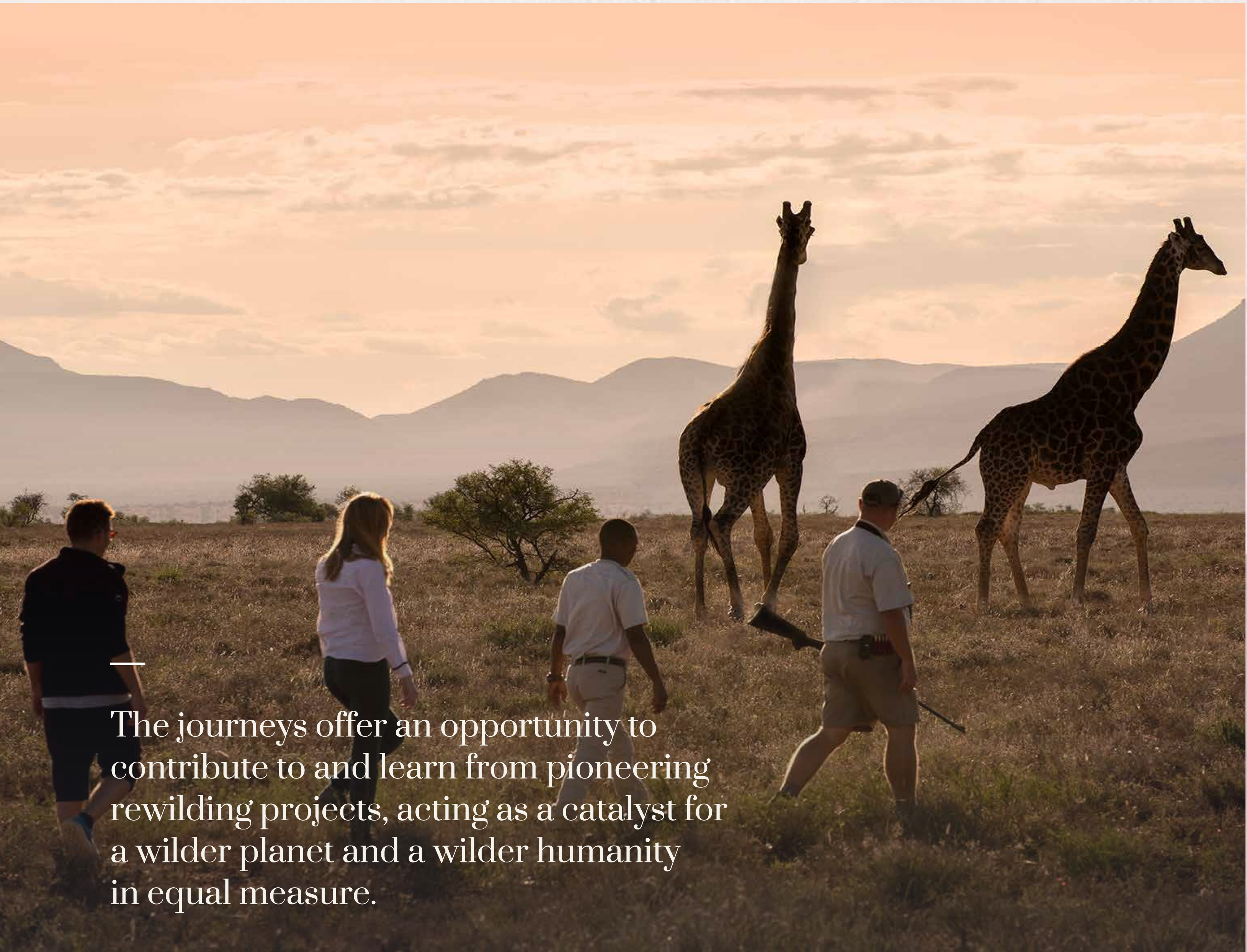


JWP

JOURNEYS WITH PURPOSE

Transformative Journeys  
in Wild Nature





The journeys offer an opportunity to contribute to and learn from pioneering rewilding projects, acting as a catalyst for a wilder planet and a wilder humanity in equal measure.

## Our Mission

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A journey with purpose is an opportunity to discover, engage and catalyse the advancement of landscape-scale restoration alongside global conservation leaders.

Our journeys offer immersion in the most beautiful and precious ecosystems in an unrivalled learning experience, offering first hand engagement with the legacy initiatives shaping the future of the planet.

We are proud members of 1% For The Planet through which we donate 1% of our annual revenue to grassroots initiatives. Journeys With Purpose is also a BCorp and has been awarded in the “Best for the World: Environmental List”.

**BOOK NOW**





# Seven Worlds One Planet

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The Seven Worlds, One Planet approach is a global curriculum designed around the recovery and conservation of our natural world's vibrant landscapes, biodiversity, wildlife and livelihoods in each of the seven continents. This journey is to the vast expanse of the Great Karoo, South Africa.



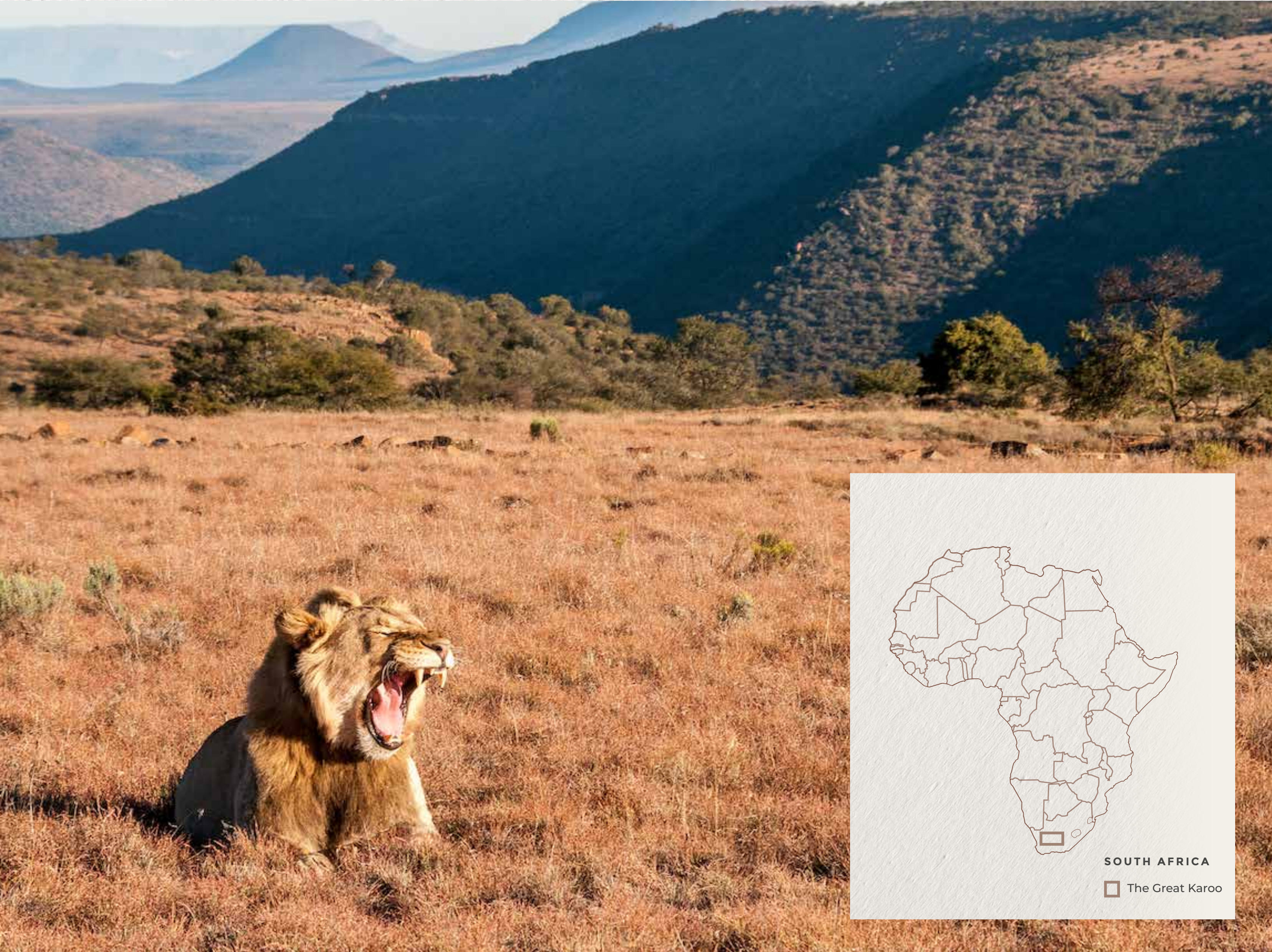
# The Place: The Great Karoo

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Samara Karoo Reserve is located within the Great Karoo, a semi-desert region that, until the 18th century, was home to the largest terrestrial migration on Earth: the springbok migration.

Once a thriving landscape home to Cape lion and cheetah, by the late 18th century the lands had been desiccated by conventional farming and the extirpation of much of the Karoo's wildlife.

The region comprises five of South Africa's nine vegetation biomes which host a diversity of fauna and flora in one of just 36 Global Biodiversity Hotspots, the Maputaland Pondoland Albany Thicket. The land itself has its own story, hosting some of the most important fossils that indicate the transition between reptiles and mammals, dating back 253 million years and predating the dinosaurs by several millennia.







# The Project: Samara Karoo Reserve

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Samara Karoo Reserve has pioneered the rewilding of this region, starting 26 years ago.

Inspired by tales of the springbok migrations of yesteryear and motivated to reverse the damage wrought on the landscape by centuries of fences, firearms and farming, Sarah and Mark Tompkins founded Samara in 1997. Seeking the advice of ecologists including Professor Graham Kerley, the Tompkinses assembled eleven former livestock farms across a striking variety of topographies, from mountains to plains to plateau grasslands.

Through habitat restoration and species reintroductions underpinned by research and supported by ecotourism, the Tompkinses have successfully restored 67,000 acres of land, reintroduced the first cheetah, black rhino, elephant and lion in over a century - and becoming the catalyst for the creation of South Africa's third largest protected area covering 3 million acres.



# The Women Pioneering the Project

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## SARAH

Born in Johannesburg, Sarah and husband, Mark, founded Samara in 1997 with the acquisition of the first of eleven farms in the Great Karoo. Sarah successfully fought against fracking when the reserve was targeted, and has since been committed to creating solutions for conservation and communities by driving partnerships and fostering educational opportunities for her guests.

## ISABELLE

Just five when her parents founded Samara, Isabelle started working there aged 23 after studying Geography at the University of Cambridge. She has always been motivated by a desire to confront the challenges facing biodiversity, climate and society and, driven by the daily beauty of the Great Karoo landscape, strives to create a replicable conservation model that can influence other purpose-driven businesses in this sphere.



## PROFESSOR GRAHAM KERLEY

An internationally recognised ecologist and conservation biologist, Professor Kerley has acted as Samara’s strategic conservation advisor since inception. He has worked in the region for 40 years and developed the Greater Addo Elephant National Park concept linking human development to conservation. Some of his current work on Samara includes research into the climate change impacts of trophic rewilding.

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“Samara’s landscapes are deeply soulful and leave me invigorated, inspired and motivated to effect change every time I experience them.”

## ISABELLE TOMPKINS





## Karoo Communities

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Located in the Eastern Cape province, Samara has long been surrounded by some of the worst poverty in South Africa. There is a higher-than average unemployment rate and high dependence on social grants, where only 20% of Great Karoo residents have completed formal schooling. Through the land-use change taking place at Samara, from conventional farming to conservation and ecotourism, Sarah, Isabelle and their team have tripled the number of available jobs on the farms involved. Samara supports its 100+ staff with ongoing training and favours local smallholdings as the source of food for the lodge, empowering a circular economy. Between 2010 and 2022, Samara was the location for The Tracker Academy, formed to restore the indigenous knowledge of wildlife tracking which has seen the successful graduation of more than 220 professional trackers with over 90% deployed into graduation jobs – several at Samara itself.



# The Journey

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An intrepid and unparalleled exploration into the wilderness of the Great Karoo, to engage with its rare biodiversity, its history going back millennia and its breathtaking wildlife. In an exclusive six night journey guests will discover the importance of this ecosystem, through the stories and experiences of the local people who are shaping its future.

**BOOK NOW**



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<b>ARRIVE:</b>	10th March 2024
<b>DEPART:</b>	16th March 2024
<b>DESTINATION:</b>	South Africa
<b>GROUP:</b>	Up to 16 guests
<b>DURATION:</b>	7 days / 6 nights
<b>START/FINISH:</b>	Cape Town

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“Witnessing the impact of the reintroduction of apex predators in a landscape that hasn’t seen them for 180 years has been so rewarding - as the pieces of the ecological puzzle return, so too does the ecosystem health and resilience.”

SARAH TOMPKINS



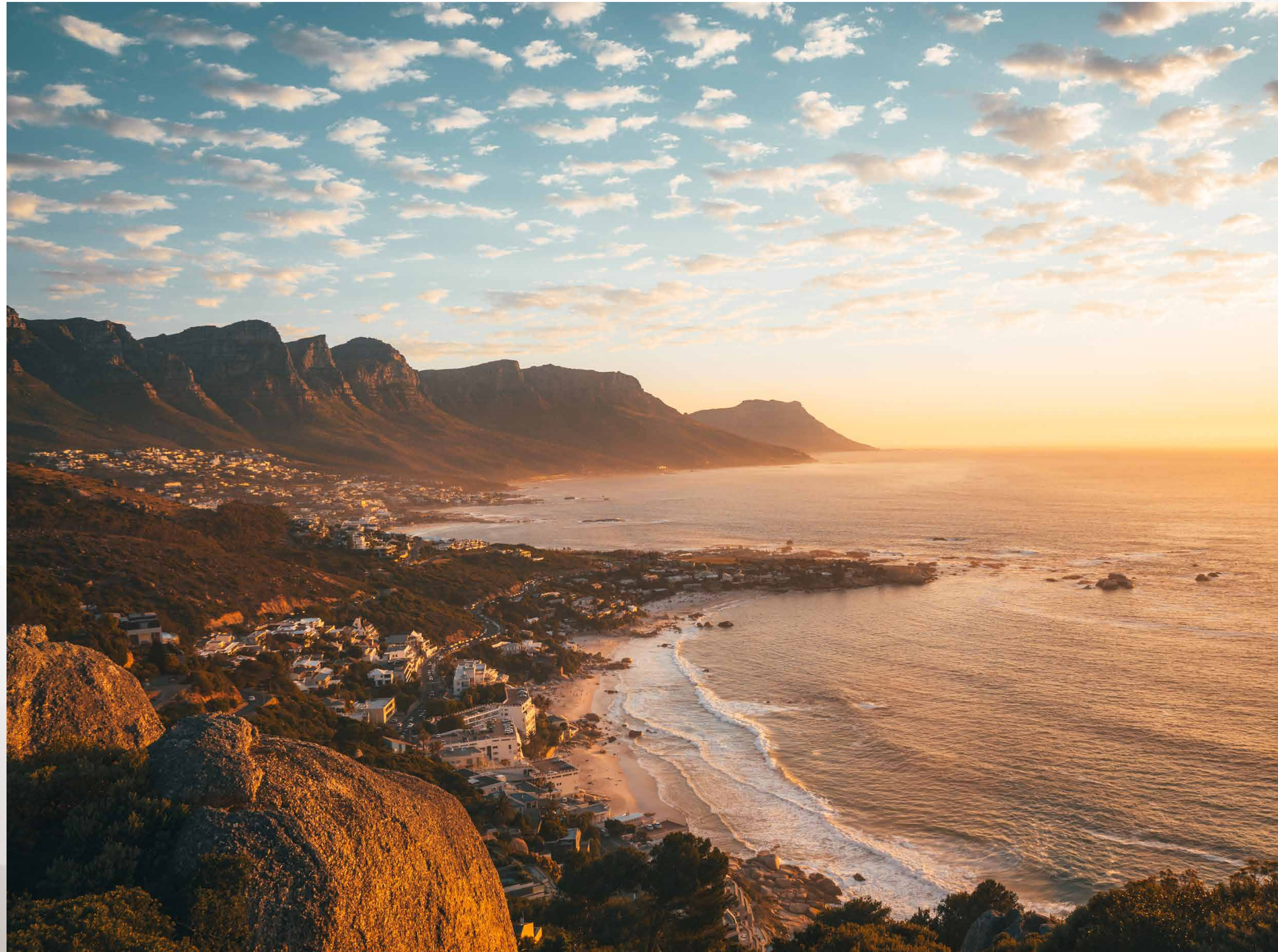
# Day 1 | Cape Town

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Your journey will begin in the capital of the Western Cape, Cape Town, recently voted Best City in the World by readers of The Telegraph, where, after settling into your hotel and enjoying a welcome glimpse of sunshine, you will meet with the rest of the group over dinner at a local restaurant.

Those arriving in the morning will be invited to join us on a tour of South Africa's gastronomy, to learn about the varied influences on Cape Town's culture and cuisine, from Africa to Malaysia via Europe.

Overnight in [Ellerman House](#)







## Day 2 | The Great Karoo

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Your onward journey continues with a private air charter to Graaff-Reinet, where you will be met by knowledgeable local guide and historian, David McNaughton, for a short introduction to the region during your one hour road transfer to Samara Karoo Reserve. Once on site, you will be greeted by your hosts for the coming days, Sarah and Isabelle Tompkins, before settling into your rooms in the private and elegantly comfortable Karoo Lodge.

After lunch, you will meet the guide and tracker teams who will unearth Samara's treasures for you during game drives and bush walks before rounding off your first day with a 'boma', or dinner al fresco – a quintessential part of bush lore. Relax with a drink in hand and enjoy an insightful talk from Sarah Tompkins who will introduce the extraordinary work being undertaken at Samara and how you will be involved during your stay.

Overnight in [Karoo Lodge](#)



# Day 3 | Cheetah Tracking

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Your first morning at Samara centres around Africa's most endangered Big Cat, the cheetah, where you'll have the opportunity to get up close to these remarkable mammals. Samara is one of the best places in Africa to track cheetahs, particularly on foot, so don your walking shoes and prepare for the experience of a lifetime.

After a delicious lunch full of Karoo flavours and an opportunity to rest at the lodge, you will be joined by Professor Graham Kerley, a distinguished ecologist at Nelson Mandela University's African Conservation Ecology department, architect of several South African protected areas and long-time advisor to Samara. Professor Kerley will present an introduction to trophic rewilding, the ecological rationale for the creation of Samara and the bigger conservation vision being catalysed in the region.

You will then head out on a game drive with your hosts to witness the theory in action! Expect to spot many unusual species, from the bat-eared fox to the black rhinoceros. After dinner, a night drive will provide an opportunity to search for the elusive aardvark.







## Day 4 | Into the Field

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The next few days of your itinerary will include mouth-watering dining opportunities in between unforgettable wildlife excursions, each choreographed around the sights, sounds, and smells of the Karoo wilderness.

Today, you will explore one of South Africa's most heart-stoppingly beautiful landscapes, known as the 'Samara Mara'. After an exhilarating game drive up the escarpment, you will be blown away by the magnificence of the plateau grasslands on top with scattered herds of black wildebeest and the endangered Cape mountain zebra. This biome is also the subject of ground-breaking research into the climate change mitigation effect of grasslands grazed by indigenous herbivores. Professor Kerley will walk you through the science in the field as you enjoy an al fresco lunch with a view over the plains below.

From there you will travel to Eagle Rock, a lookout point with views extending for 150 km across the Karoo landscape. You will learn about the work being done to expand the conservation estate by linking together three national parks, providing critical habitat for four ungulate species found nowhere else on Earth. This evening will be spent in a mobile camp in the bush under the famous Karoo stars.



## Day 5 | Ecological Awakening

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Rise with the dawn chorus for a morning walk and tracking lesson. Wildlife tracking is an ancestral skill, considered ancient science, and also a form of art. You will be led by Karel 'Pokkie' Benadie, who was born in the Karoo National Park and is one of only a handful of master trackers in South Africa.

Walking in the footsteps of the trackers who once lived off the land, you will gain an insight into the relationship between humans and wildlife at a time when we once coexisted. Your ecological intelligence awakened, you will start seeing the landscape through fresh eyes.

In the afternoon, explore the thicket biome of the reserve and get your hands dirty with the reserve's restoration team. Helping with Samara's vital Spekboom and land rehabilitation project, you'll gain a first-hand appreciation of the work funded by the ecological component of your impact pledge, before returning to the lodge for a candlelit dinner.







## Day 6 | Regenerative Farming

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You will be joined by Roland Kroon, a local farmer and regenerative grazing advocate whose experience has inspired Samara's own regenerative farming project to rehabilitate degraded land through holistic planned grazing and provide grass-fed beef and Karoo lamb for its lodges.

You will learn about Samara's commitment to holistic sustainability as part of its membership of The Long Run, and Isabelle Tompkins will explain how a purpose-driven business like Samara has the potential to positively transform its sphere of influence, creating a replicable and scalable conservation model tackling societal, biodiversity and climate challenges.

As the day draws to a close, enjoy a final dinner under the stars and swap learnings with fellow guests, reflecting on the conversations, wildlife sightings and experiences of the past few days.



## Day 7 | Your Onward Journey

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After making your farewells at the lodge, you will visit some of the community projects supported by Samara as you travel through Graaff-Reinet on your return to Cape Town. Here, you will enjoy an opportunity to engage with community change-makers during a panel discussion and witness first-hand the social component of your impact pledge. Anneley Swemmer, Samara's Community Liaison Manager will join Sarah Tompkins of Samara and others to share stories of women effecting change in their communities.

Before your return flight to Cape Town, you'll enjoy lunch at the Drostdy Hotel in the centre of Graaff-Reinet, whose restaurant specialises in Karoo classic dishes using local ingredients with a modern twist. Paired with a carefully curated wine list, this meal will provide a memorable send off.





# Join the Journey

This is a once in a lifetime opportunity to engage with a pioneering rewilding project, and be part of a group of inspiring and empowering changemakers.

**US \$28,450 PER ROOM**

**US \$16,500 SINGLE ROOM**

Includes 20% donation to Samara Karoo Reserve's restoration and community initiatives  
Small group experience / limited to 16 guests

**BOOK NOW**

[connect@journeyswithpurpose.org](mailto:connect@journeyswithpurpose.org)

For further journeys visit [www.journeyswithpurpose.org](http://www.journeyswithpurpose.org) and for bespoke experiences get in touch [connect@journeyswithpurpose.org](mailto:connect@journeyswithpurpose.org)

Please note: We work alongside conservation team members, communities and other people who work with wildlife and other dynamic factors at hand, so the schedule and accommodation may be subject to change at short notice..





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“Every scrap of biological diversity is priceless, to be learned and cherished, and never to be surrendered without a struggle.”

EO WILSON

