

WINNING FORMULA

“Tourism can be one of Africa’s most powerful forces for positive change,” said ATTA Group CEO Virginia Messina at the ATTA for Action Awards 2026. Sue Watt profiles the winning companies

PURPOSE AND PEOPLE AWARD:
TAMÀNA COMPANY
WWW.TAMANA-COMPANY.COM

A second-time winner of the ATTA awards, Tamàna offers tours and experiences that embrace the heritage of Madagascar, working with communities to strengthen cultural identity and protect critical biodiversity. Judges praised their “initiatives that preserve local culture, traditions and community values while promoting locally-sourced products and supporting community development.”

Below: Championing local culture in Madagascar



TAMANA COMPANY MADAGASCAR

EARTHKEEPERS AWARD:
GAMEWATCHERS SAFARIS
WWW.PORINI.COM

Pioneers of Kenya’s community conservancy model, Gamewatchers helped set up Selenkay Conservancy in 1997, the first of its kind, that benefitted local Maasai through leasing their land for tourism. Many other conservancies have since followed this path, helping to protect habitat and biodiversity while uplifting communities. Judges praised the safari operator for “shaping how Kenya thinks about conservation tourism.”

ECO-INNOVATION AWARD:
PORINI CAMPS (GAMEWATCHERS SAFARIS)
WWW.PORINI.COM

Gamewatchers won this second award for the Porini Camps they operate in Amboseli, Greater Mara, Ol Pejeta and Meru, all in community conservancies. Judges said: “Keeping over 130,000 acres under conservation is no small thing. It’s a powerful example of how tourism can support climate action.” All camps are sustainable and low impact with strict zero-waste principles, on-site kitchen gardens and local sourcing, supporting conservation and community livelihoods.



Above: Porini Giraffe Camp, Mara Ripoi Conservancy. All Porini camps are based on community conservancies

GAMEWATCHERS SAFARIS



SIRIKOI

ZERO WASTE TRAILBLAZER AWARD:
SIRIKOI
WWW.SIRIKOI.COM

Sirikoi eco-lodge lies within Lewa Wildlife Conservancy in Laikipia (Kenya) and is a member of The Long Run, supporting communities in education, healthcare and sustainable livelihoods, as well as contributing to rhino conservation and habitat protection. Judges described it as “a highly credible example of regenerative tourism,” highlighting its “Black Soldier Fly and Tiger Worm projects, glass recycling innovations, greywater treatment systems and the integration of sustainability into the guest experience.”

Above: Choosing vegetables from Sirikoi’s shamba

EMERGING CHANGEMAKER AWARD:
TRAVEL4PURPOSE
WWW.TRAVEL4PURPOSE.COM

With an emphasis on everything local, Travel4Purpose offers over 40 immersive tours across Kenya, designed and led by local people. The tours are both city-based and rural, including dance workshops with youth groups in urban settlements and e-biking through tea farms, and it works with low-impact accommodation. Judges praised it for being “a thoughtful and community-driven initiative that creates authentic tourism experiences rooted in local realities and culture.”

Below: Learning basket weaving on a Kenyan tour with Travel4Purpose



TRAVEL4PURPOSE



NOMAD

COMMUNITY UPLIFTMENT AWARD:
NOMAD TANZANIA
WWW.NOMAD-TANZANIA.COM

With 11 camps and lodges across Tanzania, Nomad has been committed to improving the lives of communities since it launched in the early 1990s. The award-winning company focuses on three areas: Lifelong learning and growth, Health and wellbeing, and Conservation and environment. Projects include providing daily meals to some 600 schoolchildren in remote areas, offering vocational training to young people, and partnering with NGO Lion Landscapes to protect carnivores and alleviate human wildlife conflict. Judges declared they were “a great example to follow.”

Above: Nomad provide employment opportunities to girls from HopeCenter, a refuge for young girls escaping FGM and child marriage, in northern Serengeti

MARINE IMPACT AWARD:
ANDBEYOND
WWW.ANDBEYOND.COM

andBeyond’s ethos is to “Care for land, wildlife and people” with its non-profit partner Wild Impact. In 2018, they established Oceans Without Borders to enhance marine conservation and community stewardship within Zanzibar’s Mnemba Island Marine Conservation Area and Mozambique’s Bazaruto Archipelago. “This is conservation with urgency behind it,” the judges said. “The science is strong, the outcomes are tangible and the guest experience is seamlessly integrated into the conservation effort.”



Above: Coral restoration at Mnemba Island

Right: The Safari Collection Footprint Trust supports rhino conservation in Kenya



KLEIN NETTOH, THE SAFARI COLLECTION

COLLABORATIVE IMPACT AWARD:
THE SAFARI COLLECTION
WWW.THESAFAIRCOLLECTION.COM

Offering immersive safaris in five properties across Kenya, the Safari Collection collaborates with non-profit NGOs, community groups and conservation organisations through its Safari Collection Footprint Trust. Among others, its partners include the Grevy’s Zebra Trust, Ewaso Lions, Kenya Wildlife Service and Giraffe Conservation Foundation, supporting ranger training, translocations and conservation technology. The judges praised them as “a highly credible and impactful model that showcases the power of collaboration in addressing both environmental and social challenges across Kenya.”



MARINE DYNAMICS

TRAVELLER EDUCATION AND AWARENESS AWARD, JOINT WINNERS:
MARINE DYNAMICS
WWW.MARINEDYNAMICS.CO.ZA

Marine Dynamics were praised for their “exceptionally strong example of conservation-led tourism education that successfully connects tourism, research, wildlife rehabilitation and community engagement into one highly impactful model.” Their work has many strands, including the Marine Dynamics Academy, Dyer Island Conservation Trust and the African Penguin and Seabird Sanctuary. They meld scientific research with wildlife encounters on marine tours that include shark cage diving and whale-watching.



PIPPA HANKINSON/ BLOOD LIONS

BLOOD LIONS
WWW.BLOODLIONS.ORG

Following their expose of the captive lion industry in the film *Blood Lions*, the eponymous non-profit organisation seeks to raise awareness and change tourist behaviour around activities such as unethical voluntourism, walking with lions and cub petting. It is also active in lobbying to change policies, and in advocacy and research. Judges commended it for being “a thoughtful and influential educational programme with strong long-term relevance for responsible tourism across Africa.”

READER SURVEY

To what degree does a company’s support for conservation or community projects influence who you book your safari with and where you stay?

