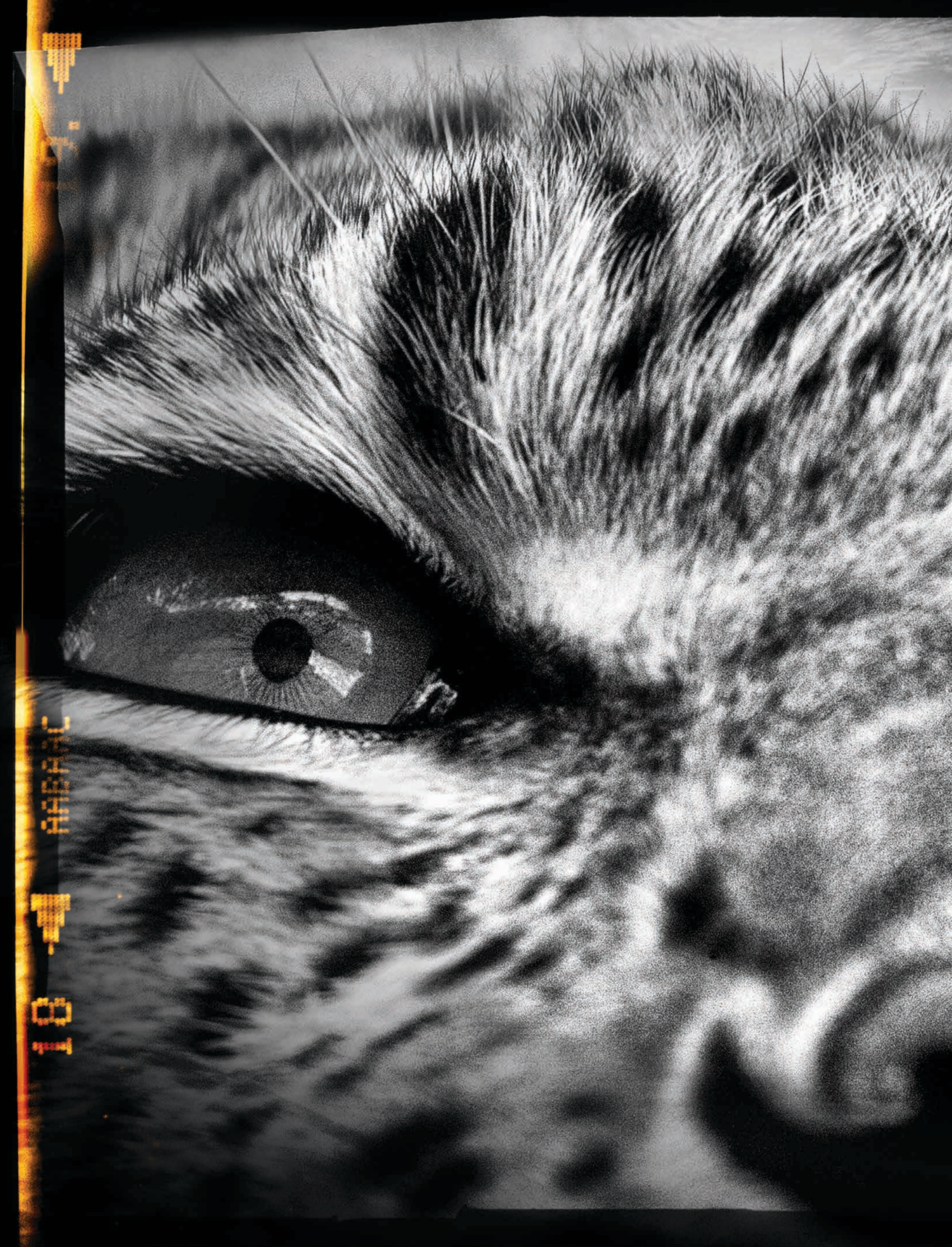


# GREAT PLAINS

CONSERVING AND EXPANDING NATURAL HABITATS















*Welcome*

*This book is a selection of what we consider to be our Great Plains Conservation style, ethos and experience. You can find our camp details online or on the back page but what I wanted to do here was give you some of the visuals you can expect, as well as talk briefly about why a safari is such a profound experience for all of us, and why we at Great Plains Conservation do what we do.*

*Kind regards,*

*Dereck*





*A safari is a personal adventure, a journey into the unknown; physically, mentally and spiritually. Our own journey at Great Plains Conservation started with a fundamental understanding that we could make a difference for conservation, and really needed to, but that we could not do it alone.*

*So we decided to choose partners...you!*



*We are, at our core, conservationists, and everything we undertake, we do based on a "Conservation First" principle.*

*We have large plans to enhance wildlife numbers, stabilize and secure the landscape that three key species depend on. If we protect lions, elephants and rhinos in Africa, because they need specific qualities and quantities of land, by default we protect virtually everything else.*

*But we're talking about a massive amount of land, and clearly this is beyond one company's capacity. By developing a partnership with conscientious travellers and the industry that is vital in making these safaris happen, we have been able to, and will continue to progress our conservation initiatives and together we will grow our effectiveness in saving wild Africa.*













*We've always been deeply moved by being out in the bush with truly wild animals in pristine landscapes. We started Great Plains Conservation as a way to share what we are passionate about with like-minded people.*

*By deconstructing what it is that attracts us all to Africa, we unpacked the allure and that intangible sense of fulfillment along with the excitement one feels as you look out across the plains and see space. This pristine garden of our ancestry is where migrations flow over the rolling plains or a leopard coughs at dawn.*

*These moments tug at something visceral in our souls. Each is profound. Every one fills us with a valued sense of the past, excitement of the present and an optimism for the future.*

*We design your experiences with this in mind at all times.*









*Mara Plains in Kenya is a great example of the design process where we defer to the old colonial era and place in context the Maasai culture, with touches of Swahili coastal influences, that were the entry point of all great explorers through here.*

*We like to think of Mara Plains as the harmonious intersection of these cultures and open up our camp for important meetings of these cultures.*







*Time spent in Africa surrounded by real things, friends and family changes our values  
and the way we view the world.*

*There is a certain stillness that seeps into us as we release ourselves to time and space,  
and give in to that moment between each tick of the clock. I find that most when  
Beverly and I spend hours in the hide at ol Donyo Lodge, surrounded by the giant  
elephants here or watching the steady flow of rare Fringe-Eared Oryx or giraffe,  
those 'delicately painted ladies, dressed in mists and fineries' as they lope  
steadily making their way from nowhere to somewhere.*







*ol Donyo Lodge stands in the shadow of Kilimanjaro, humbled by its dominance and beauty.  
A constant reminder to all of us in camp of our place in the landscape.*








*We live by this quote of Maya Angelou,  
"My mission in life is not merely to survive, but to thrive..."*









*'I have never before experienced the tranquility of the African bush only to be broken by the energy and exhilaration of painted dogs chasing an impala through camp...'*





*Selinda Explorers Camp is inspired by what I imagine a stylish explorer - Burton or Speke - may have rigged out as a base for a few weeks.*





*Duba Expedition Camp lends itself to days writing  
your long overdue book and collating memoirs in-between wildlife sightings whilst on your  
African expedition.*









*Having a passion for adventure gives you the freedom to be inspired,  
and the power to inspire.*

*These men inspire us. Dedicating their lives to saving wildlife, often against  
their own. Great Plains Conservation and our sister Great Plains Foundation  
supports anti-poaching efforts and conservation initiatives across Africa.*

*Here, the 'Big Life Foundation' game scouts ready themselves for patrols that  
extend 2 million acres of land.*



*It's the people we surround ourselves with that make us who we are.  
At Great Plains Conservation our story is told by the smiles, the touches and the drive that our  
staff and our communities give us. We support the 'Maasai Olympics' for example, as a way to  
redirect warrior energy away from killing big cats. We see the Maasai and the Batswana as our  
brothers and sisters, all family in this human clan.*





*It's the big, iconic mammals that we are personally most worried  
about and that we spend most of our time trying to protect.*













*I once met a small girl, in a remote Botswana village called Gudikwa.*

*She may have been five or six. There was a very high likelihood that her father and uncles, even brothers perhaps, all poached for a living. We showed one of the films Beverly and I had made for National Geographic on a wrinkled sheet against a car. Afterwards she came up and said, "Will you take me to see a lion?"*



*She lived in a village that is probably closer to the wild than any other in Africa, but she had never seen a lion. She's heard them and scurried indoors in fear. But that world that we find so much pleasure and fulfillment in was lost to her.*

*We started 'Great Plains - Conservation Camp' to bring children like this into the field, into our camps, to learn and to see lion.*

*We also started a project called 'Big Cats - Caring for Communities' so that little girls like her could be safe and healthy at home.*





*Zarafra Dhow Suites ... a favoured place to spend a full week,  
making it the home you always dreamed of in Africa.*





27

### All in the day's work

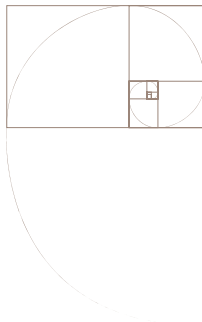
When you consider all that goes into a glass of water, you'll be surprised to find that it's not just the water itself that's important, but the entire process of getting it to your glass. From the source to the tap, there's a lot of work involved in making sure you have a clean, safe drink. The process starts with the source of the water, which can be a river, lake, or even a well. The water is then treated to remove any impurities and is then pumped to your home. The process of getting water to your glass is a complex one, involving many different steps and a lot of infrastructure. It's a process that's often taken for granted, but it's one that's essential to our daily lives.



*One of the consistent styles in our camps is based on us wanting to explore the very origin of the safari.*

*It was the second sons of the European aristocracy who, having fought in the Indian Campaign as officers, rerouted to Africa instead of going home after the war. They brought with them prejudices and arrogance, but also a great style of military campaign furniture as well as bright Indian carpets, a love for curry and solid brass, and a poetic sensitivity and appreciation of the land. They landed in small parties, or as lost individuals in Mombassa, and made their way up into the highlands. They also developed this great sense of exploration and adventure, something that is a common theme through the designs and feel of our camps. It is these men, and some women, that adopted a word from Swahili that became the bedrock of all of these values and what they evoke in our minds: Safari.*

*In one camp — Mara Plains — we included the Fibonacci perfect 'golden ratio' that inspires the photographic 35mm frame as a subtle reference. The Maasai Mara is so photogenic that it either attracts photographers or makes you want to be one. These proportions stimulate your senses of being 'in' that 'perfect frame'. It's immersive, like the Zanzibar doors that frame many of the entrances into our rooms and tents.*











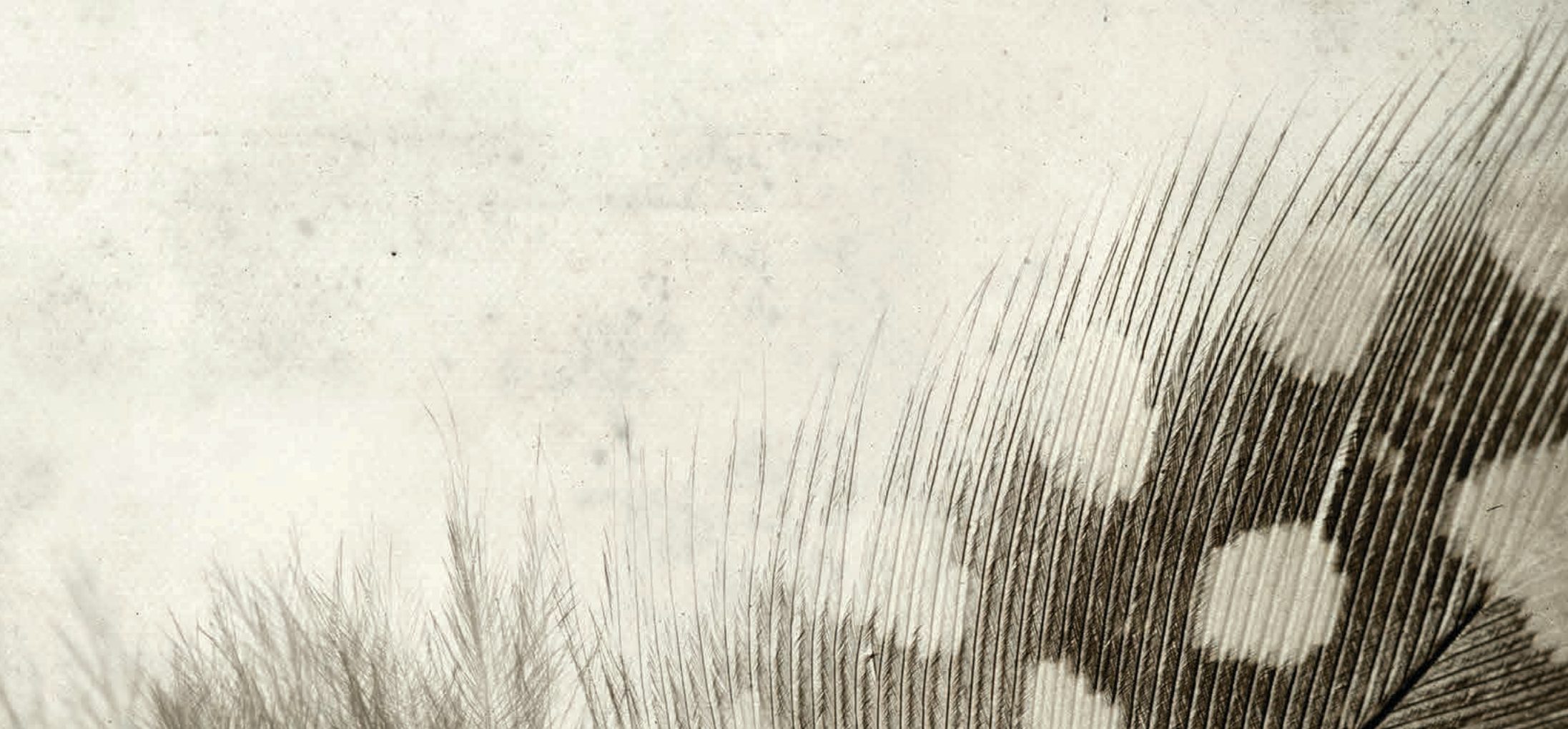
*For us, Great Plains Conservation camps are the meeting places of interesting people and cultures, that sit down in harmony and, like the intellectual references in the design and décor, we find our camps becoming just that, places where people meet and engage but have the freedom to then go out privately and focus on that almost meditative one-on-one experience with a large bull elephant, or track the Selinda lion pride through the Kalahari sand.*





*We like to mix in exciting art, often from my late brother,  
Keith Joubert, because a safari is as much a spiritual journey of broad life changing strokes,  
like a great painting, it is in the details, finely crafted caring things.*

*As much as we can in our world; wonderfully appreciated things  
are hand crafted — from the art and doors to the safari snacks; made with care.  
Not from a packet.*











*The sky comes alive in some places in Africa.  
At ol Donyo Lodge it is endless and absorbing if you opt to spend a night in the star bed  
above your villa. Romantic, scientific and humbling as you watch  
the migration of stars through the night.*







*All of our camps have Executive Chef's simply because life is too short to go on safari with average food. Because Beverly and I eat precisely, our camps cater for 'clean' diets; gluten, lactose and sugar free with the freshest, sustainable ingredients. In some camps we grow our own salads and vegetables (where we are allowed to) and our menus are designed with you, on arrival.*



*We select our wines for quality, as well as for the story beyond the bottle. Most are from wine makers that are our personal friends and we know their ethics, conservation policies and how many of their own community they support. One of them provides a few thousand free meals a day, another helps support painted dog conservation. Basic rule: good wine leads to good stories.*



*A safari to a Great Plains Conservation camp is the best gift you can give yourself.  
There is a certain blend that feels right for a safari, a real treat in nature, using its best characteristics  
to create real luxury, not opulence.*



*At Selinda you will walk through a vibrant splash of colour.  
On a sensory journey, your arrival takes you through the water elements, with blues splashed on  
mekora art pieces. Down to the tea area with its flowing silk ceilings symbolizing the air element.  
The dining areas of browns remind us where our fresh food comes from: the Earth.  
Then out to the fire where our elemental journey is complete.*

*We don't do these things to entertain ourselves, because if you design based on a basic  
creative structure, it somehow 'feels' right, and guests settle into a different mental mode:  
which at its best is total harmony.*







*For thousands of years philosophers and poets have gone to the  
uncluttered wild places in the world to be inspired.*





*There is a dance in Africa.  
A duel between animals and us.  
A fight that has been going on for millions of years.  
It is this relationship that philosophers and poets, artists and explorers have been  
seeking for centuries. It is ancient, and it is alive today.*

*We strive to expose our guests to that special relationship that is probably  
intangible and certainly personal.*

*That intensity gets lost in clutter and noise. This is why our safaris are in  
small camps, with limited numbers of people. Without that, it's hard to find  
the time to reflect.*

*We believe in things that age well in time: heavy teak campaign boxes with  
brass corners, favourite old rugs and guides with great stories.*

*We love the dents and scuffs that happen organically on safari, and throughout  
all our lives; the road maps on the faces of the ancient bull elephants who mature  
with dignity and grace, and whose eyes embody the wisdom of that journey.*



*Ked/abnd*







*A Great Plains Conservation experience can be a  
Relais & Châteaux one, with the world's best food and wine (we run the only camps in  
Botswana and Kenya that are Relais & Châteaux members)  
or it can be a 5 star experience where you camp under the stars, paddle down a river or  
walk across landscapes that no-one else has ever been through before.*



*We don't do 'middle' or 'average' very well, because we don't know any average people.  
Everyone who comes to Great Plains Conservation is exceptional.*









*Our story continues chapter after chapter, now in our new Duba Expedition Camp, located near the famous Duba Plains, as it too starts a new adventure. Expect to see everything, from lions to the smallest of mammals. It is also one of our best camps to chalk up bird species and possibly join our elite '111 Club' when you sight that many birds. This recognition is the envy of many a birder visiting Botswana.*



*We believe in our people.*

*Without them we have no passion, no vision. Direction is lost and our fight to save our wild places is futile. It is this that puts the heart into Great Plains Conservation, our people.*

*Spend time with your guide and our staff around the fire or visit a local village. Let your children become 'Young Explorers', allowing us to give them (and you) an insight into Africa and her people who will ultimately define this continent's future.*

*President Khama of Botswana recently said that the problems of Africa (and he was talking about poaching) will be solved with African solutions. We invest in people who work with us in Great Plains Conservation partly for this reason, but mostly, because they are our family.*















*There is a beauty in the harshness of these open plains where predators can do what they have evolved to do over millions of years. Their pursuits keep their prey vital and on their guard, just as prey should be.*



*The Selinda Reserve has places that we can almost guarantee has never had a footprint in its soil.  
If anyone has been there, it was probably Livingstone, maybe even Selous (although he was lost most of the time).  
Due to the sporadic water flows of the Okavango Delta, we have a helicopter to fly those going on our  
Selinda Adventure Trail to a point on the river where one can walk or even canoe.  
This is real adventure. In style.*











*The first reflections at dawn, picking a direction and heading out just to see what you can find...*

*Or standing behind a tree, trying to be invisible as a lion chases a buffalo through the water...*

*These are things that I recall vividly from our adventures.  
These are moments we want to share with you.*













*Because of our careers in photography, many guests and travellers to our camps expect something photographic, a cut above others.*

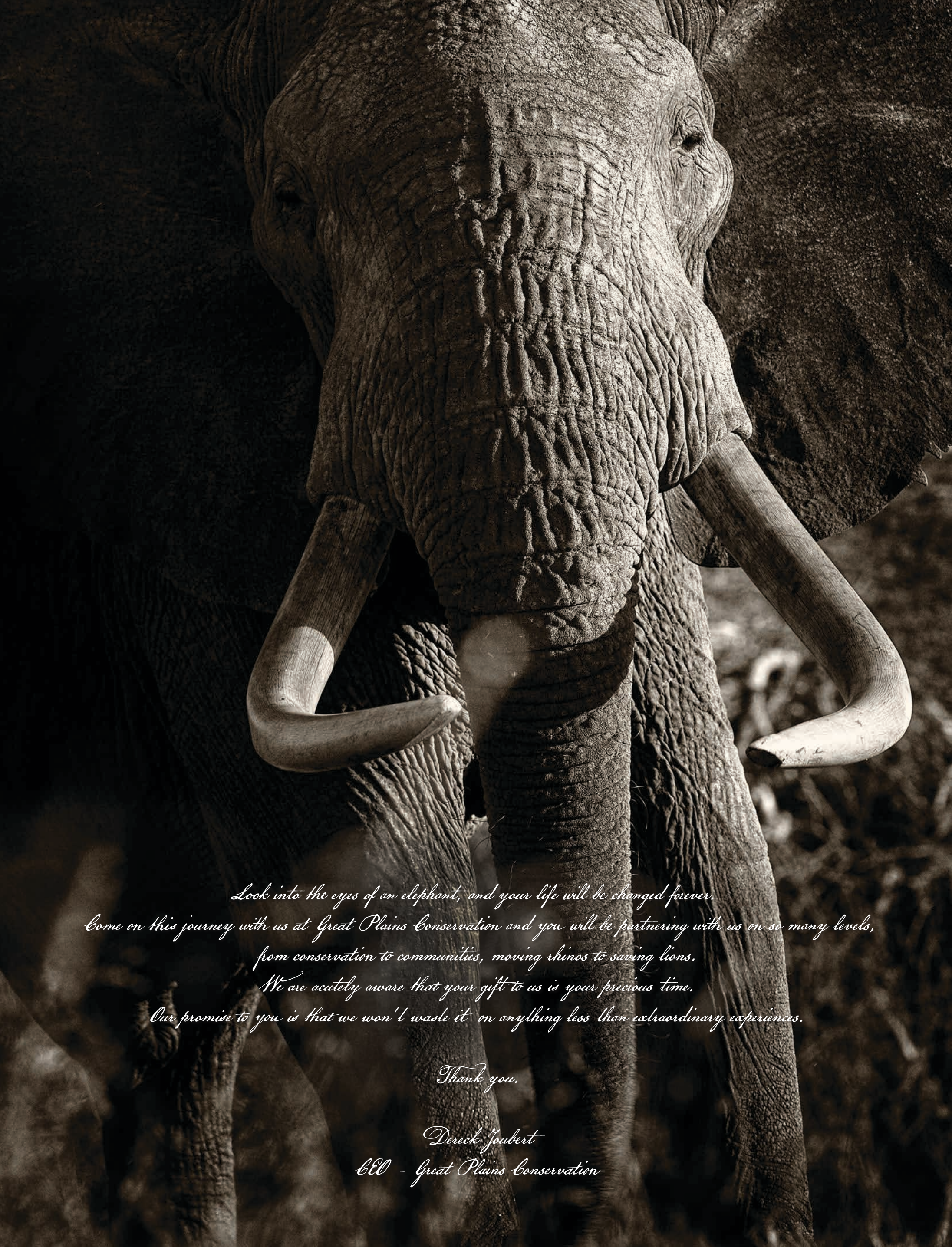
*At Zarafa, Zarafa Dhow, Duba, Mara Plains and ol Donyo Lodge each tent or room has its own professional level camera kit for our guests to use.*

*Often, very keen photographers want to learn more, or improve upon this amazing craft. With this in mind, we have introduced the 'Great Plains Conservation - Wild Studio'.*

*Dedicated workshops for small groups of guests - who will be hosted by our professional photographers on a curriculum of guidelines we have learned as National Geographic photographers spanning over 30 years.*







*Look into the eyes of an elephant, and your life will be changed forever.  
Come on this journey with us at Great Plains Conservation and you will be partnering with us on so many levels,  
from conservation to communities, moving rhinos to saving lions.  
We are acutely aware that your gift to us is your precious time.  
Our promise to you is that we won't waste it on anything less than extraordinary experiences.*

*Thank you.*

*Dereck Joubert  
CEO - Great Plains Conservation*



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Our stable of experiences range from those with 'Relais & Chateaux' and 'National Geographic Unique Lodges of the World' approved credentials to helicopter-drop-in-and-sleep-on-the-ground adventures..

Each will play on your sense of taste and touch, listening and smelling the bush scents, seeing sights that may be unfamiliar, all of which stimulate a hidden "sixth sense" of surprising emotions that will invigorate and ensure that you will not leave Africa unchanged.

GREAT PLAINS  
ol DONYO LODGE  
CHITLU HILLS - KENYA

GREAT PLAINS  
MARA PLAINS  
MAISAI MARA - KENYA

GREAT PLAINS  
ZARAFRA DHOW SUITES  
SELINDA RESERVE - BOTSWANA

GREAT PLAINS  
ZARAFRA  
SELINDA RESERVE - BOTSWANA

GREAT PLAINS  
DUBA PLAINS  
OKAVANGO DELTA - BOTSWANA

GREAT PLAINS  
MARA TOTO  
MAISAI MARA - KENYA

GREAT PLAINS  
DUBA EXPEDITION CAMP  
OKAVANGO DELTA - BOTSWANA

GREAT PLAINS  
SELINDA  
SELINDA RESERVE - BOTSWANA

GREAT PLAINS  
SELINDA EXPLORERS CAMP  
SELINDA RESERVE - BOTSWANA

GREAT PLAINS  
SELINDA ADVENTURE TRAILS  
SELINDA RESERVE - BOTSWANA

GREAT PLAINS  
WILD STUDIO  
CONSERVING AND EXPANDING NATURAL HABITATS

GREAT PLAINS  
111 CLUB  
CONSERVING AND EXPANDING NATURAL HABITATS

GREAT PLAINS  
YOUNG EXPLORERS  
CONSERVING AND EXPANDING NATURAL HABITATS

GREAT PLAINS  
FOUNDATION  
CONSERVING AND EXPANDING NATURAL HABITATS

GREAT PLAINS  
RIDE FOR LIONS  
CONSERVING AND EXPANDING NATURAL HABITATS

GREAT PLAINS  
RHINOS WITHOUT BORDERS  
CONSERVING AND EXPANDING NATURAL HABITATS

RHINO MONITORS  
CONSERVING AND EXPANDING NATURAL HABITATS



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