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TOP HONOURS AT ECO AWARDS



Dear Birgit

BIG NEWS FOR THIS FRIDAY!!!

Ultimate Safaris has been awarded **5 flowers** (a score of 94%) by the [Eco Awards Namibia](#). This makes us the only Namibian safari operator with 5 flowers (the maximum number of flowers you can be awarded) and as a result Namibia's most environmentally conscious safari operator. The assessment is based on the Global Sustainable Tourism Council, and the four pillars which form the basis for assessment are as follows:

- A. Demonstrate effective sustainable management.
- B. Maximize social and economic benefit to the local community and minimize negative impacts.
- C. Maximize benefit to cultural heritage and minimize negative impacts.
- D. Maximize benefit to the environment and minimize negative impacts.

Eco Awards Namibia is also a founding member of the African Alliance for Sustainable Tourism, and is working towards a 'Mutually Recognized Standard' for members of the Alliance, to ensure an equally high standard across the continent, in both criteria and procedure of its assessments.

We are delighted to be at the forefront of this and hopefully many other operators follow suit. We feel both very proud and honoured by this accolade.

A big Thank You goes to all our loyal trade partners, who have supported us over the years and who share our vision in providing authentic conservation orientated and socially responsible safaris, whilst conducting our business in an environmentally conscious and sustainable manner in Namibia.

Desert lion photo taken by *Jason Nott* on our recent Conservation Travel safari, who worked tirelessly with the Eco Awards team to present all required information and compliance for assessment.

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