NOMAD
AFRICA

H1 2024 IMPACT REPORT

INTRODUCTION

This report presents the regenerative tourism interventions deemed material by Nomad Africa.
The impact report covers the period from January to June 2024.

At Nomad Africa we developed our regenerative tourism strategy in January 2024 and have since been working on its implementation. Combined with our recent activities, the report highlights our commitments and planned actions.

Our approach to regenerative tourism is guided by the Social, Environmental and Governance needs of the destinations we travel in, alongside the global urgency to accelerate the achievement of SDGs.

REPORT OVERVIEW

Nomad Africa is committed to promoting sustainable and regenerative tourism in East Africa and beyond. Our regenerative approach is shaped by key challenges in the African tourism landscape:

- While global tourism accounts for 8% of greenhouse gas emissions, 75% of this comes from carbon. Though Africa contributes the least, it bears the brunt of climate change impacts.
- Women remain underrepresented in senior roles, fair compensation, and decision-making within tourism.
- 85% of tourism businesses are SMEs with limited capacity to adopt green practices, making building a green supply chain difficult.
- Host communities are vital to tourism but often face exclusion, exploitation, and challenges in preserving their cultures and running local enterprises.
- Greenwashing, lack of transparency, and limited stakeholder engagement threaten sustainable tourism development in Africa.

In response, we developed a regenerative tourism strategy focused on key impact areas where we can drive change through partnerships. This strategy includes a regenerative tourism policy outlining our values, commitments, and goals, along with actionable plans for implementation.

REPORT HIGHLIGHTS

- $150K+ revenue generated for eco-friendly properties

- 30% of women in senior leadership positions at Nomad Africa

- 5 Regenerative Tourism partnerships created in Kenya

- 25 tons of carbon offset

- 500 trees conserved

- 20,000 copies of our travel magazine distributed across Kenya

A MESSAGE FROM OUR CEO

"As storytellers, a DMC, and inbound travel agency based in Nairobi, we are uniquely positioned to influence travel in the region. We aim to ensure our supply chain embraces regenerative travel practices. While tourism contributes to GDP, it often doesn't translate to local benefits. As a female-led team, we focus on empowering and training women in the industry to become agents of change, positively impacting entire communities."

Lizzie Wright

OVERARCHING GOALS

At Nomad Africa, our vision is to promote Regenerative Tourism practices that contribute to the sustainable development of the tourism sector. To achieve this we aim to:

- Drive $500M worth of revenue to local eco-friendly businesses that will help foster a sustainable supply chain.

- Build a 1 Million strong community of regenerative travellers.

In this regard, Nomad has made considerable progress in realizing this dream.
In H1, Nomad generated $152,074 worth of businesses to Eco-friendly accommodations and has achieved a total of 1,552 Nomad Travel Club sign-ups towards building our community of eco-conscious travellers, a milestone that reflects the power of collective impact.

REGENERATIVE TRAVEL PILLARS

1.
Environment & Climate Action
To accelerate the reduction of carbon emissions and promote biodiversity conservation.

2.
Women Empowerment
To promote equity, diversity and inclusion in the tourism and hospitality sector.

3.
Supply Chain Management
To promote a responsible and sustainable supply chain in tourism and hospitality sector.

4.
Community Engagement
To promote community inclusion and partnership in tourism and hospitality sector.

5.
Governance
To implement robust sustainability governance for transparency, credibility, and stakeholder engagement across all aspects of our operations.

ENVIRONMENT & CLIMATE ACTION

It is our commitment to reduce our carbon emissions and contribute to Climate friendly Travel, in this regard:

- We now use the Stand For Trees carbon calculator to measure our annual carbon footprint, which was 24.86 tons in 2023, including the impact of our travel itineraries. Through our partnership with Stand For Trees, we've offset our emissions by compensating for 25 tons of carbon.

- We actively support forest conservation in the Kasigau forest and use only FSC-certified paper for our magazine printing and publishing.

- We are proud members of Regenerative Travel and Ecotourism Kenya.

WOMEN EMPOWEREMENT

It is our commitment to promote social leadership in tourism and women empowerment remains core to our business, we aim to promote equity, diversity and inclusion in tourism:

- The company is 76% women with an all woman senior leadership team. This is a major milestone compared to the global tourism sector's 5% of women in senior positions.

- We have published a diversity and inclusion policy that helps us foster equity in the workplace via fair hiring basis, fare wage compensation and upholding staff rights.

- We participated in the "What Women Want" summit to advocate for gender equality in tourism and promote the inclusion of women in the industry.

- We've had a female intern to support professional skills development in tourism and hospitality.

- We have a 69% local workforce.

SUPPLY CHAIN MANAGEMENT

Nomad drives sales to eco-friendly properties that embrace sustainable and regenerative tourism. Through the Nomad Travel Club, we promote off-peak conscious travel to our eco-labeled partners.

In Q2, Nomad recorded 65 bookings across East Africa, generating $226,754.23 in revenue for 39 properties, with 21% having eco-labels. We have also:

- Created a supplier checklist and code of conduct for our drivers and accommodation partners to ensure ethical practices.

- Mapped eco-certified accommodation partners to prioritize eco-friendly options, celebrate sustainable partners in our magazine, and promote sustainability learning.

- Featured a regular columnist in our magazine to raise awareness of sustainable tourism practices.

- Partnered with TUI Care Foundation to educate staff on sustainable tourism.

- Attended the Sustainable Tourism Africa Summit and the Ecotourism Kenya-Sustainable Tourism Forum for peer reviews on sustainable tourism.

COMMUNITY ENGAGEMENT

Nomad's community engagement involves engaging with our travel audience through our Club to promote inclusivity in travel and tourism and the inclusion of host communities in the tourism value chain.
Nomad Travel Club's loyalty membership has attracted 1,552 sustainable travel enthusiasts since its launch in October 2023..

Our magazine, the leading travel publication in East Africa, is released bi-monthly. In Q2, we published two issues and distributed 20,000 copies, primarily reaching youth (Gen Z and Millennials, ages 25-44) in Kenya. The magazine features a sustainability column that educates readers on carbon neutrality, sustainable design, and conservation.

To promote community inclusion in tourism, we:

- Support micro tourism enterprises in our destinations.
- Require hotel partners to source locally-made products.
- Publish a code of ethics for staff, customers, and partners to encourage responsible engagement with host communities.
- Aim to build the capacity of local enterprise owners for better integration into the tourism value chain.

GOVERNANCE

We are committed to promoting sustainability stewardship in the tourism sector by maintaining transparent and credible business practices across all facets of our operations. We recognize the fundamental aspect of stakeholder engagement and partnerships in meeting our goals, so far we have:

- Published a compliance checklist and conducted a self audit of all relevant legal and sustainabiity regulatory requirements to ensure we align our business with the best ethical practice. We are 75% compliant to all the regulations.

- Published and implemented a Monitoring and Evaluation framework to ensure we deliver our sustainability mandate and maintain transparency in our sustainability reporting.

- Published and implemented a social policy in the company that promotes our staff's well-being with regards to safety, health and rights.

- Published an employee, client and supplier codes of conduct to promote responsible behavior in our activities.

Join us in revolutionising
how we travel.

NOMAD AFRICA IMPACT STRATEGY

Nomad Africa
General Mathenge,
Nairobi.