

An aerial photograph of a savanna landscape. A winding river flows through the scene on the right side. The ground is covered in green grass, and several animals, likely zebras or similar grazing animals, are visible in the middle ground. The overall scene is bright and natural.

NOMAD

AFRICA

H 2 2 0 2 4 I M P A C T R E P O R T

C O N T E N T S O F T H E R E P O R T

This report presents regenerative tourism interventions deemed material by Nomad Africa

Content

- Presents regenerative tourism interventions deemed material by Nomad Africa
- Covers July to December 2024

Strategy Development

- Regenerative tourism strategy developed in January 2024
- Implementation ongoing since development

Reporting Schedule

- Bi-annual release
- Provides overview of overall achievement for 2024

Reporting Standards

- Based on the principles of sustainable tourism reporting
- Uses globally accepted sustainability and responsible tourism best practice indicators

Accuracy and Comparability

- Second regenerative tourism impact report
- Result-based monitoring and reporting approach

Accountability

- All information backed by evidence from Nomad Africa
- Commitment to accurate and transparent reporting
- Maintaining integrity across all operations

A MESSAGE FROM OUR CEO



“I am thrilled that as we have launched Nomad Africa from a magazine into an International Tour Operator we have embedded Impact across our operations. We made huge strides in 2024 and our onward plans only further cement Impact into the heart of what we create.”

Lizzie Wright



OUR COMMITMENT TO REGENERATIVE TOURISM

Motivation

- Global tourism contributes 8% to greenhouse gas emissions
- Africa is the least responsible but most affected by climate change
- Women underrepresented in the tourism sector
- 85% of tourism businesses are SMEs with limited capacity for green practices
- Host communities are often excluded and exploited
- Greenwashing and lack of transparency threaten sustainable tourism development

Nomad Regenerative Tourism Approach

Nomad's approach to regenerative tourism is guided by the Social, Environmental and Governance needs of the destinations we travel in, the global urgency to accelerate the achievement of SDGs, and integrated strategies from our parent company, Purple Elephant Ventures, to ensure our efforts contribute to a positive 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.



REPORT HIGHLIGHTS

- Proud winner of the 2024 Eco-warrior Award for the Leading Tour Operator in Responsible Tourism Practices.
- Finalist in the Regenerative Travel Impact award for the Storyteller of the year 2024.
- Carbon-neutral travel itineraries
- 31% of total hotel revenue driven to Eco-rated & eco friendly hotels and lodges in 2024.
- 30,000 copies of our travel magazine distributed across Kenya in H2 and 60,000 copies in 2024



OVERARCHING GOALS

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

Nomad aims to build a 1 Million-strong community of enthusiastic regenerative travellers.



ENVIRONMENT & CLIMATE ACTION

It is our commitment to reduce our carbon footprint and promote Climate friendly Travel and Tourism.
In H2, Nomad:

- Introduced carbon neutral itineraries to our clients, significantly offsetting 9 tonnes of carbon from travel itineraries between October and December.
- Developed and implemented two regenerative travel experiences that promote nature-positive tourism in our destinations.
- Through our carbon offsetting partnership with Stand for Trees, contributed to conservation of 180 trees in the Kasigau Wildlife Corridor.
- Continue to publish our magazine using FSC-certified papers, actively contributing to forest conservation.



W O M E N E M P O W E R E M E N T

Nomad is a women-led company which gives our commitment to gender equality a central stage. We promote initiatives that create sustainable economic opportunities for women in order to advance equity and inclusion in Hospitality and Tourism. In H2:

- The company initiated 2 stakeholder partnerships to develop experiences and initiatives that promote women participation, economic empowerment and inclusion in tourism.
- We have published a diversity and inclusion policy that helps us foster equity in the workplace via fair hiring basis, fair wage compensation and upholding staff rights.
- 92% of Nomad's staff are women, with an all-women senior leadership team. Compared to the global tourism sector's 5% of women in senior leadership, this is a significant contribution to closing this inequality gap.
- In 2025, the company aims to implement social impact projects that will empower economically marginalized women in tourism destinations.



S U P P L Y C H A I N M A N A G E M E N T

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

In H2, Nomad made considerable progress in realizing this dream. The company generated \$656,835 worth of businesses to its accommodation partners in East Africa with 74% of this revenue going to eco-rated and eco-friendly partners in the region.

Other initiatives include:

- Knowledge sharing: Our CEO was a panelist at the 2024 Regenerative Tourism symposium in a discussion about responsible partnerships where we shared how it can advance sustainable change.
- Employment opportunities: our company drove \$62,563 directly to local employment through ground transportation hires. Additionally, 69% of our workforce are hired from the local community, reflecting our commitment to local inclusion in the tourism value chain and provision of decent work opportunities



COMMUNITY ENGAGEMENT

Our community engagement approach involves engaging host communities, our magazine audience, clients, business partners and building the capacity of our staff in regenerative travel practices.

- Nomad remains East Africa's leading travel magazine publisher, we produced 60,000 copies in 2024, including 30,000 in H2. Our sustainability column champions regenerative practices, the magazine has a digital version that reached an average of 5,000 monthly viewers, enhancing access and reducing our environmental footprint.
- We have so far built 160,585 strong community of sustainability enthusiasts across our Club, newsletter and digital platforms.
- We participated in 6 stakeholders engagement forums, including external peer-peer reviews, internal staff regenerative product ideations and 1 regenerative symposium webinar.
- Responsible marketing: In H2, we enhanced responsible marketing by enrolling our marketing staff in a dedicated course, to upskill and ensure our content and messaging aligns with our sustainability principles.



G O V E R N A N C E

Our governance approach seeks to promote sustainability stewardship in the tourism sector, we commit to maintaining transparent and credible business practices across all facets of our operations.

In H2:

- Our internal compliance audit stood at 100% to relevant local regulations and 75% to international voluntary sustainability regulations, a great improvement from our H1 report. We are a signatory to the Glasgow Declaration on Tourism In Climate Action.
- We boast 3 new regenerative partnerships in H2 and an overall of 6 partnerships in 2024.
- Implemented our Visitor guidelines in guests' portals to promote responsible travel practices
- In 2025, we commit to continuing with transparent impact reporting and improving stakeholder engagement for a more regenerative tourism economy.



N E X T S T E P S F O R 2 0 2 5

In 2025, we are aiming at achieving ambitious goals that will position Nomad as a responsible tourism business globally as we champion sustainability stewardship. We look forward to:

- Offset 100% of our B-C itineraries and achieve carbon neutrality in all our operations to accelerate the tourism sector's goal of peaking emissions by 2025 and becoming net zero by 2050 (Glasgow Declaration of Climate Action in Tourism).
- Increase our Supplier engagement to build a sustainable supply chain.
- Introduce new regenerative tourism experiences that will improve destination resilience.
- Strengthen partnerships for Social impact projects especially for economically marginalized women.
- Continue building on our 2024 sustainability pillars with a more refined approach.
- Enroll the company in eco-certifications to continue aligning our sustainability goals with tourism sector's sustainability frameworks.

Join us in revolutionising
how we travel.

N O M A D A F R I C A I M P A C T S T R A T E G Y

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