



# **SUSTAINABILITY REPORT**

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# **2025**

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## **Dr. Gileard Minja**

**Director - KLM Safaris**

Tourism in Africa is growing fast and driving economic development across the continent. It contributes significantly to GDP, creates jobs, and supports local livelihoods. In Tanzania, tourism contributes about 17% of national GDP in 2024/2025 and attracts two (2) millions of international visitors. This growth brings opportunity, but it also increases pressure on nature and cultural heritage requiring strategic solutions for a long-term sustainability.

Our sustainability strategy is centered on Nature-based solutions (NbS). NbS are actions that protect, restore, or sustainably manage natural ecosystems to address societal challenges while delivering benefits for nature, people, and the economy. We support strategies that boost biodiversity and increase climate resilience, from restoration damaged habitats to assisting community-led conservation initiatives. This year, we have increased our contributions to reforestation projects, strengthened our collaborations with community based natural resource management organizations and adopted low-impact operations on all Kilimanjaro Trekking and Safaris.

Reducing harm is only one aspect of sustainable tourism; generating long-term impact is equally essential. Travelers who choose KLM Safaris help sustain livelihoods, safeguard wildlife ecosystems and improve the long-term health of the environments we visit. At KLM Safaris, we are ready to help you to experience Tanzania in extraordinary ways. In addition to helping tourists appreciate the beauty of Africa's landscapes and fauna through diverse itineraries. Our goal as we look to 2026 and beyond is to actively preserve the ecosystems that enable these experiences. Our ultimate plan is to make sure that every trip we provide has a positive impact and supports ecosystems for sustainable and regenerative future tourism.

# KLM Safaris Sustainability in Action/ Journey

The 2025 Sustainability Impact Report of KLM Safaris provides a complete overview our ongoing commitment to creating meaningful, lasting impact through sustainable tourism and conservation. Since the establishment of KLM Safaris, we have believed that traveling through nature-rich landscapes comes with a responsibility to protect them. This belief continues to inform every decision we make at KLM Safaris as we continue championing sustainability. In 2025, we have taken bold steps by joining Travelife and we are actively seeking to become a certified partner.

In 2025, we established a startup within KLM Safaris named Sustainable Tourism Tanzania (STTZ) a specialized education, research, innovation, and consultancy venture dedicated to promoting sustainable and eco-friendly tourism practices across Tanzania. In addition to education and training, STTZ is focused on conducting cutting-edge research on sustainable tourism trends and innovative solutions for the tourism industry in Tanzania. The vision is to be the leading catalyst for sustainable tourism transformation in Tanzania and Africa by creating a future where tourism thrives in harmony with nature and communities.

Our sustainability impact report outlines our progress towards reducing our environmental impact, creating new nature-based solutions, and enhancing climate resilience in the destination we serve. Additionally, it summarizes our social initiatives, from community-led efforts to protect wildlife to sustainable livelihood programs that support the main economic beneficiaries of tourism.

Even with the many challenges faced by tourism industry such as climate change, biodiversity loss and community vulnerability, KLM Safaris sees these challenges as a challenge to act. We are committed to operating openly and transparently, providing support for long-term conservation results and continuing to develop even more sustainable tourism experiences through our partnerships. Thank you to all our partners, guests, and teams who have supported us on this journey. We look forward to advancing our sustainability journey and creating a positive impact for the future.

# KLM Safaris Sustainability Impact Highlights

## 1. Nature restoration

We have successfully planted almost 1200+ into different vulnerable areas in order to fight with climate change and restore degraded land. We participated in waste collection and emphasized nature-based practices for a bright future.



## 2. Training and awareness

We conducted sustainable tourism summit (TaSTIS 2025), climate resilience training to volunteers, and environmental conservation training to the students



## 3. Cultural preservation

We conducted different cultural tours with great respect, this aimed to support local people's economy as well as preserving their culture for future generations.



## 4. Community support

In collaboration with local and international NGOs, our Sustainability Coordinator participated in community support activities.



# Our Sustainability Vision and Mission



## Our Mission

To promote and implement sustainable tourism practices that balance environmental conservation, cultural preservation, and economic development while empowering local communities across Tanzania.



## Our Vision

To be the leading catalyst for sustainable tourism transformation in Tanzania and Africa, creating a future where tourism thrives in harmony with nature and communities

# Our Sustainable Development Priorities

At KLM Safaris, we have selected specific Sustainable Development Goal (SDGs) as our Sustainable Development Priorities to guide all our sustainability activities. In 2025, we focused on the following SDGs:

## Safari Operations



### Sustainable Development Goal #12: Responsible Consumption and Production:

Our offices practice responsible procurement for all Safari and Kilimanjaro supplies through selection of vendors that utilize ethical sourcing methods and limit the amount of packaging materials (to as small as possible) and use environmentally friendly materials.



### Sustainable Development Goal #15: Life on Land

KLM Safaris office administrative planning has been incorporating wildlife -friendly itineraries through working with conservation partners to ensure that all safari routes respect protected areas and sensitive habitats.



## Kilimanjaro Expeditions



### Supporting Sustainable Development Goal #8: Decent Work and Economic Growth:

KLM Safaris Office team work together to ensure that we offer fair contracts for mountain guides and porters and providing a transparent pay structure and safety briefings to our employees. We respect Kilimanjaro National Park policy of Trash Inn Trash Out.





## Zanzibar Operations



### SDG 14: Life below water

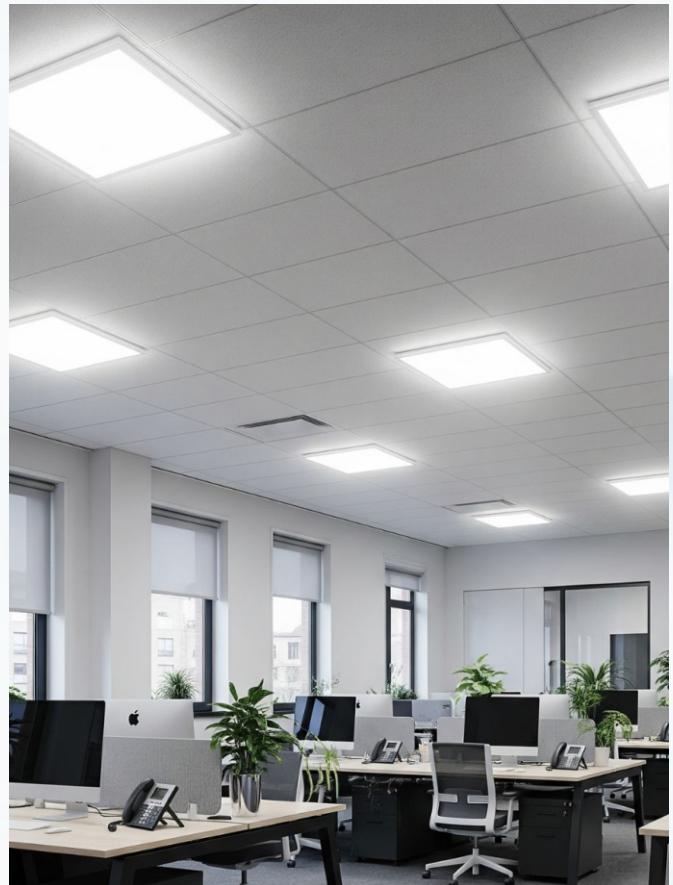
Our Zanzibar water-based activities are well designed under sustainable tourism principles. This includes working with partners and suppliers who are aware of and act on sustainable tourism practices. We work with community artisans to promote respectful cultural tourism practices. Also, we collaborate with local community leaders to create cultural tours that are developed with fair pricing, benefit-sharing agreements and representation of local voices.

## Office Operations



### Sustainability within Our Office Operations.

At our office we promote sustainability through several initiatives. We provide cultural respect training for staff to encourage understanding of local traditions. Our waste management system focuses on recycling, composting, and reducing single-use plastics while maintaining a healthy work environment. Energy conservation efforts include using efficient lighting, supporting remote-work tools, encouraging low-emission commuting, reducing non-essential travel, and encouraging the use of public transport for all employee travel.



# Our Sustainability Activities in 2025

## 1. The First Tanzania Sustainable Tourism & Innovation Summit (TaSTIS) 2025

The First Tanzania Sustainable Tourism and Innovation Summit (TaSTIS) is an inaugural regional platform focused on sustainable and inclusive tourism in Tanzania to share ideas, build partnerships, and drive action toward a greener, community-centered tourism future. It brought together public and private sector leaders, researchers, ecosystem actors, and investors.

- **Date:** 19th September 2025
- **Location:** Uhuru Hotel Conference Hall
- **Main theme** – Tourism That Sustains: Green Growth, Stronger Communities and Financing Change

### Sub-Themes of the Summit

- Community-Led Tourism and Inclusive Development
- Conservation Partnerships and Biodiversity Protection
- Climate Action and Tourism Resilience
- Circular Economy and Waste Management in Tourism
- Innovation, Technology, and Smart Tourism Solutions
- Policy, Certification, and Accountability in Sustainable Tourism
- Youth, Women, and Future Leadership in Tourism



### Distinguished Sustainability Experts Behind the Success of the TaSTIS Summit

Presenter's name	Role	Institution	Sub-theme
Dr. Gileard Ninja	Keynote presenter	KLM Safaris Co. Ltd - Tanzania	'Tourism That Sustains: Green Growth, Stronger Communities and Financing Change'
Samantha Smits	Presenter	Smits SusTour Consultancy - Netherlands	Policy, Certification, and Accountability in Sustainable Tourism
Maria Teresa Redondo Castuera	Presenter	Travel 2 Care People and Planet - Spain	Building Meaningful Destinations : How to design experiences based on the local communities, SDGs & Responsible Communication
Dr. Nyanjige Mayala	Presenter	Mwenge University -Tanzania	Prospects and Challenges for Youth and Women Future Leadership in Tourism: A Tanzanian Experience (Practical Workshop)
Prof. Dr. Msafiri Mkonda	Presenter	Sokoine University -Tanzania	Circular Economy and Waste Management in Tourism
Dawn Gillies	Presenter	The Energy Tree Yoga, Pilates and PT - United Kingdom	Wellness, Yoga and the Future of Sustainable Tourism
Mr. Samwel Saul	Presenter	University of Dar-es Salaam -Tanzania	Climate Action and Tourism Resilience

## 2. Restoration of Landscapes for climate change adaptation

KLM Safaris is committed to responsible tourism and long-term environmental protection. As part of our sustainability efforts, we collaborated with Roof of Africa, Vine Trust, Kilimanjaro Living Lab and the Mwenge Catholic University (MWECAU) SDG Club to restore vulnerable landscapes in Kilimanjaro through indigenous tree planting. Together, we successfully planted almost 1200+ indigenous trees across environmentally risky areas on the southern slopes of Mount Kilimanjaro, helping to promote biodiversity, prevent soil erosion, and support climate resilience within local communities. This initiative reflects our dedication to giving back to the areas where we operate and ensuring that tourism contributes positively to both people and the planet. By engaging youth, local organizations, and conservation partners, KLM Safaris continues to strengthen community-driven environmental stewardship and demonstrate our commitment to sustainable travel in Tanzania.



Date : 05 June 2025 | Picture by : KLM Safaris

### Tree Species planted:

*Markhamia lutea* | *Croton tree* | *African tulip tree* | *Plant (Nandi flame tree)* | *Acacia tree* |  
*Trichilia emetica tree* | *Fruits trees like* | *Avocado trees* | *Mango trees* | *Guava trees* | *Pomegranate trees*

### 3. Travelife Sustainability Training and Certification

KLM Safaris successfully undertake the Travelife Sustainability basic training course, equipping its team with essential knowledge on responsible tour operations, sustainability best practices and effective destination management. The training focused on practical steps for reducing environmental impacts, supporting local communities, and integrating sustainability principles into everyday business operations. Because of this initiative, six KLM Safaris members in the management and operations participated in the training and obtained their Travelife Sustainability Manager certificate, strengthening the company's commitment to continuous improvement and responsible tourism across all areas of its work.

<p><b>Sustainability Certificate</b></p> <p><b>Travelife</b> Sustainability in tourism</p> <p>This is to certify that</p> <p><b>Gileard Minja</b></p> <p>has successfully completed the Travelife Sustainability Management training course for tour operators and travel agents. All requirements have been met to earn the title of</p> <p><b>Travelife Sustainability Manager</b></p> <p>Issue date: 28 March, 2025 Certificate number: 012345 Website: www.travelife.info</p> <p>Naut Kusters, General Manager</p>  <p>Travelife is a trademark of Travelife Ltd.</p>	<p><b>Sustainability Certificate</b></p> <p><b>Travelife</b> Sustainability in tourism</p> <p>This is to certify that</p> <p><b>Joseph Hungu</b></p> <p>has successfully completed the Travelife Sustainability Management training course for tour operators and travel agents. All requirements have been met to earn the title of</p> <p><b>Travelife Sustainability Manager</b></p> <p>Issue date: 19 December, 2024 Certificate number: 012607 Website: www.travelife.info</p> <p>Naut Kusters, General Manager</p>  <p>Travelife is a trademark of Travelife Ltd.</p>
<p><b>Sustainability Certificate</b></p> <p><b>Travelife</b> Sustainability in tourism</p> <p>This is to certify that</p> <p><b>Judith Kisaka</b></p> <p>has successfully completed the Travelife Sustainability Management training course for tour operators and travel agents. All requirements have been met to earn the title of</p> <p><b>Travelife Sustainability Manager</b></p> <p>Issue date: 16 December, 2024 Certificate number: 012581 Website: www.travelife.info</p> <p>Naut Kusters, General Manager</p>  <p>Travelife is a trademark of Travelife Ltd.</p>	<p><b>Sustainability Certificate</b></p> <p><b>Travelife</b> Sustainability in tourism</p> <p>This is to certify that</p> <p><b>Joseline Kagisa</b></p> <p>has successfully completed the Travelife Sustainability Management training course for tour operators and travel agents. All requirements have been met to earn the title of</p> <p><b>Travelife Sustainability Manager</b></p> <p>Issue date: 21 December, 2024 Certificate number: 012659 Website: www.travelife.info</p> <p>Naut Kusters, General Manager</p>  <p>Travelife is a trademark of Travelife Ltd.</p>
<p><b>Sustainability Certificate</b></p> <p><b>Travelife</b> Sustainability in tourism</p> <p>This is to certify that</p> <p><b>Baraka Boniphace</b></p> <p>has successfully completed the Travelife Sustainability Management training course for tour operators and travel agents. All requirements have been met to earn the title of</p> <p><b>Travelife Sustainability Manager</b></p> <p>Issue date: 21 December, 2024 Certificate number: 012657 Website: www.travelife.info</p> <p>Naut Kusters, General Manager</p>  <p>Travelife is a trademark of Travelife Ltd.</p>	<p><b>Sustainability Certificate</b></p> <p><b>Travelife</b> Sustainability in tourism</p> <p>This is to certify that</p> <p><b>Augustino Kobelo</b></p> <p>has successfully completed the Travelife Sustainability Management training course for tour operators and travel agents. All requirements have been met to earn the title of</p> <p><b>Travelife Sustainability Manager</b></p> <p>Issue date: 17 December, 2024 Certificate number: 012585 Website: www.travelife.info</p> <p>Naut Kusters, General Manager</p>  <p>Travelife is a trademark of Travelife Ltd.</p>

## 4. Communicating Sustainability Activities

Under the title “Empowering Communities through Responsible Tourism in Kilimanjaro,” KLM Safaris continues to advance a meaningful transformation on how tourism supports local people and protects the environment in northern Tanzania. Throughout 2025, the company strengthened community-led initiatives around Mt. Kilimanjaro by prioritizing fair employment, collaborating with local guides and artisans, and promoting cultural experiences that respect and preserve local heritage. These efforts form part of KLM Safaris’ broader commitment to responsible tourism, ensuring that economic benefits stay within communities, environmental pressures are reduced, and travelers gain a deeper understanding of the destination.

The article was written by Mayte Redondo Castuera a sustainable tourism specialist with more than 30 years of experience in the tourism, travel, and hospitality industry. Over the years, she have worked with leading tourism companies in Spain, developing a strong background in supplier negotiations, product development, and, most importantly, responsible marketing strategies tailored to a more conscious way of traveling.

In 2022, she founded Travel 2 Care People and Planet, a digital magazine focused on displaying destinations and businesses that are genuinely committed to sustainability. The goal is to inspire and support a type of tourism that respects local communities, protects the environment and creates meaningful connections between travelers and places.

She currently work as a coach and auditor for Travelife for Tour Operators and Good Travel Sea, helping tourism companies implement and certify sustainable practices. Also a specialist in responsible marketing and provide individual consulting to businesses looking to align their operations with sustainability principles. [https://www.linkedin.com/in/mayteredondo/overlay/about-thisprofile/?lipi=urn%3Ali%3Apage%3Ad\\_flagship3\\_profile\\_view\\_base%3BbMir2D57RzOcl00T7p9mQA%3D%3D](https://www.linkedin.com/in/mayteredondo/overlay/about-thisprofile/?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base%3BbMir2D57RzOcl00T7p9mQA%3D%3D)



# Challenges Encountered



## Financial Constraints

Lack of enough money to fund all projects aimed at supporting the community and conservation activities



## Prolonged Permits

The government takes time for business company to run project in the community because they prefer NGO's; this hinder the implementation



## Unawareness

Most of community are unaware with sustainability activities; hence, they have low attitude toward sustainability development



## Resource Mismanagement

Poor resource management create a barrier for implementation of sustainability projects in the community

## Tackling Sustainability Challenges for Lasting Impact

To address these challenges, we are strengthening our education initiatives aimed at enhancing local knowledge in sustainable tourism, alongside fundraising efforts to secure necessary financial resources, which will be our priority. The adoption of innovative, environmentally friendly technologies and the establishment of strong policies will serve as key strategies in 2026/2027 onwards to overcome obstacles and foster sustainable practices in tourism management for the benefit of future generations.

# KLM Safaris Strategic Partners in 2025

At KLM Safaris, collaboration is our policy, and it is vital for the extended reach of our programmes, technical support, advocacy, funding, and partnerships. Strategic partnerships help reinforce the messages to the community about sustainable tourism. Today our company has more partners that we work with from the school sector, civil society, local & central government, including, among others, environmental protection organizations as well as international charities. We welcome partnerships with travel agents worldwide, government institutions, the private sector, international development partners, and community groups across our areas of operation.

## Welcome to ITB 2026 & 2027



## Our Partners



SUSTAINABLE  
TOURISM TANZANIA



Traveller Storyteller



flyeast



# Financial Inclusion

In 2025, while implementing sustainability projects, KLM Safaris allocated 28,000,000 Tanzanian shillings in support of the company's sustainability practices. This budget included the purchase and fundraising as indicated in the following:

- Purchasing resources and equipment that were used in the sustainability project implementation, including seeds, trees, polythene papers, farm equipment, and manure
- Sustainable Tourism Summit (TaSTIS 2025) preparation, hosting, and postactivities funding
- Operational costs mainly include transportation and communication to the project sites
- Facilitation fees for the project consultants who were involved in training
- Travelife engagement fee
- Advocating sustainability through online media

All costs are covered through the company's fundraising efforts, as our commitment to sustainable tourism. For the upcoming year, 2026, the company plans to allocate a larger budget towards sustainable tourism projects.



# Conclusion

KLM Safaris' future sustainability plan will focus on Nature-based solutions (NbS). Activities will include promotion of community-based tourism, entrepreneurship skills training, social well-being, gender inclusion in the tourism industry, ecofriendly accommodations, wildlife conservation, and market development for their services and products offered. Furthermore, we shall invest in conservation and environmental management in the destinations and areas around them in order to keep the place safe for better experiences. Finally, we shall enhance our commitment to global climate change adaptation and mitigation for sustainable tourism.





# Tanzania Sustainable Tourism and Innovation Summit

## (TaSTIS 2026)



**Date: September 17-18 -2026**

**Location: Arusha, Tanzania**

The Tanzania Sustainable Tourism and Innovation Summit (TaSTIS 2026) is a high-level, multistakeholder platform designed to accelerate the transition toward a climate-resilient, nature-positive and inclusive tourism sector. Anchored in Tanzania Vision 2050, the Nationally Determined Contributions (NDCs), the Sustainable Development Goals (SDGs), and global Tourism ESG frameworks. The Summit brings together policymakers, tourism businesses, investors, development partners, MSMEs, technology providers, and communities.

TaSTIS 2026 will explore how climate action, nature-based solutions, sustainable finance, digital innovation, credible communication, and inclusive governance can transform tourism into a driver of green growth and shared prosperity. The Summit aims to catalyze partnerships, mobilize finance, strengthen capacity, and position Tanzania as a regional leader in sustainable and responsible tourism.

**The discussions will cover areas not limited to:**

- *Climate Action and Nature-Positive Economy*
- *Green Governance & Sustainable Finance*
- *Technology, AI & Data for Sustainable Tourism*
- *Communication & Market Transformation*
- *People, Inclusion & Capacity Building*

# Message from Sustainability Coordinator

We are pleased to share the publication of the 2025 KLM Safaris Sustainability Report, marking another important milestone in our sustainability journey. This achievement would not have been possible without the commitment, collaboration, and shared values of our sustainability partners. Thank you for your continued support, innovation, and dedication throughout 2025. Your efforts have helped us strengthen responsible tourism practices and create meaningful, positive impacts across our destinations.

As we move into 2026, we are excited to build on this momentum. The upcoming sustainability year will place a strong focus on Nature-based Solutions (NbS) leveraging the power of nature to address climate resilience, biodiversity conservation, and community wellbeing. Together, we have an opportunity to scale solutions that protect ecosystems while supporting local livelihoods and long-term sustainability. We look forward to continuing this journey with you and to another year of collaboration, learning, and impact.

Thank you all once again for being part of the KLM Safaris sustainability community.



**AUGUSTINO KOBELO**  
Sustainability Coordinator – KLM Safaris



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