



African Bush Camps: 20 Years of Connecting People, Place, and Purpose



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Cape Town, South Africa (April 22, 2026): Founded in 2006 by Zimbabwean guide and entrepreneur Beks Ndlovu, [African Bush Camps](#) (ABC) was built on a singular purpose: to share southern Africa's extraordinary beauty while actively conserving its wildlife and partnering with the communities who call it home.

Today, 20 years later, Ndlovu continues to lead as CEO, ensuring that the founding mission remains at the core of everything the brand does. For two decades, ABC has measured success by what truly matters: flourishing landscapes, empowered communities, and meaningful journeys that resonate long after the safari ends.

Two Decades in the Wild

ABC started with a single property, Somalisa Camp in Hwange National Park, in 2006. Today, the brand operates a collection of luxurious, intentionally curated Experiences across Botswana, Zambia, and Zimbabwe, set within UNESCO World Heritage Sites and iconic landscapes including the Okavango Delta, the Lower Zambezi, and Hwange National Park.

Through The Collective, their curated network of handpicked partner properties across Southern Africa, guests can extend their safaris and discover even more of the region. These exceptional stays allow ABC

to craft seamless, end-to-end itineraries in regions where they don't operate—ensuring the entire journey is held to the same standard of care, connection, and authenticity.

Authentic Safaris, Rooted in Africa

A proudly Black-founded and run safari company, ABC is reshaping the industry by championing locally rooted leadership, inclusive storytelling, and responsible tourism. For Ndlovu, the story began in the bush itself. Growing up in rural Zimbabwe, he spent his childhood tracking elephants and learning to read the land, experiences that would later influence his philosophy as a guide and as a founder.

"Those early lessons shaped how I see the world and how we approach every safari we create," says Ndlovu. "For us, luxury is about authentic connection with the wild, experienced as it was meant to be. Everyone at ABC understands that we are not simply running safari lodges. We are custodians of wildlife areas and partners to local communities. That shared sense of purpose shapes how we operate every day."

Guided by the Best

At the center of every ABC safari are its local guides. Raised in these regions, they are true custodians of the land, carrying the knowledge and stories of the bush within them. Their connection to the landscape transforms every journey, allowing guests to experience Africa with genuine insight and wonder.

All ABC Experiences close annually for ten days so that every guide can take part in an intensive refresher training program covering practical skills, theory, first aid, and safety. ABC also invests significant time in mentoring managers and team leaders, ensuring that the brand's values are translated into everyday leadership decisions, from how they support their teams, to how they engage with guests and work alongside the communities that host them.

Looking Ahead: Milestones in 2026 and Beyond

TALA Gin This April, ABC launches [TALA](#), its handcrafted wild sage gin, in partnership with [Cape Craft Lab](#). This small-batch spirit is crafted from botanicals, including wild sage sourced from ABC's safari landscapes, baobab, lemon bush, and African Juniper. In Setswana, TALA translates to "blue" or "green," reflecting the fragrant, earthy character of the gin. TALA serves as an extension of the safari experience, allowing guests a taste of the botanicals they encounter on game drives at all ABC Experiences.

"The land tells its own story to those willing to listen, walk, taste and smell," says Matthew Breech, Director at Cape Craft Lab. "With TALA Gin, we have distilled a transportable memory of Southern Africa for anyone who tastes it."

Linyanti Legodimo ABC's newest Icon Experience will debut in Spring 2027. Located in Botswana's Linyanti Reserve, [Linyanti Legodimo](#) will offer unparalleled access to exclusive wildlife encounters within one of Southern Africa's most iconic destinations, with bespoke itineraries, world-class accommodations, and experiences curated for exclusivity, luxury, and discovery.

Wellness in the Wild In 2027, ABC will expand its focus on holistic wellness, grounded in the belief that true restoration comes from nature itself. At Bumi Hills Safari Lodge and Thorntree River Lodge, guests will be able to weave intentional wellness experiences into their itinerary, creating space to pause, reset, and reconnect with Africa's landscapes.

African Bush Camps Foundation (ABCF): A central pillar of the brand, [African Bush Camps Foundation](#) (ABCF) currently supports 39 community-led projects across Botswana, Zambia, and Zimbabwe, focused on education, conservation, and community development. Every guest booking contributes directly to conserving wildlife, supporting local communities, and sharing southern Africa responsibly.

Over the past two decades, African Bush Camps Foundation has worked alongside African Bush Camps to deliver meaningful impact across communities and conservation landscapes in Southern Africa. This work is driven by a shared commitment to a future where communities and ecosystems thrive together, and is strengthened through collaboration with partners, guests, and supporters. Together, they contribute to initiatives that expand access to education, strengthen healthcare, support sustainable livelihoods, and protect wildlife and ecosystems.

In 2026, the rehabilitation of the Ditshiping Clinic in Botswana will transform infrastructure and expand access to quality healthcare across the wider community. At Khwai Primary School, ABCF will fund a new computer lab, bringing digital learning and internet access to children in a remote rural community for the first time. A new library, funded by First Capital Bank and Mosha Wellness Spa, opened in January and is already inspiring a love of reading and learning.

"Over twenty years, we have seen what is possible when conservation, wellbeing, and opportunity align. As we step into our next chapter, our commitment is unwavering. We will deepen our impact, strengthen our partnerships, and stand as stewards of southern Africa for its people, its wildlife, and its landscapes," says Ndlovu.

As the team at African Bush Camps look back on the past twenty years and continue to look ahead to the future, every safari continues to reflect the care, expertise, and respect for the people and places that have guided them from the very beginning.

About African Bush Camps:

Founded in 2006 by local Zimbabwean guide Beks Ndlovu, African Bush Camps connects travelers to Southern Africa through authentic, expert-led safari experiences. The company operates luxury safari lodges across Botswana, Zambia, and Zimbabwe, set within UNESCO World Heritage Sites and iconic landscapes including the Okavango Delta, Victoria Falls, and Hwange National Park. Through The Collective, a curated network of partner properties across Southern Africa — including Mozambique and South Africa — guests can explore more of the region in one seamless journey. An independent, owner-operated safari company, African Bush Camps is guided by a mission to share and conserve Africa. This commitment is realized through the African Bush Camps Foundation, which supports conservation, community and sustainability.

For more information:

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