How Your Stay Impacts Nature & People
Year to date, Sept 2023

Expenditure

- The team: 20%
- Further investment in 4C projects*: 43%
- Operations & supplies: 10%
- Agent commissions & marketing: 27%

Purchasing

- 65% Local, within Laikipia
- 21% National
- 14% Other

*All retained earnings generated by tourism at Borana Lodge are re-invested into Borana Conservancy. Our sustainable approach devotes tourism and other enterprises to building local livelihoods, habitat preservation and enhancing ecosystem integrity.

Purchasing

We strive to support local businesses and have a strict supplier policy focusing on local, sustainable and eco-friendly products, reducing your safari’s footprint.

Our Investment in 4C Projects Explained

- 56.7% Training and employment of 125 wildlife rangers to protect over 260 rhino and other endangered species.
- 3.1% Mobile clinic which has travelled 1,574km and treated 729 patients in September alone.
- 3.8% Initiatives to improve access to education, including wildlife education days for local school children and community groups.
- 36.4% Salaries, admin, land lease, rent and overheads.

For more information visit www.boranaconservancy.com
Borana Lodge is a proud member of The Long Run, a global network of tourism businesses committed to conserving ecosystems and improving the well being of people through a holistic balance of the 4Cs; Conservation, Community, Culture, and Commerce.

The Long Run is a non profit organisation working in 100+ countries to support better land management and business practices that benefit people, nature and the climate.

Method vetted by The Long Run for YTD September 2023. For more details about the framework used to make these calculations please visit thelongrun.org/4CsImpactStatement

**BY STAYING WITH US YOU HELP TO**

Conserve **92,000 acres**, a landscape home to 262 rhino, three different prides of lion, 14% of Kenya’s Grevy’s Zebra and more.

Run an **education programme** which employs 11 teachers, fund 59 bursaries and support the infrastructure development of 10 primary and secondary schools.

Support a **livestock to market programme** which has encouraged good rangeland management and livestock husbandry practices for the last five years, benefiting over 4,000 people.

**Invest $588,177.25 USD** this year (at the current exchange rate) into the core operational costs of Borana Conservancy with 24% of your total stay acting as a contribution to conservation.