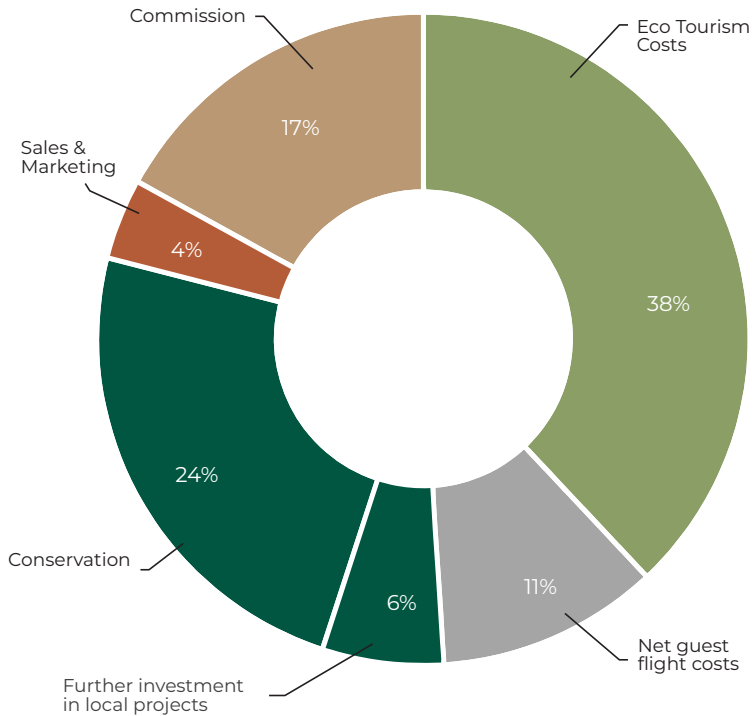


# HOW YOUR STAY IMPACTS NATURE & PEOPLE

## OUR 4C IMPACT STATEMENT: JANUARY - DECEMBER 2023

We are a proud member of The Long Run, a global network of purpose-driven nature-based businesses committed to harnessing tourism as a force for good by conserving ecosystems, improving the well-being of people, and accelerating positive impact through a holistic balance of the 4Cs of Conservation, Community, Culture and Commerce.

### YOUR CONTRIBUTION TO THE LOCAL ECONOMY



Distribution of our spend, indicating the percentage invested in the local and national economy:

42%	55%	3%
Local	National	Other

### OUR INVESTMENT IN THE 4Cs

88%	<b>CONSERVATION</b> The cost of conserving a private reserve, including habitat restoration, land and wildlife management, and security, is our sole responsibility.
7%	<b>COMMUNITY</b> A fully equipped and staffed health care centre provides services to staff and anyone in need within a 100km radius of the reserve; Tshameka Preschool offers ECD for staff children 2-6 years.
5%	<b>RESEARCH</b> The Tswalu Foundation supports environmental research projects, often with a climate change focus, that not only inform reserve management but contribute to the greater conservation community.

### THE POSITIVE IMPACT OF YOUR STAY

 CONSERVATION	Restoration of over 50 ecologically degraded farms, bringing habitats back into balance, increasing biodiversity, and successfully reintroducing rare and endangered species - species count includes 80 mammals, 239 birds, and 292 plants. Carbon neutral status since 2019.
 COMMUNITY	In 2023, a total of 5878 patients visited the health care centre; Khutsong, a staff recreational centre was opened, including a gym and shop selling fresh produce.
 CULTURE	Preservation of historic rock art sites; ongoing archaeological research through the Tswalu Foundation; hosting artists through the Artists in Residence programme (a percentage of exhibition proceeds donated to the foundation).
 COMMERCE	The positive impact of nature-based tourism added US\$6 million for the benefit of people and the planet, developing the local economy and providing employment (58% of staff drawn from the Northern Cape).



Method vetted by The Long Run for January-December 2023. For more details about the framework used to make these calculations, please go to <https://www.thelongrun.org/resources>

