

Ultimate Safaris Invests in Global Guide Exchange, Deepening Cross-Continental Conservation Ties

Ultimate Safaris, a leader in conservation-based luxury travel in Namibia, has once again demonstrated its commitment to people and the planet with its third consecutive international guide exchange, investing over N\$300,000 into the initiative since its inception.

This year, Jason Nengola, Ultimate Safaris' 2024 Ultimate Guide of the Year, travelled to Baja California, Mexico, for a three-week immersion experience with Todos Santos Eco Adventures. The exchange underscores a shared mission between the two companies: to empower guides, foster cross-cultural conservation practices, and celebrate the ecosystems they passionately protect.

“The guide swap initiative is a great opportunity for interaction and learning between people on different sides of the world who may have differing geographies, wildlife, and weather—but who share the same dedication to conservation and community,” said Tristan Cowley, Co-founder and Managing Director of Ultimate Safaris.

Jason's journey from Namibia's vast deserts to Mexico's vibrant marine ecosystems was nothing short of transformative. From snorkelling and scuba diving to whale watching and leather-making from cactus, Jason embraced new perspectives—both professionally and personally.

“Imagine Damaraland with an ocean,” Jason remarked. “Being a guest, not a guide, helped me understand how our guests must feel. It was a humbling and eye-opening experience.”

He encountered four species of whales—Blue, Humpback, Fin, and Grey—an awe-inspiring highlight that shifted his perspective on control, nature, and the role of a guide. In addition to nature-based activities, the exchange allowed Jason to explore Mexico's strong connection to its local culture and cuisine—an experience that left a lasting impression.

“In Namibia, we have so many rich cultures and traditions to share,” he said. “The food in Mexico inspired me to think about how we can better incorporate Namibian cuisine into our guest experiences.”

Jason also reconnected with Axel Herrera, a Todos Santos guide who had previously visited Namibia through the same exchange program—reinforcing the mutual value and long-term relationships fostered by this initiative.

Later this year, a Mexican guide will travel to Namibia for the next chapter of this growing partnership, continuing the spirit of knowledge-sharing, cultural appreciation, and environmental stewardship.

The Ultimate Safaris and Todos Santos Eco Adventures guide exchange initiative represents a model for global collaboration in eco-tourism—building not only better guides, but stronger bridges between continents, cultures, and conservation efforts.