

Great Lakes Safaris Evolves

East Africa, 13th February 2025 – After over two decades of crafting extraordinary journeys and showcasing the heart of East Africa, we are proud to announce an exciting new chapter in our story. With close to 24 years in existence, we feel the need for a face lift.

Since our foundation in 2001, we have guided travelers to explore the untamed beauty of East Africa, fostering deep connections with its people, landscapes, and wildlife. Our passion has remained steadfast: to provide authentic, life-changing travel experiences while championing conservation and uplifting the communities we serve.

Our rebranding reflects a journey of reflection and evolution. We asked ourselves: who are we, and what do we stand for in a world where responsible tourism matters more than ever while remaining dedicated to authenticity, sustainability, and the extraordinary. It is more than a new look – it is a promise.

What's New?

A Unified Identity:

Uganda Lodges has transformed into The Great Lakes Collection, bringing all our beloved lodges under one distinct brand, ensuring a seamless and elevated guest experience across East Africa.

Great Lakes Safaris remains unchanged, continuing to offer premier safari adventures, just with a refreshed look.

A New Tagline:

We are proud to unveil our new tagline, **Journey Beyond the Wild**, symbolizing an evolution from our former slogan, Where the Journey into the Wild Begins. This change reflects our broader vision – one that takes travelers beyond the wild landscapes into meaningful connections, life-changing experiences, and the extraordinary.

A Fresh Look:

Our new branding reflects our commitment to preserving East Africa's natural beauty while embracing a forward-looking vision.

Unwavering Values:

We remain deeply committed to enriching lives, preserving nature, and partnering with communities through responsible tourism. We deeply care for;



People



Places



Experiences

What Does This Mean for You?

A Unified Identity:

For our partners, travelers, and community stakeholders, The Great Lakes Collection means a renewed focus on delivering exceptional hospitality at our lodges, while Great Lakes Safaris continues to curate unforgettable safari experiences. This transformation ensures consistency, excellence, and a greater impact on the regions we operate in.

“It is exciting to see a new chapter being born and watching it take off!” says Amos Wekesa CEO Great Lakes Safaris and Uganda Lodges.

Our Promise to You

As we reintroduce ourselves to the world, we remain storytellers, conservationists, and partners to the communities we cherish.

Visit our websites www.greatlakessafaris.com and www.thegreatlakescollection.com to explore our reimagined brand and embark on your next unforgettable journey. Join us as we celebrate this milestone and continue our mission to redefine travel in East Africa.

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Journey Beyond the Wild