



SERENGETI NATIONAL PARK GREAT MIGRATION CROSSING: INVESTIGATIVE REPORT AND STATEMENT

22 July 2025

&Beyond would like to thank Safari Guide, Nick Kleer for drawing attention to the unacceptable behaviour displayed by several safari operators, guides and guests during a recent wildebeest migration crossing in Tanzania's Serengeti National Park. In a widely shared social media post, Nick documented numerous safari vehicles crowding the scene and disrupting the natural wildlife movement, with some guests having exited their vehicles. &Beyond was mentioned in the post, amongst other operators.

What was depicted in the video footage is entirely contrary to the operating standards, values and conservation ethics we uphold at &Beyond. We do not, and will never, condone behaviour that compromises wildlife integrity or guest safety. Sensitivity to wildlife movement and natural behaviour lies at the heart of our guide training, alongside an unwavering commitment to guest safety. In this instance, both were severely compromised, which is deeply concerning.

We have since been in contact with Nick, to stress our understanding of the seriousness of the situation. We have also conducted an internal investigation with our team in Tanzania, focusing on a series of interviews with the guide in question, the guests on the vehicle, the other guides that approached the scene and left, and the Regional Guide Trainer. In addition, our vehicle fleet's GPS data has been reviewed as well as camera footage gathered. We confirm that one of our vehicles was present at the scene, as verified via GPS tracking, although none of our guides or guests exited the vehicle at any point. This has been verified by Nick and photographic evidence. Our other guides either chose to avoid the area entirely or left when they realised that the crossing was overcrowded, following our standard operating protocols. The assistant head guide reported the incident to TANAPA authorities, noting that guests from other safari operators had exited their vehicles during the crossing.

We believe context in this situation is of vital importance as camera footage doesn't necessarily share the full story. As a conservation and guide-led company, we too were shocked and angered by the scene that unfolded. To be implicated in such an incident when we hold ourselves to the highest standards in conservation and guide training is deeply disturbing.

At approximately 09h35 on 21 July 2025, our &Beyond guide arrived with guests at the anticipated wildebeest crossing location. The &Beyond vehicle was parked in the TANAPA designated stopping area above the riverbank, roughly 7 m east of the slope commonly used by wildebeest to access the river. At this point in time, the vehicle was not impeding any path or natural movement of wildlife. At the time of arrival, only one other vehicle was present at the location.

Over the following hour, the number of vehicles in the area increased significantly, and very quickly. These vehicles not only blocked the existing vehicles closest to the river crossing, but also obstructed the natural movement of the migrating wildebeest that were moving from one river crossing point to another. Due to

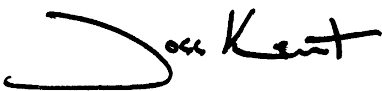
dense bush, the steep riverbank, and the growing number of surrounding vehicles following the herd, our vehicle became restricted in movement and could not reverse out of the designated TANAPA stopping area.

The increased vehicle presence caused the wildebeest to divert. Our vehicle remained stationary and boxed in by surrounding vehicles and terrain, unable to leave the sighting. Shortly thereafter, the wildebeest once again reversed course and returned toward our vehicle, attempting to navigate around the other vehicles that were still following in tow. Our vehicle had still not moved since arriving at the TANAPA designated stopping area.

To facilitate the wildebeest movement and avoid any interference, our guide moved the vehicle approximately 2 m forward from the designated stopping area. This action created space for the approaching wildebeest to move freely behind the vehicle, accessing the slope and crossing point. Other vehicles then took the opportunity to move into the open space that our vehicle had created, not only blocking our vehicle in further, but also stopping the movement of the wildebeest and river crossing. Throughout the entire encounter, neither our guide nor any guests exited the vehicle.

This incident has shed light on a wider challenge that needs to be addressed in Tanzania. We have been calling for, and remain ready to work together with, all the relevant local Tanzanian authorities and other operators to ensure far more robust operating procedures and protocols are implemented as swiftly as possible. &Beyond welcomes the opportunity to collaborate with conservation partners, communities and relevant stakeholders to ensure the continued protection of the Serengeti's invaluable ecosystem. It is our firm belief that wildlife conservation must remain at the forefront of all decision-making processes within protected natural reserves. We also believe in accountability and encourage TANAPA to implement stricter policies and enforcement to prevent such incidents in future, ensuring a more sustainable industry with little to no negative impact on wildlife, especially during one of our world's greatest phenomena.

At &Beyond, we are guided by our purpose: to create extraordinary travel experiences that leave our world a better place, through the care of its wild places, its wildlife and its people. This principle remains our north star. This whole tragic incident has raised once again the absolute fragility of the environments we operate in and our responsibility to protect them.



Joss Kent

&Beyond Executive Chairman and CEO

For more information, please contact us directly:

&Beyond Chief Operating Officer - Sales & Touring: Ryan.Powell@andBeyond.com