

WE ARE AFRICA AWARDS 2026

The **We Are Africa Awards** shine a light on those redefining what it means to travel with purpose. Chosen by an independent panel of international press judges, both the **shortlist** and **winners** represent the people and projects redefining purposeful travel across the continent. The 2026 winners are not just leaders in their fields but change makers, storytellers, and custodians of Africa's future. From conservation pioneers to community champions, this year's cohort embodies a powerful truth: that impact and inspiration can, and must, go hand in hand.



Ignite Africa: Bluesafari Seychelles Cosmoledo Eco Camp

Innovation becomes most meaningful when it leaves the lightest footprint behind. Cosmoledo Eco Camp, winner of the Ignite category, is redefining sustainable tourism through a model that places conservation at the centre of every design and operational decision. Set within the remote Cosmoledo Atoll, the camp demonstrates how thoughtful, low-impact hospitality can actively protect the ecosystems it depends on.

Inspire Africa: Desert & Delta Okavango to Tsodilo Ultra-Trail

The most powerful journeys are the ones that change how we see a place and ourselves within it. The Okavango to Tsodilo Ultra-Trail, winner of the Inspire category, is reimagining adventure tourism in Botswana through a deeply immersive experience that connects travellers to landscape, culture, and community. Moving on foot through remote wilderness, villages, and sacred sites, the journey invites a slower, more meaningful way of engaging with Africa.

Conserve Africa: Sette Cama Eco Camp | Machaba Safaris

At the intersection of wilderness and responsibility, Sette Cama Eco Camp and Machaba Safaris are proving that conservation and tourism can coexist in harmony. Their work protects fragile ecosystems while inviting travellers into deeper, more respectful relationships with the wild. This is conservation not as a concept, but as a lived, daily commitment – one that ensures Africa's landscapes remain as breathtaking as they are vital.

Champion Africa: Charity Cheruiyot | andBeyond Suyian Lodge

True leadership is often quiet, grounded, and deeply human. Charity Cheruiyot exemplifies this through her work at andBeyond Suyian Lodge, where community, conservation, and care intersect. Her recognition in the Champion category celebrates not just her achievements, but her unwavering dedication to uplifting those around her; a reminder that the most powerful change often starts at a local level.

Empower Africa: Time + Tide

Empowerment is more than a word – it's a responsibility. Time + Tide has embraced this fully, placing community development and environmental stewardship at the heart of their model. Their work ensures that tourism creates tangible, lasting benefits for the people and places it touches, redefining luxury as something that uplifts rather than extracts.

These winners are not following trends – they are setting them. They remind us that Africa's travel industry is at its most powerful when it is rooted in purpose, driven by people, and guided by a deep respect for the land.