Your adventure is part of a movement that is transforming lives & building lasting peace while conserving some of Africa’s most iconic species.
Sera Conservancy covers 340,000 hectares and is home to many wildlife species, as well as around 6,000 people, most of them pastoralists who rely on livestock. It was established in 2001 with the support of the Northern Rangelands Trust – at that time we were facing many challenges, like poaching, conflict, degrading land and poverty.

Through the conservancy, which is managed by a democratically elected board and manager, we have been able to reduce poaching, build peace with our neighbours, run sustainable land management initiatives that benefit wildlife and livestock equally, and launch community-development projects like school infrastructure, water access points, and even business loans for local entrepreneurs. Key species such as elephant, eland, oryx, giraffe, cheetah, Grevy’s zebra and buffalo are all increasing and in 2015, Sera became the first community conservancy in East Africa (likely the whole of Africa) to establish a sanctuary for black rhinos. This was an animal I had only ever heard about from my grandparents, who used to see it often. Tourism plays a critical role in enabling us to protect the black rhinos, and link the conservation of an endangered species to better lives for our families.

The revenue we get from hosting visitors is split 60:40 between our Community Fund - which is dedicated to development projects in education, health and sanitation - and conservancy operating costs such as salaries for our wildlife rangers. Sera has 88 full-time employees, and is one of 35 members of the Northern Rangelands Trust, which support community conservancies like ours across northern and coastal Kenya.