




# #1 Africa Responsible Tourism

Community & Booking Platform  
Starting With Kilimanjaro Fair Porter Treatment

Company Brochure | August 2017

# 15,000 PORTERS

Work on Kilimanjaro. Most of them are being unfairly exploited. Sometimes, they die. Tourists and many agencies are not aware, some don't care.

A photograph of four porters walking up a rocky mountain trail. They are carrying heavy loads on their heads and backs, including large bags and equipment. The background shows a vast, hazy mountain landscape under a clear sky.

This needs to stop! That's why we have created KiliGATE—to make it easy for tourists to book their climbs with **verified responsible tour operators**. This is only the beginning of our work . . .



# OUR VISION: CONNECTING THE WORLD TO AFRICA

## **EFFICIENTLY**

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Comparing,  
booking & paying  
for tours in Africa  
made easy

## **SUSTAINABLY**

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Local monitoring of  
responsible &  
sustainable tourism  
practices

## **TRANSPARENTLY**

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Verified ratings &  
reviews only; local  
practices made  
transparent

**IMAGINE:  
BOOKING.COM,  
TRIPADVISOR &  
SOCIAL IMPACT  
3 IN 1, BUT BETTER.  
WE TRANSFORM &  
EMPOWER LIVES**

# WHAT MAKES US DIFFERENT

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- ✓ We are a **social enterprise** focused on solving real problems and promoting sustainable local development.
- ✓ We work with local partners to **monitor and verify responsible & sustainable tourism practices**, and only promote qualified tour operators & service providers.
- ✓ We work with **strong international partners** to further build our responsible tourism network and credibility.
- ✓ We develop a **proprietary detailed rating mechanism** with relevant tourist & responsibility criteria, and only publish verified reviews of actual tourists.
- ✓ We are **100% independent and transparent**. Listings and rankings are based on performance only (no listing or marketing fees).



TRADE IMPACT FOR GOOD



# WHY?

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Because passion meets  
purpose and  
opportunity— nothing  
can stop us now

- ✓ **Inspired by our founder's experience** climbing Kilimanjaro, writing *Kilimanjaro Uncovered*, and cycling 11,000km+ through Africa
- ✓ **To make a real difference** for the porters on Kilimanjaro and their families, and many more underprivileged communities across Africa
- ✓ **To promote sustainable local development** by bringing more responsible tourism to Africa
- ✓ **To shift the narrative and take away fears**, encouraging more tourists to explore Africa
- ✓ **By leveraging the trend towards less traveled authentic destinations** to lead a fast-growing niche market where we have a real edge
- ✓ **By connecting the world to Africa** within minutes—efficiently, reliably and transparently





LET US PIONEER TOGETHER  
THANK YOU FOR YOUR CONSIDERATION

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