

Wild With Purpose - Victoria Falls River Lodge

For us, being Wild With Purpose means recognising that operating within one of Africa's most extraordinary wilderness areas comes with a responsibility far greater than hospitality.

At Victoria Falls River Lodge, conservation, community upliftment, and conscious luxury are not side initiatives. They are foundational to who we are. Set within the Zambezi National Park, our lodge exists because of the wilderness around it, and we believe that wilderness should thrive because we are here.



One of our proudest partnerships is with the Zambezi National Park Support Foundation, whose anti-poaching unit we have supported for the past three years. During that time, the unit has grown from just four to seventeen rangers, now protecting over 56,000 hectares of national park and 43 kilometres of river frontage. The impact has been measurable: snare recoveries have declined significantly, while arrests have

increased, clear evidence that sustained conservation investment creates real change.

Beyond the data, the transformation is visible to all who know this landscape well. Since the lodge first opened, wildlife sightings have become increasingly frequent, with greater concentrations of animals returning to the park and even endangered species such as wild dogs now being spotted more regularly. It is a powerful reflection of how collective conservation efforts, from lodge partners to the wider community, are helping this ecosystem recover and thrive.

Equally close to our hearts is the Zambezi Crescent School, our on-site preschool established in 2018 for the children of Zambezi National Park employees. Free of charge to all park staff, the school has welcomed 150 children through its doors to date.

In 2025 alone, 21 children were enrolled, with 12 graduating proudly into Grade 1. What makes the school especially meaningful is the impact it has on the families around us. Parents are able to go to work knowing their children are receiving a quality early education in a safe and nurturing environment just moments away. The gratitude and pride this brings to the community is deeply felt, and the school's passionate teachers are at the heart of that impact, bringing extraordinary care and dedication to every child they teach.



Our commitment to the community extends further through supporting Zimbabwean hospitality students, with five interns hosted in 2025 as part of our investment in nurturing the next generation of industry talent.

Environmental stewardship also shapes our daily operations. With 50% of our energy capacity now solar, all geysers fully solar-powered, regular plastic collection drives in partnership with Elecollect, and monthly riverfront clean-ups organised by our team, sustainability is embedded into the way we operate.



Even the smallest details of the guest experience reflect this ethos. Throughout the lodge, local craftsmanship is intentionally woven into the guest journey, from dining bowls hand-carved from indigenous rock by a Victoria Falls artisan to handcrafted keychains found in each room, created by a local artist who also designs intricate beadwork and jewellery from repurposed snares recovered through anti-poaching efforts.

These thoughtful details are more than aesthetic touches. They are tangible expressions of our commitment to supporting local talent, celebrating Zimbabwean artistry, and embedding purpose into every layer of the guest experience.

Our commitment to purpose extends into the evolution of the property itself. Victoria Falls River Lodge is currently undergoing its most ambitious renovation programme to date, with every enhancement carefully designed to elevate the guest experience while preserving harmony with the surrounding natural environment. From repositioning suites to maximise river views while minimising environmental disruption, to thoughtful material and design choices throughout, each development reflects our belief that growth should enhance, never compromise, the wilderness that surrounds us.

To us, luxury should never come at the expense of place. It should protect it, celebrate it, and leave it better than it was found.

That is what Wild With Purpose means to us.