



NOMAD
AFRICA

H1 2026

Impact Report

JANUARY – JUNE 2026

*Reimagining Africa: A commitment to
regenerative travel across the continent.*



INTRODUCTION

OUR 2026 IMPACT STRATEGY

*Nomad Africa exists to redefine
how the world experiences Africa.*

Our commitment to redefine how the world experiences Africa is delivered through three interconnected pillars:

Discover - We help people Discover through compelling content and editorial excellence;

Connect - We connect travellers to Africa through curated, meaningful journeys designed with sustainability at their core; and

Regenerate - We regenerate driving positive impact that restores and renews the environments, communities, and cultures our journeys touch.

Five strategic priorities translate this commitment into measurable action, aligned with the UN Sustainable Development Goals and the integrated impact framework of our parent company, Purple Elephant Ventures. This H1 2026 Impact Report is our account of the first six months against that plan: what we achieved, where we fell short, and what remains ahead.



- Women's Empowerment
- Supply Chain Management
- Community Engagement
- Good Governance
- Message from the CEO
- Report Highlights
- Environment & Climate Action
- Good Governance

A MESSAGE FROM OUR CEO

The first half of 2026 has been an important chapter in Nomad Africa's journey. As our business evolves and we find new paths forward, our belief remains constant: travel can, and should, be a force for good across Africa.

The first six months of 2026 brought meaningful progress. We **carbon-offset 67% of our itineraries** and **directed 90% of accommodation revenue to properties** committed to stronger sustainability standards. We were also proud to be named **Gender Equality Champion of the Year 2026 by Equality in Tourism**.

Regenerative travel is not a single milestone. It is a continuous commitment to learning, measuring our impact and holding ourselves accountable.

As Nomad Africa continues its own journey, we remain resilient and ambitious about what comes next: progressing our B Corp certification, deepening conservation and community partnerships, and continuing to put Africa's people, places and stories at the heart of travel.

There is much more ahead—and we're excited to continue the journey.

Thom Wallace



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Thom Wallace

Chief Executive Officer

Nomad Africa Travel & Magazine

OUR REGENERATIVE TRAVEL PILLARS

Governance	Implement robust sustainability governance for transparency, credibility and stakeholder engagement across all aspects of our operations.
Community Engagement	Promote community inclusion and partnership in the tourism and hospitality sector.
Supply Chain Management	Promote a responsible and sustainable supply chain in the tourism and hospitality sector.
Women Empowerment	Promote equity, diversity and inclusion in the tourism and hospitality sector.
Environment & Climate Action	Accelerate the reduction of carbon emissions and promote biodiversity conservation.

REPORT HIGHLIGHTS

67%

of all itineraries in H1 now carbon-offset.

90%

of Accommodation revenue sent to C & C- rated lodges and hotel.

2,357

new members joined the community of travellers.

9,100

copies of magazine distributed in H1



Bcorp Certification Underway -
Verification Stage pending
Certification



Won Gender Equality
Champion of the Year Award
2026 - Equality In Tourism.

PRIORITY 01

Environment & Climate Action

GOAL: ACCELERATE THE REDUCTION OF CARBON EMISSIONS & PROMOTE BIODIVERSITY CONSERVATION

Maximize Nomad's positive impact through carbon offsets and strategic conservation partnerships moving toward offsetting every itinerary we craft.

1,110
trees saved

55.5
tCO₂e carbon reduced

Carbon-offset 67% of itineraries in H1 2026 (24 out of 36 bookings), exceeding the 65% target despite volume fluctuations in Q2.

Every itinerary now features a Green Page explaining our Stand For Trees partnership. Carbon credits directed to the Kasigau Wildlife Sanctuary.

Contributions itemised on invoices for full transparency. The remaining 33% reflects primarily single-property bookings and client opt-outs, where offset mechanisms are applied differently than on full bespoke itineraries.

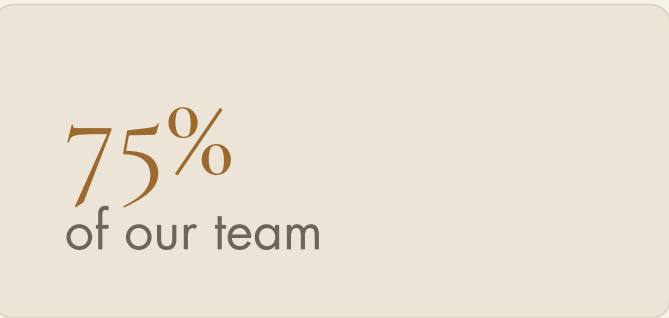
H2 focus: sustain offset rate and secure a new conservancy or trust partnership.

PRIORITY 02

Women's Empowerment

GOAL: PROMOTE EQUITY, DIVERSITY & INCLUSION IN THE
TOURISM SECTOR

Promote gender equity by highlighting and supporting female-led initiatives across travel: stories, businesses and itineraries alike.



In H1 2026 Nomad was recognised as Gender Equality Champion of the Year 2026 by Equality in Tourism at ITB Berlin.

This recognition highlights an internal dedication to equity, with women comprising 75% of our team and holding 67% of management roles.

We finalised NOMAD 51 | A Feminine Lens, an issue dedicated entirely to female-led stories across the continent, published in early July as H1 closed. Featuring a female cover artist Zana Masombuka from South Africa.

Onboarded three female-owned properties: Sterrekopje (South Africa), Ol Gaboli (Laikipia) and Be Agafay (Morocco).

H2 focus: distribution - pushing these stories further so featured women and businesses reach the audience they deserve

PRIORITY 03

Supply Chain Management

GOAL: PROMOTE A RESPONSIBLE & SUSTAINABLE SUPPLY CHAIN

Maximize the impact of our business on sustainable hotels by directing revenue toward partners who share our environmental and social standards.



In H1 2026, 90% of accommodation revenue (\$453,825) was directed to sustainable-rated hotels and lodges, ahead of our 85% annual target at the midpoint of the year.

Classification is independently verified. Every partner is rated: Certified, Committed to sustainability or Not Certified

Verification standard: grounded in tourism industry best practice and the Global Sustainable Tourism Council's approval criteria, confirmed primarily through accredited eco-labels rather than partner self-reporting.

Overarching Goal: H1's \$453,825 sits against our \$500M lifetime commitment to eco-friendly accommodation revenue across Africa: a modest fraction of that horizon, and a reminder of how much of this work remains ahead.

PRIORITY 04

Community Engagement

GOAL: PROMOTE COMMUNITY INCLUSION & PARTNERSHIP

Educate travelers and highlight community stories through targeted sustainability content spotlighting the people behind every destination.

9,100
copies of magazine distributed in H1

2,357
new members joined the community

Distributed 9,100 copies of the March Magazine issue featuring our Regenerative Travel column, reinforcing the transition from extractive to regenerative tourism models.

Community Growth: Acquired 2,357 new members in H1, demonstrating expanded market reach and community engagement.

Strategic Advocacy: Championed responsible tourism and biodiversity conservation at the STAS Summit in Naivasha, engaging with key industry stakeholders and community advocates.

H2 Outlook: Prioritizing the finalization of a formal content strategy anchored by a dedicated regenerative travel magazine issue and the continued distribution of high-impact narratives.

PRIORITY 05

Good Governance

GOAL: ENHANCE CREDIBILITY & TRANSPARENCY

Implement robust sustainability governance for transparency, credibility, and stakeholder engagement across all aspects of our operations.

B CORP CERTIFICATION



final verification phase

B Corp certification: progressed to the final verification phase in H1 2026—the concluding threshold before B Lab certification.

2026 Impact Strategy launched, defining five core priorities with dedicated owners and measurable results. This serves as the accountability framework for our ongoing reporting.

H1 2026 Impact Report: We are documenting our progress and identifying gaps as a consistent discipline, ensuring transparency as a permanent internal standard.

Regenerative travel is a continuous commitment not a single milestone.

We carry this momentum into H2: closing out our B Corp certification, deepening conservancy partnerships, and continuing to feature the people and places that make African travel regenerative.

Thank you

NOMAD AFRICA TEAM