



Anchored in the Spirit of the Community

Pure Africa has its heart in the right place with deeply embedded sustainable practices and a commitment to the environment and surrounding communities.



As a sustainable tourism operator Pure Africa strives to be at the forefront of responsible travel, making our impact tangible with a portion of our revenue going to the Victoria Falls Anti-Poaching Unit (VFAPU) and Greenline Africa, a local community based organisation working with youth, women and children in and around Victoria Falls.

Deeply embedded sustainable practices

At Pure Africa we pride ourselves in our commitment to the environment, with our ongoing product enhancement and refurbishments carried out with the support of the local community. The Pure Africa design team worked closely with the community during the recent refurbishment of the Zambezi Explorer. The hand-woven Ndebele chairs and embossed cushions were created in collaboration with Greenline Africa. While our used bottles have been transformed into beer and drinking glasses by Victoria Falls Recycling. As an extra touch, both the Zambezi Explorer and Zambezi Reflections have beautiful hand-woven carpets produced by the Jairos Jiri Association for Rehabilitation of the Disabled and Blind craft centre in Bulawayo.

Pure Africa is committed to waste reduction and our wastewater treatment plant means that no black water runs into the river, this is extremely important to us. We practice waste separation and recycling, work largely with glassware and are saying no to plastic bottles now that we have a water purification system. Pure Africa makes use of solar energy on the Zambezi Explorer and Zambezi Reflections and are strong believers in supporting local, sourcing the majority of our fresh ingredients from within the Zambezi Valley while working actively towards reducing our food waste.

Recent Refurbishments Supported by the Community

The Zambezi Explorer Luxury Deck chairs were conceptualised by the Pure Africa design team with the seats and backrests woven to a beautiful Ndebele pattern at Greenline Africa. Our team took great care shredding the carefully sourced fabric into delicate 3cm strips, which were interwoven to the pattern. We chose shades of blue and natural earthy hues to complement the bare wood. The work was done under the guidance of Diane Jones who supported Pure Africa's design team in seeing our dream chairs take shape.

Our drinking glasses are fashioned from our recycled bottles as part of our commitment to the environment. Working with Victoria Falls Recycling – part of Greenline Africa, and guided by Charlie Hewitt, our drinkware is now sustainable too. The stylish glasses are used to serve water, beer, all cocktails, whiskey and more onboard our cruises.

As a final touch, on the Zambezi Explorer Luxury Deck we've incorporated a woven carpet produced by the Jairos Jiri Association for Rehabilitation of the Disabled and Blind craft centre in Bulawayo. We have an equally impressive woven carpet in our Zambezi Reflections boat, which had to be finished on site by the talented Robina and Liliane to match the somewhat tricky dimensions.

At the Pure Africa Waterfront Restrooms, you'll note impressive woven jellyfish light fittings. As though straight out of a high-end interiors magazine, they add flair to the setting and were made by the talented ladies at Bulawayo Industries.

Greenline Africa

Greenline Africa is a local community based organisation working in and around Victoria Falls. Their vision is to create a better life for marginalised communities in Africa. Greenline Africa projects include building schools and playgrounds, developing vegetable gardens, water and sanitation, recycling and Gogo (grandmother) and orphan support. Greenline Africa also focusses on biodiversity and human-wildlife conflict, doing ongoing work in both spheres.

Pure Africa is deeply committed to playing an active role in supporting Greenline Africa, one that goes beyond our monthly monetary contributions. We purchase vegetables and fruits grown by local farmers who are part of the Greenline Africa program that teaches, provides start-up finance and creates a market for their produce. In addition, we manufactured all the new furniture items on the Luxury Deck of the Zambezi Explorer in conjunction with a women workshop project lead by Greenline Africa.

Victoria Falls Anti-Poaching Unit (VFAPU)

The Victoria Falls Anti-Poaching Unit is a non-profit organisation dedicated to the conservation of local wildlife and natural resources, while addressing the heavy burden of human and animal conflict. VFAPU works to ease this risk by protecting the wildlife and habitat from poacher pressure (subsistence and commercial), as well rescuing and rehabilitating animals injured by human interference. They train and find employment for ex-poachers so that they may have an alternate sustainable income. Their ongoing community awareness programs reach children at an early age in a bid to create long term solutions. For the past 6 years, Pure Africa has been supporting the incredible work done by VFAPU by doing what we do best – or at least one of our fortes – organising and hosting a successful special event annual fundraiser.



The woven carpet and Ndebele chairs on the Zambezi Explorer Luxury Deck.



Marking out the weaving patterns for the Ndebele chairs.



Victoria Falls Recycling creating glasses from our used bottles.

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