

# Tribal Tourist launches new website connecting adventure travellers to Africa

Tribal Tourist has launched a new website to provide travellers with an easy way to find and book tours and activities; and promote responsible adventure travel in Africa. Travellers can choose from adventures in several categories including safaris, cultural experiences, social adventures for single travellers, family trips and water-based activities.



©kasto via [123RF](#)

Founder Matthew Kearns has spent the past two years personally connecting with hosts and organisers of the most exceptional experiences in Africa, "If our customers want to go kayaking in the Okavango Delta in the wet season we can make that happen. If they want to do a deep-sea diving trip off Zanzibar then they will find the best tour operator for that."

Tribal Tourist's help travellers connect with local communities in a way that benefits the latter. "The new website is an extension of our real-life sustainable tourism practices. It brings conscious travellers and operators together and is packed with content that embodies our shared low-impact ethos."

As a tribal leader, Kearns hosts trips to connect with his customers in small, intimate groups. "We want to show people Africa's adventurous side. At the same time, we are on a mission to educate them about travelling responsibly and how to tread lightly off-the-beaten-track."

In light of Africa remaining an untapped adventure travel destination, with only three African countries – Morocco, Tanzania

and South Africa – making the top 20 adventure destinations in Intrepid's Adventure Travel Index 2018, Kearns adds:  
"Adventure travel in Africa is a sleeping giant and we have a responsibility to protect our environment before it starts to wake up. Our new website will ensure people can connect with the best tour operators and the most unique adventures in Africa."

For more, visit: <https://www.bizcommunity.com>