

Tourism for Tomorrow Awards

CONSERVATION AWARD

CHELI & PEACOCK – KENYA
FINALIST



CHELI & PEACOCK

Since 1985, Cheli & Peacock Ltd has been developing environmentally-friendly safaris and eco-camps in Kenya, with a focus on lesser-visited areas of significant biodiversity that have faced poaching and lack of resources. With 70% of Kenya's wildlife roaming outside of protected areas, they work with local communities to support wildlife conservation by providing economic benefits through bed-night levies, leasing agreements, and education initiatives. Their newly-formed Cheli & Peacock Community Trust focuses on continuing their successes in restoring wildlife to depleted areas, helping to educate the next generation of Kenyan conservation leaders, and encouraging wildlife protection on locally-owned lands by working with rural communities to identify and support their development needs.

With six properties in such diverse protected areas as Meru National Park, one of Kenya's most isolated and least visited parks, to Masai Mara, its flagship park, Cheli and Peacock have been innovative in identifying areas with poor conservation track records and building properties that will attract high-end visitors. For example, in Meru National Park, the opening of Elsa's Kopje in 1999 was instrumental in saving the park from being de-gazetted. Cheli & Peacock have demonstrated longstanding commitment and success to the preservation of Kenya's wildlife heritage and the provision of employment for local people through successful ecotourism.

