Wilderness - a company which has long been recognised for its pioneering conservation through tourism work - has further matured its successful sustainable tourism business model by becoming listed on the Africa Board of the Johannesburg Stock Exchange. Using the “4Cs”, they integrate and monitor Conservation, Community, Culture and Commerce across all sectors of the company. Its tourism business consists of 59 managed destinations in 7 southern African countries, with over 2,500 staff. Commitment to sustainability includes conservation of biodiversity and carbon mitigation, along with the creation of internal Environment Minimum Standards to guide destination development. On-going habitat restoration projects include rare species reintroduction and monitoring, like their successful endangered rhino re-introduction programme in the Okavango Delta. Support for the development and empowerment of staff is provided through training at the Wilderness Tourism School, as well as through on-line courses in multiple local languages that allow staff to further their self-training to advance their career opportunities. A Wilderness Ethics Charter and Codes of Conduct for Cultural Tourism have been adopted to further strengthen their commitment to safeguarding natural and cultural heritage. Wilderness has now fully integrated sustainability reporting and monitoring across all levels of the group: their Annual Integrated Report is third-party independently verified, providing transparency in measuring the sustainability targets they have set, and serving as a model for other companies.