

Background

Inside Africa Adventures (IAA) is a tour operating business based in Dar es Salaam, Tanzania. We specialize in crafting transformative journeys across Africa that blend high-end exploration with nature, vibrant cultural engagement and lasting community impact.



IAA operates on the philosophy of **slow travel** inviting visitors to engage deeply with Nature and People. Our portfolio spans luxury **Safaris**, authentic **Cultural** interactions, and our flagship "**90 Days of Impact**" journeys.

Mission

To curate transformative travel experiences that connect the world to the authentic soul of Africa, fostering cross-cultural understanding, environmental conservation, and sustainable economic growth for local communities.

Vision

To be the leading provider of impactful and sustainable travel in Africa, recognized globally for redefining luxury through the lens of responsibility, connection, and legacy.



Values

- **Authenticity:** We offer genuine interactions with Africa's diverse cultures and untamed wilderness.
- **Sustainability:** Every itinerary is designed to minimize environmental footprint and maximize local economic benefit.
- **Impact:** We believe travel should be a force for good, directly supporting education, healthcare, and conservation.
- **Excellence:** We provide tailor-made itineraries and tour operation service that anticipates the needs of the modern, conscious traveler.

Founder & Leadership

IAA was founded and is led by Dorosella Bishanga, a dynamic leader who brings a unique local and global perspective to the tourism industry.



Born in Tanzania and educated in Germany, Dorosella possesses over two decades of global experience in International Development.

Her background includes significant tenure with the United Nations (UN), where she led impactful community-based initiatives aimed at advancing the Sustainable Development Goals (SDGs).

This expertise forms the DNA of IAA where Dorosella's passion for showcasing Africa's beauty is combined with her commitment to driving social, economic, and environmental impact.

Philosophy



Our organizational culture is defined by a departure from **mass tourism** to **slow travels**. We emphasize:

- **Personalization:** No two journeys are alike. We listen to the traveler's dreams to craft a bespoke itinerary.
- **Locally grounded expertise:** Our team consists of local experts, guides, and conservationists who know the land intimately.
- **Global standards:** Leveraging our founder's international background, we operate with the efficiency, safety, and service standards expected by global clientele fighting with the dynamic tourism landscape.

Location

Headquartered in Tanzania's business hub of Dar Es Salaam, our strategic location allows us to coordinate complex logistics seamlessly across the Northern, Southern, Eastern, Western and Coastal destinations in Tanzania.

Operational scope

While rooted in Tanzania and Zanzibar, our expertise extends to cross-border itineraries involving Eastern, Northern and Southern African countries, managing ground logistics, permits, accommodation, and transport.



Products and Services

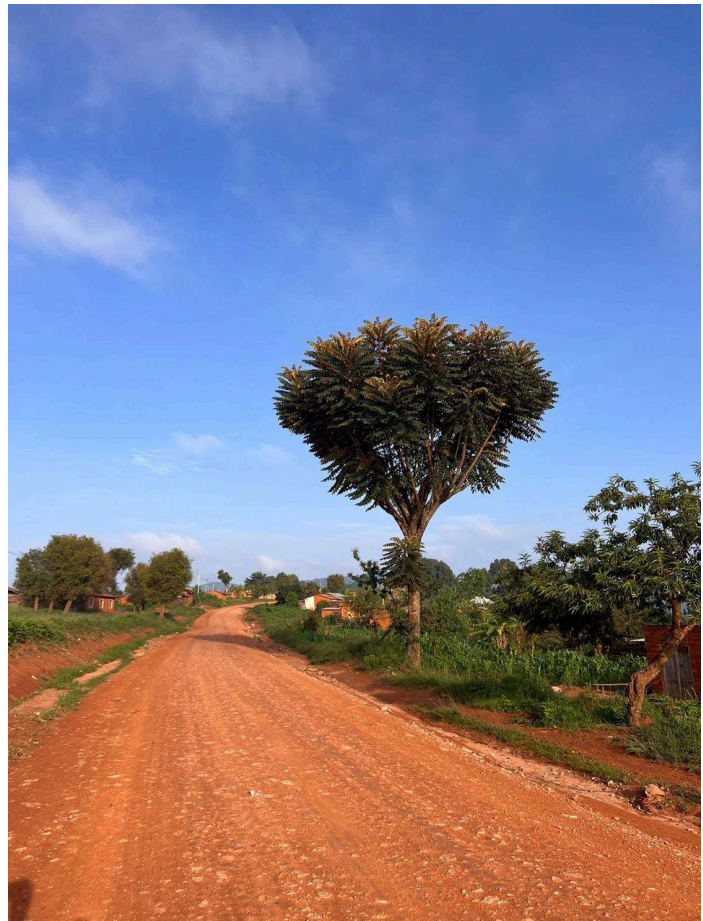
The IAA portfolio ranges from luxury holidays to profound life-changing long term stays in destinations.

1. Impact Travel

This is the "90 days of Impact" emphasizing that "don't just visit Africa. live it." This flagship offering is a comprehensive 3-month immersive program designed for individual and group career breakers, retirees, gap-year students, social anthropologists and researchers, student volunteers, digital nomads / content creators. This transformative journey blends experience on cultural diversity, wildlife conservation, ancient history, community development, and breathtaking adventures across Tanzania.

Impact activities during your trip

- Tree planting activities in communities and schools
- Volunteer skills with kids at local schools and orphanage homes, IT skills at youth ICT community centres, support HIV/Cancer children at community based organizations.
- Learn local sustainable farming and nature conservation practises
- Volunteer knowledge on nature conservation practices
- Interact with local producers and support local arts and crafts as part of cultural heritage and conservation



- Document your trip, tell stories for generational memory
- Participants are matched with specific sustainable development goals (SDG-aligned project based on their skills (e.g., teaching, healthcare support, solar energy installation, or wildlife data collection).
- Daily hands-on work alongside local community based organisations
- The reward: Safari through the Serengeti and Ngorongoro Crater.
- Decompression retreat on the pristine beaches of Mafia Island or Zanzibar.

Achievement from the trip

- A deep cultural immersion
- Contribution to low-impact travel / reduced footprint on environment and nature.
- Protection of rich biodiversity (marine, forest, hills and mountains)
- Contribution to environmental protection (tree planting)
- Contribution to local economic development
- Supported local livelihoods
- Measurable social impact (education, health) cultural, and economic)



2. Safari experiences (The Heart for Wild)



We offer exclusive access to Tanzania's most iconic national parks.

- **The Big 5 safaris:** Expert-led game drives in Ngorongoro, Tarangire, and Lake Manyara.
- **Tracks of the great migration:** Following the wildebeest and zebra across the Serengeti.
- **The Hot-air balloon safari:** A once in a lifetime aerial perspective, widely regarded as one of the most magical and emotionally powerful ways to experience the African wilderness. Its value comes from several unique elements that cannot be replicated by a vehicle safari.
- **Secret spots / quiet & peaceful destinations:** Expeditions to Ruaha, Katavi and Nyerere National Park for a wilder, secluded nature and wild experience.

3. Cultural Journeys (The Human Connection)

Our cultural tours are respectful, reciprocal, and educational.

- Maasai Traditions: Authentic engagement with Maasai communities.
- Hadzabe Bushmen: Visits to Lake Eyasi to witness one of the last hunter-gatherer tribes.
- Swahili Heritage: Immersive tours in Stone Town exploring African, Arab, and European history.



4. Eco & Specialized travels

- Photo Expeditions: "Golden Hour" Safaris led by expert photography guides.
- Chimpanzee Kingdom: Trekking wild Chimpanzees in Gombe Stream National Park.



5. Bush to Beach Honeymoon Adventure

Where “wild romance” meets “tropical bliss”. It begins with wildlife adventures in the Serengeti & Ngorongoro and ends with pristine beaches in Zanzibar or Mafia Islands.



This is the heartbeat of Africa nature and the rhythm of the Indian Ocean, that blend into a once in a lifetime honeymoon escape.

Tanzania delivers one of the most magical combinations on earth: **thrilling wildlife safaris, luxury lodges, and idyllic beach hideaways**, all crafted for couples seeking beauty, intimacy, and unforgettable adventure.

Strategic focus & sustainability



1. The "Impact" Model

Inside Africa Adventures differentiates itself through a robust Impact Strategy strategy. The "90 Days of Impact" package is the cornerstone of this model, ensuring a steady stream of skilled volunteers and funding for our partner communities.

2. Community Development

We prioritize projects that transfer skills to locals rather than just providing aid, ensuring long-term self-sufficiency.

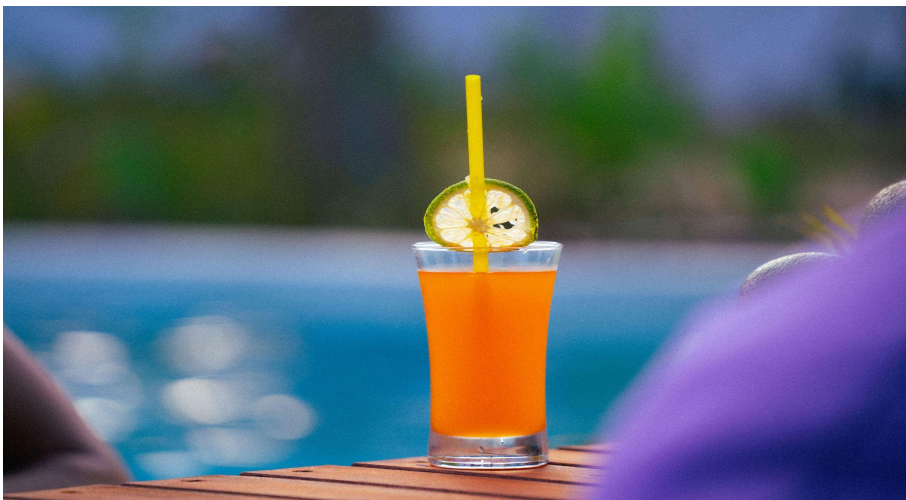
3. Alignment with Sustainable Development Goals (SDGs)

Our operations align with key UN Sustainable Development Goals:

- **SDG 1: No Poverty** - Creating fair-wage employment for guides, porters, and drivers.

- **SDG 4 : Quality Education** - Our 90-day volunteers often support rural schools
- **SDG 8: Sustainable economic growth**, full and productive employment and decent work for all through job creation
- **SDG 12: Responsible consumption** - Promoting eco-friendly lodges
- **SDG 14: Life on Water** - Participating in reef restoration and marine conservation programs, supporting marine protected areas (MPAs) through entrance fees and conservation levies, community-based tourism that supports **small-scale fishers**, buying **local seafood**, artisanal crafts, and community products.
- **SDG 15 : Life on Land** - Actively supporting nature and wildlife conservation efforts through our tree planting initiative.
- **SDG 17: Partnership for the Goals**: We encourage longer stays to develop meaningful partnerships between the local business sector, local community and tourist, and increase economic benefit to host communities.

4. Mental Wellness



Our itineraries are paced to allow travelers to **disconnect from the digital world** and **reconnect with nature**, promoting mental clarity.

Nature-based tourism is one of the strongest

contributors to mental wellness.

Sustainable ecosystems, forests, protected areas, clean lakes, and biodiverse landscapes, are essential in delivering these benefits.

Market Position



Target market

Inside Africa Adventures serves a niche but growing segment of the global travel market.

- **The Sabbatical seeker:** Professionals taking a career break to find purpose (primary target for the 90-day package).
- **The conscious traveler:** Luxury, High-net-worth individuals seeking exclusivity but demanding ethical standards.
- **Educational institutions:** Universities looking for structured overseas programs for students, teachers/ researchers.
- **Retirees:** Active seniors looking for meaningful ways to spend their time
- **Students, individuals, families and volunteers** seeking adventures, sharing and learning new skills, culture and exploring nature.

Competitive Advantage



- **Structured long stay programs:** While many offer 7-day safaris, few competitors have the infrastructure to manage a safe, productive 90-day impact itinerary. We have established a **ready - made comprehensive itinerary**, established local networks and identified communities in need, have good relationships with tourism authorities and contacts to make this program impactful.
- **Founder led expertise:** The unique combination of United Nations level development experience, exposure with sustainable development, educated at international degree and stayed in Europe, travelled across Africa for professional engagement and with local Tanzanian deep rooted experience and heritage and understanding the needs of local communities.
- **On ground presence.** A physical presence in Dar es Salaam ensures a smooth and easy connection with the rest of the world. We are on the ground to handle any inquiries 24/7.

Contact Information



Physical Address:

NIC Investment House
Mirambo/Samora Street
Dar es Salaam, Tanzania

Phone/WhatsApp: (+255) 744 810 345 (Available 24/7)

Email: info@inside-africa.net

Website: <https://inside-africa.net/>

Social Media:

- Instagram/Facebook/X/: (Search Inside Africa Adventures)
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