Hidden Africa Safari Co. Highlights Critical Rhino Conservation Data as World Rhino Day Approaches

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Hidden Africa Safari Co. (PTY) LTD highlights alarming new conservation data showing an 11.2 percent decline in southern white rhino populations between 2023 and 2024, as the safari industry looks to World Rhino month in September.

The luxury safari operator, which operates across Southern Africa, including South Africa, Botswana, Zimbabwe, Namibia, Madagascar, Zambia, and Mozambique, emphasized the critical role that responsible tourism plays in protecting these endangered species. According to data from the IUCN African Rhino Specialist Group and TRAFFIC, Africa's wild rhino population now stands at 22,540 animals, with 6,788 black rhinos and 15,752 southern white rhinos remaining.

South Africa, home to 90 percent of the world's white rhino population, lost 420 white rhinos to poaching in 2024 alone. Nearly half of these losses occurred in Hluhluwe-iMfolozi Park in KwaZulu-Natal after poaching pressure shifted from the heavily dehorned Kruger National Park. The crisis continues to accelerate in 2025, with 91 rhinos already killed by the end of March.

"Because Hidden Africa operates in South Africa ? the last true refuge for the southern white rhino ? we feel an especially close connection to this crisis," said Sean Hough, Chief Vision Officer at Hidden Africa Safari Co. "Every safari we design isn't just about extraordinary experiences for our clients ? it's also about ensuring these animals still have a future here."

The company partners with lodges that channel conservation levies and donations directly into anti-poaching units, ranger salaries, equipment, and community education programs. These partnerships ensure that travelers contribute directly to rhino protection efforts through their safari experiences.

Despite the concerning statistics, conservation initiatives across the continent offer reasons for cautious

optimism. The African Rhino Conservation Framework (2025-2030) has outlined bold steps for rhino protection, while African Parks' Rewild Rhino programme aims to relocate and re-establish 2,000 rhinos across the continent by 2034. Those interested in learning more about conservation-focused safari experiences can visit the Hidden Africa website.

"Conservation setbacks are real, but so are the wins," added Hough. "We're encouraged to see places like Zimbabwe's Chewore South ending trophy hunting. This vast 202,000-hectare concession ? once home to some of Zimbabwe's largest concentrations of black rhino ? now has a chance to recover as part of the Mana Pools, Sapi and Chewore World Heritage Site. That's the kind of progress that keeps us hopeful."

The IUCN reports a 5.2 percent increase in black rhino numbers, though the species remains critically endangered. Conservationists stress that saving rhinos requires urgent coordinated efforts, including strong political will, increased funding, rapid technological adoption, and genuine community engagement.

"Our philosophy has always been that a safari should do more than deliver unforgettable wildlife encounters ? it should actively protect them," Hough stated. "On World Rhino Day, we're reminding travellers that where they choose to stay and who they choose to travel with can make the difference between survival and extinction."

Hidden Africa Safari Co. specializes in creating personalized luxury safari experiences across Southern Africa. The company offers custom safari tours, secret safaris to hidden locations, honeymoon safaris, and various accommodation options, including safari camps, treehouses, villas, and boutique hotels. Each safari is designed to benefit local communities and wildlife conservation efforts while providing authentic African wilderness experiences. Follow the company's conservation updates on the Hidden Africa Instagram account.
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Hidden Africa Safari Co. (PTY) LTD

Hidden Africa curates far-from-ordinary safaris in wildly stylish safari camps and beach hideaways across Southern Africa. Every journey is one-of-a-kind, designed entirely around the traveller.

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