

AMADI

CONSERVATION-LED JOURNEYS



EXPERIENCES



EXPERIENCES

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EXPERIENCES

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CONSERVATION





EXPERIENCES

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CONSERVATION

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EXPERIENCES

&

CONSERVATION

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AMADI



YARGICI

YARGICI

TOYS

LC Waikiki

LC Waikiki

MOSAFER

HERSHEY'S SUPPLY COMPANY

tea | coffee | patisserie

LUZDEMIYA

LUZDEMIYA

← C1, C2, C3
← D-E
↑ Airport Hotel
↑ Airport Hotel

← F Kapitan
← A-B
← C4
← Terrace





JET A-1

WHO IS THE SAFARI TRAVELLER?

Q

A photograph of three people walking away from the camera on a dirt path in a savanna. The scene is backlit by a bright sun, creating a golden glow and a cloud of dust kicked up by their feet. The person on the left is wearing a light-colored short-sleeved shirt, shorts, and a cap, and is holding a rifle. The person in the middle is wearing a dark jacket and a hat. The person on the right is wearing a light-colored t-shirt, light-colored trousers, and a hat. The background consists of tall grasses and trees.

WHO IS THE SAFARI TRAVELLER?

NATURE AND WILDLIFE ENTHUSIAST

A man wearing a green hat and jacket is crouching in a savanna, gently touching the horn of a large rhinoceros. The scene is set in a grassy field under a clear sky.

WHO IS THE SAFARI TRAVELLER?

NATURE AND WILDLIFE ENTHUSIAST

ECO-CONSCIOUS AND CONSERVATION-MINDED

A helicopter is parked on a dark, rocky cliff edge. The background features a vast, hazy landscape of rolling hills and mountains under a sunset sky with scattered clouds. The sun is low on the horizon, casting a warm, golden glow. In the distance, a group of four people is standing on the cliff edge, looking out over the landscape. The helicopter's main rotor blade is prominent, extending across the top of the frame.

WHO IS THE SAFARI TRAVELLER?

NATURE AND WILDLIFE ENTHUSIAST

ECO-CONSCIOUS AND CONSERVATION-MINDED

ADVENTURE SEEKER

WHO IS THE SAFARI TRAVELLER?

NATURE AND WILDLIFE ENTHUSIAST

ECO-CONSCIOUS AND CONSERVATION-MINDED

ADVENTURE SEEKER

CURIIOUS AND INQUISITIVE



WHO IS THE SAFARI TRAVELLER?



NATURE AND WILDLIFE ENTHUSIAST

CULTURAL EXPLORER

ECO-CONSCIOUS AND CONSERVATION-MINDED

ADVENTURE SEEKER

CURIOUS AND INQUISITIVE



WHO IS THE SAFARI TRAVELLER?

NATURE AND WILDLIFE ENTHUSIAST

CULTURAL EXPLORER

ECO-CONSCIOUS AND CONSERVATION-MINDED

LUXURY ORIENTED

ADVENTURE SEEKER

CURIOUS AND INQUISITIVE

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SEASONED TRAVELLER

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CULTURAL EXPLORER

ECO-CONSCIOUS AND CONSERVATION-MINDED

LUXURY ORIENTED

ADVENTURE SEEKER

SEASONED TRAVELLER

CURIOUS AND INQUISITIVE

PREDOMINANTELY AMERICAN

HOW DO WE DESIGN EXPERIENCES?



HOW DO WE DESIGN EXPERIENCES?

CARE



HOW DO WE DESIGN EXPERIENCES?

CARE

SURPRISE



HOW DO WE DESIGN EXPERIENCES?

CARE

SURPRISE

CONTRAST



HOW DO WE DESIGN EXPERIENCES?

CARE

SURPRISE

CONTRAST

VULNERABILITY



HOW DO WE DESIGN EXPERIENCES?

CARE

SURPRISE

CONTRAST

VULNERABILITY

PURPOSE





A savanna landscape at sunset. A large acacia tree stands on the right. A safari vehicle is parked under it. In the foreground, a person stands near a table with drinks. In the background, two people are talking, and a few animals are visible in the distance. The sky is filled with soft, golden light from the setting sun.

WHAT WOULD IT MEAN
TO INCORPORATE
ELEMENTS OF A LIFE
CHANGING SAFARI
EXPERIENCE INTO A
RETAIL EXPERIENCE?

A savanna landscape at sunset. In the foreground, a green safari vehicle with a canopy is parked under a large, spreading tree. To the left of the vehicle, a person stands near a table with drinks and a small fire. In the background, two people are standing on the grass, and a few animals are visible. The sky is a mix of orange, yellow, and grey clouds.

WHAT WOULD IT MEAN
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CHANGING SAFARI
EXPERIENCE INTO A
RETAIL EXPERIENCE?

IS THE SAFARI
TRAVELLER A MISSED
OPPORTUNITY?



AMADI

THANK YOU

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