

A. Mission Statement for .safari

The mission of .safari is to establish a trusted, globally recognized digital namespace that supports tourism, adventure travel, wildlife conservation, cultural heritage, education and related industries. Through responsible stewardship, .safari will promote authentic experiences, sustainable tourism practices, conservation initiatives, and digital innovation while creating opportunities for organizations, communities, and businesses connected to the travel ecosystem worldwide.

B. Vision for .safari

The vision of .safari is to become the world's leading and most trusted online identity for safari-related experiences, tourism, conservation, cultural heritage, and storytelling.

The .safari namespace will:

1. Serve as a globally recognized and trusted digital destination for tourism, travel, wildlife, conservation, and adventure-related activities.
2. Connect people, destinations, organizations, and communities through meaningful digital identities.
3. Promote responsible tourism, environmental stewardship, and cultural appreciation.
4. Support innovation, economic development, and digital transformation within tourism and conservation sectors.
5. Foster trust, authenticity, and discoverability for registrants and internet users worldwide.

C. Purpose of the .safari gTLD

The purpose of the .safari gTLD is to provide a distinctive, trusted, and globally accessible online namespace for entities and individuals associated with travel experiences, tourism, wildlife conservation, cultural heritage, education, research, and related commercial activities.

The term "safari" is one of the world's most recognized travel and adventure concepts, originating from the Swahili language and deeply associated with exploration, wildlife, culture and nature-based tourism.

The .safari gTLD will serve as a platform that:

1. Promotes authentic and trusted digital identities.
2. Supports sustainable tourism and conservation efforts.
3. Encourages responsible use of the safari brand and concept.
4. Facilitates digital commerce, innovation and entrepreneurship.
5. Enhances global awareness of wildlife, culture, heritage, and environmental stewardship.
6. Creates opportunities for economic participation and community development across tourism-related sectors.

D. Public Interest Commitments and Objectives

The .safari gTLD seeks to advance the public interest by:

I. Promoting Sustainable Tourism

Supporting initiatives, organizations, and businesses that encourage responsible tourism practices, environmental sustainability, and community engagement.

2. Supporting Wildlife Conservation

Providing a trusted online platform for conservation organizations, protected areas, research institutions, environmental programs and wildlife-related initiatives.

3. Preserving and Celebrating Cultural Heritage

Recognizing and promoting the cultural origins and historical significance of the term "safari" while encouraging respectful representation of cultures, traditions and local communities.

4. Enabling Digital Innovation and Commerce

Facilitating digital transformation, e-commerce, entrepreneurship, and technological innovation across tourism, conservation and related industries.

5. Advancing Education and Knowledge Sharing

Supporting educational institutions, researchers, storytellers, photographers, filmmakers, publishers, and content creators in sharing knowledge, research, and experiences.

6. Strengthening Destination Visibility

Providing destinations, tourism boards, government agencies, protected areas and local communities with trusted digital identities that enhance visibility and engagement.

E. Activities Supporting the Purpose

The Registry Operator will support the purpose of .safari through activities that may include:

1. Tourism and Destination Promotion

Providing a trusted digital identity for tour operators, destinations, hospitality providers, tourism boards, travel agencies, and tourism-related enterprises.

2. Wildlife and Environmental Conservation

Supporting organizations dedicated to biodiversity protection, wildlife management, ecological research, habitat preservation, and environmental education.

3. Cultural Heritage and Community Engagement

Promoting cultural tourism, indigenous knowledge, heritage preservation, arts, traditions, and community-based tourism initiatives.

4. Digital Commerce and Entrepreneurship

Enabling tourism businesses, travel technology companies, online marketplaces, service providers, and entrepreneurs to establish recognizable and trusted online brands.

5. Education, Research, and Storytelling

Supporting educational institutions, researchers, photographers, filmmakers, journalists, travel writers, publishers, and content creators engaged in tourism, conservation, and cultural storytelling.

6. Government and Public Sector Participation

Providing digital identities for government agencies, regional authorities, tourism promotion organizations, conservation agencies, and public-interest initiatives.

F. Intended Registrants and Users

The .safari gTLD is intended for organizations, businesses, institutions, and individuals involved in or supporting travel-related, tourism, conservation, cultural, educational, and recreational activities, including:

1. Tour operators and travel agencies
2. Hospitality and accommodation providers
3. Tourism boards and destination marketing organizations
4. Wildlife conservation organizations
5. Environmental and sustainability initiatives
6. Protected areas, parks, and conservancies
7. Cultural and heritage organizations
8. Educational institutions and research organizations
9. Photographers, filmmakers, writers, and content creators
10. Technology providers serving the tourism sector
11. Small and medium-sized enterprises (SMEs)
12. Government agencies and public institutions
13. Community-based organizations and non-governmental organizations (NGOs)
14. Event organizers and experience providers
15. Individual professionals and entrepreneurs associated with travel-related activities