



Auberge Safari

Legendary Expeditions announces partnership with Auberge Collection

The Tanzanian safari operator's six properties unite under the umbrella of Auberge Safari.

Arusha, Tanzania 04 May 2026- Legendary Expeditions, the Tanzanian safari operator built on the Friedkin family's decades-long stewardship of the greater Serengeti and Ngorongoro Crater ecosystems, has engaged in a collaboration with Auberge Collection under the Auberge Safari brand.

Auberge Safari is not an expansion but an integration, bringing together Legendary Expeditions and Auberge, both owned by the Friedkin family, under a single, unified identity, two hospitality brands shaped by the family's founding conviction that the most extraordinary experiences are defined by place.

Legendary brings East Africa's wildest landscapes into the Auberge fold — this is Africa introduced to Auberge's global audience.

The Friedkin family's vision has shaped both Legendary Expeditions and Auberge Collection — a vision that sits at the intersection of two commitments: the protection of wild places and the craft of exceptional hospitality. Over more than four decades, the Family has worked to safeguard Tanzania's wilderness, supporting long-term conservation and community programs. Legendary Expeditions is the embodiment of that commitment. Auberge Collection is its counterpart — a global portfolio that shares the same instinct for place, character, and depth of experience.

The partnership spans all six of Legendary Expeditions' properties: Mwiba Lodge and Mwiba Plains, set within a vast exclusive-use wilderness area bordering the southern Serengeti; Mila, an intimate tented camp in the Western Serengeti; Nyasi and Songa, vintage-style tented camps positioned near the Mara River crossings; and Legendary Lodge in Arusha, set within a historic, working coffee estate.

What this partnership represents is not expansion, but integration — two expressions of the same Family vision, now operating under a single, unified identity.

Legendary Expeditions will continue to operate as it always has — led by the same teams, guided by the same conservation standards, and anchored in the same long-standing relationships on the ground. The experience remains *True. Wild. Free* — and now within reach of those ready to find it.

OWNER STATEMENT

“Legendary Expeditions has long set the standard for conservation-driven safari experiences, and Auberge Collection brings an equally strong commitment to place and purpose,” said Dan Friedkin, Chairman of Auberge Collection and owner of Legendary Expeditions.

“Together, they represent a meaningful evolution—one that strengthens our ability to protect these landscapes while offering guests a more connected way to explore them.”

ABOUT LEGENDARY EXPEDITIONS

Legendary Expeditions operates one of northern Tanzania's most extensive and diverse safari circuits within the greater Serengeti and Ngorongoro Crater ecosystems. Its six properties — Mwiba Lodge, Mwiba Plains, Mila, Nyasi, Songa and Legendary Lodge — offer unparalleled access to both the Serengeti National Park and exclusive-use Greater Mwiba Protected Wildlife Area.

Together with its affiliate, the Friedkin Conservation Fund, Legendary Expeditions supports the long-term conservation of the areas it operates in through anti-poaching programs, habitat preservation and community empowerment.

ABOUT AUBERGE COLLECTION

Auberge Collection is a portfolio of 39 one-of-a-kind hotels, resorts, safari camps, lodges, residences, and private clubs across three continents. While each property is unique, all share a crafted approach to luxury and bring the soul of the locale to life through captivating design, exceptional cuisine, innovative wellbeing, and gracious yet unobtrusive service. Auberge invites guests to create unforgettable stories in some of the world's most desirable destinations.

For more information visit: auberge.com/safari