

Free newsletter for all Bushveld friends - Gratis nuusbrieff vir alle Bosveldvriende

Bushveld Tourism Marketing Overview

Two organisations are presently involved with tourism marketing of the Bushveld region. Modimolle Tourism is a tourism information centre and a private initiative solely funded by income obtained from a holiday booking and reservation service.

The Waterberg-Nyl Tourism Forum is a non-profit association involved in different tourism projects. Each project is individually funded by participants from the tourism sector. Both these organisations work together and co-operate in various projects. No public money is at present available to assist these organisations with their important tasks.

Some of the recent activities of the Waterberg-Nyl Tourism Forum include:

- Representations to the Limpopo Heritage Resources Agency (LIHRA) regarding the implementation of the National Heritage Resources Act in Limpopo, and the identification and preservation of various historical and cultural properties, artefacts and sites.
- Representations, together with organised commerce and agriculture to government regarding the expansion of the tourism road infrastructure, maintenance of roads and cleanliness along roads. The Forum proposed that certain existing roads be upgraded to form a new National road from west to east, from the Botswana to the Mozambique borders, through the region.
- Information kiosks at both the 2008 Naboom Bird Challenge and the 2008 Bokkieweek.
- Arrangements and tour guiding services for the 2008 Australian Blue Heelers Rugby and Supporters tour to the Bushveld.
- Printing 10 000 copies of a new tourism map, which will also be available as an interactive map on the Modimolle Tourism website.
- Publishing of a hard copy and electronic book on the birds of the Bushveld.
- Publishing its regular newsletter, Bushveld Breeze (on the website www.adverta.co.za).

New Bushveld Tourist Map

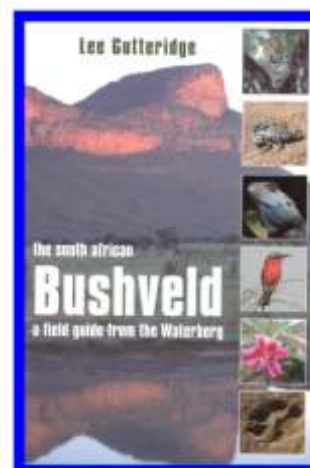


An enlargement of the new regional Bushveld tourist map, which is scheduled for printing within the next couple of weeks, was on display at the Forum's stall at Bokkieweek 2008 and drew much attention.

The map is funded by advertisers whose details will also appear on the printed map.

A follow-up project of the Forum is to display this enlarged map at various prominent places or information kiosks throughout the region, again with the help of sponsors and donors from the industry.

Complete New Bushveld Field Guide



A complete definitive field guide on the Waterberg Bushveld has just been published by Lee Gutteridge of the Entabeni Nature Guide Training Centre. Its 704 pages deal with all aspects of the region, including geology and history, and identification of all animal and plant species such as mammals, birds, spiders, frogs, insects, trees, grasses etc. It is available at R499 from Lee himself on telephone number 015 453 0645 or e-mail lee.g@legendlodges.co.za



“Tourism marketing is expensive, and someone must pay the bill. There is no room for FREE-BEE’s. By co-operation and co-ordination maximum effect to the benefit of all can be obtained!”

Important News for visitors

- Euphoria Golf Estate & Hydro is officially open. Visitors can already play on this 18 hole Annika Sorenstam international signature golf course. It boasts one of the largest club houses in South Africa. The aerial cableway arrived from Europe and is presently being installed - tel 014 743 3759.
- The well-known Joe Grosel will present a raptor identification course at Dinonyane Lodge next to Nylsvley from 15 to 17 August 2008. For information contact Joe at 082 415 5250, e-mail edenroutes@telkomsa.net.
- At three Diamonds various homesteads are being converted to genuine farmstyle accommodation to offer the visitor a real farmstay experience. Horse riding, hiking, birding and quad biking is also available - 082 257 1914.
- Die Olifant is under new management and offers various services, fresh bread, meat and firewood to tourists. There is also a bottle store on the premises, as well as a picnic area. Fixed accommodation and caravan stands are under construction - tel 082 889 4255, e-mail esiasoosthuizen@yahoo.com

Redaksie

Bushveld Breeze is 'n nie-winsgewende elektroniese publikasie en gratis diens aan die inwoners van die Bosveld. Die redakteur is H L van Niekerk en die uitgewer Adverta Mediadienste. Alle sorg word geneem om akkurate inligting te publiseer, maar geen aanspreeklikheid word aanvaar vir inligting wat nie korrek mag wees nie. Kontak die redakteur per e-pos by info@adverta.co.za

Distribution

Please pass this newsletter on to as many of your friends and family (and Bushveld friends) as possible. Or send their e-mail addresses to us for inclusion in our Free mailing list.

Forthcoming Forum Activities

Participate in, or look out for the exciting projects that the Forum is working on:

- Publishing a Waterberg-Nyl West Tourist Map to follow the successful eastern map, and also making it available as an interactive web-map.
- A prominent Bushveld feature article and map in the magazine SA Golf Trader (circulation 25 000).
- Establishment of information kiosks with large maps at various places in the area.
- Involvement with and co-operation with the two CTA's in the area.
- Providing standardised tourist signs for use on premises to the industry, hiking trails etc. including name tags for trees, information signs, etc.
- Participating in the 2008 Getaway Outdoor Exhibition.



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Bokkieweek Successfully Exploited for Tourism

Bokkieweek, the largest schools sports event in South Africa, was held in Naboom from 1 to 4 July 2008 for the fourth time. As with some of the previous meetings, the Waterberg-Nyl Tourism Forum was prominently involved in its organisation and marketing.

Approximately 7000 rugby, hockey and netball players and their supporters, a record for the event, ascended on the Bushveld for this prominent sports week.

The Forum was, amongst others, involved with arrangements and bookings for accommodation, and it can be safely said that all participating establishments' facilities were filled to capacity during the week, from Nylstroom-Modimolle right up to Potgietersrus-Mokopane.

It is conservatively estimated that this event brought a direct capital inflow of R7 million to the region. It was heartening to see the Wimpy filled to its brim each morning, to see the more than 30 buses filling up at the local service stations and even the NTK, and to see the queues in the pharmacy of sportsmen waiting to be attended to, not even to mention the activities at all the holiday resorts.

Apart from that the Forum received more than 200 positive enquiries at its kiosk during the week, which will ensure valuable follow-up business for the region.

It is expected that Naboom will also host the 2009 Bokkieweek, and the organisers are thanked, and wished everything of the best, for Bokkieweek 2009.



Four large display panels highlighted the beauty and various tourist establishments of the region for visitors.



CTA's

The Waterberg District Municipality recently facilitated two meetings in Nylstroom-Modimolle and Naboom-Mookgophong during which Community Tourism Associations were established for each town. These associations will, amongst others, serve as the only channel of funding from government and municipal sources to the local tourism industry. This involvement of government in tourism, and especially its funding, is welcomed.

Modimolle Tourism and the Waterberg-Nyl Tourism Forum are represented on these CTA's established for the two adjacent towns and will strive to further the interest of their respective tourism industries there.



The Forum's 7 meter X 2 meter stand in the main stadion of Naboom during Bokkieweek 2008.



Gwen from Modimolle Info & Tourism attending to some of the visitors at the Forum's kiosk at Bokkieweek 2008.