

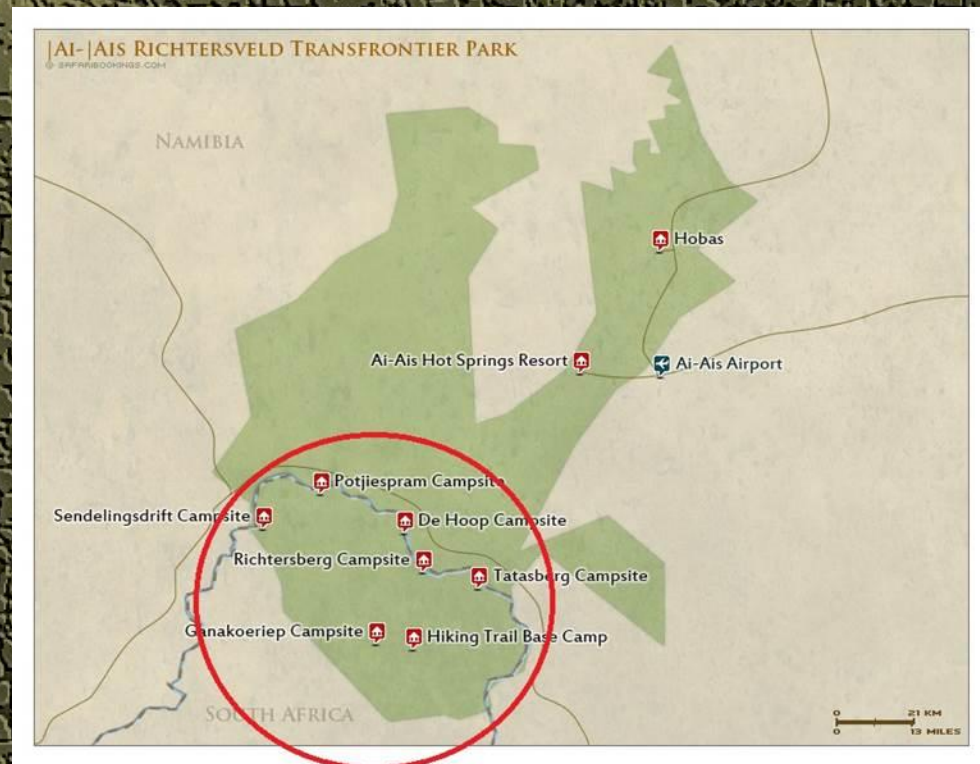
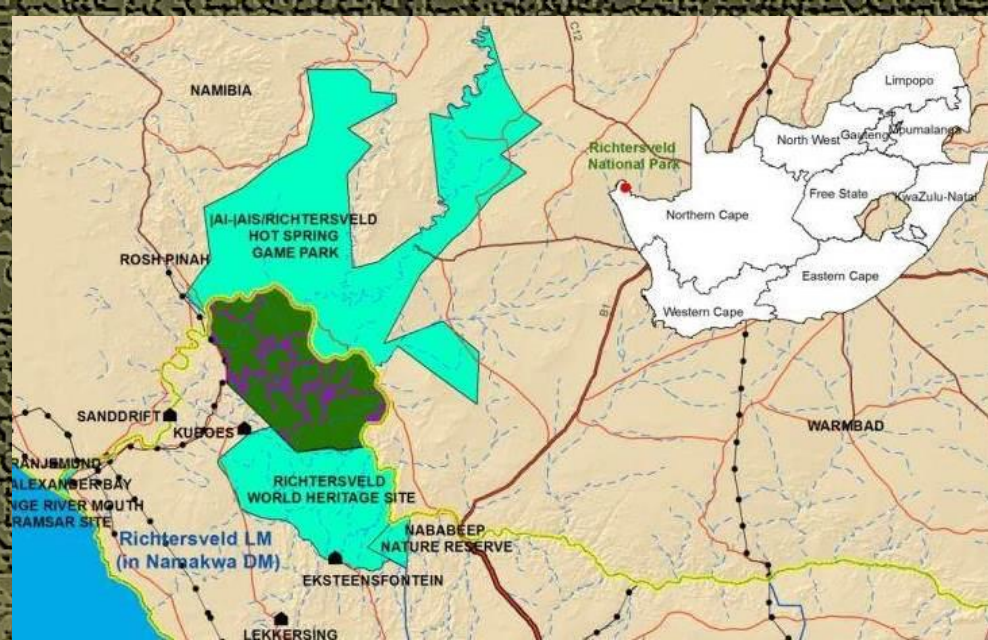


DESERT KAYAK TRAILS

PROGRAM

- Location
- Stakeholders
- Business product
- HR
- Assets
- What's on offer
- Successes and challenges

LOCATION





/Ai /Ais-Richtersveld Transfrontier Park



!Garob tsī !Hao Ināsib !Omis
- natural and cultural heritage -



STAKEHOLDERS / OPERATIONS:

Transfer of knowledge and expertise
NWR, MET, SANPARKS

GIZ, PPF, DEA, BOUNDLESS, ...

BUSINESS PRODUCT:

- Only stretch along the Orange river within a Transfrontier Park with the highest concentration of rapids. Competition was welcomed by Felix Unite and Amanzi Trails but on one condition it was competitive and better competition to assist with the overall Kayak market and not negative publicity for the Kayak market.
- A Business Plan was drafted in 2014 as a sustainable finance strategy.
- Potential to develop a sustainable community based Transfrontier Tourism initiative operating in both NAM and SA within the ARTP.

BUSINESS PRODUCT:

Concession through a partnership approach. NWR has the concession on behalf of the ARTP. NWR as the implementing agency manages and develops the product with contributions from Transfrontier Partners as well as external funders.

Projection:

- After 5 years of implementation it was envisaged that a total revenue of in excess of R5,000,000 p/a could be generated.
- NETT revenue of R3,000,000 p/a
- Objectives: community benefit, create physical infrastructure for the TFCA, attract guests to the TFCA, revenue generation / retention for the TFCA

HUMAN RESOURCES:

Current Status:

1 x Operations Manager

3 x Kayak guides (3 x uncertified)

Optimal Status (Weekly departures):

1 x Operational Manager

2 x Trip leaders

6 x Kayak guides

8 x Operational crew (Catering and camp set up)

Assets



WHATS ON OFFER

- R4300 P/P, Max 30 pax
- 4 Days of slack pack kayaking down the pristine Orange River within the ARTP.
- 4 nights, 2 in RSA, 2 in NAM
- Quality breakfast, lunch, dinner and drinks
- Transfer to the put in and back to basecamp
- Qualified and informative guides
- Relaxed atmosphere with additional activities such as fishing, birding, hiking, geology, fauna and flora













SUCCESSSES:

2 full trips to date

Numerous shorter trips

10 trips envisaged for 2018

Funding secured to 2019 for development
(Phased approach) from all stakeholders

CHALLENGES:

Implementation of funding

Annual vs weekly

Insufficient certified guides

Lots of interest and enquiries but logistics
not fully in place

THANK YOU