

TOURISM

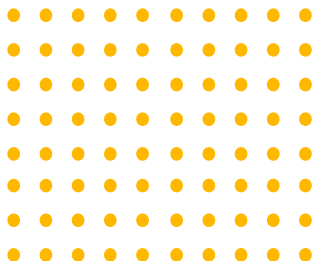
TOURISM



—
Orange River
Concession
Oranjemund

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OMDiS
Building Futures





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Location

The Orange River Concession combines two adventure zones northeast and east of Oranjemund, namely the Guided Adventure Zone north of the main road into Oranjemund, and the River Adventure Zone between the main road and the Orange River.

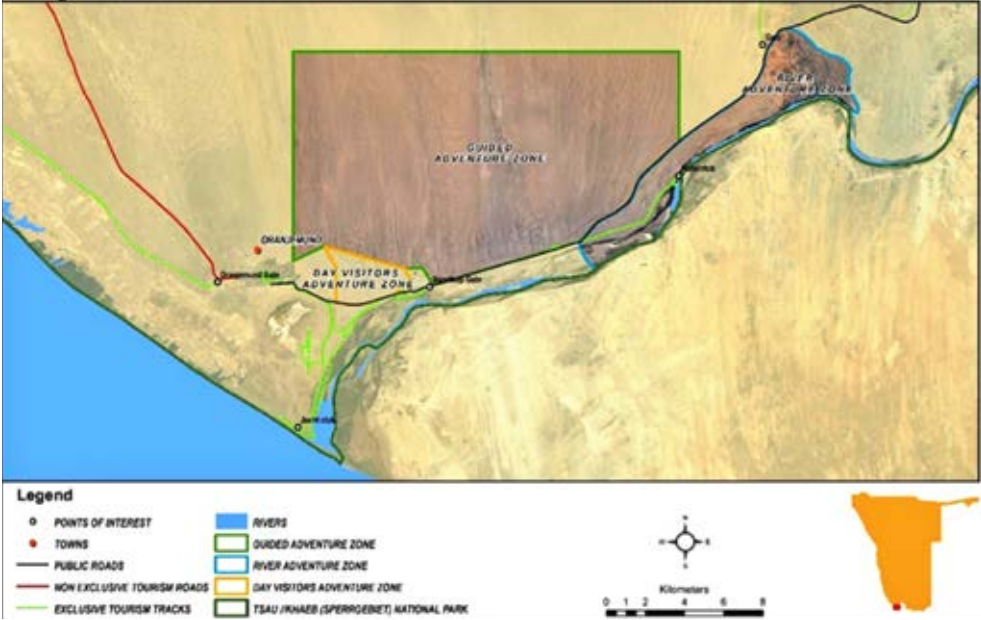
The Guided Adventure Zone is bordered by the town of Oranjemund in the southwest and the road from Oranjemund to Sendelingsdrift in the south and south east. The River Adventure Zone is bordered by the main road into Oranjemund to Sendelingsdrift road in

the north, the Orange River in the south, the access road off the main road to Hohenfels in the west and a track from the main road to the river immediately east of the western access road into the Southern TDA in the east.

The Guided Adventure Zone is an area within arid Succulent Karoo shrub-veld in the west to sand dunes in the east and south. The River Adventure Zone comprises disturbed and abandoned agricultural land with a narrow belt of riverine forest.



Tsau //Khaeb (Sperrgebiet) National Park
Orange River Concession





Access

Access will be from Oranjemund town and off the main access road from Sendelingsdrift into Oranjemund. The concession falls within the Tsau //Khaeb (Sperrgebiet) National Park.

Attractions

The main attractions are the Orange River, the ruins of the historic Hohenfels Police Station, the riverine forests, the birdlife and the Namib sand sea.

Although outside the concession area, the immediately adjoining Orange River Mouth RAMSAR Wetland Site is an added attraction. North of the river, the Succulent Karoo shrub-veld and the sand dunes are further attractions.

Preferred target market

It is likely that the majority of tourists making use of this TDA, other than local recreationists, will be South African self-drive tourists travelling through the Richtersveld and southern Namibia as part of a southern Namibia circular tour route. It will also be used by international tourists that may link Oranjemund with Lüderitz in a circular route, around and through the Tsau //Khaeb (Sperrgebiet) National Park.

The Orange River Concession offers add-on adventure experiences and overnight accommodation opportunities for international, regional and domestic visitors to Oranjemund, the Tsau //Khaeb (Sperrgebiet) National Park and the larger cross-border area, as well as adventure, camping and recreation opportunities for residents of Oranjemund and Rosh Pinah.

Products & Activities



Concession Activities

Guided 4x4 sand dune driving with a maximum of six 4x4 vehicles and 24 people, including guides at any given time. The following products and activities should be offered within the River Adventure Zone:

- ☐ A 30-unit, 60-bed river resort with restaurant seating 100 people at Hohenfels offering: accommodation, conferences, camping and picnicking.
- ☐ Guided tours (angling, birding, hiking, canoeing, river tours).
- ☐ Non-motorised water sports on the river (wind surfing, kayaking and kite surfing).
- ☐ Camping, fishing and picnicking.
- ☐ Sandboarding.
- ☐ 4x4 Sand dune driving.

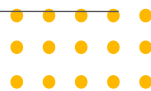
Infrastructure

Existing infrastructure

- ☐ 2x4 access road to Hohenfels.
- ☐ Old farming infrastructure and gum tree plantation.
- ☐ Old police station ruins at Hohenfels.
- ☐ Old campsite with limited infrastructure needing renovations.
- ☐ Original Hohenfels clubhouse.

New Infrastructure

- ☐ Surfaced 2x4 access road to Hohenfels.
- ☐ Interpretative signage at Hohenfels.
- ☐ River Lodge: 30 units and campsite of 10 stands.
- ☐ Camping sites for max 10 groups.
- ☐ Restaurant and kiosk seating max 100 people.



Hohenfels

Environmental Considerations

All development and activities have to comply with the Environmental Guidelines of the MEFT. All designs and activities will be planned through a sustainability lens, especially considering the aridity of the area.

Concession Structure

It is recommended that the adventure zone with the resort site is awarded to a single operator, with all developments at Hohenfels developed, managed and maintained by the operator.

Required Interventions

Concession preparation (feasibility study and environmental guidelines) needs to be done, followed by an award and/or procurement process.

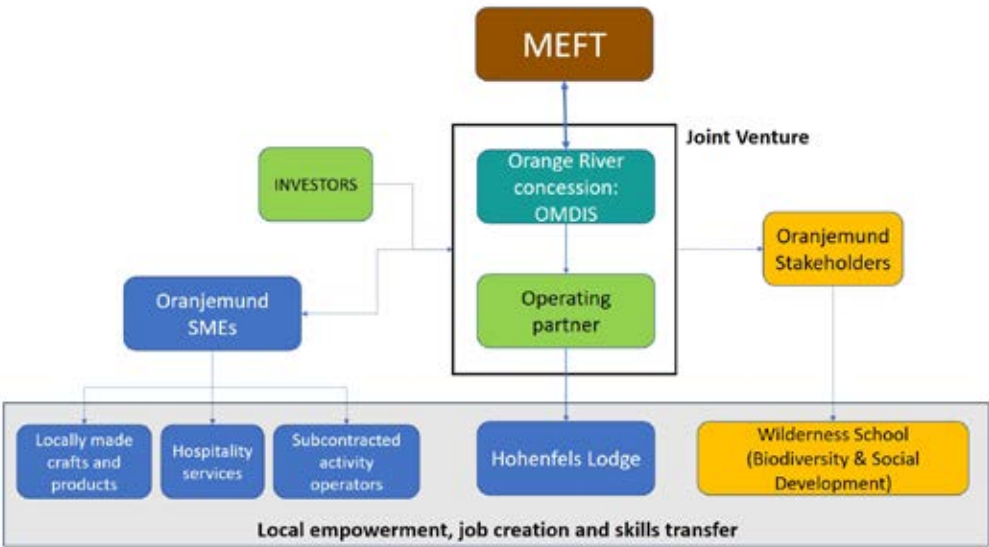
Priorities

This concession requires minimum intervention to make it operational. It is also of importance to Oranjemund as a tourism destination and primary support hub to the Tsau //Khaeb (Sperrgebiet) National Park. Infrastructure development will initially focus on camping-to-go facilities as a start.





Operating model for the Orange River Concession



Concession Rationale

The tourism sector is the hardest hit by Covid-19 and these effects are evident during the engagements OMDis undertook within its network of tourism operators.

OMDis has influence and a structure to bring unity

OMDis must leverage its unique position at the confluence of private sector, community organisations and public sector to bring together a uniquely structured Namibian owned concessionaire that combines multiple partners.

OMDis can provide the support structure to stimulate development in the region with the resources and skills already available for successful development of the concession area. OMDis has leveraged some of the most respected names in tourism in Namibia.

When OMDis combines this expertise with the financial backing links to the local communities through OMD 2030, we believe we have an ability for impact that is hard to contend with.

OMDis is local, business and community driven

We are the closest town (alongside Rosh Pinah) to Tsau //Khaeb (Sperrgebiet) National Park. Our existing mandate pertains to successful transformation and economic diversification of the town of Oranjemund in an approach that is driven through the people and communities surrounding the concession.

That Oranjemund needs to diversify its economy is a non-negotiable for us. Through this concession we can make sure the people of Oranjemund get the first chance at employment at the lodge, as well as developing tour operators.

OMDis is already committed to Tsau//Khaeb (Sperrgebiet) National Park

The Namdeb board has availed adequate funds to OMDis and the Town Transformation programme. These funds are to be invested in a myriad of development areas, with significant investment in the tourism sector already planned.



We believe there are few other actors with this level of commitment available. By establishing this lodge, we demonstrate further confidence in the area which attracts further investment by other actors in line with OMDis's wider plans for the town.

Rationale

The most significant business rationale for the project is to link the southern tourism destinations in Namibia by road and by air. This would also include developing additional tourism markets from South Africa encouraging the self-drive market travelling up along the west coast of South Africa, to continue north to Namibia as opposed to ending their trip in Port Nolloth on the South African side.

One of the key objectives of the project is to develop further markets by adding a business type accommodation offering promoting longer stays. The tourism venture also contribute to converting Oranjemund into a normal residential town.

The residents of Oranjemund have the opportunity to become part of the supply chain of various service providers to the tourism establishment.

Potential Impacts on Tsau//Khaeb (Sperrgebiet) National Park

The intention would be for the lodge business to support the Concession Area Management Framework, through implementation and ongoing management of control measures required by the Ministry of Environment, Forestry and Tourism. This would include:

- ☐ Improvement of the existing MEFT infrastructure.
- ☐ Monitoring of the greater Tsau // Khaeb (Sperrgebiet) National Park area including wildlife, off road driving and illegal access to the area.
- ☐ Improving road conditions and perimeter fences.
- ☐ Extensive clean-up of existing rubbish dumps and old fencing material.
- ☐ Introduction of electricity into the area via solar power.
- ☐ Heightening environmental awareness of tourists and staff.
- ☐ Tourist Management – ensuring that tourists behave in an environmentally acceptable way.
- ☐ Nature Conservation through:
 - ☒ Good waste and water management.



- Adopting and encouraging responsible behaviour during game drives.
- Not planting alien plants.
- Policing illegal fishing and poaching.

The history of the Tsau //Khaeb (Sperrgebiet) National Park has caused the region to be cut off from major tourism routes and existing tourism attractions, such as the Fish River Canyon and the hot springs of Ai Ais.

OMDis plans to not only unlock the route to the region through Rosh Pinah but holds the ability to facilitate the opening of an access corridor along the private mining road from Luderitz down to Oranjemund.

This circular access is critical to the Tsau //Khaeb (Sperrgebiet) National Park achieving its full potential.

Skills development plan

Field & Specialist Guides

Specialist guides will have to be trained in Botany, Archaeology and Birding. Operators will have to be trained in Safety and Security, First Aid and the general operational principles of the various adventure tourism offerings.

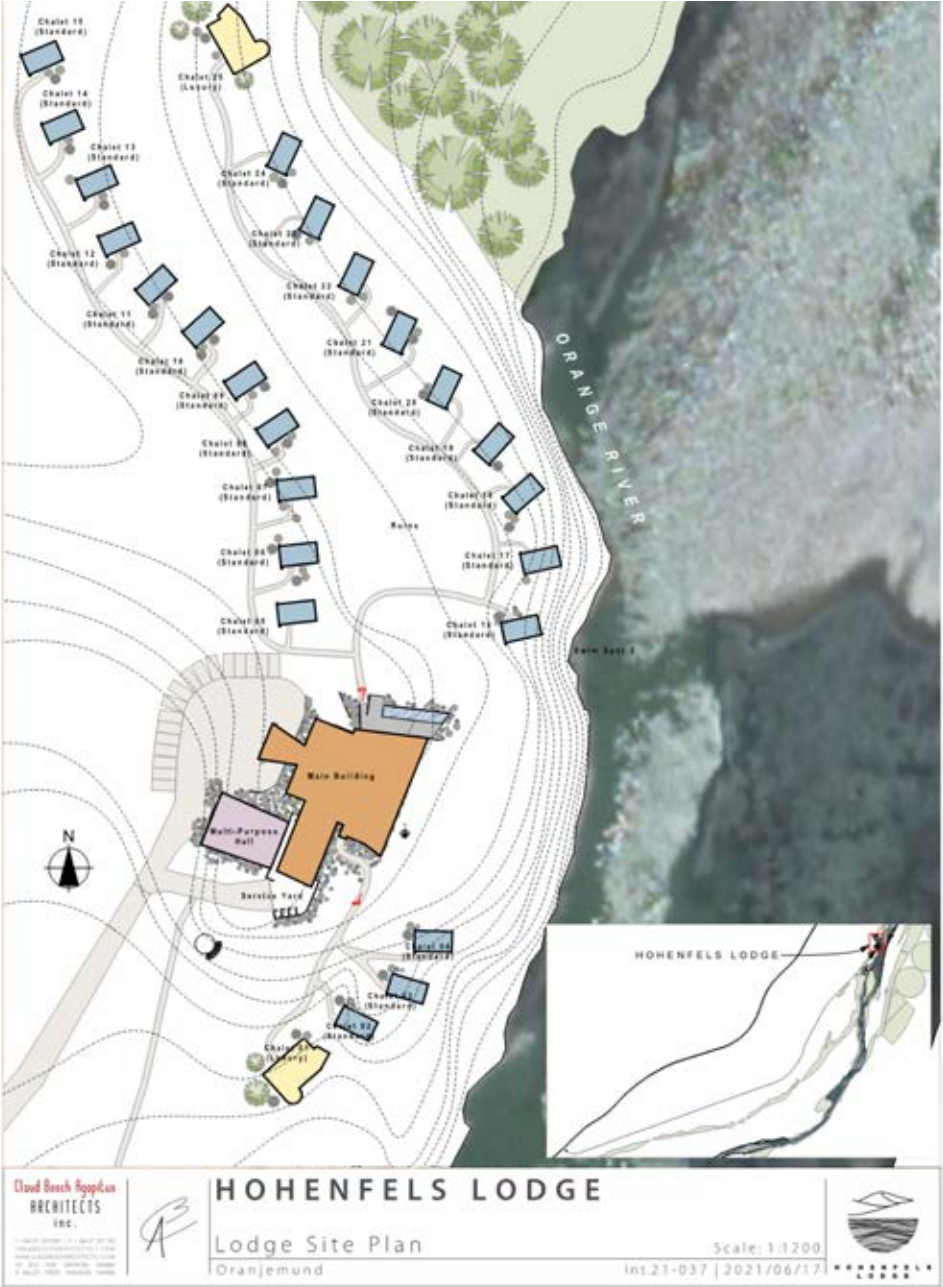
Crafts and Curios

While not a core focus of the operators skills development opportunities will be pursued through OMDIs in the creation of SMEs specializing crafts and curios on the higher-end quality scale aimed at foreign tourists from abroad and the wider SADC region.

Hospitality

- ☐ Front of House
- ☐ Waitrons
- ☐ Housekeeping
- ☐ Food Preparation

Concession Rationale





For over 85 years Oranjemund has been a closed town, inaccessible because of diamond mining restrictions. People are curious, but no tourism market has ever developed and is unlikely to develop organically. Tourism plays a key role in the sustainable socio-economic transformation of Oranjemund and is a sector that readily builds livelihoods and empowers women, youth and other vulnerable groups.

While tourism will grow over time, without targeted investment in a structured manner, the scale of real transformation of the communities will remain a challenge. The development of the Orange River concession can only succeed with a regional development approach that leverages the strategic advantages of Oranjemund.



Contacts

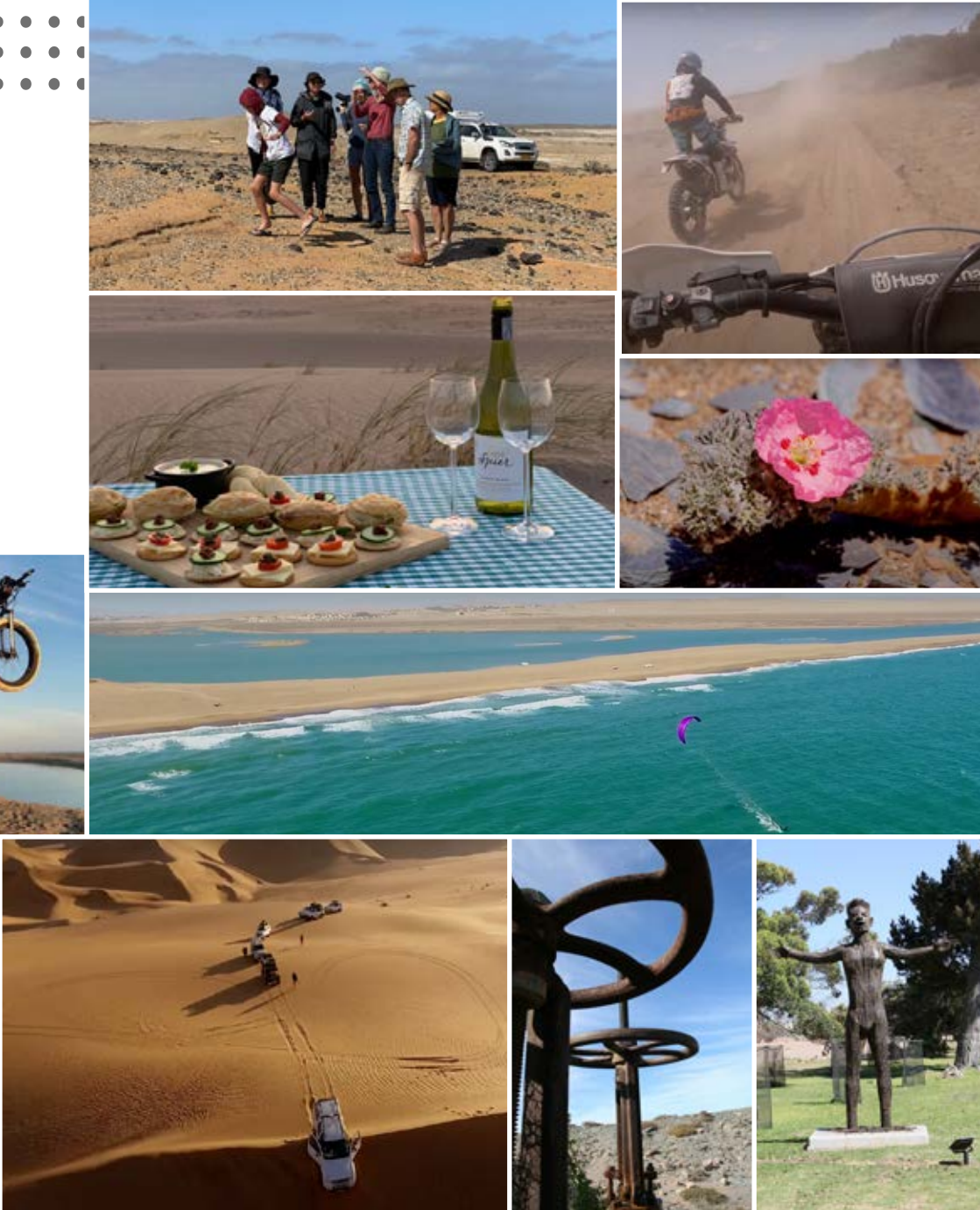


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