

The  
H·A·N  
Gala  
Congress  
& HTTF  
2011



**BANNERMAN**  
RESOURCES

## **Real-time synergies between tourism and mining: the way & beyond**

**Werner Ewald – November 2011**

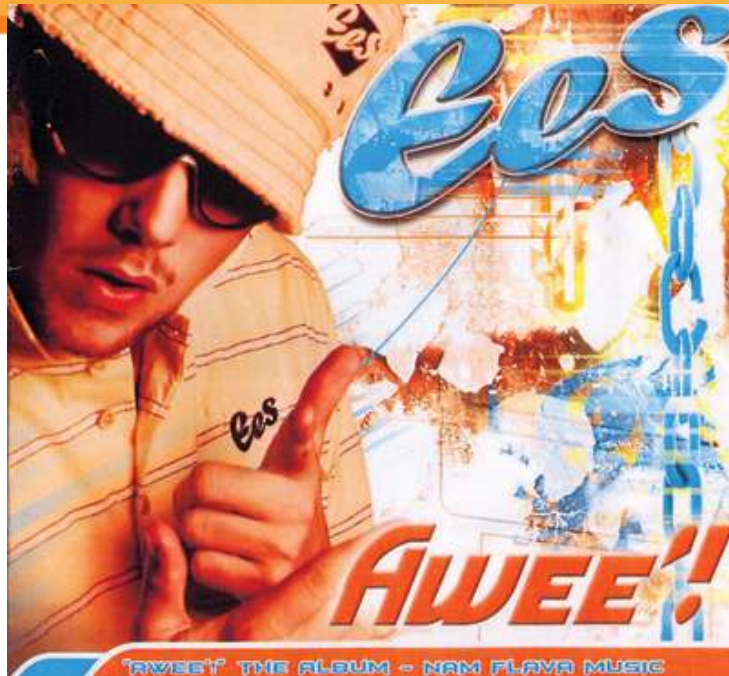


**Hospitality Association  
of Namibia**  
Rewarding Quality

What is real?

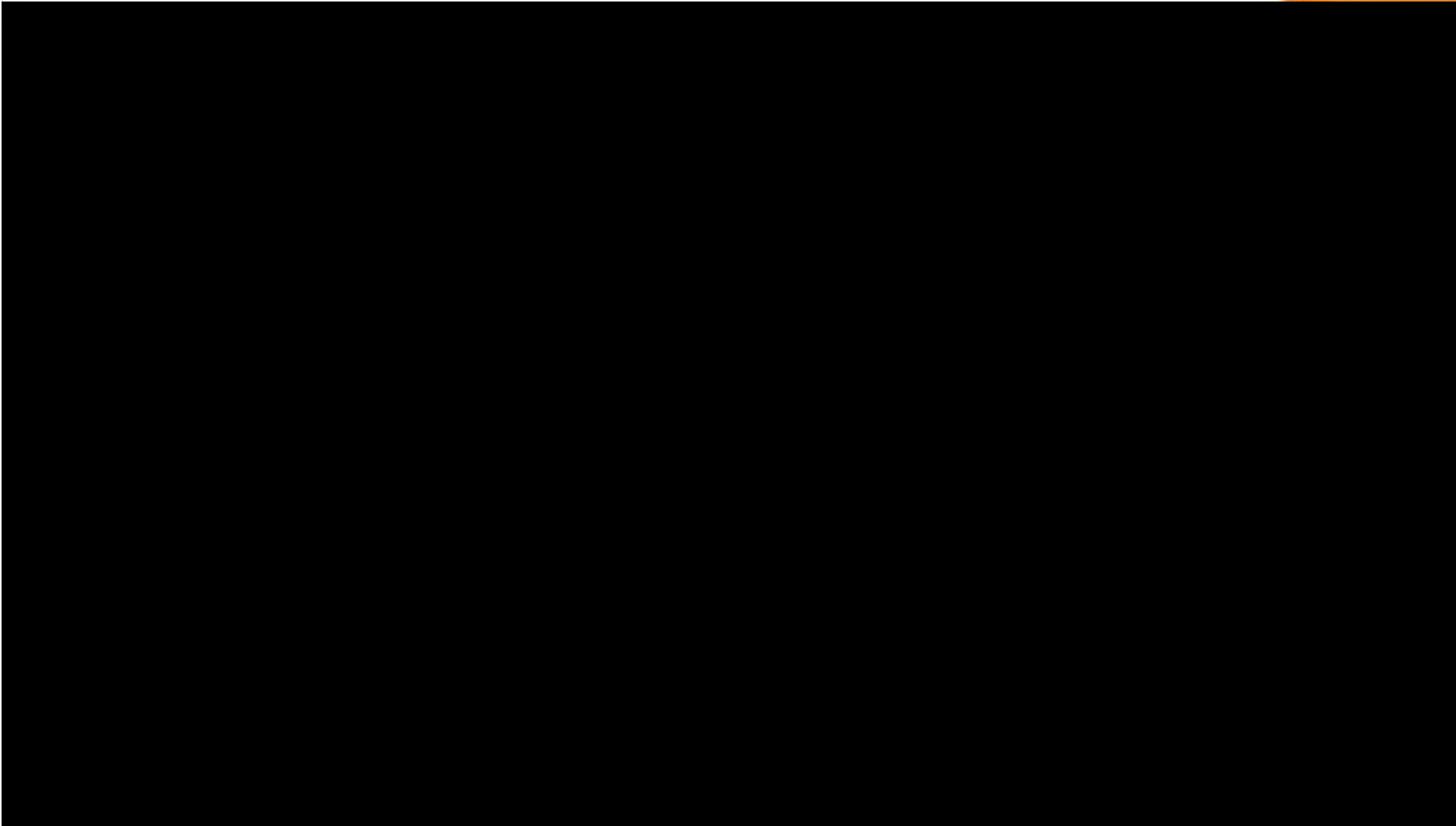






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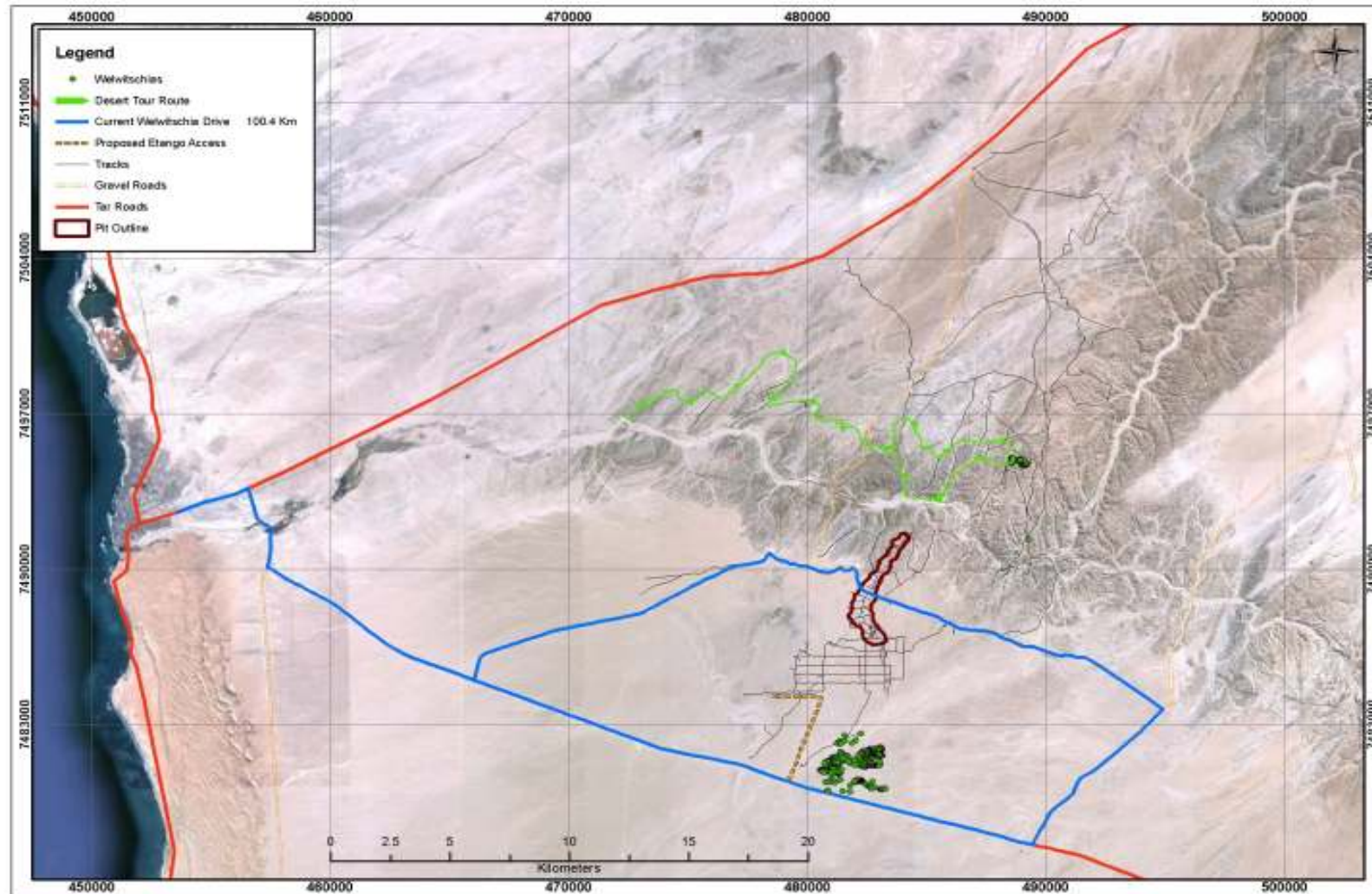
# Mining & Tourism – building synergies for sustainable development (13 May 2011, Alte Brücke)

## Six projects identified:

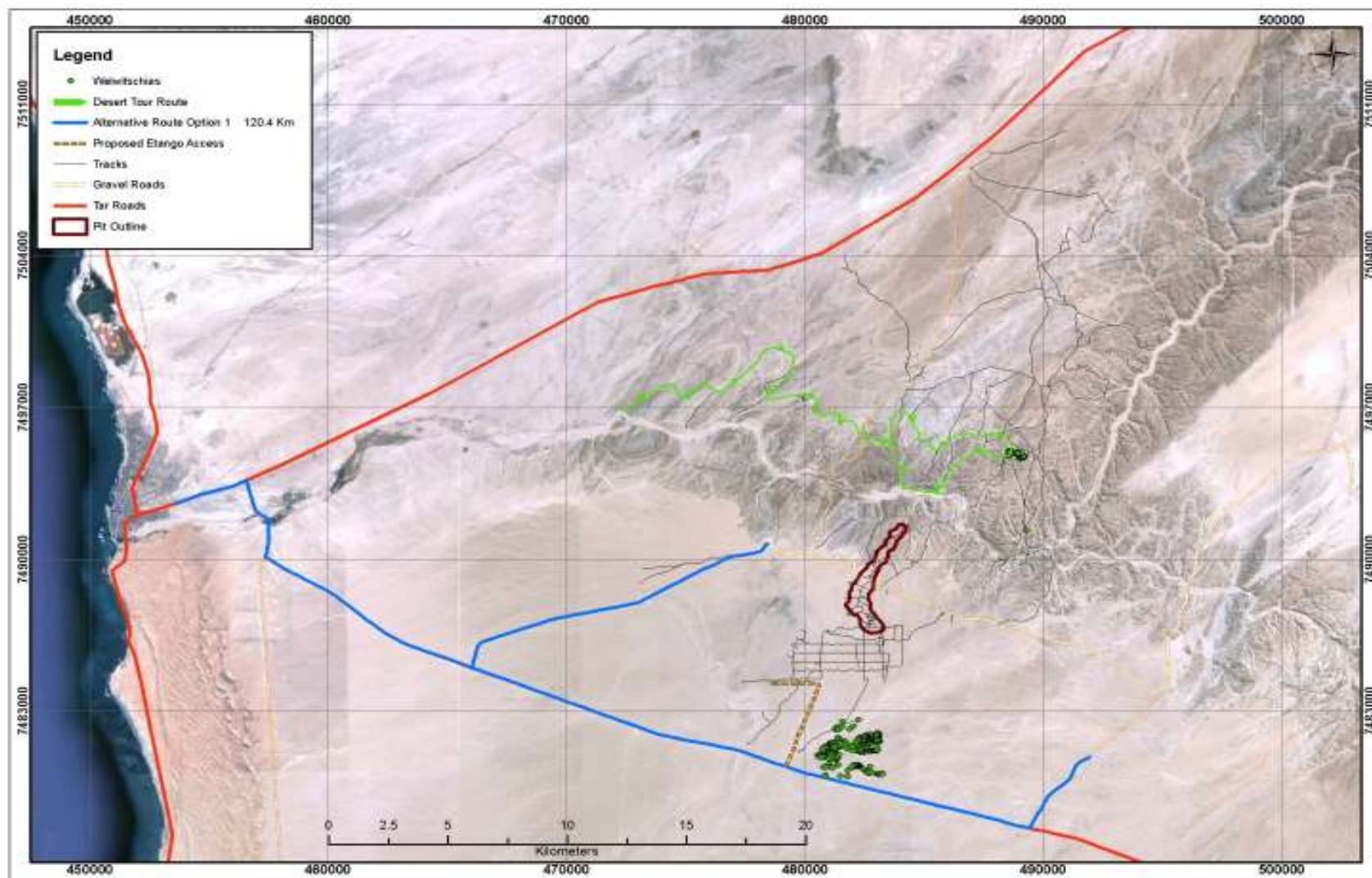
1. Re-inventing the Welwitschia Drive – identifying alternatives
2. Re-vamping / re-location of some of the moon landscape viewpoints
3. Developing sites around WW1 monuments (Namib Heritage Project)
4. Possible creation of hiking trails & camp sites in the Swakop River Valley
5. Identifying and promoting cultural and tourism sites in the Kuiseb River Valley
6. Spitzkoppe communal tourism promotion



# Project 1: Re-inventing the Welwitschia Drive – alternative routes

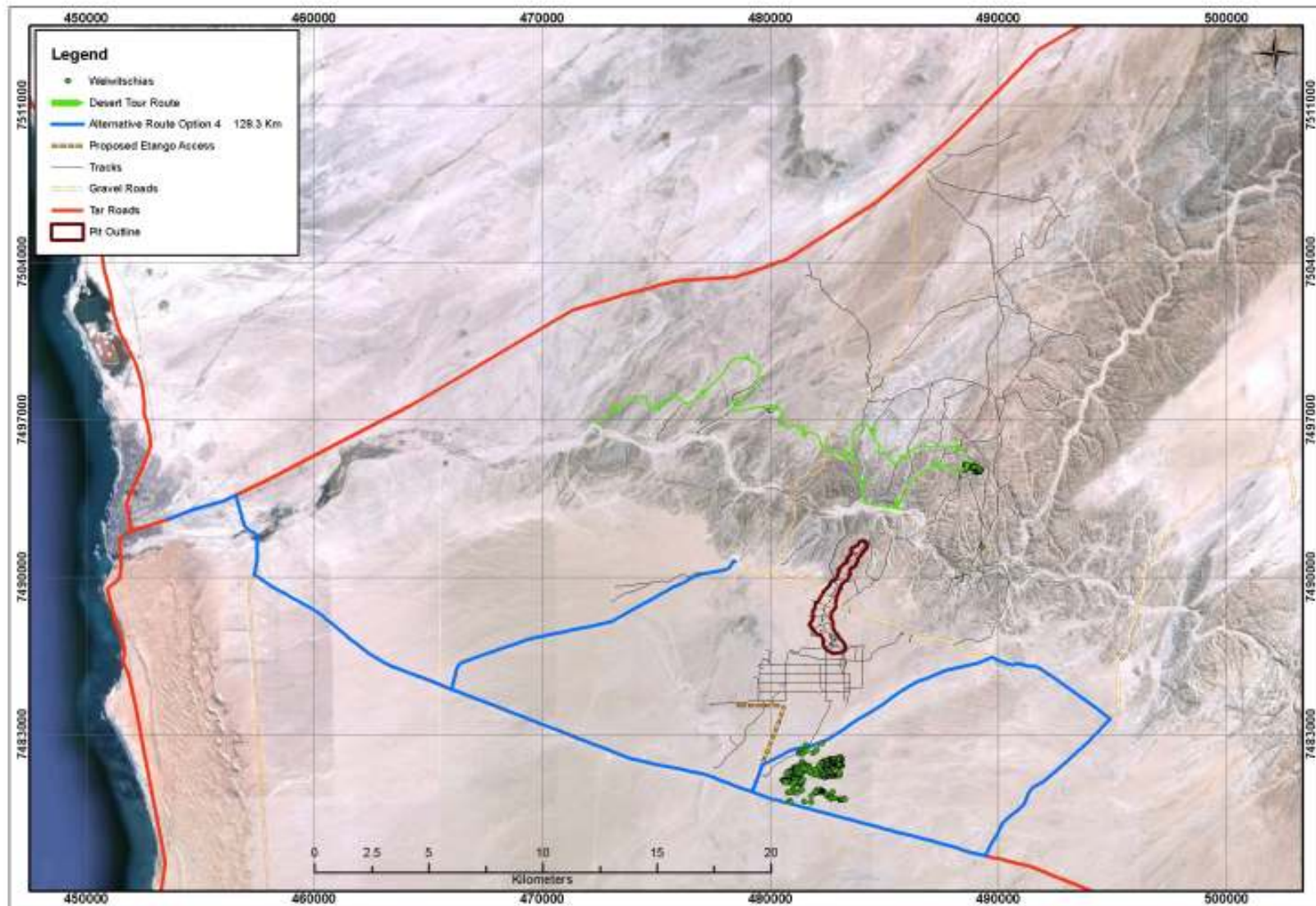


## Alternative 1 (cost ~ N\$ 0)



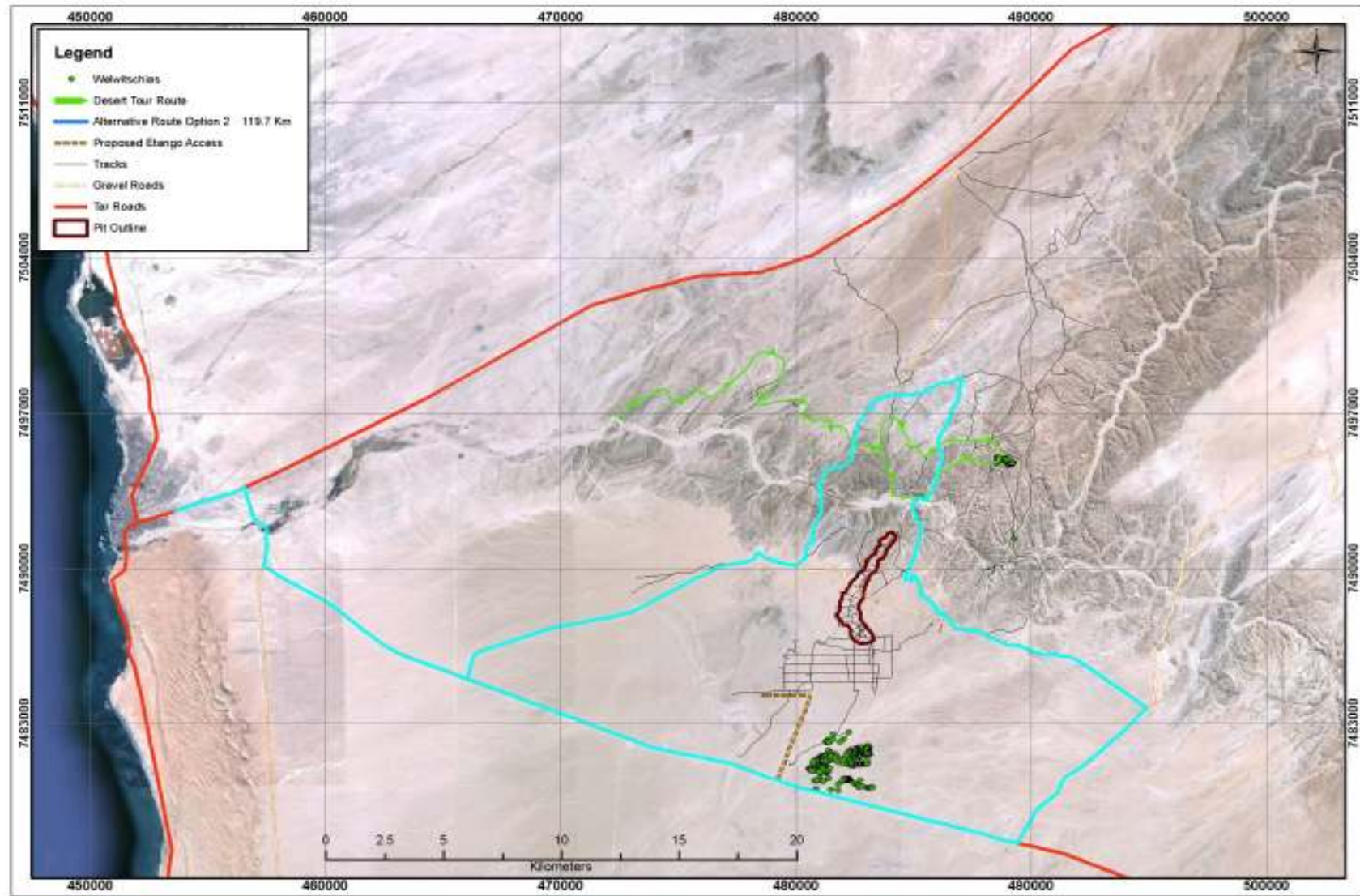


## Alternative 2 (cost ~ N\$ 1.5m)

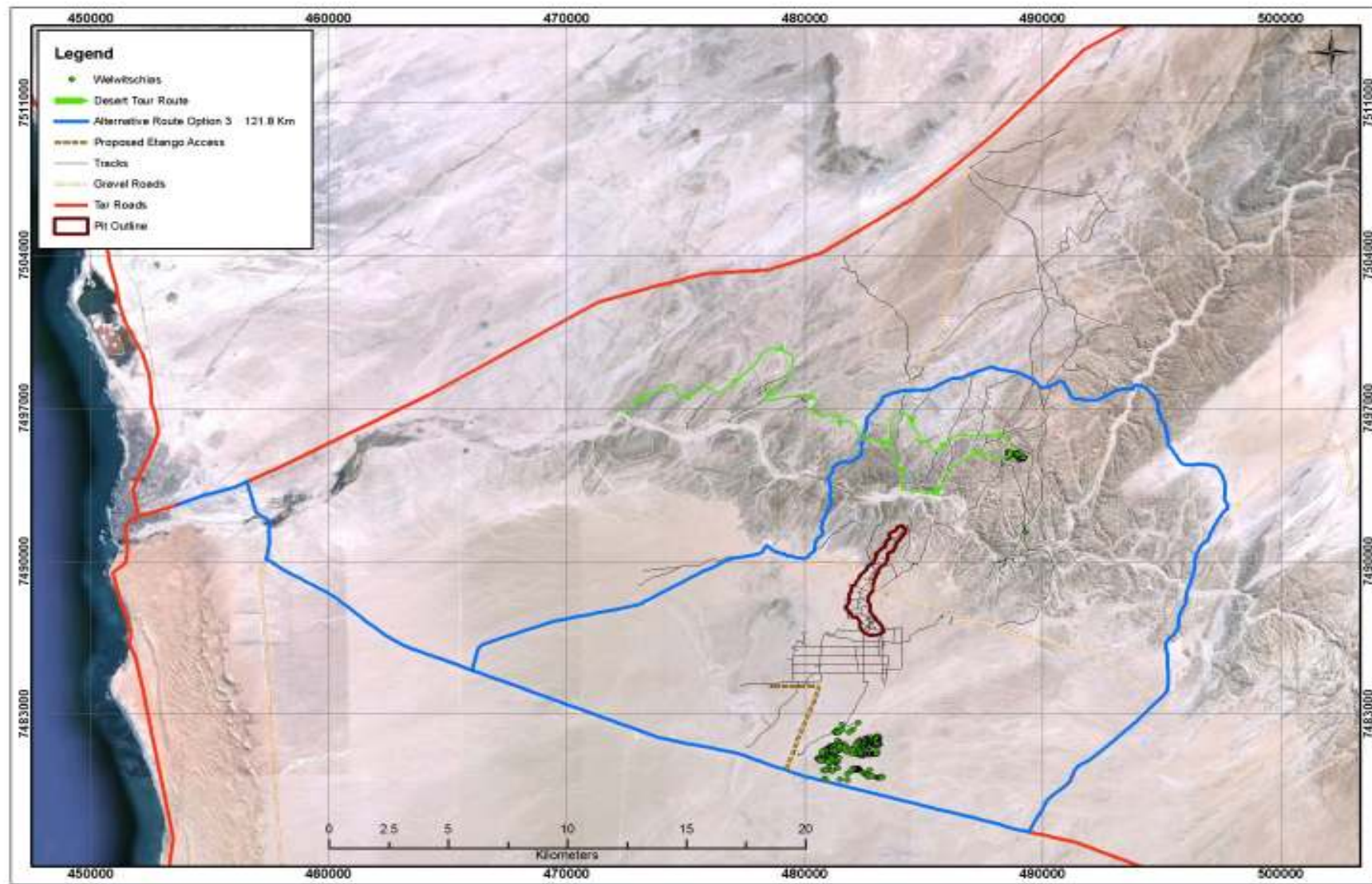




## Alternative 3 (cost ~ N\$ 2.5m)



## Alternative 4 (cost ~ N\$ 3.5m)





## Project 2:

Re-vamping / re-location of some of the moon landscape viewpoints



## Some real - time working together!

MET

CTAN members

Goanikontes Oasis

Arandis Services

Sign World cc



Elga Environmental Rehabilitation cc

Bannerman Resources

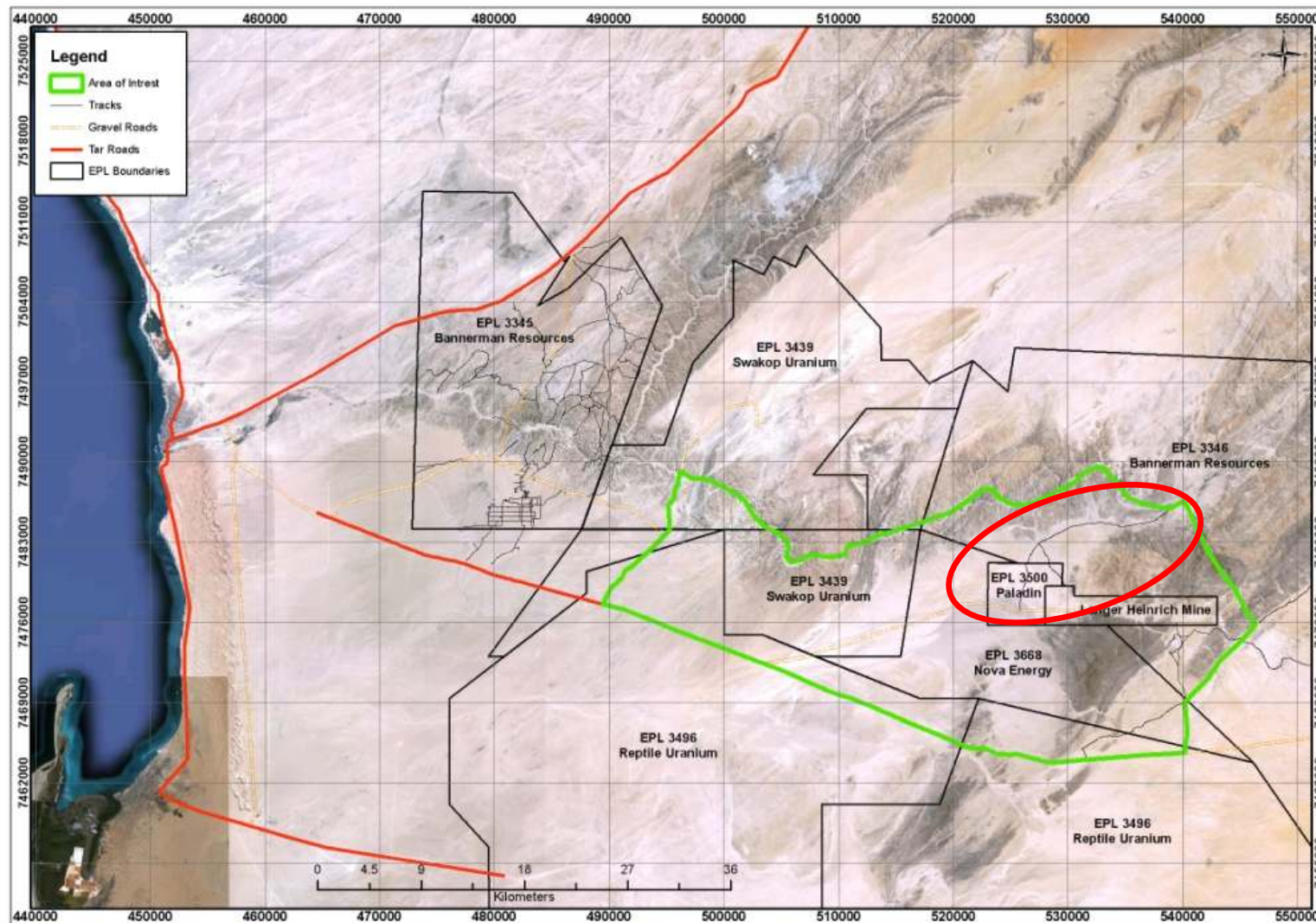




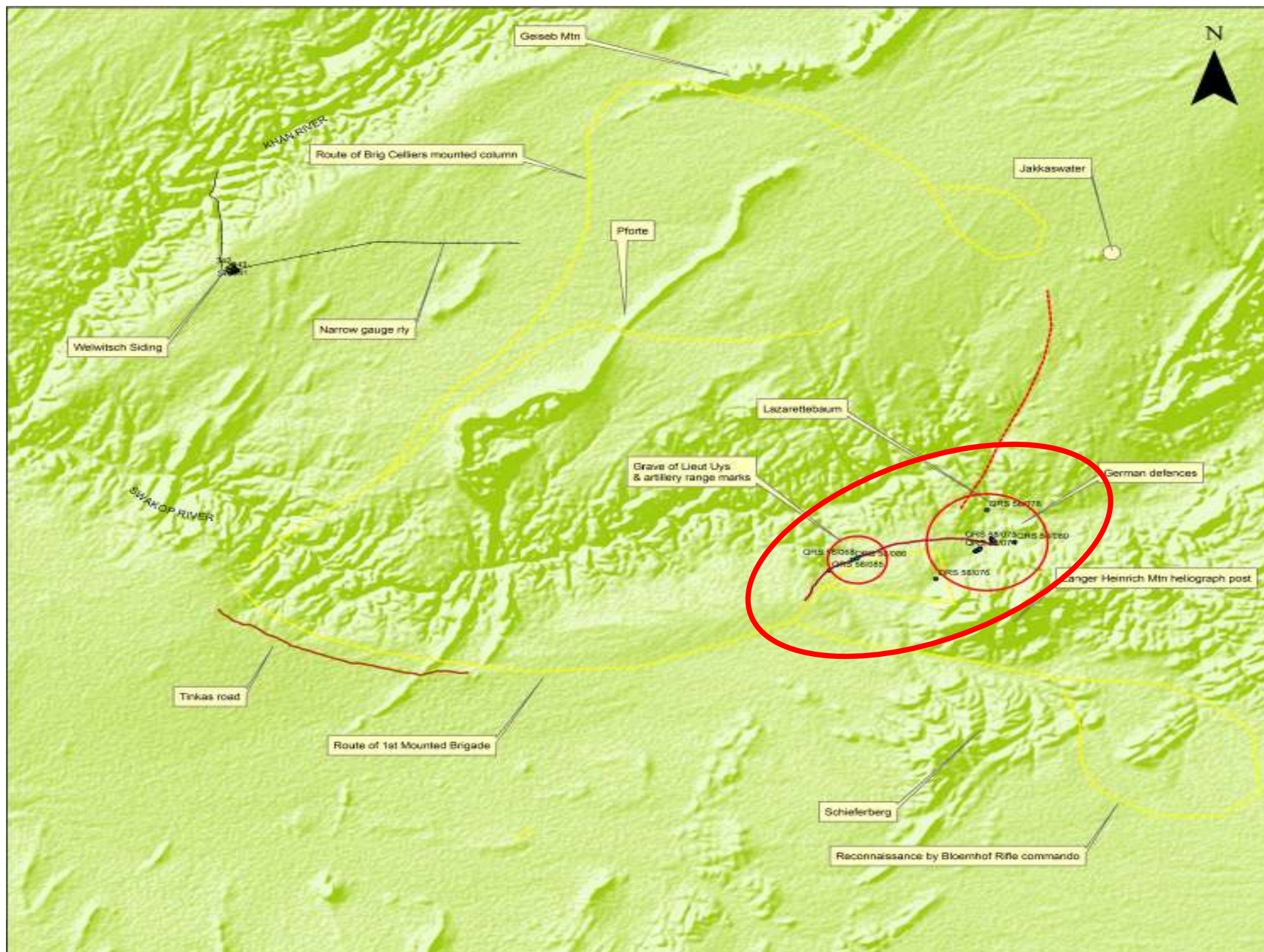
## Stakeholders working together making a difference



## Project 3: The Namib Heritage Project

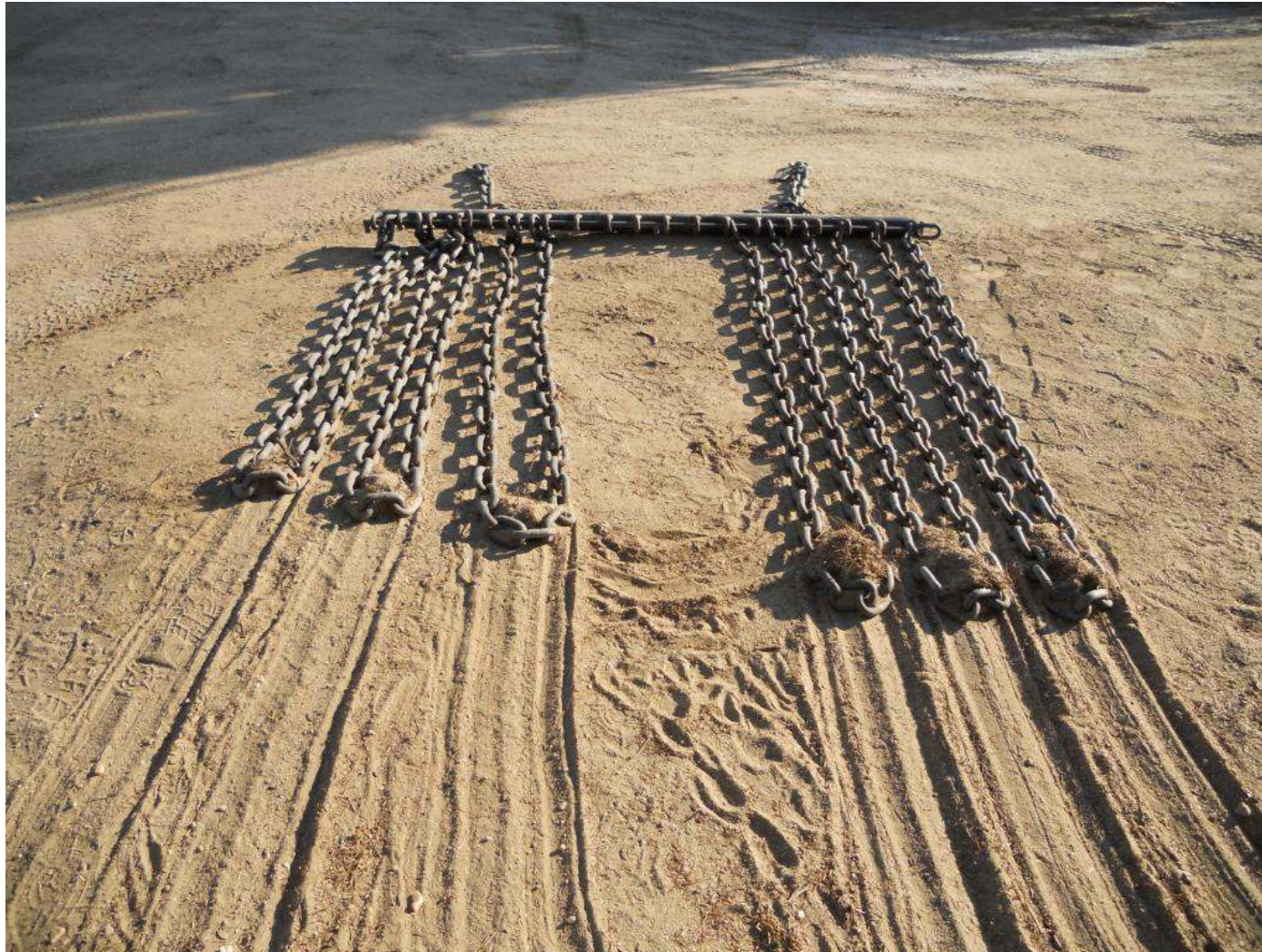








## The real-time 'Corru-buster' way







## Synergies

1. It takes time and energy to understanding each other's needs
2. Having the courage to make each other aware of opportunities
3. Is it easy? – NO; it is hard work, but it is rewarding!
4. Synergies create more opportunities
5. Working along side each other



## The way & beyond

1. Can Namibia really make this work? I believe that we can – the Namibian way is to not just talk about the problem, but to find a solution
2. Opportunities exist for adventure tourism; simulators; etc