



Tourism's Full Circle in //Kharas – Linking Mining Towns Together

**The Oranjemund Story:
Opportunities, Obstacles & Omnicron**

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The Oranjemund Tourism Story

Contents:

1. Introduction – Town transformation & key stakeholders Oranjemund tourism
2. Opportunities & Strategy
3. Progress to date
4. Obstacles
5. What next?
6. Closing remarks





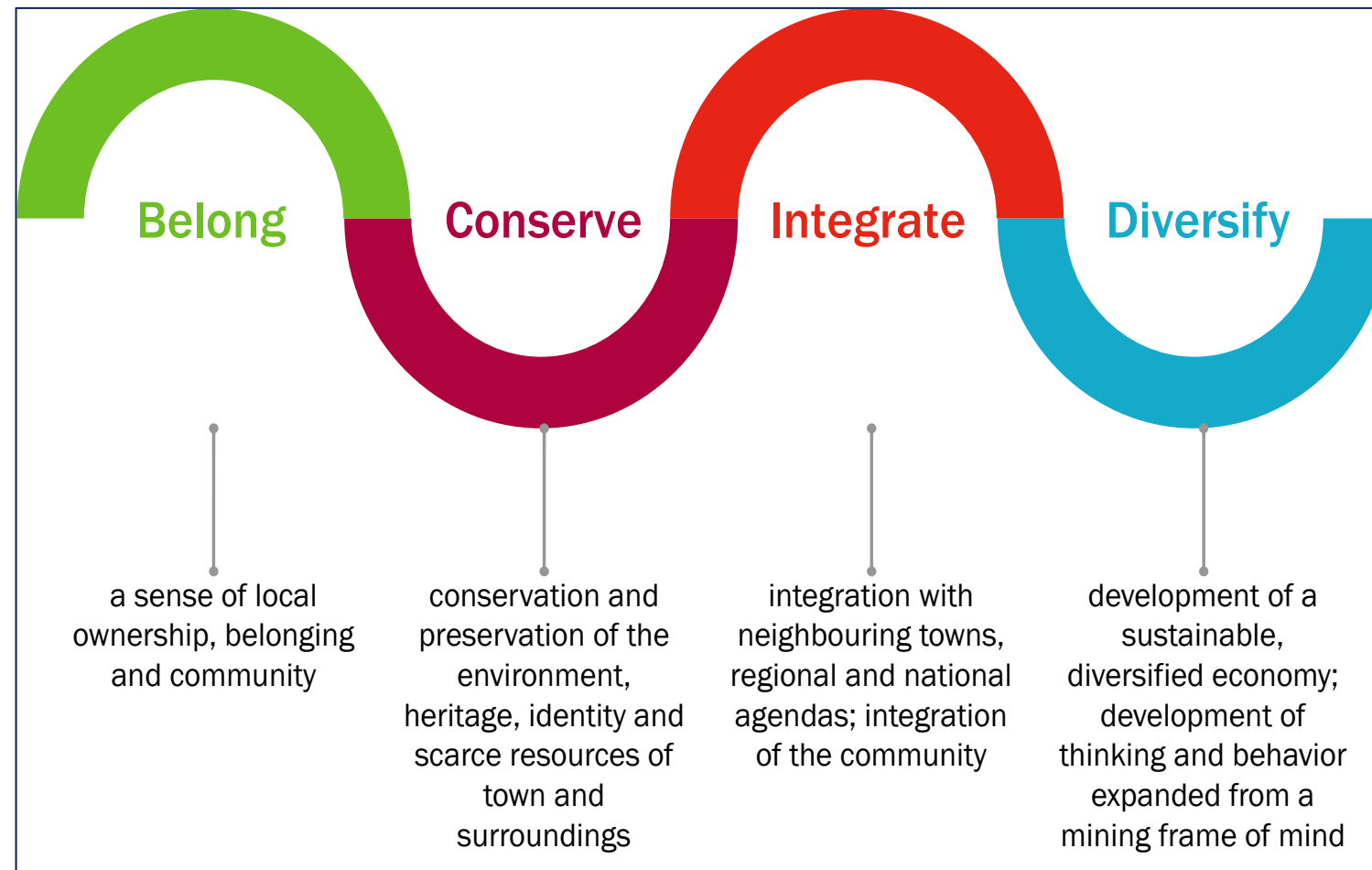


Why Tourism in Oranjemund?

- Town needs to transform, so not dependent on mining (LoM was originally 2021)
- Takes 15 years to transform a town
- Feasibility studies identified tourism as a key area for diversification
- Gateway to TKNP (Potential for regional routes & integration)
- Border post (Potential for cross border routes & integration)
- Natural Assets: Surrounded by National Park, beach, river, dunes, wildlife (incl. oryx & brown hyena in town), Ramsar site, endemic plants
- Mining & social history
- Infrastructure: sports facilities, golf course, airport, road from Rosh Pinah



Town Transformation in Oranjemund – What is it?





Transformation & Tourism – Who is involved

Oranjemund Town Council

Land & service provision // Create investment friendly environment // Local economic development // Public tourism infrastructure & compliance

OMDis

Supporting existing businesses to be more sustainable // Develop new SME's & an entrepreneurial culture // Create new large industries // Capacity building // Town branding

OMD 2030 – Citizenry Association

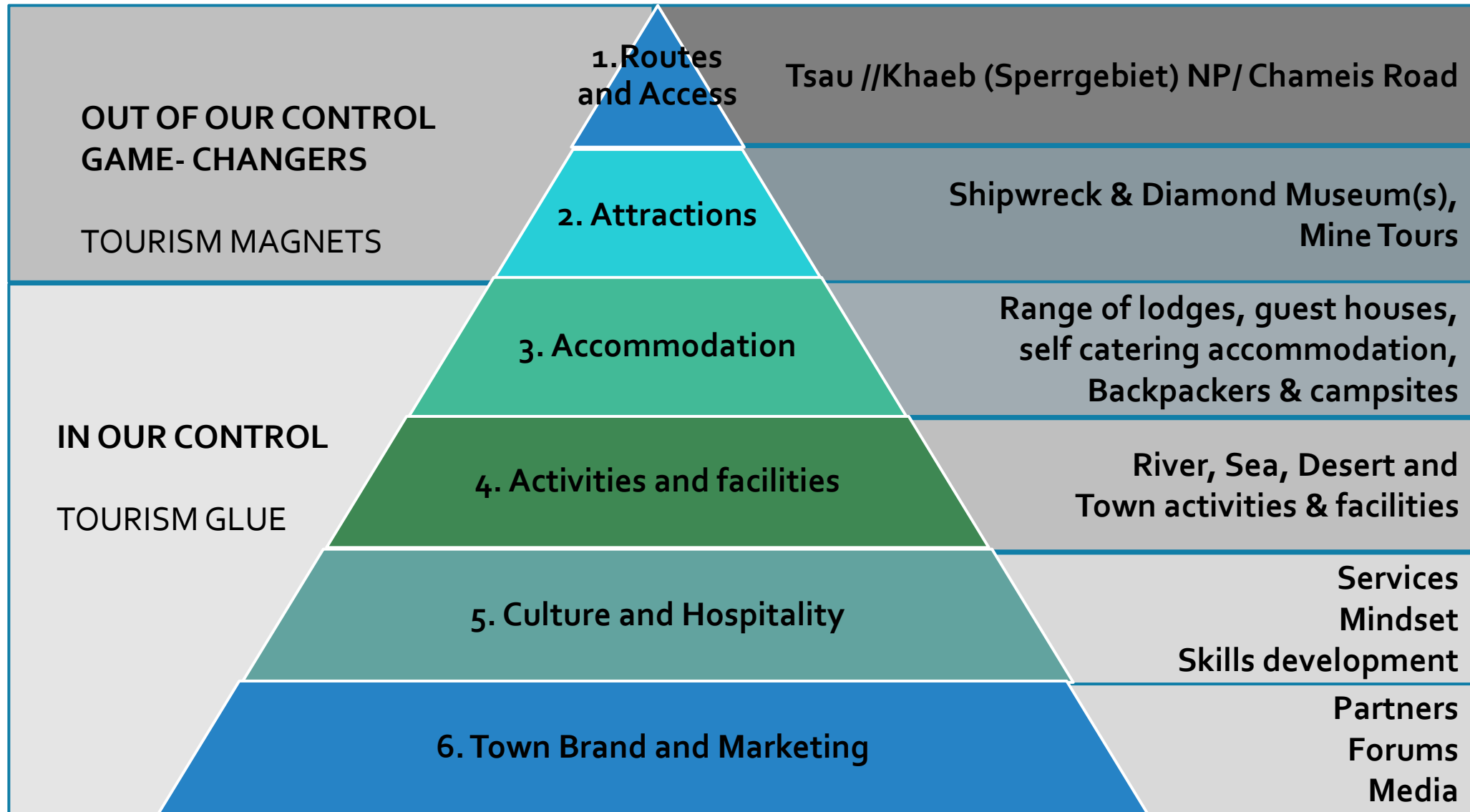
Community engagement & activation // Resilience // Face of Tourism // Environment & social sustainability // Town branding

Namdeb & other enablers

Management of risk associated with mine closure // Private property ownership // organic development



Developing a Tourism Strategy





Progress to Date – Game Changers

1. Routes & Access – V. little progress
 - Chameis Route not open, Oranjemund not yet linked to other mining towns
 - Oranjemund Coastal concession not advertised yet – No access to Bogenfels Arch from Oranjemund
 - Oranjemund River concession allocated
2. Attractions - Little progress
 - Bom Jesus shipwreck (1533) Museum – Multiple stakeholder involvement required
 - Mining Museum – relatively recent idea, - in concept phase
 - Mine Tours – Most common question asked by visitors. Requires multiple stakeholder collaboration



Progress to Date – Tourism Glue

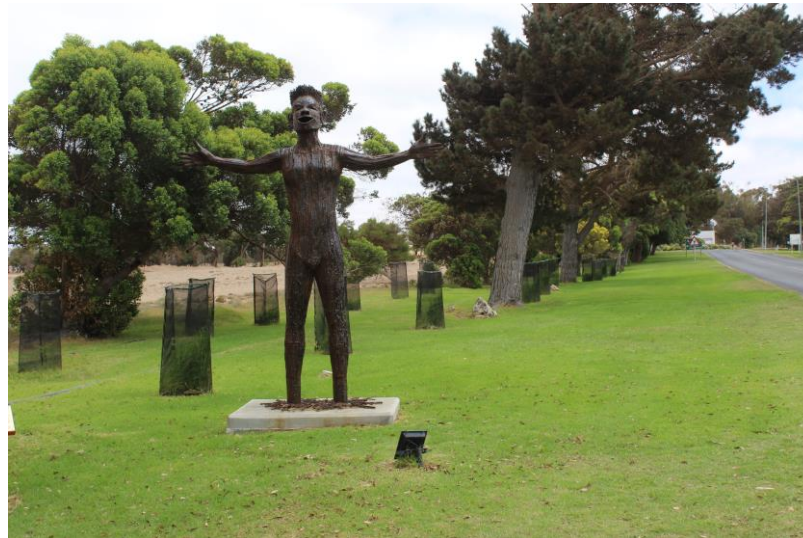
3. Accommodation – some progress (but land availability & private property ownership remain problematic)
 - Insufficient tourism accommodation provision (most visitor accommodation filled by contractors)
 - Three new self catering establishments
 - Two recently established guesthouses, one of which will be run by an SME
4. Activities & facilities – major progress
 - E-Bike hire
 - Guided & unguided walking routes
 - Town & art walking tours
 - Night markets & farmers markets
 - Sundowners
 - Fishing & birding
 - Golf
 - Kayaking, boating & kite surfing
 - Oryx (& other game) viewing



Progress to Date – Tourism Glue



- 4. Activities & Facilities Continued
 - Jasper House Museum (recently renovated)
 - Public art (11 murals, 3 sculptures, 2 indoor art installations)
 - Giant photo-frame





Progress to Date – Tourism Glue

5. Culture & hospitality – Hospitality culture needs cultivating
 - 3 day basic food preparation & hospitality training provided by NUST
 - Hospitality training provided for 2 lodges & guest houses & 1 restaurant during 2021
 - 6 local tour guides trained by Edgar Naude from Nature Campus during 2021
6. Town Marketing & Branding
 - TIC
 - Tourism Website: <https://oranjemund-tourism.com>
 - Namibia Small Town of the Year winners 2018
 - First town in Namibia to undergo Eco Awards assessment
 - Articles in National Geographic, Go, Country life, Travel News Namibia, videos & documentary sponsorships
 - Change Maker Series on One Africa TV
 - Desert Paradise documentary film – nominated for international award



Obstacles

- Routes exist in theory only (TKNP & Northern Cape)
- Chameis road remains closed
- Border with SA closed
- No commercial flights
- No concession for Bogenfels from Oranjemund yet
- Slow progress with Shipwreck museum
- Lack of hospitality culture & awareness re NTB compliance
- Lack of tourist accommodation
- Covid – preventing implementation of many projects & depriving tourism everywhere of markets, income & economic stability

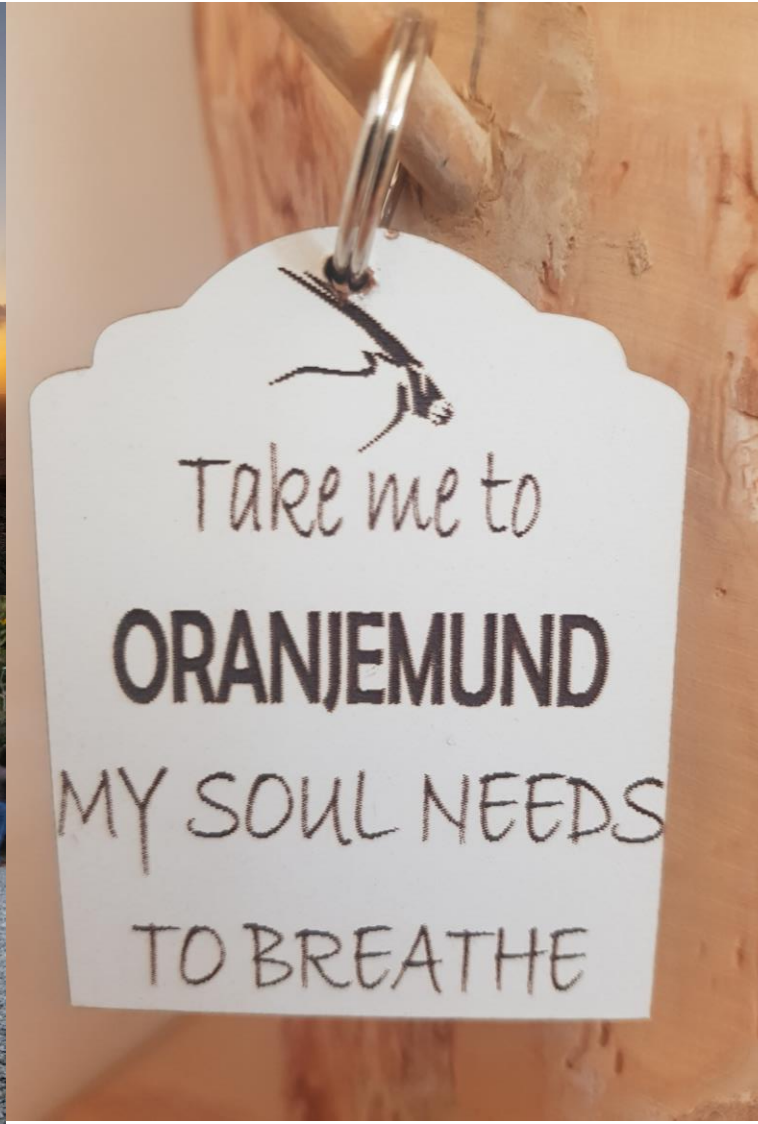


What Next?

- Progress with 'Game Changers'
- Concession development
- Eco-Awards audits for tourism establishments, schools & Businesses
- Biodiversity and social sustainability project at Swartkop Hill – establishing a Community Nature Reserve



To Close



**Thank you for
Listening**