

Okhahlamba Drakensberg Tourism Presentation

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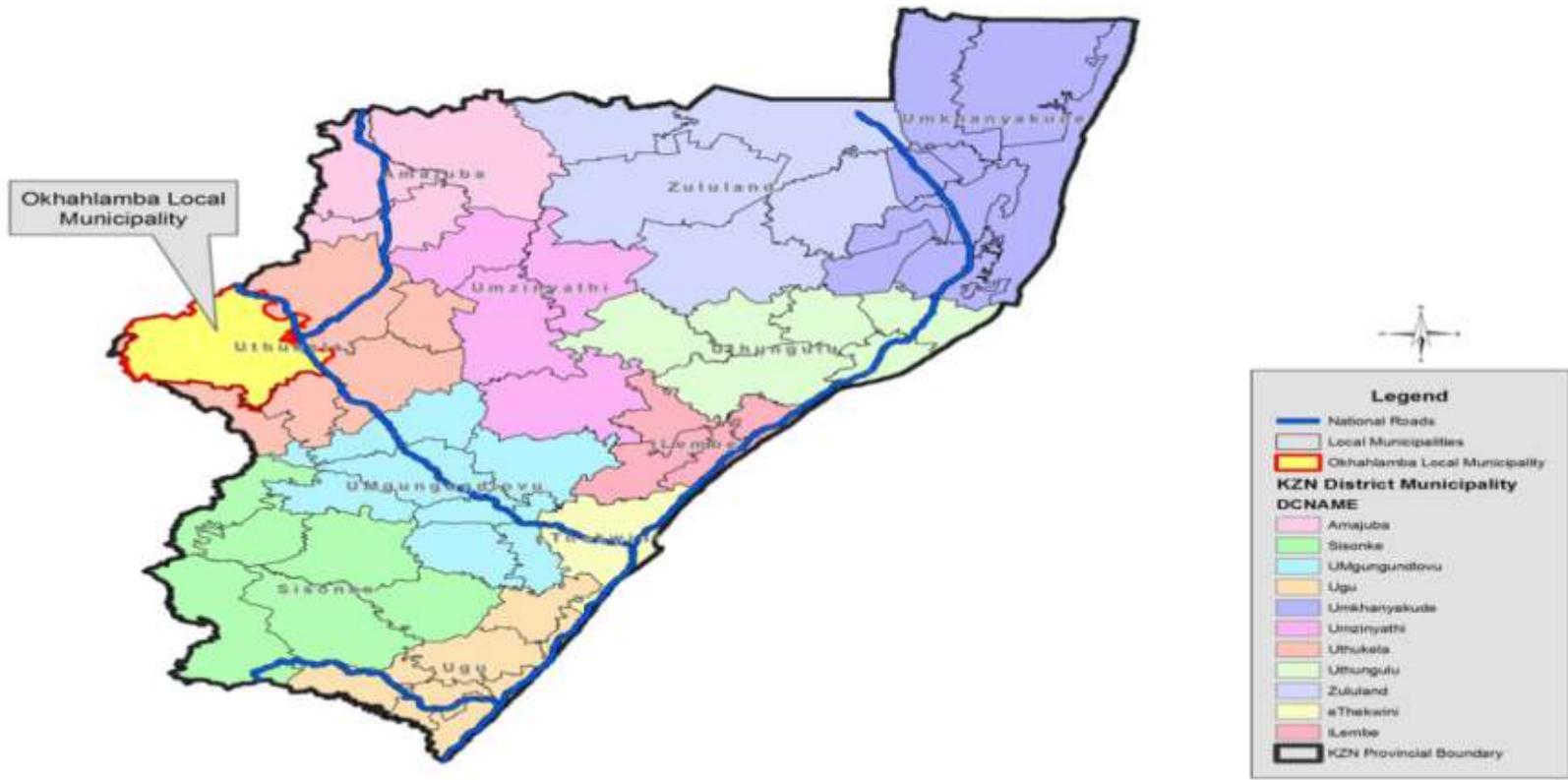


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Destination Introduction

Location of Okhahlamba Local Municipality (KZ235)



Destination Introduction

○ THE LOCAL ECONOMY

An overview of the local economy of Okhahlamba includes the following:

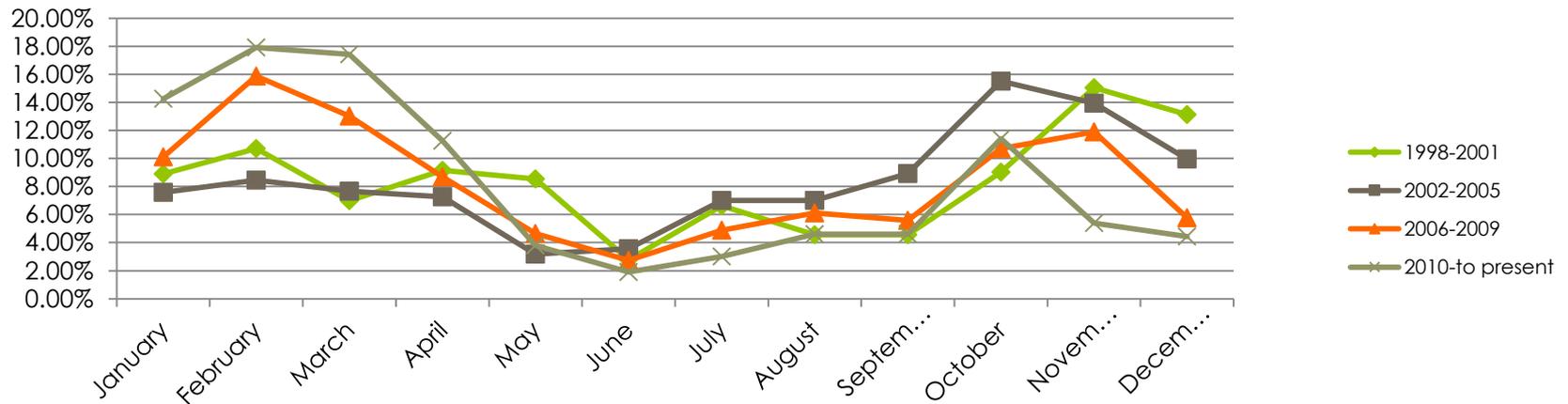
- The majority (43%) of the population within OLM does not receive any form of income, whilst 28% earn between R1-R400 pm and 11% earn between R801-R1600 per month. This is an indication of high levels of poverty and low levels of income.
- Okhahlamba has experienced a decrease in the unemployment rate since 2001 from 58.9% to 43.4% in 2011. Although this is positive, the high youth unemployment rate of 52.3% is a concern.
- The main economic sectors in Okhahlamba are agriculture, manufacturing, trade, commerce, and tourism.
- The municipality's GVA has grown by the highest percentage between 2001 and 2011. GVA in Okhahlamba was 16% in 2001.
- The main source of employment in Okhahlamba is wholesale and retail trade, catering and accommodation (tertiary sector), followed by community, social and personal services; and then manufacturing.

The state of Tourism in the Berg

The figure below shows an indication of the seasonality of foreign visitors to the Drakensberg.

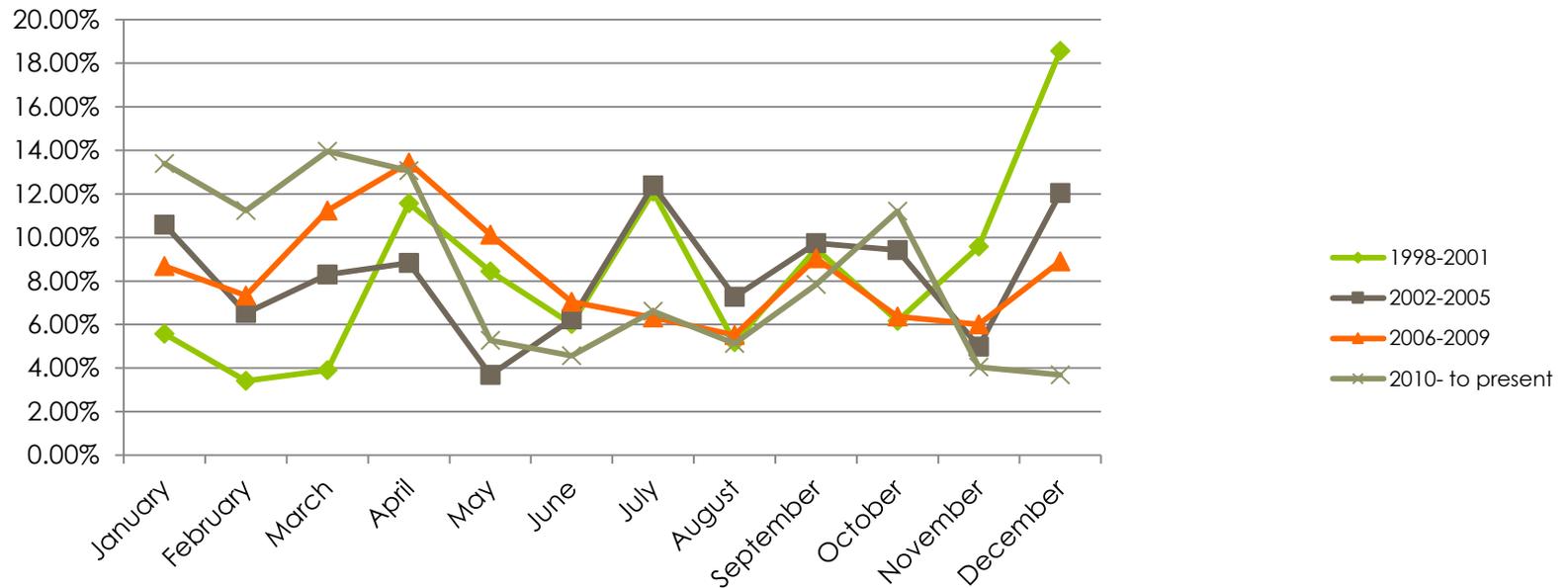
Figure 69: Foreign holiday visitors by month, Drakensberg

January 1998 – January 2013²



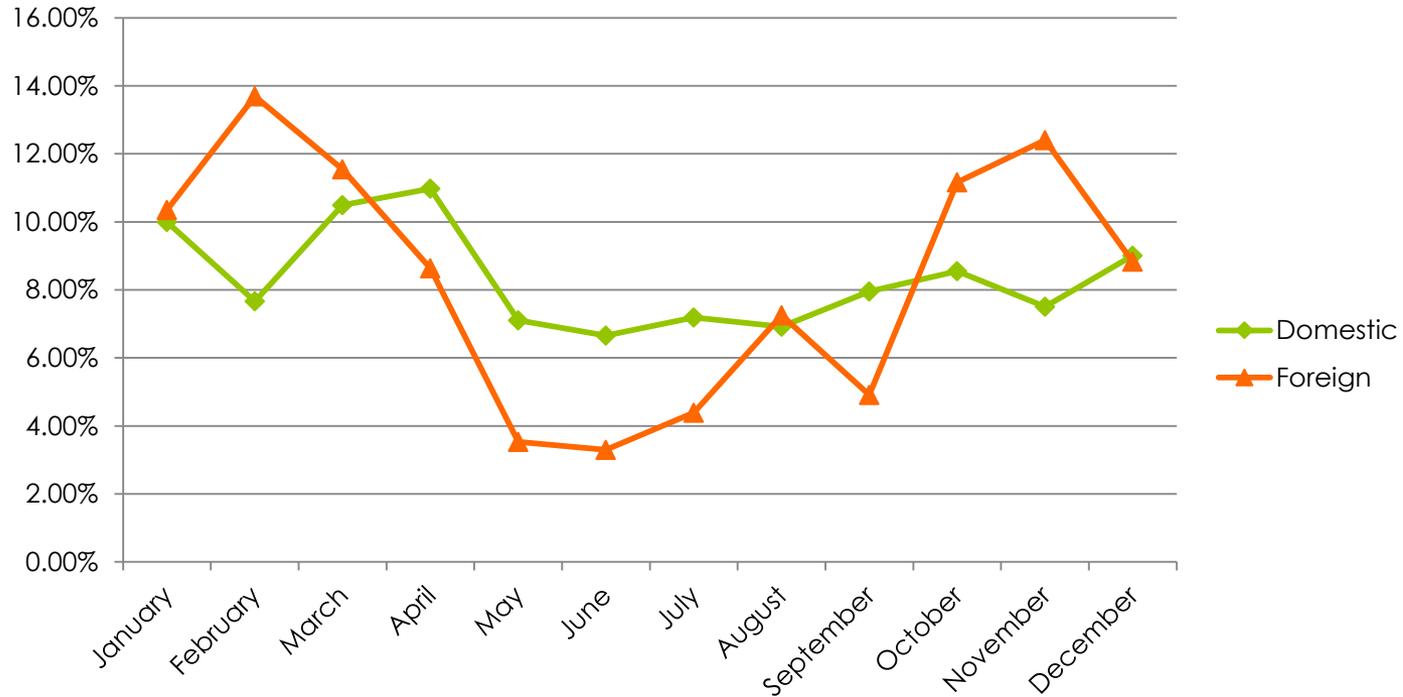
In the seasonality pattern of foreign visitors there are **huge marked** differences between the high and the low seasons. Most foreign respondents visited the Drakensberg area during the summer months, October and then January, February and March. The first three months of the year **was were** particularly popular in the latest period. Winter is not a very popular season as it is **too** cold in the Drakensberg, with the lowest visitor numbers in June and July. The seasonality became more remarkable over time, the summer months became even more popular, while the winter months showed a decrease in respondents who filled in the visitor books. With many foreign tourist originating from countries which experience cold and snow in their winters, visits to the Drakensberg in winter are perhaps less appealing than to South African domestic visitors.

The state of Tourism in the Berg



Although in the first two periods there was a peak in July and December, in the last two periods it is shifted towards January and March. April, probably because of the Easter holidays, remained a popular period of time to visit the World Heritage Site.. The month February **was less visited**showed fewer visits by domestic respondents, although, it is not a problem since it is the most popular month for foreign visitors. Unluckily, the least popular season **was in the same time**coincided for both markets. This will result in far less use of the facilities, and if **extreme**,extreme or it goes on for too long, could even result in a facility closing down as it would not be economically viable.

The state of Tourism in the Berg



Comparing the overall patterns of domestic and foreign visitors, the domestic trend line shows less drastic peaks with the effects of seasonality reduced. The most favourite months for domestic visitors are January, March, April and December. However, in comparison to foreign respondents, domestic visitors seemed to be more attracted by the winter period, in which the Drakensberg is often covered with snow. This is a rarity in sub-tropical South Africa and a very attractive incident for domestic tourists.

What are we selling

World Heritage Site

- The majestic Drakensberg (Dragon Mountain), sometimes referred to as UKhahlamba (the Barrier of Spears), is a massive mountain range that runs along the western portion of KwaZulu Natal separating the province from the Kingdom of Lesotho in the west. Stretching some 200 kilometres, the area comprises some basalt cliffs, grassy slopes, cascading waterfalls and lush forests and it was **declared as a World Heritage Site in November 2000 by UNESCO.**



World Heritage Site

- The mighty Drakensberg of which is divided into two parts, namely: **Northern and Central Drakensberg** has some of the most stunningly beautiful scenery and the area falls into four valleys:
- **The Cathkin and Champagne Valley**
 - At 3149m and 3248m respectively, Cathkin and Champagne Castle, together with Monks Cowl(3234m), are some of the highest peaks of the Drakensberg Mountain.

World Heritage Site

- **Royal Natal National Park**

- In this popular tourist area lies the impressive and world famous Amphitheatre, where the Drakensberg rises to the height of over 1000m for over five kilometres. The adventurous can climb up a nerve wrecking chain ladder and view an escarpment from the top, while a further feature of the area is the Tugela Falls cascading down five drops and forming the second highest waterfall, in the world.

World Heritage Site

- **Cathedral Peak and Didima Valley**

- The Cathedral Peak area of the Drakensberg has magnificent views of the Central Drakensberg, especially from the top of Mike's Pass which is accessible from a 4X4 vehicle. The Rainbow Gorge with two enormous boulders forming a unique wedge is another breath taking feature of nature here. The Didima Resort and San Art Centre is certainly worth a visit while in this area of the Drakensberg. A 4X4 trail leads from the Amphitheatre to Cathedral Peak providing a challenging drive while the area is home to many trails.

World Heritage Site

- **Lost Valley and Middledale Pass**

- The “Lost Valley” of the Northern Drakensberg is a remote area that was reportedly the home of an isolated “White Tribe”, descended from the Voortrekkers who came into Natal via Retief Pass. Close to Retief Pass and Voortrekker Pass stands the statue of the “Kaalvoet Vrou”, commemorating the 1837 entry into Natal by Piet Retief

Okhahlamba Tourism Marketing Tools.

- Okhahlamba Local Municipality has invested a lot of money towards profiling and promoting Okhahlamba Drakensberg as a tourist destination of choice in South Africa. Our destination maps and brochures are distributed nation wide for the promotion of the area and we have started to position and promote our beautiful destination as the “Adventure Capital Of South Africa”, provincially we are working closely with Durban Tourism and TKZN In the promotion of our destination.
- “ If You Are Not In The Sea, You Must Be Somewhere In The Berg”.

Cont...

- Below are the Okhahlamba Tourism Marketing Tools :
 - Destination Brochure
 - Destination Map
 - Destination Video
 - Live Tourism Website
 - Social Media pages(Facebook, twitter & LinkedIn)

Okhahlamba Tourism Media Programme.

- Okhahlamba Tourism Media Programme was started in year 2013 after the municipality successfully hosted the SABC 2 Moring Live show and thereafter a need to create an initiative of this nature aroused as this sort of programme assisted us in creating the visitor demand and maintaining good visitor numbers in our beautiful destination.
- To promote the destination as the tourism destination of choice

Cont...

- The programme is mainly aimed at increasing visitor numbers in the Berg as the media houses get to be invited to come to the Berg whether its print media, radio stations, TV stations. after which the print media will write positive articles and as for radio and TV stations, presenters get to be taken on different Drakensberg experience/activities before going Live on radio or television, this assist presenters to talk about their experiences during the show thereby creating a buzz and exposure of our destination. We often have competition vouchers for listeners

Cont...

- Some media houses that we have hosted over the past 3 years includes: Ukhozi FM, Ezase Afro Reality Show, Metro FM, Gagasi FM, RSG, Lotus FM, Vuma FM, SABC 2 Morning Live, 1KZN TV, Soweto TV and independent newspapers etc

Tourism Trade Shows

- Okhahlamba Local Municipality attend five tourism shows (domestically) every year which help us as a destination in increasing visitor numbers and maintaining good visitor numbers in the area.
- One on one meetings with tour operators as well as hosting them

Cont...

- As the municipality we have also seen a great need to position our Beautiful destination in other markets outside of South Africa such as Europe, Asia and so forth.
- Therefore in the last two financial year(2015/2016 and 2016/17), we have sent our Honourable Mayor with at least two members from the trade/ CTO to market the destination overseas
- The 5 Shows are as follows

Cont...

- Gauteng Getaway Show(every August / September)
- Cape Getaway Show (every March /April)
- WTM In Cape Town (every April)
- Tourism indaba (every May)
- KZN Travel and Adventure Show (every June/ July)

Events

- Okhahlamba Local Municipality is supporting quite a number of events that are able to bring quite a number of visitors in our area. Below are some of the events that are able to attract more than 1500 visitors into our area :
 - **Ride The Berg, every June @ All Out Adventures**
 - **Royal Drakensberg MTB Challenge, every March/April @ All Out Adventures**

Cont...

- **Music In The Mountains Festival, every April/May @ Drakensberg Boys Choir School**
- **Christmas In The Berg Music Festival every December @ Drakensberg Boys Choir**
- **The Berg Show every August/September @Winterton Country Club**
- **The Berg & Bush, every September/October @ Emseni Camp site, Central Drakensberg**

Cont...

- **Smoking Dragon Music Festival, every December @ Amphitheatre Lodge**
- **Winterton street festival, every September/October @ Winterton**

Relationship Between Okhahlamba Municipality & C.T.O

- Okhahlamba Municipality has a very healthy, meaningful and a beneficial relationship with the local C.T.O namely Drakensberg Experience C.T.O
- The Municipality together with Drakensberg Experience C.T.O share a common goal which is to promote and develop Tourism in order to take our beautiful destination to greater heights

Relationship Between Okhahlamba Municipality & C.T.O

- The municipality also attends all of the five Tourism Trade shows mentioned above with our local C.T.O as we have taken an approach to market our destination as a collective.
- The municipality also attends overseas shows together with our local C.T.O

Structures for engagement

- Local Tourism Forum
- District Tourism Forum
- CTO annual general meetings
- CTO Executive meetings
- N3 Gateway meetings

Community Tourism Projects and Programs

- Okhahlamba is not only focused on marketing the destination but we also have programs where we develop locals to also benefit from tourism as well:
- Local Crafters Programme
- Tourist Guides Training Programme
- Grapes Outgrowers Project

Community Tourism Projects and Programs

- Guest houses as well as Bed and Breakfast
- Tour operators
- Community Tourism route
- Tourism awareness campaigns in schools and to the community at large
- Tourism/Hospitality youth program

Partners

- Tourism Kwazulu /Natal(TKZN)
- Economic Development Tourism and Environmental Affairs
- CTO Drakensberg Experience
- Trade meaning the establishments
- Durban Tourism
- Uthukela District Municipality
- National Department of Tourism

Major attractions

- Cathedral Peak Winery – Wine Tasting
- Drakensberg Boys Choir – Music shows
- Major Events
- Zip line
- Helicopter flips
- Battlefields
- Hot Air Ballooning
- Hikes

Future Attractions

- Okhahlamba will soon be home of the Drakensberg Cable Car. The project is championed by EDTEA.
- The project has passed the feasibility stage.
- More than sixteen studies have been completed
- Next stage is the full blown EIA and
- Testing the market/seek appetite for investors

Challenges

- Funding is always NOT enough
- Trade not complying with the business licence legislation
- A proper record of visitor numbers
- Competition amongst establishments instead of complementing each other

Success Story

- Planning together, doing things together

In Closing

- Ladies and gentlemen let me take this opportunity to invite you to come visit and enjoy the Drakensberg experience.
- We also invite the department of Tourism to host its next conference in the Drakensberg. Okhahlamba municipality is ready to host you.
- If you not some where in the sea, you must be in the Berg

*****THE END*****

THANK YOU