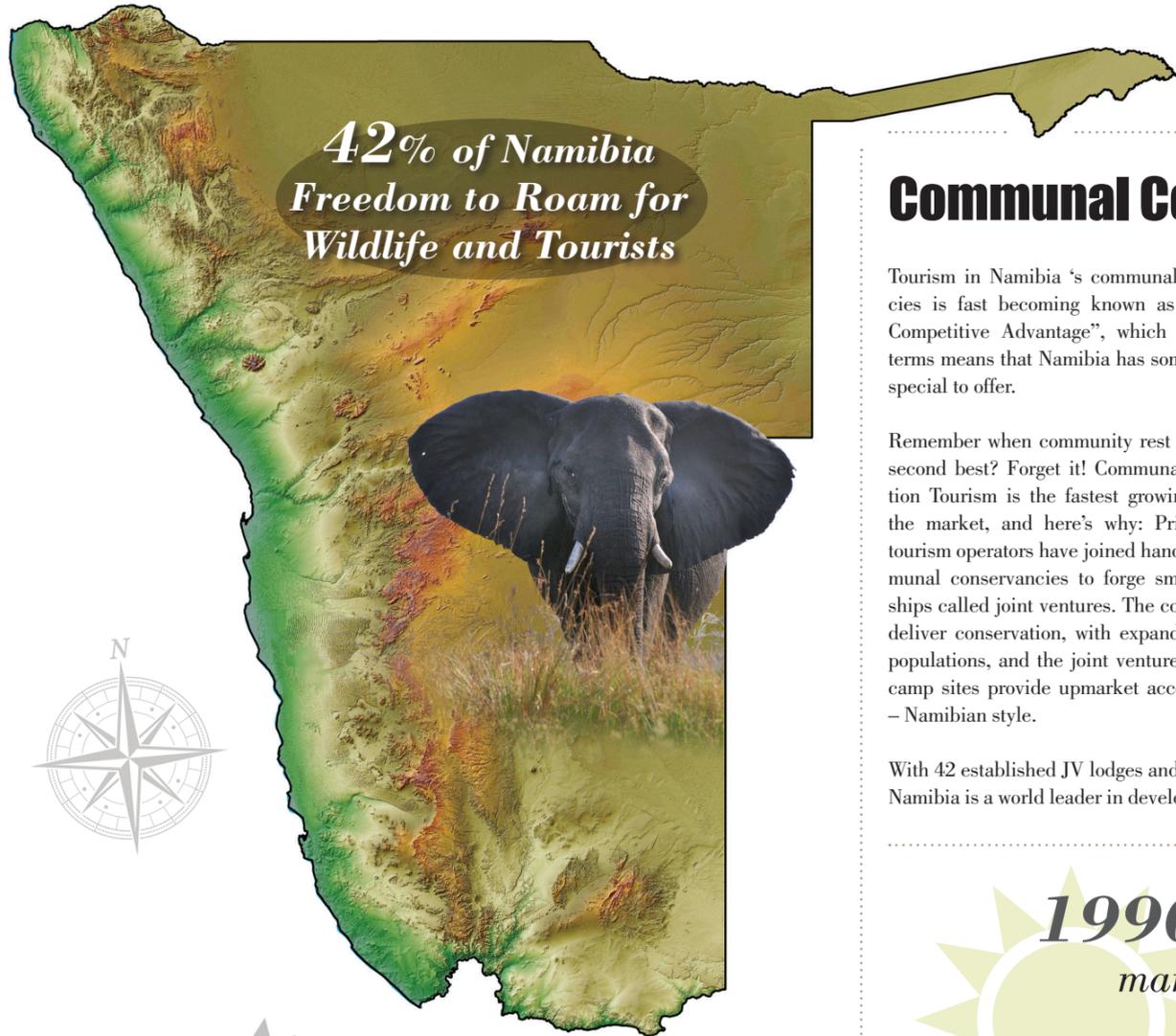


Freedom to Roam

Conservation achievements make Namibia a global tourism leader



TOURISM EXPO *Extra*

Communal Conservation at Expo 2012

Tourism in Namibia's communal conservancies is fast becoming known as "Namibia's Competitive Advantage", which in layman's terms means that Namibia has something very special to offer.

Remember when community rest camps were second best? Forget it! Communal Conservation Tourism is the fastest growing sector in the market, and here's why: Private Sector tourism operators have joined hands with communal conservancies to forge smart partnerships called joint ventures. The conservancies deliver conservation, with expanding wildlife populations, and the joint venture lodges and camp sites provide upmarket accommodation – Namibian style.

With 42 established JV lodges and camp sites, Namibia is a world leader in developing a tour-

ism product that contributes to conservation and community development.

Visitors to Expo will get a glimpse of what joint ventures in the conservancies have to offer, and tour operators will be able to see how community based tourism is beating the rest of the industry to the post.

Guides from the conservancies will be on hand in Hall M to show visitors around, and explain how to join the conservation quiz. This year the top prize will be a fly in safari sponsored by Skeleton Coast Safaris.

The emphasis will be on fun, with shows by Namibian pop diva TeQuila, the JV Lodge Song Competition, with choirs from far flung places, a kiddies corner, and a chance to get your picture taken with a rhino.



TeQuila to sing at Expo

Voted Best Female Vocalist in April, TeQuila is set to wow the crowds in Hall M with a new song about conservation. Although the title is under wraps until the show, she revealed that she wanted to write about conservation because "It's a way to get in touch with the land you live in, and to be part of it." See back page for the Expo calendar.

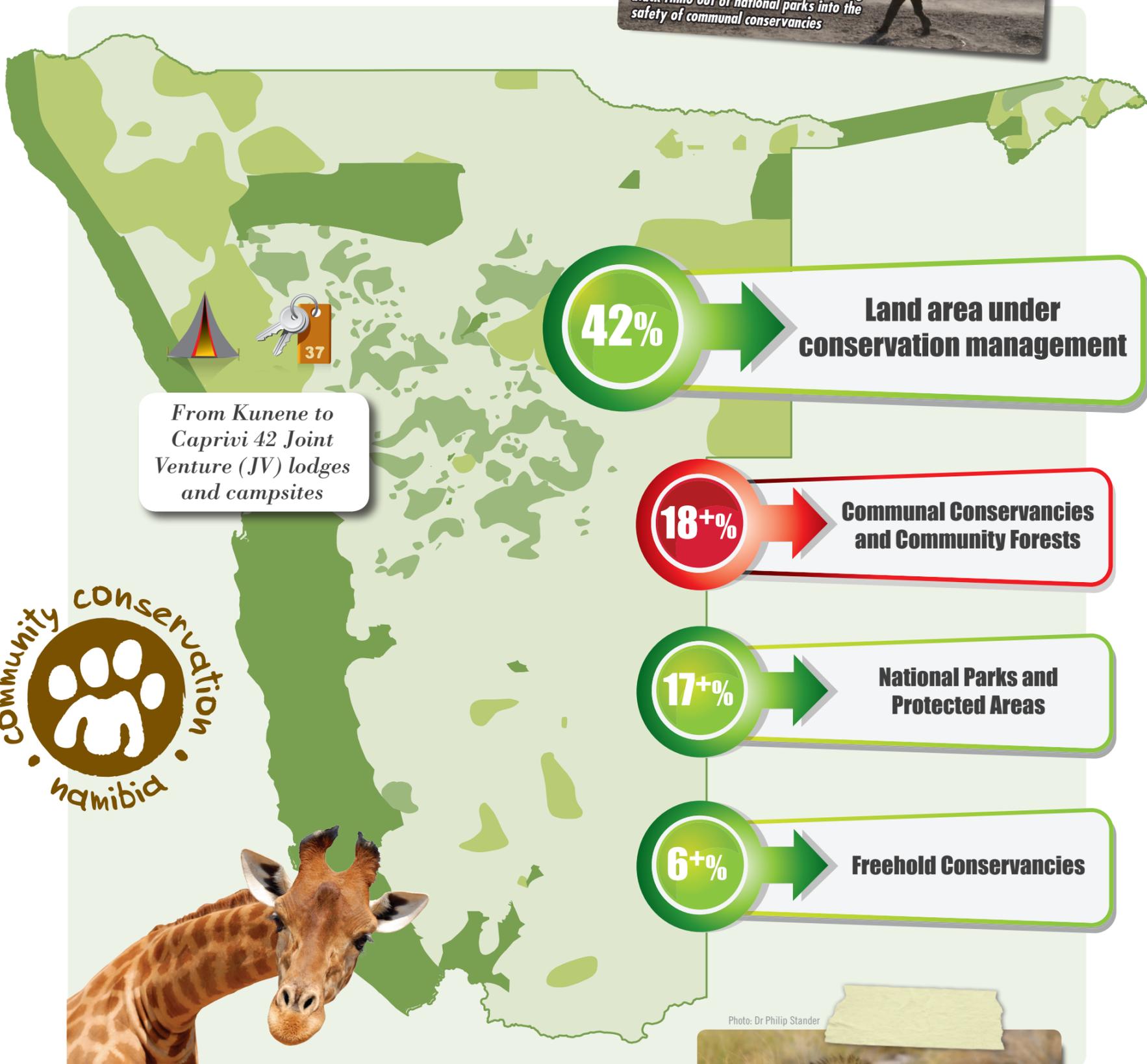


Get your passport to the conservation quiz and win a Skeleton Coast fly in safari, or a stay in one of a dozen stunning joint venture lodges



Namibia is the only country in the world where:

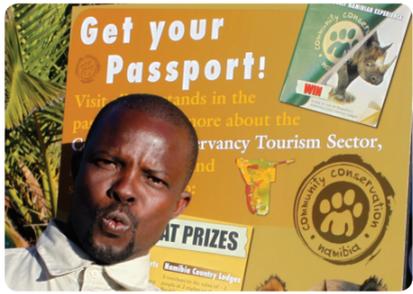
- Between 1995 and 2008 the elephant population grew by a third
- Translocated black rhinos are expanding their range
- Free roaming giraffe populations are increasing
- The world's largest population of cheetahs live
- The largest annual game count in the world takes place
- From 1998, the number of communal conservancies has grown from 4 to 71, encompassing one in four rural Namibians
- Free roaming lion populations are increasing



Namibia is the greatest African wildlife recovery story ever told

Lions are part of the story: ranges and numbers are expanding; from the Caprivi wetlands, where black-maned lions prey on African Buffalo, to the Skeleton Coast where documented numbers have risen from just 25 in 1995 to well over a hundred today.





Collect your *Passport to Community Conservation Tourism*

Passports are available at the entrance to Hall M, and contain fast facts on conservation and tourism that may help you win a fly in safari or a stay in a luxury lodge.

What is a Joint Venture Lodge?

There are 19 joint venture lodges taking part in Expo 2012. From Kunene to Caprivi, from desert to flood plain; there are a host of different landscapes, peoples, and approaches to hospitality. But all have one thing in common: a shared vision with the communities where the lodges operate.

The new kid on the block is Nkasa Lupala, a tented lodge on the border of Mamili National Park in Caprivi. Lodge manager and co-owner, Simone Micheletti, shared his experiences after a year of partnership with Wuparo Conservancy.

"Their approach and ours is the same," says Micheletti, "and we respect each other." It helps to understand what a joint venture lodge is. The conservancy has rights over tourist enterprises, so when the Micheletti family wanted to build a lodge on communal land, they had to approach Wuparo Conservancy. "They needed a lodge," explains Micheletti, "and we wanted to build." Sounds simple, but there were mutual suspicions.

In the old days it would have been the traditional authority or chief who would have

given the go ahead for a lodge, often known as a PTO: permission to occupy. The community may have benefitted from some employment, but not much more. At Wuparo, the traditional authority still had a say, but through the conservancy. Induna Sangwali, the headman, was worried about the idea of a tented lodge. He thought it might be possible for the Micheletti to 'up tent and leave'. Where were the guarantees? His mind was put at rest when he saw plans for the tents – all built on high wooden platforms and with en-suite bathrooms.

The conservancy was supported in its negotiations by two NGOs: IRDNC (Integrated Rural Development and Nature Conservation) based in Caprivi and the WWF in Windhoek, and the Ministry of Environment and Tourism. The investors had some concerns about dealing with NGOs as well as the conservancy, "but they were fair," concedes Micheletti. "They helped us feel secure and made sure that we would have a chance to get the lodge up and running on a sound business footing. The conservancy wanted a five year agreement, but that was not long enough. We have a ten year agreement, with the option of another ten after that." Trust and mutual respect grows because of the commitment to employ local staff. If there are misunderstandings with the conservancy,

Luxury in a tent: Nkasa Lupala does it in style



the lodge staff are well placed to help smooth things out by explaining things to community members. The lodge was fortunate to find a local assistant manager, chef and head guide, who all had experience. But Micheletti knows that they could be lured away, so the lodge provides training.

The assistant manager is studying tourism management by correspondence with the University of Cape Town. Both she and a trainee guide have taken a local guiding course, and the head guide has trained in South Africa. Next on the list of priorities is a mechanic's course; there are three Landrovers and one is always out of action.

Of course the benefits run both ways, and unlike the old PTO system, the community has a direct financial stake in the lodge. A joint venture lodge makes payments based upon the contract, and the amount rises as the business improves. How the conservancy spends the money is its affair, but it has to keep its part of the deal: conservation.

So for Nkasa Lupala, the joint venture with



Assistant Manager Betha Lunyanzo. All the staff are locals – one of the benefits to the conservancy

Wuparo is a big plus point. The conservancy is zoned, so there is no agriculture and no hunting near the lodge, and game guards help to deter poaching.

Micheletti's advice to prospective lodge owners is simple: "See if the community really wants a lodge - and why, then 99% of the job is done. For us, after a year, the relationship is still very good."

Take the conservancy quiz to enter a raffle drawing to win a stay at one of Namibia's stunning joint-venture lodges

Skeleton Coast Safaris

Fly In Safari! 2 Seats (2 people) on our Safari A:
3 nights / 4 days - fly in safari along Namibia's Skeleton Coast!

Wilderness Safaris

4 night stay, including 2 nights at Desert Rhino Camp and/or Damaraland Camp and 2 nights at Doro Nawas Lodge on a fully inclusive basis. Includes accommodation, meals and scheduled daily activities.

Camp Kwando

2 nights for 2 people including meals and one activity.

Kunene River Lodge

2 night stay for 2 people including meals and one activity.

Nkasa Lupala Tented Lodge

2 night stay for 2 people including meals, a game drive and a sun downer trip.

Okahirongo Lodges and Camps

2 Night stay for 2 people at any of our camps (all inclusive).

Caprivi Collections

2 Night stay for 2 people including meals and one activity at Susuwe Island Lodge or Lianshulu Lodge.

Grootberg Lodge

Voucher for Grootberg Lodge for 2 people for 2 nights, including meals and one afternoon game drive.

Namibia Country Lodges

Two vouchers for Twyfelfontein Country Lodge on bed and breakfast basis for 2 people for 2 nights, valid for one year.

Tourism Expo JV Partners Trading under the Communal Conservancy Tourism Sector

Name of Establishment



Camp Kwando



Nkasa Lupala Tented Lodge



Twyfelfontein Country Lodge



Namushasha Country Lodge



Okahirongo River Lodge



Okahirongo Elephant Lodge



Palmwag Lodge



Desert Rhino Camp



Doro Nawas Lodge



Serra Cafema



Damaraland Camp



Kunene Camp



Kuidas Camp



Puros Camp



Leylandsdrift Camp

Lianshulu Lodges and Camps

Susuwe Island Lodge

Grootberg Lodge

Kunene River Camp



Trad meets Pop on the stage

Lodge choirs to sing with TeQuila

“Everybody wants to be in Namibia” was the hit song at last years Expo, performed by the choir from Doro Nawas Lodge, which walked off with first prize in the Joint Venture Lodge Song Competition. Lodge choirs had the crowds hopping to traditional songs like Tsi |na (“It’s nice”) and ʒnu khoe |haos (“Let the culture live”). This year finalists from the regions will battle it out again, and join with TeQuila for a grand finalé on Friday night – see the programme below.



Last year winners: Doro Nawas in celebratory mood

Photo: Jake Cink

Model Ministry promotes conservation worldwide

The Ministry of Environment and Tourism, known as the MET, has come a long way from the Department of Nature Conservation that preceded independence. In those days conservation meant protecting wildlife from the local people, who were kept out of parks.

Fast forward to 2006 when Bwabwata National Park was gazetted with people living within the park boundaries, with the opportunity to earn an income from tourism. The MET has gone from seeing people as the problem, to seeing them as part of the solution.

Namibia has become an international buzz word for conservation, drawing study groups from all over the world including the USA, Kenya and Nepal to find out how the mix of National Parks, Conservancies and Community Forests improves rural livelihoods as well as delivering conservation on a national scale.



What is a conservancy?

For the Swiss couple who were touring Botswana and Namibia, one of the highlights was a trip to meet the folks in Sangwali village, in Caprivi. They had seen the hippos, just missed the lions, and wanted the authentic touch, which is just what a conservancy can offer.

A little history

The first four conservancies were formed in 1998, after legislation made it possible for communities to have the same rights over wildlife as commercial farmers, who were allowed to hunt on their farms. But it wasn't that simple. To form a conservancy a majority of people in the area had to agree. A constitution had to be drawn up. Annual meetings had to be held with a proper quorum. And boundaries had to be fixed. A conservancy could then be gazetted by the Ministry of Environment and Tourism – the MET.

There are now 71 communal conservancies in Namibia, covering over eighteen percent of the country. There are also 19 freehold conservancies, formed by commercial farms grouping together as conservancy associations. Together with Namibia's National Parks and protected areas, forty two percent of the country is now under conservation management.

Protection for wildlife

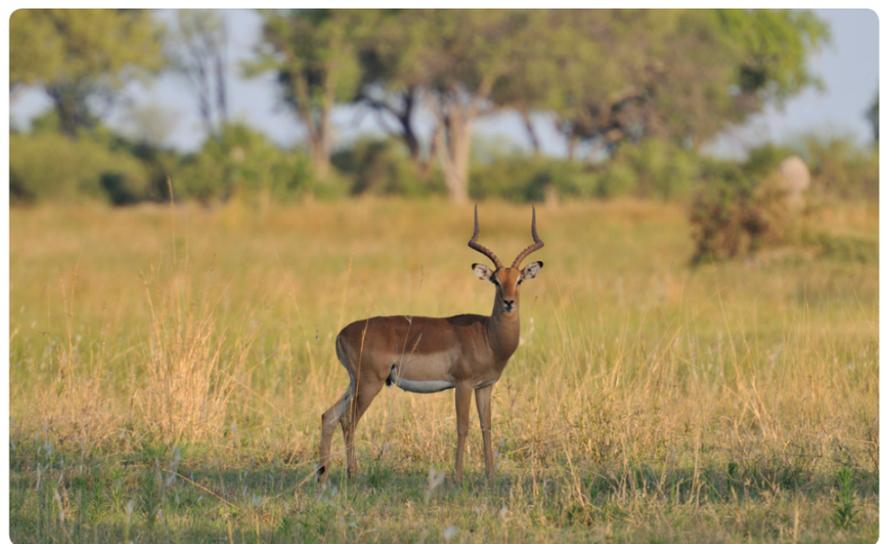
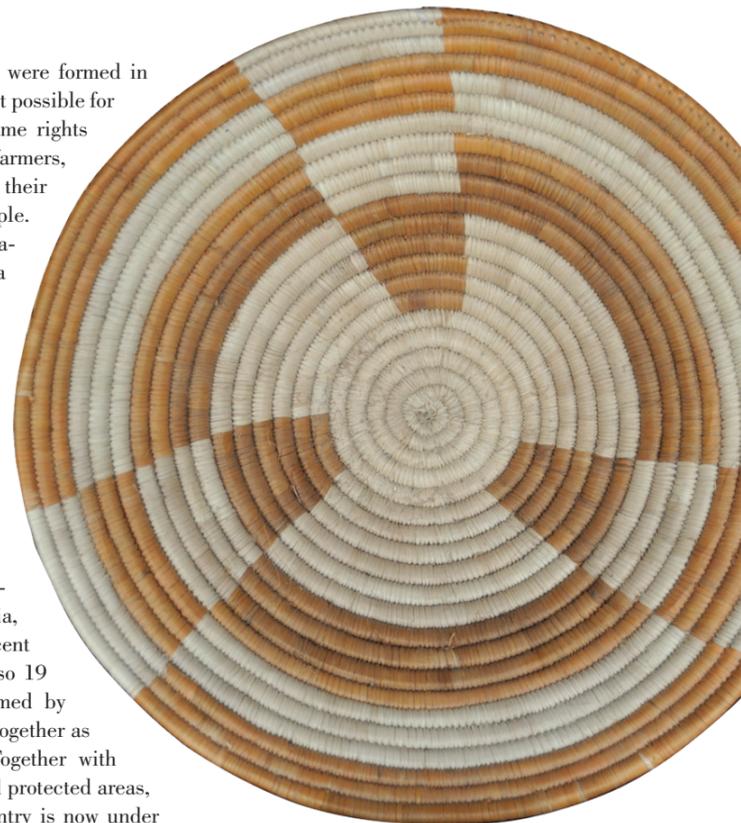
For the first conservancies, income began to flow in from trophy hunting. But rights over wildlife doesn't mean unlimited hunting. Conservancies are there to protect wildlife and its habitat. Game guards from the community are employed by the conservancy to patrol and deter poachers – and sometimes to track them down and arrest them, with assistance from MET rangers. Game guards assist the MET to monitor wildlife numbers during annual game counts, and the MET sets a quota for hunting, so that wildlife populations are stable or grow.

Income from tourism

Conservancies have rights over tourism operations. So an investor who wants to open a lodge in a conservancy has to make a deal with the community, and if it's a good deal, both sides

will benefit. For the conservancy, the benefits will be a share in the income from the lodge as well as job opportunities.

Times are changing fast in Namibia's communal areas. The days are gone when the tourist bus whizzed past the farmer with a wave at best. Now the farmer is likely to have a stake in the lodge the bus is bound for. His son or daughter may be working as a tour guide, cook, or even lodge manager. And maybe, the tourists will drop by the homestead to eat some shima and find out how those wonderful baskets are made.



Join us at the Communal Conservancy Tourism Sector Stand at Tourism Expo 2012 for the following activities and more		
Date	Activity	Time
06 June	Performance by TeQuila - female artist of the year!	18:00h
06th -09th June	Take the Conservancy Quiz and enter a draw to win a fantastic stay at one of Namibia's Joint Venture Lodges!	The quiz will be conducted every 15 minutes during Expo opening hours
1st round on the 8th with the Finals on the 9th	Tour Guide Competition	Sign-up during Expo opening hours
06th -09th June	Get a personalised postage stamp with a Rhino in the background	During Expo opening hours
08 June	JV Lodge Song Competition Finals and performances by TeQuila	19h00 – 20h00
06th –09th June	Gallery – photographic competition for Expo visitors	During Expo trading hours
09 June	AWARDS CEREMONY! Announcement of the winners of the photographic competition. Draw for the for JV Lodge prizes (take the quiz to enter) and the final round of the Tour Guide Quiz Challenge!	14h00

Supported by:

