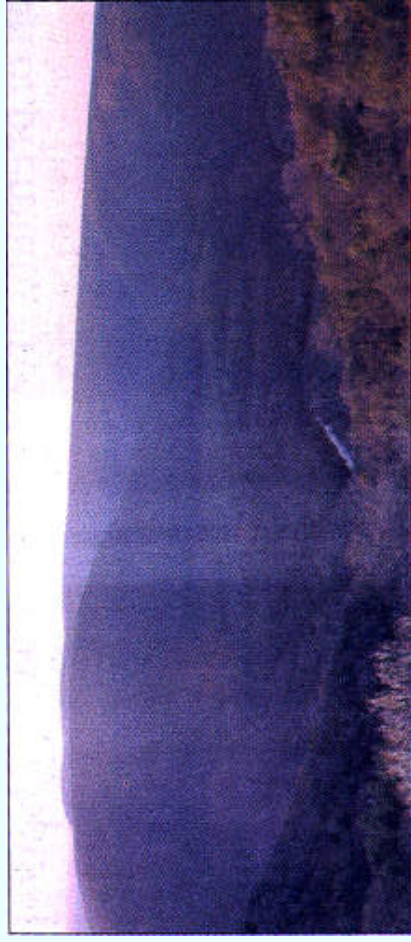
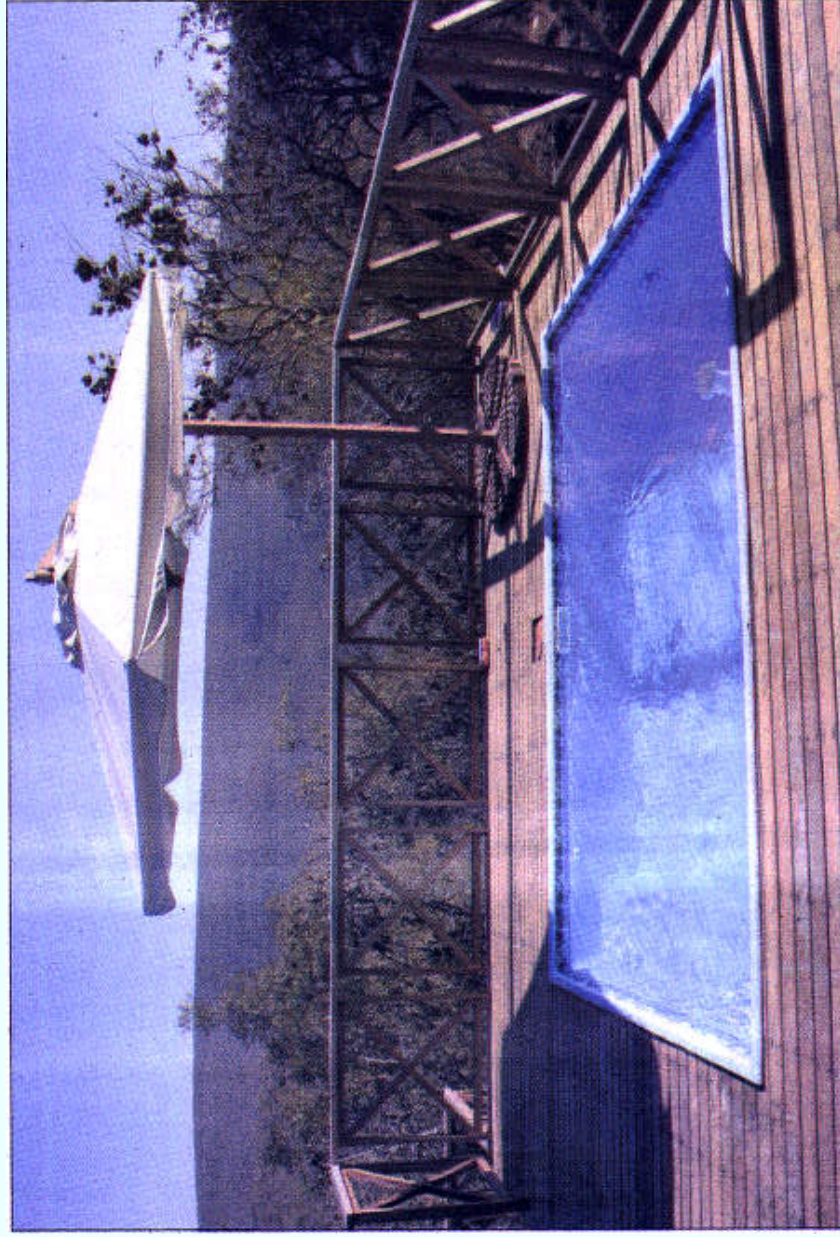


Looking to longer-term benefits



SUNSHINE AND SAFARIS: The private swimming pool at one of the Dinkweng lodges. **Left:** Rolling expanses of bushveld from the viewing deck at Dinkweng. **At right:** Fractional owners of the luxurious lodges at the neighbouring Dinkweng Safari Camp have the privilege of participation in conservation projects at Ka'Ingo.

CEO of Zorgvliet Group calls for creation of sustainable tourism from 2010 rather than shortsighted profit-grabbing, writes Michelle Swart

KA'INGO is a 'big five' private game reserve that combines the splendour of the African bush with 5-star pampering. Forming part of the Zorgvliet portfolio of fractional ownership options, Ka'Ingo is situated in the malaria-free Highveld Waterberg area of Limpopo Province and offers owners exclusive luxury and relaxation.

Properties are three hours' drive from Johannesburg and owners can opt to fly into this big five private reserve as it has its own 1,2km grassed landing strip.

The main lodge consists of 12 en-suite thatched rooms, catering for a maximum of 24 guests. Each fully air-conditioned room is equipped with modern comforts. The executive and six luxury suites all have their own private decks with breathtaking views across the green luscious garden.

When visiting Ka'Ingo Private Reserve & Spa, owners and guests can view the big five in their natural sur-

roundings during game drives. Bush walks, bush wine tasting and rock art excursions are on offer. The spa is a key feature of this five star reserve.

Fractional owners of the luxurious lodges at the neighbouring Dinkweng Safari Camp have the privilege of participation in conservation projects at Ka'Ingo. Here conservation is a way of life and programmes include sable breeding, cheetah, white rhino and a leopard release project. Being located in the Waterberg Biosphere is not taken lightly and all focus is on responsible tourism and upliftment of the African bushveld heritage.

In line with this, Zorgvliet CEO Mac van der Merwe feels strongly that the 2010 Soccer World Cup should not be treated as a 30-day cash cow — which happened in Athens over the 2004 Olympics, with exorbitant prices which effectively killed the goose that laid the golden egg. Rather, he calls for cutting off non-value-adding costs and middle men in order to offer great value and experiences which will build the SA brand for years to come.

Human Settlements Minister Tokyo Sekwale has appealed to South Africans to help leverage 2010 for sustainable tourism growth in the future — the so-called Barcelona Effect.

"The greatest challenge for all

South Africans is creating a lasting positive legacy from the event. The balance between experiences and prices will be of paramount importance in terms of lasting perceptions of value.

"Even at this stage it is obvious that there will not be enough accommodation available in SA over the 2010 Football World Cup period. As a result, prices will increase to (in some cases) outrageously high levels. Pressure is mounting for the suppliers of accommodation to keep prices down — but one of the biggest problems in the pricing chain is the middle men who milk the situation without adding comparative value.

"Converting soccer fans to Brand SA ambassadors will be a function of not only realistic accommodation prices, but exposure to South African holiday experiences.

"Fewer parties adding commission (which increases the price to the consumer), broadening the experiences of visitors and offering attractive inducements to revisit SA on a regular basis are all elements of a sustainable tourism legacy."

Zorgvliet Private Residence Club (ZPRC) is a subsidiary of the Zorgvliet Portfolio and is promoting an integrated approach towards the world cup.

ZPRC is a vacation ownership company offering a range of pristine resorts in desirable and key locations, and through an aggressive media campaign in the UK and Ireland is creating awareness of the special experiences, value propositions and opportunities for lasting vacation options. ZPRC is making attractive and unique shared vacation options available in resorts ranging from game reserves to inland resorts and wine farms — all mixed-use operations with strong hospitality support.

The ZPRC campaign in the UK and Ireland is aimed at optimising the 2010 window of opportunity by selling shared ownership vacations for an extended period at aggressive prices supported by a wide range of authentic South African experiences. Members can book for the owned usage periods at the different destinations during the World Cup, thus benefiting from the unique vacation investment during this period and beyond. For example, ZPRC shared vacation products are available from R27 000 per week per year for a 12-year concessionary option at the Ka'Ingo private game reserve main lodge.

Buying vacation ownership for a concession period or as a fraction in perpetuity makes a lot of sense, especially if the arbitrage position is taken into account — where you buy at ZPRC and can exchange to a higher "priced" unit through their alliance with Interval International (eg buying in SA — Ka'Ingo — for R27 000 and exchanging for a week at a destination where the cost is three times that). SA offers an extremely attractive value proposition. Vacations bought in the ZPRC can be exchanged at more than 2 000 global resorts affiliated to Interval International.

Contact:

Hette de Lange 082 268 4559
www.zorgvlietfractitions.com

