



Elemental Outdoor is an adventure sports event tour planning & operational specialist

11 years

24 event's per annum, 7 provinces, 4 SADC countries

Wildrunner = 23 trail running events, 2 in TFCA

20,000+ participation per annum



Wildrun Africa products since 2008 - Wildcoast SA first three day stage race  
Currently four Wildrun Africa products, 2019 Rwanda  
Latest and most challenging is Mapungubwe



# By numbers

- 80 runners: 79% SA, 21% International
- 47 crew: 18 Maramani (38%)
- Consumables purchased in Zim: R120,000
- Camp & traversing fees paid to BBRDC: R102,000
- Maramani temp employment paid: R39,855
- TOTAL direct BBRDC community benefit: **R261,855**
- EAV: R3.3 million

Estimated advertising value

Seldom recognised the time and value put into marketing a product

# Strengths

- Globally unique
- Inclusive
- Community impact
- Building partnerships



Globally unique - there is nowhere in the world like Mapungubwe

Inclusive - running is uncomplicated and reaches all communities, a great leveller, physical meeting point

Community impact - money direct into the community. Shashe irrigation scheme

Building partnerships - Councillor Ndou, Munye Katema, BBRDC, local community members

⇒ Ecotourism is therefore predominantly about uniting conservation, communities, and sustainable travel. This means that those who implement, participate in, and market ecotourism activities should adopt the following ecotourism principles (TIES, 2015):

- ⇒ · Minimise physical, social, behavioural, and psychological impacts.
- ⇒ · Build environmental and cultural awareness, and respect.
- ⇒ · Provide positive experiences for both visitors and hosts.
- ⇒ · Produce direct financial benefits for conservation.
- ⇒ · Generate financial benefits for both local people and private industry.
- ⇒ · Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates.
- ⇒ · Design, construct and operate low-impact facilities.
- ⇒ · Recognise the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment.

# Challenges

- Clear & understandable process/guidelines
- Communication
- Uncertainty/risk
- Managing expectation
- Infrastructure
- Marketing



1. TFCA's are complicated, who is responsible for what etc - not for Boundless
2. Communication and resolution take an inordinate amount of time
3. Uncertainty of permission, risk of change in policy/politics, financial risk - budget & finite resource
4. Managing expectation - we are not solving all issues but just one small seed
5. Infrastructure - Maramani camp capacity, potable water & storage
6. TFCA vs product, partner assistance invaluable

# Opportunities/solutions

- Investment
- Single TFCA facilitator
- Single entry/exit
- Product security & ease entry
- Sponsor interest
- Positioning
- International marketing
- Training



1. Investment - renovate the Maramani Camp to facilitate groups going forward
2. Single point of contact to facilitates activities in the TFCA for private sector
3. Single entry/exit -
4. Product security & ease the entry into TFCA
5. Create a platform where sponsors will be interested in investing into the TFCA community benefit schemes
6. Help position TFCA as a destination to the global tourism market
7. Assist private sector products reach the much needed international market
8. Training to activate skills in the community

Trust

Positioning in the international market place using collateral generated by events

# Global niche market

- 9 million USA
- 6.5 million Europe
- \$300+ billion
- 65% growth 2002-2014
- MDS story

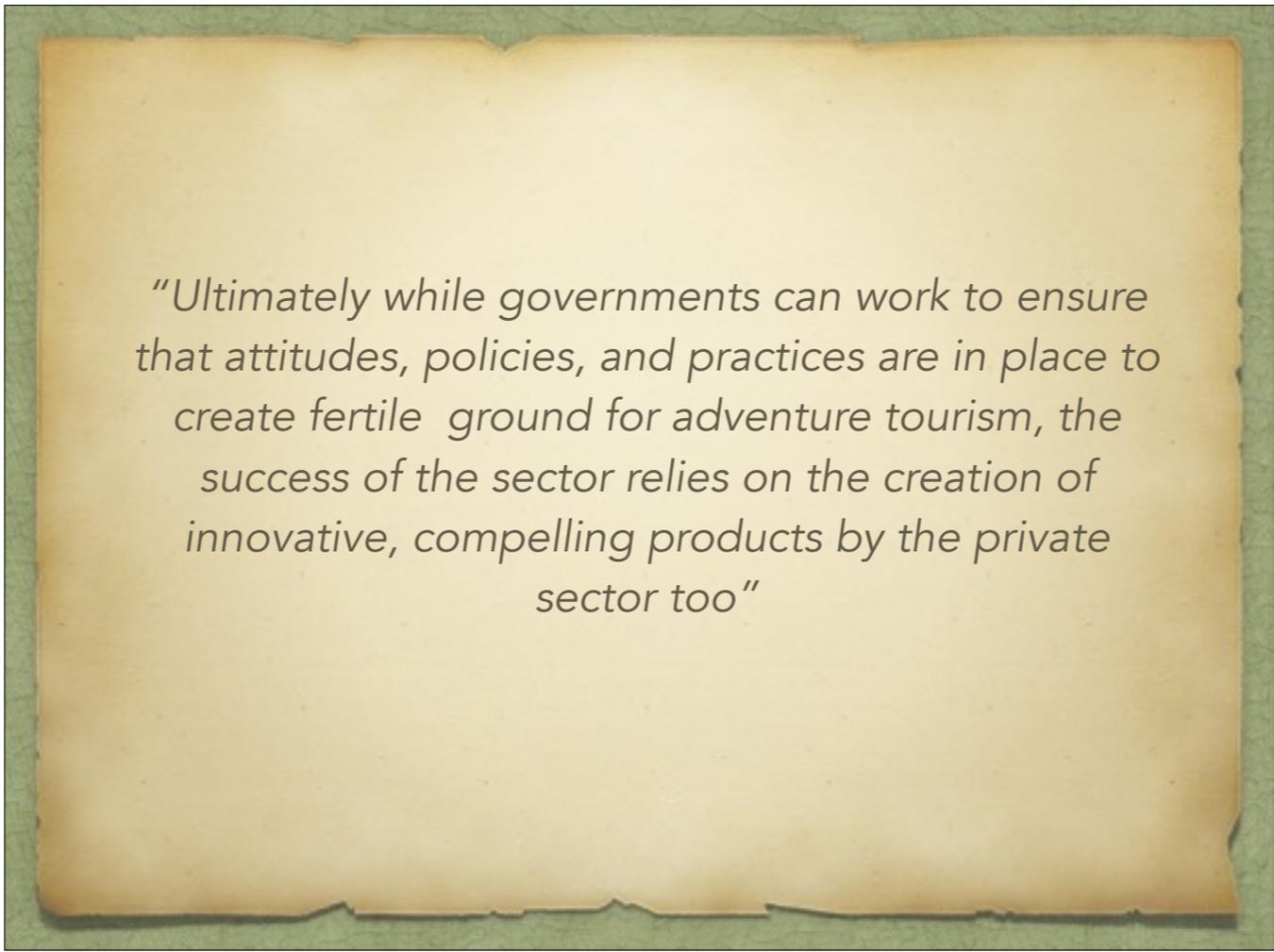
MDS: GBR3,950 entry fee (R66,000) or R9,400/day

7 year waiting list

1986

1100 participants

Race the Planet \$3800 (R45,000) or R6,400/day



*“Ultimately while governments can work to ensure that attitudes, policies, and practices are in place to create fertile ground for adventure tourism, the success of the sector relies on the creation of innovative, compelling products by the private sector too”*

Quote from the UNWTO Global Report on Adventure Tourism

Harbour analogy:

Government builds the harbour to facilitate trade

One ship at a time builds the local economy

Rising tide rises all boats

Government focus on opening up the opportunity and put the necessary structures in place to make it easy for business to happen in TFCA. Let the likes of Boundless create a destination marketing strategy that targets the global market with the TFCA tourism potential and create/nurture a channel for private sector to target new business



Thank you