



Destination Swakopmund is an industry funded private marketing initiative to aggressively market Swakopmund as a tourist destination to selected markets and the aim is to entice tourists to visit Swakopmund during the traditional off-season (January to July) by offering special rates on long stays.

The idea is to make people aware of what Swakopmund and surroundings has to offer and how guests/clients can find out where to stay, where to eat and what to do. Swakopmund as a Town/Destination has to flaunt with what it has, and there is a lot that it is perfect for. It is the Activity and Adventure hub of Namibia, it has a stunning coastline, magnificent desert landscapes and offers comfortable accommodation as well as amazing cuisine. All of this has to be exposed/marketed to possible clients/guests, make them aware of this, and show them how to book and get hold of their experience.

As mentioned above, Namibia is on the map, people are talking about it and want to visit Namibia. We will have to give them the information, show them what they can expect and how they can get all of this booked and arranged. As a large group of businesses standing together, this is easier and possibilities are much greater to do this, as we are combining the experience, knowledge, know-how and creativeness of so many different people into one single combined goal – more exposure of Swakopmund and in the end more visitors, resulting in more business for everyone.

The market/s which we are currently focussing on are International Markets (Netherlands, Nordic Countries, Spain, America, Asia and eastern Europe) that have not yet been targeted by the Namibian Tourism Board and as well the SADC region due to its proximity and potential which had been underlined again this past December.

All-In-One Destination Swakopmund is being marketed as follows:

- Through our website www.destination-swakopmund.com where you will have your own listing for your business
- Through our Facebook Page <https://www.facebook.com/destinationswakopmund>
- Via the Instagram profile <https://www.instagram.com/destination.swakopmund/>
- Representation at mainly consumer shows in the SADC region, like Getaway shows, Kyknet Buite Ekspo, Cam, Caravan & Destination Show, Meetings Africa, Cape Holiday Show, IBTM in Botswana.
- International shows that are being visited are, Vakantiebeurs (Netherlands), Matka (Finland), Fitur (Spain)
- Regular Newsletter sent out to database
- Targeted marketing on Facebook
- Competitions and Fundraisers initiated by DEST SWK



- Quarterly editorial coverage in the Legacy Magazine
- All other marketing efforts

We are looking at a few other Trade Shows too and if funding allows, we will also attend Trade Shows/Road Shows in the UK, Northern America and even Asia.

We have hosted a delegation from Qatar Airways during February 2017 to show them what we have to offer in Swakopmund and how easily prime tourist destinations such as Sossusvlei, Erindi, Okonjima and Etosha can be reached from Swakopmund. The same is planned for KLM, etc.

All reservations for accommodation and activities will be driven through our website which means that you will be able to measure your return on investment. **Please feel free to visit both our website and Facebook page by clicking on the links provided above.** Have a look at either the Swakopmund Hotel & Entertainment Centre or the Beach Lodge page and click on the “Low Season Specials” tab to see how we are selling the long stays.

To see an example of specials offered by Activity Operators have a look at Charly’s Desert Tours.

The cost for the participation at the Trade Fairs mentioned above alone is in excess of **N\$400 000.00**. This cost is covered by the accommodation sector, the activity operators, car rental companies, restaurants, scenic flight operators, estate agents, shopping malls, etc. which are all members of All in one Destination Swakopmund.

All-In-One Destination Swakopmund is an association with members and it is run by 5 Trustees. Feedback on activities and finances will be provided to partners on a regular basis. A copy of the Constitution is attached for your information.

I am proud to say that it really is an all-inclusive Swakopmund initiative and we are finding new partners from all sectors on a daily basis.

Kind regards / Mit freundlichen Gruessen

Oliver Ahrens
Marketing DEST SWK
Cell: +264 81 497 2045
Mail: marketing@destination-swakopmund.com