

P.O. Box 371  
Fauna Park  
0787

Suite 4, Parklane Building  
76 Hans van Rensburg St  
Polokwane

Tel. 015-297 8547/8  
Fax. 015-297 0195  
E-mail: info@itmaster.co.za

IKANDO (PTY) Ltd t/a



*Information Management Consultants*

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## Modimolle Tourism Strategy

### Executive Summary:

After an **extensive analysis** of national and provincial tourism trends and statistics, it became clear that the Modimolle Tourism Strategy must be focused on the development of the day visitor market, including the VFR (visiting family and friends) market and the roots market. Day visitors from Limpopo and Gauteng are the main clients.

Modimolle has a wealth of **existing “gems”** (attractions) that feature in attracting tourists to the area. In most cases these gems are not properly developed or marketed. Proper signage to direct visitors seems a real shortfall. The study further indicates that a lack of coordinated marketing is responsible for the low occupation rates of existing facilities (less than 50%). There seem to be enough bed nights available in the area, but occupation rates need to be increased.

The **biggest challenge** to the municipality is to create a magnet (main attraction) for Modimolle in order to retain tourists and visitors for longer periods. To achieve this it is proposed that a “waterfront” development be considered in the centre of town, which could include restaurants, curio shops and other tourism related facilities.

In the case of Mabatlane it is evident that the town needs a **“facelift”** to firmly establish itself as a tourism destination of note. The aim is to enhance the look of the town to attract more tourists and establish it as the international Game Auction Hub of the gaming industry in South Africa. Development of proper infrastructure i.e. conference and accommodation facilities to provide for this industry is a priority. Revival of the train route between Modimolle and Mabatlane will attract more tourists to the area.

The strategy aims to project the Modimolle municipal area as a progressive area in touch with the market demands and focuses on the following 4 **priority areas**:

- Outdoor Sport & Recreation
- Wildlife, Birding, Hunting and Safari's
- Family and recreation
- Agri-Tourism

In each case the strategy identifies the “gems”, identifies the gap and proposes **opportunities** to breach the existing gaps. (Chapter 10).

The strategy also proposes that the municipality considers a **management structure** to take responsibility for the implementation of the strategy. This structure will focus on the coordinated marketing efforts of tourism attractions and the identification of new projects in the area.

A number of **projects** have been identified that can enhance the growth of the tourism industry in particular and the economy in general in the area and will create new jobs in the process (Chapter 13).

The **linkage** with Provincial and National tourism structures and other department of Government is essential to elevate Modimolle into the main stream of the tourism sector in South Africa.

Ina Venter

Managing Director