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Nature & Eco-tourism Activity  
Development  
& Management

• Grahame Thomson •

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## **ATTENTION LIFESTYLE ESTATE MANAGERS, OWNERS OF NATURE RESERVES & PROTECTED AREAS, GAME LODGES & COUNTRY ESTATES**

At last some good news is beginning to filter through the southern African landscape. Our Covid infections are currently on a downward spiral, several major international airlines are considering the re-introduction of flights to Cape Town and OR Tambo, rhino poaching is in decline and vaccinations are taking grip on the world stage. It's time to be positive, take stock and believe we can overcome the devastation of 2020.

If you are of similar ilk and belief, it is time to be innovative and take a deep and reflexive look at the eco-tourism, game and country lodges and the lifestyle estate environment where competitiveness will be the name of the game. You need to be introspective and blatantly candid in your assessment: • How can you be the best? • How can you be different? • What uniqueness can you offer? • What marketing and promotional strategies should you adopt? • How can you professionalize your operation? • What new experiences and products can you conceptualize and introduce?

Grahame Thomson has been involved in southern African eco-tourism marketing and tourism product development for the past thirty years. He has been commissioned to undertake assignments across Southern and East Africa. Past clients include WWF, Chobe Game Lodge, Mashatu Game Reserve, Cape Nature, Eastern Cape Parks, Blair Athol and Steenberg Golfing Estates, Southern Sun Game Lodges and more recently with Plettenberg Tourism. He is also co-author of "*The Garden Route Guide*"

As a professional, I am able to offer the following services on an individual client basis and which have relevance to the points raised above.

- **ECO PLANNING** -The preparation of operational/marketing plans and feasibility studies for innovative supplementary eco-tourism orientated business opportunities
- **ECO PRACTICE** Research and development for the creation of sound ecological practices on residential estates and nature reserves.
- **ECO INTERPRETATION** The development of interpretive nature walks in residential estates and nature reserves
- **ECOLOGICAL NOTEBOOKS** The development of interpretive ecological notebooks for your establishment, inclusive of its origins and history, marine and terrestrial ecology, vegetation type, wildlife and bird check lists, medicinal uses of plants, eco-tourism activities, interpretive hiking trails. The end source for the booklets would be guests, clients, day visitors, members,
- **ECO PRODUCT DEVELOPMENT** A detailed assessment and operational overview of your product, what new eco-tourism opportunities and activities may be pursued, what activities or actions will result in a product and environment that is different and unique in a highly competitive marketplace.
- **ECO PARTNERSHIPS** The facilitation of partnerships and donor funding applications
- **ECO MARKETING** A detailed assessment of your marketing and promotional strategies Are they cost effective, do they penetrate the intended markets, particularly the current Covid environment?

**I WOULD BE DELIGHTED TO ASSIST YOU WITH ANY OF THE ABOVE-MENTIONED PRODUCT DEVELOPMENT OPPORTUNITIES.**

**With warm regards**

**GRAHAME THOMSON, Plettenberg Bay, April 21**