



For immediate release

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IMPLIMENTATION OF ISIMANGALISO'S COMMERCIALISATION STRATEGY IS GAINING MOMENTUM

iSimangaliso Wetland Park Authority has today advertised business opportunities worth millions of rands on its website, newspapers, and the national database. These all-inclusive opportunities are expected to benefit not only the big businesses but also the local communities and the SMMEs some of whom never had access to these opportunities and meaningful participation in the economy of the park. The advertised activities include Game drives, Boat cruise, Scuba Diving, Snorkelling, Turtle Tours, Fishing Charters, Whale watching, Kayaking, Canoeing, Trails and walks.



iSimangaliso's mission is to protect, preserve and present its World Heritage values for current and future generations while benefitting communities living in and adjacent to the park by facilitating optimal tourism and related development.

iSimangaliso Wetland Park hosted a business investment summit in March 2022. The aim was to showcase and present potential tourism product offerings and

investment envelopes worth multi-millions of rands to local and international prospective business investors. At the investment summit iSimangaliso managed to provide potential domestic and foreign investors as well as intermediaries with information on tourism investment opportunities within iSimangaliso Wetland Park. These investments will help improve the state of this world-renowned top 38 tourism destination in the world and contribute towards the development of communities living in and adjacent to the park in various ways as the iSimangaliso Wetland Park is now South Africa's second largest protected area.

The current Board of Directors of iSimangaliso approved the Commercialisation Strategy of the Entity which seeks to generate revenue for the park while addressing the fair presentation and distribution of the tourism investment opportunities that will ensure that the Park's tourism potential is unleashed, and visitor expectations are met and exceeded. The main objectives of the commercialisation strategy include revenue generation for the institution, loss minimisation or savings on existing operations, optimal utilisation of under-performing assets, job creation, black economic empowerment, infrastructure development and tourism promotion.

End

Statement issued by iSimangaliso Wetland Park Authority

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