

MADIKWE represents the birth of a dream, but even more than that, it is a concept founded on the bedrock of sound conservation and economic principles. MADIKWE is a workable paradise.

Ecotourism, which is the attraction of tourists to pristinely conserved environments, is playing an increasing role throughout the world in generating economic opportunities in otherwise depressed rural areas.

Noel de Villiers, vice chairman of SATOUR, has said that South Africa has the potential to become the world's number one ecodestination. An intense global focus on ecological issues has come about with great prospects for ecotourism. Proportions of the income earned would be reinvested in the environment. Conservation has become a potential source of enormous income and at the same time, is improving the quality of life of the community.

Environmental policy must address man's economic needs. Controlled development and the careful utilisation of natural resources to optimise income, is the ideal.

MADIKWE is an example of the progressive thinking that characterises BOP PARKS, combining as it does, conservation ethics with consideration

for the community and at the same time, possessing a structure that presents the investor with a very attractive and potentially extremely profitable investment.

Madikwe Game Reserve is founded on one of the most significant land-use planning decisions ever taken by the Bophuthatswana Government.

The land-use study completed by independent consultants convinced the Executive Council that wildlife-based tourism was the most cost effective option for the land. Well managed ecotourism is considered to be one of the most appropriate rural development activities that can be used to increase the quality of life of rural communities and provide a stable local economy, reducing the degenerative impact on the environment that often

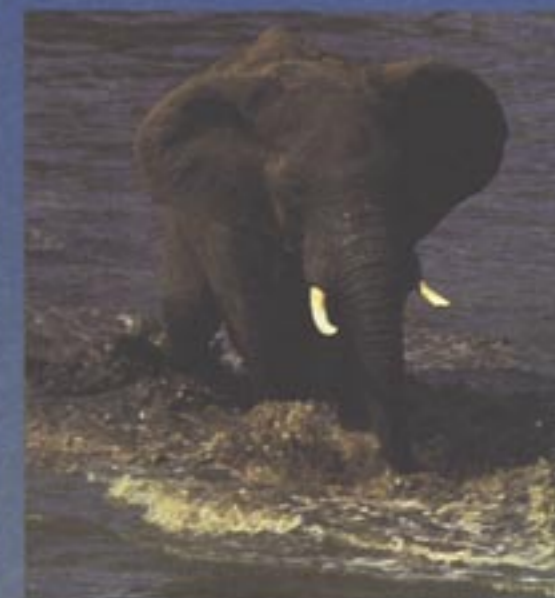
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accompanies poverty. The potential of tourism to improve the financial prospects of localised communities was recognised by the government and it is intended to maximise the benefits from the anticipated increase of visitors to southern Africa in the future.

The Madikwe Community

At MADIKWE, there are three important communities living adjacent to the Reserve — at Supingstad, Molatedi and Derdepoort. Holistically speaking, these communities will benefit in a far wider manner from the



This in turn will make any investment by a developer or tourism operator in Madikwe a very safe and extremely satisfying one.

Madikwe — the product

MADIKWE GAME RESERVE will cover 75 000 ha with over 30 km of common boundary with Botswana in the north, the Marico River in the east, the Zeerust/Gaborone road to the west and the Dwarsberg mountain range as southern boundary. The land is ideally suited to the establishment of a park since it offers a wide range of habitats suitable for the introduction of the *Big Five* — elephant, rhino, leopard, lion and buffalo.

The rich diversity of vegetation in the area is a reflection of the geomorphology. The quartzite hills of the Dwarsberg Mountain Range run from east to west. Stretching northwards lies a broken plateau of



Reserve than from their traditional farming. Besides the direct creation of jobs, many satellites of peripheral industries will be established. A community involvement plan is being implemented and small business ventures such as the provision of fresh produce to lodges, specialised tour guiding, laundry service, rural craft market, localised tourist transport services and others will be encouraged.

By substantially improving the quality of life of its neighbours MADIKWE fulfills the mission of Bop Parks and at the same time secures the relevance of MADIKWE to the people.



Madikwe

AFRICA IN ITS MAJESTY

*What would the world be, once bereft of
wetness and wilderness.*

Gerald Manley Hopkins 1844 — 1889.

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The Reserve offers a unique commercial opportunity. As land becomes scarcer, the value of game land increases dramatically. There are fewer and fewer opportunities to invest in this type of development. Game lodges have succeeded in a difficult climate. With the anticipated surge of tourists to southern Africa, and with the South African national parks experiencing difficulty with the increasing number of visitors, MADIKWE is in an ideal position to take advantage of the opportunities presented.

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Bop Parks

Bophuthatswana is one of the most viable self-governing states in southern Africa, despite its geographic fragmentation. The country's success is due to the adoption and successful implementation of flexible and innovative economic activities. In line with this progressive attitude, BOP PARKS has developed conservation practices that

work with the needs of local population.

BOP PARKS has established an enviable reputation in conservation circles within Africa and beyond, largely due to the progressive policies of sustainable utilisation of wild natural resources.

BOP PARKS record includes a number of achievements ranging from the pioneering of internationally recognised ecological management practices, the development of self-funding conservation enterprises to the involvement of the now world famous environmental education programs.

Achievements of note by the management of BOP PARKS include —

- Of the R2,6 million worth of game that was introduced to the Parks, over R7,6 million worth of animals have been removed through hunting or live capture while remaining stocks have increased in value to over R23,0 million.
- More than 200 000 people visit the Parks annually and existing facilities can accommodate some 1 200 people per night.
- Tourism throughout the Parks generates over R3 million annually.
- Between 30 to 35 percent of visitors to the Parks are citizens of Bophuthatswana. BOP PARKS carries a nationwide active