



CapeNature

MARKETING

OPPORTUNITIES & PARTNER BENEFITS



Searching for innovative ways to promote your brand?

CapeNature has a variety of platforms to help you promote your company, service or product while aligning your brand to a thought leader in conservation.

CapeNature offers advertising and partnership opportunities to serve your marketing strategy.

It will help broaden your marketing reach by creatively promoting your brand to an authentic audience aligned with the values of CapeNature. Take advantage of the niche audience of adventure-seeking, conservation, outdoor enthusiasts of all ages and backgrounds.



Contents

About CapeNature _____	Pg. 2-3
Destinations _____	Pg. 4-11
Flagship Products _____	Pg. 12-13
Visitor Activities _____	Pg. 14-15
Benefits & Opportunities _____	Pg. 16-18

ABOUT CAPENATURE

CapeNature develops nature-based recreational and tourism products and leveraging the Western Cape's natural assets in such a way that protected areas become sought after tourist destinations, and more accessible and attractive to a greater portion of our population. CapeNature is the conservation authority in the Western Cape, mandated to promote and ensure biodiversity conservation and access to biodiversity for all. The organisation manages most of the mountain catchments and reserves that supply ecosystem services to the citizens of the Western Cape. This requires good scientific data, a sound understanding of fynbos ecology and commitment to the principles of integrated biodiversity management and planning. Much of these efforts are in remote areas, and have a direct bearing on the quality of life for millions of people across the province.



CapeNature is driven by the vision of ‘conserving nature for a sustainable future’ and our mission is ‘to manage, conserve and promote our human, natural and heritage assets through best practice, access, benefit sharing and sustainable use.’ We achieve these objectives through various programmes and projects under the following banners:



Community-based Natural Resource Management and Local Economic Development:

Unlocking opportunities to ensure that the benefits of natural resources and their sustainable utilization and conservation are realized by local communities.

Youth Development: Using activities as a tool for the development of youth and developing in young people the knowledge and insight necessary for them to appreciate the heritage that will be passed on to them. Also providing them with the opportunity for developing the skills needed to make a success of that heritage.

Environmental Crime Investigation:

Preventing, investigating and monitoring environmental crime.

Fire Management: Developing effective partnerships to extend fire management throughout the province.

Wildlife Management: Proactively manage conflict between humans and wildlife.

Stewardship: Including private and communal land in the establishment of biodiversity corridors and the conservation of vital lowlands habitat remnants, through various incentives

Eco-tourism development: Developing nature-based recreational and tourism products and leveraging the Western Cape’s natural assets in such a way that protected areas become sought after tourist destinations, and more accessible and attractive to a greater proportion of our population.

Health and wellness: Our connection with nature is a proven pathway toward building greater mental health, resilience, immunity and all-round wellbeing. CapeNature supports access to nature for these connections to instil social positive behaviours.

Destinations

WINELANDS

WINELANDS

Jonkershoek

The town of Stellenbosch is known for its history and its wine, but Jonkershoek Nature Reserve allows visitors to explore a different side of the region. Jonkershoek incorporates the smaller reserve of Assegaibosch, where a centuries-old colonial homestead stands amidst ancient oak trees, with wildflower gardens to make for an idyllic picnic spot. Beyond these remnants of the past are steep crags, deep valleys,

tumbling rivers and a timeless wildness. Hikes range from gentle to strenuous, and terrain can change quickly from gentle to fierce. The reserve has long been a go-to for mountain bikers, while still remaining something of a hidden gem. The reserve is just 9km out of Stellenbosch and a quick day-trip from Cape Town, with lovely picnic and swimming spots.



Hottentots Holland

Hottentots Holland Nature Reserve is a place of extremes – extreme beauty, extreme adventure and extreme solitude. Just an hour out of Cape Town, the reserve has long been a magnet for thrill-seekers. For those who love the idea of throwing themselves off a waterfall into a cool mountain pool 14m below, there's no better place on earth. The Cape Canopy Zipline tour now offers visitors another way to feel on top of the world – to fly over the mountains and take in the extraordinary scenery below. For those who seek a different kind of adventure, there are the secluded mountain huts, where hikers can wake up looking over the clouds, high on the slopes of the mountains. The lush beauty of the reserve can trick visitors into thinking that this is a gentle place – it isn't. Unconquerable nature is in charge here, reminding visitors to tread carefully.



Limietberg

It's easy to see where Limietberg Nature Reserve got its name. "Limietberg" means "boundary mountain," and for a long time, this soaring mountain range marked the northern border of what was once the Cape Colony.

Nowadays, cars pass through and over the mountains with ease, but Limietberg Nature Reserve is a reminder that this was once a place of limits, where humans came up against the irrefutable realities of nature.



Visitors can still get lost in this vast reserve, and the strict limits placed on hiking numbers guarantees a feeling of seclusion, even isolation. The region offers visitors the chance to spot increasingly-rare endemic bird and plant species, and to plunge

into fathomless mountain pools. Despite its popularity, Tweede Tol still feels like a well-kept secret, the kind of quiet getaway that families will return to again and again. The old boundaries have gone, but the towering mountains remain.



Vrolijkheid

“Vrolijkheid” means merriment or mirth, and it’s easy to see how the place got its name. Every spring, the reserve bursts into a joyfully exuberant splash of colour, as bright orange botterblom daisies light up the stark, rocky landscape. Vrolijkheid is a happy place for hikers and birdwatchers, as well as for those who want to do nothing more than immerse themselves in the particular charms of the Klein Karoo. Just 15km from Robertson and with fully equipped cottages, the reserve is an ideal base from which to explore the surrounding towns, although many visitors find that the delights of Vrolijkheid more than fulfil their holiday happiness requirements. From strenuous multi-day hikes, including the ever-popular Boesmanskloof Trail, to leisurely swims in one of the reserve’s dams, the reserve offers enough to keep even the most demanding visitor happy.

WEST COAST

Cederberg

The Cederberg Wilderness Area is one of the most undisturbed and secluded places in South Africa. A trip to the Cederberg means immersion in a landscape of stark grandeur, a place described by the poet Stephen Watson as “a mountainscape both dry and shining, desolate yet so rich.” It is renowned for its wild, rugged landscapes, rock formations, and extraordinary examples of ancient San rock art, as well as the increasingly rare Clanwilliam cedar tree, from which the area got its name. The vast mountain range, burnt orange by iron oxide, has long cast a spell over those who



visit. Sometimes harsh, always spectacular, the Cederberg is a paradise for hiking and rock-climbing enthusiasts. The region is a meeting-place of vegetation types, which means visitors are exposed to a remarkable increase in diversity of flora and fauna. CapeNature offers a range of accommodation opportunities, from secluded mountain huts, to fully-equipped cottages and riverside campsite facilities.

Matjiesrivier

Matjiesrivier Nature Reserve was proclaimed in 2000 and has been inscribed as a World Heritage Site. This reserve offers some excellent examples of the Cederberg's geological and archaeological heritage, including the impressive Stadsaal cave, rare San rock art depicting elephants and world-renowned rock-climbing site, Truitjieskraal. These sites have an extensive network of clearly-marked trails to guide visitors of all ages through a maze of spectacular rock sculptures and rock art sites. The reserve has an abundance of birdlife, from the majestic Verreaux's Eagle to the small Cape Siskin. This wild and rugged nature reserve, with its rich natural and cultural history, is the perfect place to explore on a day outing, while staying at the Cederberg Wilderness.

Bird Island

A remarkable conservation success story, Bird Island lies about 100m off the shore of Lambert's Bay on the Cape's West Coast. It offers visitors a rare opportunity to see the blue-eyed Cape gannet up close in its natural habitat. Bird Island is one of only six sites world-wide where Cape gannets breed, and it is the only breeding site easily accessible to the public. A thoughtfully situated bird-hide allows

visitors to witness the Cape gannet's unique mating dances, without disturbing them in any way. The Sea Change multimedia project provides fascinating information about these seabirds, and visitors will come away with a renewed sense of the importance of conserving their habitats. On



Rocherpan

Rocherpan exists because of a happy accident. In 1839, a local farmer closed off the mouth of Papkuils River in an attempt to find improved summer grazing for his livestock. By forcing the river to flow behind the dunes that separate the sandveld from the sea, he inadvertently created a perfect habitat for water birds. The rhythms of nature took over. At Rocherpan, visitors adjust to those rhythms. Time moves differently here, as guests while away hours watching water birds wade peacefully in the pan, or simply staring out at the icily beautiful Atlantic Ocean. Rocherpan boasts an impressive variety of endemic and endangered bird species and has become a sanctuary for many of the birds who have made it their home. Although the reserve is synonymous with birding, its nearby unspoilt beaches and thoughtfully constructed eco-cabins beckon those who simply want to explore the best that the West Coast has to offer. In spring, a brilliant carpet of wildflowers transforms the reserve, competing with the birdlife to put on the most spectacular display.



Grootwinterhoek

The Groot Winterhoek Wilderness is revered and cherished for its starkly rugged landscape, its atmospheric extremes and the stunning rock formations created by the weathering of Table Mountain sandstone. A sense of holiness hangs over the area – visitors come here to be replenished and to cleanse themselves in the deep, still mountain pools. Unmarked trails and soaring peaks leave visitors with a knowledge of what it feels like to be plunged into the wilderness, to look around and see no trace of human intervention. This mountainous area lies about 120km north of Cape Town, near Porterville, and is particularly important for protecting mountain fynbos and wildlife. It is also one of Cape Town's sources of fresh, clean water, and is a World Heritage Site. This area is rich in history, with ancient rock paintings by the San and Khoi people, and the oldest farm established in 1875.



OVERBERG

Kogelberg

There are some places in the world which defy description. Anyone who has driven along the R44 between Rooiels and Kleinmond has likely been stunned into silence at the sight of the pristine beauty of the Kogelberg. The reserve presents perhaps the finest example of mountain fynbos in the Western Cape and is a world-renowned World Heritage Site. To put this in perspective, the Kogelberg is home to 150 endemic plant species, while the whole of the British Isles has 47. But it's not just a paradise for botanists. Kogelberg's startling beauty casts a spell over visitors all year round – during the blazing heat of summer when a flash of

green is an unexpected gift, or when it rains in winter and torrents of water cascade down rock faces that were bone-dry only weeks before. Considered by many to be the most beautiful of CapeNature's protected areas, Kogelberg Nature Reserve earns that reputation largely due to the fact that it occupies an area with minimal human interference. Thoughtfully constructed eco-cabins allow visitors to nestle into the landscape without disrupting a place of unsurpassed floral diversity. CapeNature's commitment to conservation means guests will enjoy seclusion and peace that might leave them at a loss for words.



De Hoop / Whale Trail / Potberg

The glittering jewel of De Hoop is one of Cape Nature's flagship reserves and has a well-deserved reputation as a truly magical wilderness. The reserve lies at the southernmost tip of Africa, where mountains meet the sea and create a fusion between freshwater and marine habitats that support a staggering array of terrestrial and aquatic life. Encompassing roughly 34 000ha, this World Heritage Site is one of the largest natural areas managed by CapeNature. Annually, between July and November, southern right whales make their epic journey back to the safety of these rich waters to mate and calve. The famed Whale Trail Hike is revered as one of the most meaningful ways to experience this extraordinary phenomenon, with CapeNature offering slack-packing at its most idyllic. De Hoop defies superlatives – it must be experienced to be truly understood.



Stony Point



The African Penguin has been threatened with extinction ever since industrial fishing began in the Cape. The Stony Point land-based penguin colony, operated by CapeNature, is the third largest breeding colony of African Penguins in the world and has been showing a measurable increase in breeding pairs. A thoughtfully-constructed boardwalk allows visitors to meander through the

reserve and closely observe the penguins in their natural habitat. Less overcrowded than the more well-known Boulders' penguin colony in Simonstown, Stony Point gives visitors the opportunity to get up close to an endangered species. Awareness is needed if the African Penguin is to survive, and visitors will leave Stony Point with a renewed appreciation of these beloved birds, and a heightened understanding of the importance of conservation.

De Mond

De Mond is a haven, where creatures of all kinds find a peaceful and protected space to nest. This utterly pristine coastal reserve is situated at the mouth of the Heuningnes River, offering ideal breeding grounds for the critically-endangered Damara and Caspian terns. De Mond gives human visitors plenty of places for shelter as well, under the damp, scented shade of the milkwood forests, or the glittering serenity of the estuary. Although it is close to the popular coastal

towns of Arniston and Struisbaai, the unspoilt peace of the reserve gives visitors a chance to block out the rest of the world, and to forget that anything exists but the sea, the river and the sky. Fishing enthusiasts can enjoy De Mond's prime freshwater and marine angling spots, while hikers can take in every corner of the reserve via its lovely trails. Charming self-catering accommodation is nestled in the reserve's milkwood trees and coastal fynbos.



Walker Bay / Dyer Island

At Walker Bay Nature Reserve, visitors are at the heart of the famed whale coast. Every year between August and November, hundreds of southern right whales gather in the sheltered bay to breed and calve their young, sometimes mere metres from the shoreline. From the vantage point of low cliffs carved by the churning Atlantic Ocean, visitors can take in the spectacle of these mesmerizing creatures at play. Bryde's and hump-back whales can be seen throughout the rest of the year, along with various dolphin species. The unfurling coastline at Walker Bay stretches for some 17km, with the shining jewel of Die Plaat beckoning those who want to brave the water themselves, and the hidden gem of Klipgat Cave offering up ancient memories of the past.



Marloth

Marloth lies within the Langeberg mountain range, 3km north of Swellendam. The southern slopes of the reserve provides spectacular scenic views of the formidable Misty Point Peak (1710m) and "Clock Peaks", including mountain fynbos and Afromontane Forest remnants, from Swellendam and the N2 national road. The climate in the Swellendam area is typical of the southern Cape, with hot summers and cold winters.

Marloth offers various day trails, ranging from easy, short to more strenuous longer one-day hiking routes. Marloth also offers multi-day hiking trail routes, with a range of primitive huts or shelters, situated at Boskloof, Goedeloof, Protea Valley and Wolfkloof.



Grootvadersbosch

Grootvadersbosch Nature Reserve has a magical, fairy-tale quality, leaving visitors with the lasting impression that they have stepped into another world. Hikers walk in the dappled light of the precious indigenous forest, and swim in the cool tea-coloured river water, while shaded by ancient trees. Day walks, mountain biking trails, and the Boosmansbos Wilderness Area offer an array

of challenges for those who want to immerse themselves in the wilderness. This is an excellent birding destination with more than 196 bird species regularly spotted. Hikers are likely to bump into bushbuck and spot baboons and smaller mammals. A rare highlight would be a sighting of the forest emperor butterfly, or a subspecies of the elusive ghost frog, as they can only be found in this forest. CapeNa-

ture offers a range of accommodation, from newly-refurbished cabins to comfortable and well-equipped campsites.



KLEIN KAROO

KLEIN KAROO

Swartberg / Gamkaskloof / De Hel

Nothing prepares visitors for the vast, stunning stillness of the Swartberg Nature Reserve. Even those who know the story of Gamkaskloof, and of the settlers who spent over a hundred years living in total isolation in the valley, are overwhelmed. Gamkaskloof valley is also known as Die Hel (The Hell), and it's easy to see how the place got its name. It is an area of stunning, sometimes brutal extremes – the most treacherous mountain passes, the hottest days, the

coldest nights. The 121 000ha reserve lies in the Oudtshoorn district between the Great and the Klein Karoo, and is traversed by the extraordinary Swartberg Pass, considered to be one of the most scenic drives in the world. Yet “scenic” is an inadequate word – its huge, lunar rock formations and staggering cliffs are best experienced rather than described. Swartberg is a site of ancient memory, a tangible link to a past that modernity has almost erased.



Anysberg

Isolated, stark and untamed, with a wildness that is as much a physical reality as a state of mind: at Anysberg Nature Reserve, visitors experience the true, dreamy essence of the Karoo. The sky seems bigger here; the silences more profound. Visitors will enjoy regular sightings of the Cape mountain zebra, numerous antelope species, the black-backed jackal, caracal, riverine rabbit and brown hyena. Leopards still roam the mountains, although these notoriously shy creatures are seldom seen. Besides the mesmerising landscape and rich plant and animal life, the reserve is also home to San rock art, painted thousands of years ago. At night, the canopy of glittering stars offers yet another reminder that the city is a lifetime away. CapeNature offers a range of accommodation, giving guests an unparalleled stay in the heart of the magical, unforgettable Karoo.



Gamkaberg

The brooding Gamkaberg, together with the equally mysterious Rooiberg, appears to have been laid down as one over the lowlands of the Klein Karoo. The Gamka is a range in isolation, lurching suddenly out of the landscape, a symbol of jealously-guarded tranquillity. Its name is derived from the Khoisan “gami”, meaning lion – the place was once the hunting ground of the now extinct Cape Lion. Although it

was too late for the lion, Gamkaberg Nature Reserve has played a critical role in conserving a small, remnant herd of endangered Cape mountain zebra. The herd numbered just five in 1974, but due to dedicated conservation efforts, herd numbers have increased, and Gamkaberg remains a haven for these rare creatures. The reserve offers unbounded challenges to delight the adventurous – from the

stunning trad rock climbing at Tierkloof, to the hiking and 4x4 trails through rugged, pristine wilderness. For those who prefer a more relaxed pace, CapeNature offers a range of accommodation options, as well as gentle hikes and rambles.



GARDEN ROUTE

Keurboom

At Keurbooms River Nature Reserve, visitors might find themselves thinking of Rat's sage words to Mole in *The Wind and The Willows*: "There is nothing — absolutely nothing — half so much worth doing as simply messing about in boats." Just 8km away from the busy seaside town of Plettenberg Bay, Keurbooms gives visitors the chance to experience the drifting, hypnotic rhythms of life on the river, to spend days messing about in boats, gliding

through silky water, while gazing up at the forest above, listening to the chorus of birds. Named after the Western keurboom tree, the reserve is a sanctuary for indigenous trees, including the Cape beech, giant stinkwoods and the beautiful Outeniqua yellowwoods. A lush destination filled with an abundance of plant life, the reserve can be explored on walks, boat trips and canoe trails.



Robberg

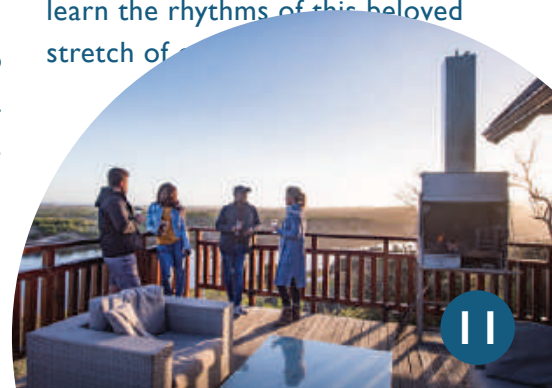
The pristine, elemental beauty of Robberg Nature Reserve might come as a shock to some visitors. Its proximity to one of the most popular towns on the Garden Route is misleading – there's much more to Robberg than a day at the beach, and its wildness can make visitors feel that they are at the edge of the world. The area is a meeting place – of land and sea, of wind and rock, of ancient memory and the constant changes wrought by nature. The ecology of the Robberg Peninsula presents a striking example of how plants and animals adapt to the interacting influences of land and sea. A national monument as well as a World Heritage Site, with several significant Stone Age sites, Robberg shows us that until relatively recently, humans co-existed peacefully with nature. Any visit, long or short, should inspire visitors to follow in their footsteps. An overnight hut is available for those who want to spend more time on this beautiful reserve.



Time slips through your fingers at Goukamma Nature Reserve – the passage of the day is marked by the tides, the crashing of the waves, and the lapping of water at the edge of the lake. From the tea-coloured water of the Goukamma estuary, to the limpid green of the Groenvlei Lake, the reserve is a hymn to the power and beauty of water. It is one of the Western Cape's most significant Marine Protected Areas,

providing a safe haven for a variety of indigenous and endemic species. The ancient milkwood and coastal vegetation exert a different, but equally compelling pull: after a day on the water, visitors can retreat to the soothing darkness of the forest. Living in the forest means sharing it with the creatures who got there first, and guests will quickly get used to the sight of a vervet

monkey peering through the window. CapeNature offers a range of accommodation and activities, giving visitors the opportunity to learn the rhythms of this beloved stretch of



Flagship Products

FLAGSHIP PRODUCTS



MODERN
ECO-LIVING

PRIVATE
BEACH
ACCESS



WOODEN
DECKED
CAMPGROUND



LUXURY
GLAMPING
CAMPGROUND

WORLD-
RENOWNED
TRAILS



FOREST
CABINS

Visitor Activities

ACTIVITIES



HIKING



HORSE RIDING



ROCK CLIMBING
& BOULDERING



CANOEING & KAYAKING



SWIMMING



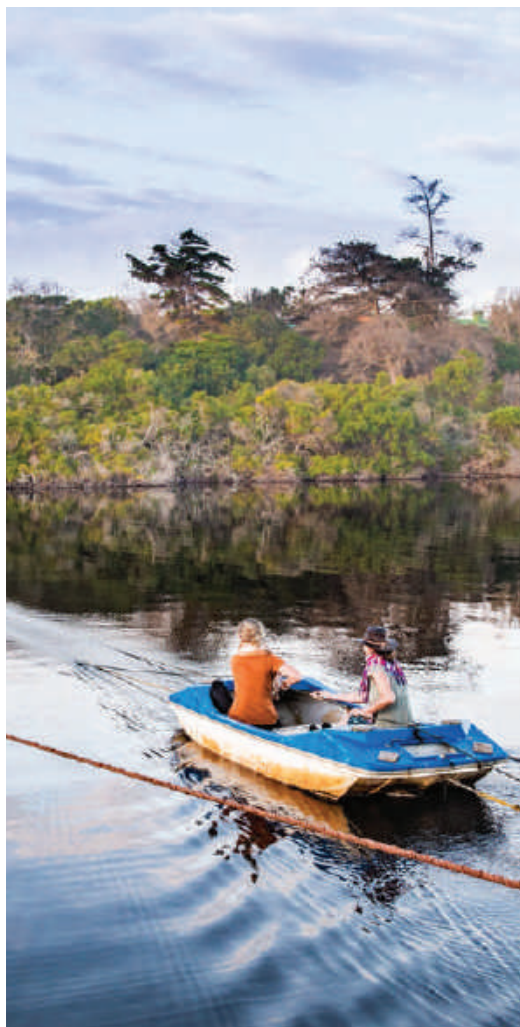
NATURE WALKS



MOUNTAIN BIKING



BIRD WATCHING



ACTIVITIES



4X4



ROCK ART



PICNICKING



WILDLIFE WATCHING



STARGAZING



DONKEY TRAILS



ZIPLINING



ANGLING

PERMIT REQUIRED.
AVAILABLE AT THE
POST OFFICE.



Benefits & Opportunities



Events & Filming

Gain access to hidden destinations in the Western

- Pristine and isolated locations for filming and photography productions.
- Tap into breath-taking landscapes including mountains, dams, waterfalls, rivers and roads.
- Drone access granted upon application review and drone license verification.
- Multi-purpose venues for weddings, meetings, conferences and more.



Digital Exposure

Upsell your product through online content.

- External corporate newsletter subscriber list of 23 329 subscribers.
- Website unique visitors sees an average of 38 000 unique visitors on the site per month.
- Blog content and reviews.
- Online social media and campaign competitions.



Media Engagement

Reach more people through media.

- CapeNature's media engagement has an average annual Advertising Value
- Equivalent R74 million
- A positive public sentiment around 94% in South Africa.
- Leads on international media houses.



Promotions & Visitor Insights

Deals, targeted pricing and guests personas

- Discounted bookings during specific periods.
- Secure booking leads and revenue.
- Complimentary access to visitor feedback.
- Improve reviews and visitor experience.



On reserve marketing

Promoting your product on reserve

- Stock your items at CapeNature's 6 Curio Shop boutique stores across the Western Cape.
- Video or imagery to promote your product offering on television screens.
- Sponsor prizes for visitor reserve competitions and Wi-Fi connectivity.



Messaging tools

Connect with visitors at reserves

- Feature in the digital visitor Survival Guides.
- Partner logo, contact details and attraction type listing.
- QR code linking directly to your website.
- Advertise in both electronic and print media version of the CapeNature Visitor Explore Brochure.
- A high quality full colour printed brochure and an electronic version used on both desktop and mobile devices.
- See link: <https://www.flipsnack.com/CapeNature/capenature-brochure-2020.html>
- Distribution will be to all CapeNature reserves, regional offices, tourism bureau, local trade shows and product launches and related events.



Explore Brochure



PRINT AND DIGITAL DIMENSIONS:

Inner Pages Size: 227 x 210mm flat folded to 227 x 105mm.

ADVERT SIZE	INVESTMENT (ex VAT)
Full page	R10 000
Half page	R6 500
Inside back cover	R12 500
Inside front cover	R15 000



Survival Guides



PRINT AND DIGITAL DIMENSIONS:

Inner Pages Size: 227 x 210mm flat folded to 227 x 105mm.

ADVERT SIZE	INVESTMENT (ex VAT)
Full page	R9 000
Half page	R5 500
Inside back cover	R12 500
Inside front cover	R15 000



21 000
subscribers



38 000
visitors



32 000
followers



12 000
followers



5 000
followers



3 879
followers

Sign me up!

To become a partner and marketing
advertising enquiries e-mail

marketing@capenature.co.za



PARTNERS

