

Windhoek Nature Reserve

Harvard Case Solution & Analysis



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Nambia

- Stable political system,
- developed infrastructure,
- and National parks



Nambia

Facts

200,000 visited in
1991
500,000 visited in
1998

Abundant natural
resources and wildlife



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well poised to
be a leader in
**Safari
Tourism**



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More Information ...

Exhibit 2 Tourism in Southern Africa

Country	Visitors in 1997	Visitors in 1998	% Growth
Namibia	502,012	510,000	1.6%
South Africa	5,437,000	5,981,000	10.0%
Botswana	734,000	740,000	0.8%

Source: Windhoek Nature Reserve.

Exhibit 3 "Visitors" to Namibia Booking Beds in Namibian Hotels, Lodges, Pensions and B&Bs

Nationality	% of Total	Nationality	% of Total
Germans	34.2%	Benelux	1.8%
Namibians ^a	19.5	SADC excluding SA	1.8
South Africans ^a	12.5	Scandinavia	0.9
France	2.4	Rest of Europe	13.0
UK	3.6	North and South Americas	1.7
Italy	1.8	Rest of the World	6.8

Source: Adapted from Hospitality Association of Namibia.

^aIn the local holiday season (Dec/Jan.) these countries' contribution to bed occupancy rates increases by about 50%.

Th

Dr. Ulf Tubbensing



Responsible for the
rare and endangered
species in the region



- named Wild Vet by National Geographic

