

APPENDIX 2: COST ESTIMATES – TRAILS & BUSINESS UNITS

1. TRAIL COST ESTIMATES

BERG RIVER CANOOZE – Start Up Product

A. Basic Trail Offer (Excluding Optional Accommodation and Meals)			2 Pax Sharing
Friday Evening Arrive	Accommodation	Individual	
	Dinner	Individual	
	Local HDI Companion (Intern)	Shared (R100)	50
Saturday Canoe Kersefontein to Cloeteskraal	Breakfast	Individual	
	Packed Lunch	Individual	
	River guide	Shared (R300)	150
	Double Kayak / Canoe & Safety Gear	Shared (R200)	100
	Dinner (self catering or catered) - Berg River Bank experience at Cloeteskraal	Individual	
	Local HDI Companion (Intern)	Shared (R100)	50
Sunday Canoe from Cloeteskraal to Bokkom Laan Depart	Breakfast	Individual	
	Packed Lunch	Individual	
	River guide	Shared (R300)	150
	Double Kayak / Canoe & Safety Gear	Shared (R200)	100
Cost per pax			750
<i>Price per pax</i>		<i>(R500/day x 2.5 days)</i>	<i>1250</i>
<i>Profit per pax</i>			<i>500</i>

Optional Add On

- Fri afternoon: Canoe Hazekraal-Kersefontein (R350). Difficulty level - tide dependent.
- Boat trip to Berg River Mouth
- Boat trip to islands (seabirds, marine life)
- Birding Guide @ R300/day

Price Comparison

R625 / day Felix Unite (fully catered)
R2500 4 day Orange River camping on river bank

R395/p/d Flamingo Jo
Minimum 5 people

R225 more expensive

No minimum and therefore dependency on volume and can accommodate power break couples market

Can make price slightly more competitive if reduce profit to R250/pax

B. Total Cost to PAX (including Accommodation & Meals)			2 Pax Sharing
<u>Friday Evening</u> Arrive	Kersefontein (bb)	Individual	450
	Dinner	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
<u>Saturday</u> Canoe Kersefontein to Cloeteskraal	Breakfast	Individual	80
	Packed Lunch	Individual	80
	River guide	Shared (R100)	150
	Double Kayak / Canoe & Safety Gear		100
	Dinner - Berg River Bank experience at Cloeteskraal	Individual	160
	Local HDI Companion (Intern)	Individual	50
	Cloeteskraal	Shared (R300)	150
<u>Sunday</u> Canoe from Cloeteskraal to Bokkom Laan Depart	Breakfast	Individual	80
	Packed Lunch	Individual	80
	River guide	Shared (R300)	150
	Double Kayak / Canoe & Safety Gear	Shared (R200)	100
<i>Cost per pax</i>			<i>1840</i>
<i>Price per pax</i>		<i>(R936/day x 2.5 days)</i>	<i>2340</i>
<i>Income per pax</i>			<i>500</i>

Optional Add On

- Fri afternoon: Canoe Hazekraal-Kersefontein (R350). Difficulty level - tide dependent.
- Boat trip to Berg River Mouth
- Boat trip to islands (seabirds, marine life)
- Birding Guide @ R300/day

Price Comparison

R625 / day Felix Unite (fully catered)
R2500 4 day Orange River, Camping on river bank

R795/p 2d/1n, WCNP camp, fully catered
Minimum 5 people (R400/p/d)

Far more expensive
No minimum and therefore dependency on volume and can accommodate power
break couples market, luxury camp.

BERG RIVER CANOOZE – END PRODUCT

A. BASIC TRAIL OFFER (EXCLUDES OPTIONAL ACCOMMODATION & MEALS)			2 Pax Sharing
<u>Fri eve</u>	Accommodation	Individual	
Arrive	Dinner	Individual	
	Local HDI Companion (Intern)	Shared (R100)	50
<u>Sat</u>	Breakfast	Individual	
Canoe Kersefontein to	Packed Lunch	Individual	
Cloeteskraal	River guide	Shared (R300)	150
	Double Kayak / Canoe & Safety Gear	Shared (R200)	100
	Dinner - Berg River Bank experience at Cloeteskraal	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
	Cloeteskraal Luxury Tented Camp	Individual	350
<u>Sun</u>			
Canoe from Cloeteskraal	Breakfast	Individual	80
to Bokkomlaan	Packed Lunch	Individual	80
Depart	River guide	Shared (R300)	150
	Double Kayak / Canoe & Safety Gear	Shared (R200)	100
<i>Cost per pax</i>			<i>1270</i>
<i>Price per pax</i>	<i>(R708/day x 2.5 days)</i>		<i>1770</i>
<i>Profit per pax</i>			<i>500</i>

Optional Add On

- Fri afternoon: Canoe Hazekraal - Kersefontein (R350). Difficulty level - tide dependent.
- Boat trip to Berg River Mouth
- Boat trip to islands (seabirds, marine life)
- Birding Guide @ R300/day

Price Comparison

- R625 / day Felix Unite (fully catered)
- R2500 4 day orange river camping on river bank
- R795/p 2d/1n, WCNP camp, fully catered, Minimum 5 people
- R885 only R90 more, luxury camp, no minimum

B. TOTAL COST TO PAX (INCLUDING ACCOMMODATION & MEALS)			2 Pax Sharing
<u>Fri eve</u>	Kersefontein (bb)	Individual	450
Arrive	Dinner	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
<u>Sat</u>	Breakfast	Individual	80
Canoe Kersefontein to	Packed Lunch	Individual	80
Cloeteskraal	River guide	Shared (R300)	150
	Double Kayak / Canoe & Safety Gear	Shared (R200)	100
	Dinner - Berg River Bank experience at Cloeteskraal	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
	Cloeteskraal Luxury Tented Camp	Individual	350
<u>Sun</u>			
Canoe from Cloeteskraal	Breakfast	Individual	80
to Bokkom Laan	Packed Lunch	Individual	80
Depart	River guide	Shared (R300)	150
	Double Kayak / Canoe & Safety Gear	Shared (R200)	100
<i>Cost per pax</i>			<i>2040</i>
<i>Price per pax</i>	<i>(R1016/day x 2.5 days)</i>		<i>2540</i>
<i>Income per pax</i>			<i>500</i>

Notes

Market

- Assume targeting LSM 7-10 with this package therefore guest house like Kersefontein is appropriate one to use.
- It should also be a guesthouse willing to draw in and mentor people from the HDI community (links to accreditation criteria)

Optional Add On

- Fri afternoon: Canoe Hazekraal-Kersefontein (R350). Difficulty level – tide dependent.
- Boat trip to Berg River Mouth
- Boat trip to islands (seabirds, marine life)
- Birding Guide @ R300/day

WHEELS OF TIME – START UP PRODUCT

A. BASIC TRAIL OFFER (EXCLUDES OPTIONAL ACCOMMODATION & MEALS)			2 Pax Sharing
<u>Day 1</u>	Breakfast - Pella Mission Station	Individual	80
Arrive Pella - am	Bicycle & Safety Gear	Individual	200
Cycle via Mamre to Darling	Cycle guide	Shared (R300)	150
	Tea - Mamre Mission	Individual	40
	Packed lunch	Individual	80
	Accommodation - Darling	Shared	
	Local HDI Companion (Intern)	Shared (R100)	50
	Dinner	Individual	
<u>Day 2</u>	Breakfast	Individual	
Cycle to Elandsfontein	Bicycle & Safety Gear	Individual	200
	Cycle guide	Shared (R300)	150
	Packed Lunch	Individual	80
	Elandsfontein Farm (Fossils)	Individual	350
	Dinner	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
<u>Day 3</u>			
Cycle to Kraalbaai	Breakfast	Individual	
WCNP (Eve's footprints)	Bicycle & Safety Gear	Individual	200
	Cycle guide	Shared (R300)	150
	Lunch	Individual	
	Accommodation (Duniepos, Abrahamskrral)	Individual	
	Dinner (self catering, catered options)	Individual	
	Local HDI Companion (Intern)	Shared (R100)	100
<u>Day 4</u>	Breakfast		
Cycle to !Khwa Ttu	Bicycle & Safety Gear	Individual	200
	Cycle guide	Shared (R300)	150
	Lunch	Individual	
	Accommodation	Individual	
	Dinner	Individual	
	Local HDI Companion (Intern)	Shared (R100)	50
<u>Day 5</u>			
Transfer to Pella	Breakfast	Individual	
Depart	Transfer to Pella	Shared (400)	200
<i>Cost per pax</i>			<i>2560</i>
<i>Price per pax</i>	<i>(R680/day x 4.5 days)</i>		<i>3060</i>
<i>Profit per pax</i>			<i>500</i>

Notes

Part 1: Mission to Modern
Part 2: Fossils to Footprint

Optional Add On

Visit to West Coast Fossil Park
San guided tour - R150 (2-3 hours)
Evita (local entertainment) - R96
Half / Full Day Sea Kayaking
Diving Schaapen Island

B. TOTAL COST TO PAX (INCLUDING ACCOMMODATION & MEALS)			2 Pax Sharing
<u>Day 1</u>	Breakfast - Pella Mission Station	Individual	80
Arrive Pella - am	Bicycle & Safety Gear	Individual	200
Cycle via Mamre to Darling	Cycle guide	Shared (R300)	150
	Tea - Mamre Mission	Individual	40
	Packed lunch	Individual	80
	Darling Lodge & Evita	Individual	500
	Local HDI Companion (Intern)	Shared (R100)	50
	Dinner	Individual	160
<u>Day 2</u>	Breakfast	Individual	80
Cycle to Elandsfontein	Bicycle & Safety Gear	Individual	200
	Cycle guide	Shared (R300)	150
	Packed Lunch	Individual	80
	Elandsfontein Farm (Fossils)	Individual	350
	Dinner	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
<u>Day 3</u>			
Cycle to Kraalbaai	Breakfast	Individual	80
WCNP (Eve's footprints)	Bicycle & Safety Gear	Individual	200
	Cycle guide	Shared (R300)	150
	Lunch	Individual	80
	Duinepos	Individual	225
	Dinner - Geelbek restaurant	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	100
<u>Day 4</u>	Breakfast		80
Cycle to !Khwa Ttu	Bicycle & Safety Gear	Individual	200
	Cycle guide	Shared (R300)	150
	Lunch	Individual	80
	!Khwa Ttu	Individual	225
	Dinner - restaurant	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
<u>Day 5</u>			
Transfer to Pella	Breakfast	Individual	80
Depart	Transfer to Pella	Shared (400)	200
<i>Cost per pax</i>			<i>4470</i>
<i>Price per pax</i>	<i>(R1104/day x 4.5 days)</i>		<i>4970</i>
<i>Profit per pax</i>			<i>500</i>

Optional Add On

San guided tour - R150 (2-3 hours)
Half / Full Day Sea Kayaking
Diving Schaapen Island

Price Comparison

R625-634 / pax / night (Dolphin / Table Mtn) Pay R2000-R2500 but for 3-4 days
Daily rate more expensive Double R2500 for 4.5 days
But no minimum, can cater for power break couples, no dependency on volume
Can reduce income to R250/pax/day to decrease price (see below) but has implications for operation

WHEELS OF TIME – END PRODUCT

A. BASIC TRAIL OFFER (EXCLUDES OPTIONAL ACCOMMODATION & MEALS)			2 Pax Sharing
<u>Day 1</u>	Breakfast - Pella Mission Station	Individual	80
Arrive Pella - am	Bicycle & Safety Gear & Support	Individual	200
Cycle via Mamre to	Cycle guide	Shared (R300)	150
Darling	Tea - Mamre Mission	Individual	40
	Packed lunch	Individual	80
	Accommodation - Darling	Shared	
	Local HDI Companion (Intern)	Shared (R100)	50
	Dinner	Individual	
<u>Day 2</u>	Breakfast	Individual	
Cycle to Elandsfontein	Bicycle & Safety Gear & Support	Individual	200
	Cycle guide	Shared (R300)	150
	Packed Lunch	Individual	80
	Elandsfontein Farm (Fossils)	Individual	350
	Dinner	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
<u>Day 3</u>			
Cycle to Kraalbaai	Breakfast	Individual	
WCNP (Eve's footprints)	Bicycle & Safety Gear & Support	Individual	200
	Cycle guide	Shared (R300)	150
	Lunch	Individual	
	Accommodation (Duinepos, Abrahamskraal)	Individual	
	Dinner (catered, self-catering options)	Individual	
	Local HDI Companion (Intern)	Shared (R100)	100
<u>Day 4</u>	Breakfast		
Cycle to !Khoa Ttu	Bicycle & Safety Gear & Support	Individual	200
	Cycle guide	Shared (R300)	150
	Lunch	Individual	
	Accommodation	Individual	
	Dinner	Individual	
	Local HDI Companion (Intern)	Shared (R100)	50
<u>Day 5</u>			
Transfer to Pella	Breakfast	Individual	
Depart	Transfer to Pella	Shared (400)	200
<i>Cost per pax</i>			<i>2560</i>
<i>Price per pax</i>	<i>(R680/day x 4.5 days)</i>		<i>3060</i>
<i>Profit per pax</i>			<i>500</i>

B. TOTAL COST TO PAX (INCLUDING ACCOMMODATION & MEALS)			2 Pax Sharing
<u>Day 1</u>	Breakfast - Pella Mission Station	Individual	80
Arrive Pella - am	Bicycle & Safety Gear	Individual	200
Cycle via Mamre to Darling	Cycle guide	Shared (R300)	150
	Tea - Mamre Mission	Individual	40
	Packed lunch	Individual	80
	Darling Lodge & Evita	Individual	500
	Local HDI Companion (Intern)	Shared (R100)	50
	Dinner	Individual	160
<u>Day 2</u>	Breakfast	Individual	80
Cycle to Elandsfontein	Bicycle & Safety Gear	Individual	200
	Cycle guide	Shared (R300)	150
	Packed Lunch	Individual	80
	Elandsfontein Farm (Fossils)	Individual	350
	Dinner	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
<u>Day 3</u>			
Cycle to Kraalbaai	Breakfast	Individual	80
WCNP (Eve's footprints)	Bicycle & Safety Gear	Individual	200
	Cycle guide	Shared (R300)	150
	Lunch	Individual	80
	Duinepos	Individual	225
	Dinner - Geelbek restaurant	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	100
<u>Day 4</u>	Breakfast		80
Cycle to !Khwa Ttu	Bicycle & Safety Gear	Individual	200
	Cycle guide	Shared (R300)	150
	Lunch	Individual	80
	!Khwa Ttu	Individual	225
	Dinner - restaurant	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
<u>Day 5</u>			
Transfer to Pella	Breakfast	Individual	80
Depart	Transfer to Pella	Shared (400)	200
<i>Cost per pax</i>			4470
<i>Price per pax</i>	<i>(R1140/day x 4.5 days)</i>		4970
<i>Profit per pax</i>			500

Optional Add On

San guided tour - R150 (2-3 hours)
Half / Full Day Sea Kayaking
Diving Schaapen Island

Price Comparison

R625-634 / pax / night (Dolphin / Table Mtn) Pay R2000-R2500 but for 3-4 days
Daily rate more expensive. Double R2500 for 4.5 days
But no minimum, can cater for power break couples, no dependency on volume
Can reduce income to R250/pax/day to decrease price (see below) but has implications for operation

FIVE BAY TRAIL – START UP PRODUCT

A. BASIC TRAIL OFFER (EXCLUDING OPTIONAL ACCOMMODATION & MEALS)			2 Pax Sharing
<u>Fri eve</u>	Accommodation	Individual	
Arrive	Dinner	Individual	
	Local HDI Companion (Intern)	Shared (R100)	50
<u>Sat</u>	Breakfast	Individual	
Walk Cape Columbine to Trekoskraal	Packed Lunch	Individual	
	Dinner - West Coast beach experience at Trekoskraal (organized by ??????)	Individual	
	Local HDI Companion (Intern)	Shared (R100)	50
	Accommodation	Individual	
	Transport	Shared	40
<u>Sun</u>			
Walk Groot Paternoster to Paternoster	Breakfast	Individual	
	Road Transfer	Shared	40
Depart	Mussel Collecting Guide	Shared (R100)	50
	Lunch - Community fish / mussel braai at Fish Market	Individual	80
<i>Cost per pax</i>			<i>310</i>
<i>Price per pax</i>	<i>(R324/day x 2.5 days)</i>		<i>810</i>
<i>Profit per pax</i>			<i>500</i>

Optional Add On

Field guide @ R300/day
3rd night & day to complete the full Five Bay
Trail (transfer to Trekoskraal, walk to Jacobsbaai, transfer to Paternoster): R600 (ex accommodation)
Trail Map & Interpretive Guide (Manual): R??

B. TOTAL COST TO PAX (INCLUDING ACCOMMODATION & MEALS)			2 Pax Sharing
Fri eve	AH Guesthouse	Individual	350
Arrive	Dinner	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
Sat	Breakfast	Individual	80
Walk Cape Columbine to Trekoskraal	Packed Lunch	Individual	80
	Dinner - West Coast beach experience at Trekoskraal (organized by AH G'house)	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
	AH Guesthouse	Individual	350
	Transport	Shared	40
Sun			
Walk Groot Paternoster to Paternoster	Breakfast	Individual	80
	Road Transfer	Shared	40
Depart	Mussel Collecting Guide	Shared (R100)	50
	Lunch - Community fish / mussel braai at Fish Market	Individual	80
<i>Cost per pax</i>			<i>1570</i>
<i>Price per pax</i>	<i>R828/day x 2.5 days</i>		<i>2070</i>
<i>Profit per pax</i>			<i>500</i>

Notes

Assume targeting LSM 7-10 with this package therefore guesthouse like AH is appropriate one to use.

It is also a guesthouse willing to draw in and mentor people from the HDI community (links to accreditation)

Optional Add On

Field guide @ R300/day
3rd night & day to complete the full Five Bay
Trail (transfer to Trekoskraal, walk to Jacobsbaai, transfer to Paternoster): R600 (ex accommodation)
Trail Map & Interpretive Guide (Manual): R??

Price Comparison

R625-634 / pax / night (Dolphin / Table Mtn)
Pay R2000-R2500 but for 3-4 days
Daily rate more expensive. Within R2000-R2500 but for 2 days But no minimum, can cater for power break couples, no dependency on volume
Can reduce income to R250/pax/day to decrease price (see below) but has implications for operation

FIVE BAY TRAIL – INTERIM OPTION

A. BASIC TRAIL OFFER (EXCLUDING OPTIONAL ACCOMMODATION & MEALS)			2 Pax Sharing
<u>Fri aft</u>			
Arrive Paternoster	Transfer to Groot Paternoster	Shared (R80)	40
Walk Groot Paternoster to Partenoster	Mussel collecting companion Accommodation	Shared (R100) Individual	50
	Dinner - Community fish / mussel braai at Fish Market	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
<u>Sat</u>	Breakfast	Individual	
Walk Cape Columbine to Trekoskraal	Packed Lunch	Individual	
	Dinner - West Coast beach experience at Trekoskraal (organized by ???)	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
	Dome Tents, Blow Up Mattress & Sleeping Bag Trekoskraal (organized by ???)	Individual	250
<u>Sun</u>			
Walk Trekoskraal to Jacobsbaai	Breakfast (organized by ???)	Individual	80
	Packed Lunch	Individual	80
Depart	Transfer back to car	Shared (R400)	200
<i>Cost per pax</i>			<i>1030</i>
<i>Price per pax</i>	<i>R612/day x 2.5 days</i>		<i>1530</i>
<i>Profit per pax</i>			<i>500</i>

Notes

Dome tent option compromises LSM 7-10 product / service? Is beach experience enough to compensate?

Price R720 more. Given price, compromised experience, capital required, go straight to end product option?

Optional Add On

Field guide @ R300/day

3rd night & day to complete the full Five Bay

Trail (transfer to Trekoskraal, walk to Jacobsbaai, transfer to Paternoster): R600 (ex accommodation)

Trail Map & Interpretive Guide (Manual): R??

B. TOTAL COST TO PAX (INCLUDING ACCOMMODATION & MEALS)			2 Pax Sharing
<u>Fri aft</u>			
Arrive Paternoster	Transfer to Groot Paternoster	Shared (R80)	40
Walk Groot Paternoster	Mussel collecting companion	Shared (R100)	50
to Partenoster	AH Guesthouse	Individual	350
	Dinner - Community fish / mussel braai at Fish Market	Individual	160
-	Local HDI Companion (Intern)	Shared (R100)	50
<u>Sat</u>	Breakfast	Individual	80
Walk Cape Columbine to Trekoskraal	Packed Lunch	Individual	80
	Dinner - West Coast beach experience at Trekoskraal (organized by AH or Beachcamp)	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
	Dome Tents, Blow Up Mattress & Sleeping Bag Trekoskraal (organized by AH or Beachcamp)	Individual	250
<u>Sun</u>			
Walk Trekoskraal	Breakfast (organized by AH or Beachcamp)	Individual	100
to Jacobsbaai	Packed Lunch	Individual	80
Depart	Transfer back to car	Shared (R400)	200
<i>Cost per pax</i>			<i>1560</i>
<i>Price per pax</i>	<i>R824/day x 2.5 days</i>		<i>2060</i>
<i>Profit per pax</i>			<i>500</i>

Notes

Assume targeting LSM 7-10 with this package therefore guesthouse like AH is appropriate one to use.

It is also a guesthouse willing to draw in and mentor people from the HDI community (links to the criteria we talked about)

Dome tent option compromises LSM 7-10 product / service? Is beach experience enough to compensate?

Price Comparison

R625-634 / pax / night (Dolphin / Table Mtn)
Pay R2000-R2500 but for 3-4 days

Daily rate more expensive
Within R2000-R2500 but for 2 days

But no minimum, can cater for power break couples, no dependency on volume

Can reduce income to R250/pax/day to decrease price (see below) but has implications for operation

Given price, compromised experience, capital, go straight to end product option?

FIVE BAY – END PRODUCT

A. BASIC TRAIL OFFER (EXCLUDING OPTIONAL ACCOMMODATION & MEALS)			2 Pax Sharing
<u>Fri aft</u>			
Arrive Paternoster	Transfer to Groot Paternoster	Shared (R80)	40
Walk Groot Paternoster to Partenoster	Mussel collecting companion Accommodation	Shared (R100) Individual	50
	Dinner - Community fish / mussel braai at Fish Market	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
<u>Sat</u>	Breakfast	Individual	
Walk Cape Columbine to Trekoskraal	Packed Lunch	Individual	
	Dinner (Trekoskraal)	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
	Trekoskraal Tented Camp	Individual	350
<u>Sun</u>			
Walk Trekoskraal to Jacobsbaai	Breakfast	Individual	80
	Packed Lunch	Individual	80
Depart	Transfer back to car	Shared (R400)	200
Cost per pax			1130
<i>Price per pax</i>	<i>R452/day x 2.5 days</i>		<i>1630</i>
<i>Profit per pax</i>			<i>500</i>

Optional Add On

Field guide @ R300/day
3rd night & day to complete the full Five Bay
Trail (transfer to Trekoskraal, walk to Jacobsbaai, transfer to Paternoster): R600 (ex accommodation)
Trail Map & Interpretive Guide (Manual): R??

B. TOTAL PRICE TO PAX (INCLUDING ACCOMMODATION & MEALS)			2 Pax Sharing
<u>Fri aft</u>			
Arrive Paternoster	Transfer to Groot Paternoster	Shared (R80)	40
Walk Groot Paternoster to Partenoster	Mussel collecting companion AH Guesthouse	Shared (R100) Individual	50 350
	Dinner - Community fish / mussel braai at Fish Market	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
<u>Sat</u>	Breakfast	Individual	80
Walk Cape Columbine to Trekoskraal	Packed Lunch	Individual	80
	Dinner (Trekoskraal)	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
	Trekoskraal Tented Camp	Individual	350
<u>Sun</u>			
Walk Trekoskraal to Jacobsbaai	Breakfast	Individual	100
	Packed Lunch	Individual	80
Depart	Transfer back to car	Shared (R400)	200
<i>Cost per pax</i>			<i>1660</i>
<i>Price per pax</i>	<i>R864/day</i>		<i>2160</i>
<i>Profit per pax</i>			<i>500</i>

Notes

Assume targeting LSM 7-10 with this package therefore guesthouse like AH is appropriate one to use. It is also a guesthouse willing to draw in and mentor people from the HDI community (links to the criteria we talked about)

Optional Add On

Field guide @ R300/day
3rd night & day to complete the full Five Bay
Trail (transfer to Trekoskraal, walk to Jacobsbaai, transfer to Paternoster): R600 (ex accommodation)
Trail Map & Interpretive Guide (Manual): R??

Price Comparison

R625-634 / pax / night (Dolphin / Table Mtn)
Pay R2000-R2500 but for 3-4 days

Daily rate more expensive
Within R2000-R2500 but for 2.5 days
But no minimum, can cater for power break couples, no
dependency on volume

Can reduce income to R250/pax/day to decrease price (see
below) but has implications for operation

DARLING STAGGER – Start Up Product

A. BASIC TRAIL OFFER (EXCLUDES OPTIONAL ACCOMMODATION & MEALS)			2 Pax Sharing
<u>Fri eve</u>	Accommodation	Individual	
Arrive	Dinner	Individual	
	Local HDI Companion (Intern)	Shared (R100)	50
<u>Sat</u>	Breakfast	Individual	
Walk Darling to !Kwha Ttu	Packed Lunch	Individual	
	Field Guide	Shared (R300)	150
	Dinner (self, restaurant)	Individual	
	Local HDI Companion (Intern)	Shared (R100)	50
	!Khwa Ttu (Guest House, Bush Camp, Bush Cottage)	Individual	
	Farm fee	Individual	60
<u>Sun</u>			
Walk !Khwa Ttu to Yzerfontein	Breakfast	Individual	
	Packed Lunch	Individual	
	Farm fee	Individual	60
	Field Guide	Shared (R300)	150
Depart	Transfer to Darling	Shared (R100)	50
<i>Cost per pax</i>			<i>570</i>
<i>Price per pax</i>	<i>Rack Rate (mark up 30%)</i>	<i>R428/day</i>	<i>1070</i>
<i>Profit per pax</i>			<i>500</i>

Optional Add On

San guided tour - R150 (2-3 hours)
 Evita (local entertainment) - R96
 Self catering and restaurant options
 Guest house, Bush Camp, Bush Cottage

B. TOTAL COST TO PAX (INCLUDING ACCOMMODATION & MEALS)			2 Pax Sharing
<u>Fri eve</u>	Darling Lodge & Evita / Burgerpost Wine Estate (portfolio retreat collection)	Individual	600
<u>Arrive</u>	Dinner	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
<u>Sat</u>	Breakfast	Individual	80
<u>Walk Darling to !Kwha Ttu</u>	Packed Lunch	Individual	80
	Farm fee	Individual	60
	Field Guide	Shared (R300)	150
	Dinner (Restaurant)	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
	!Kwha Ttu (House, Bush Camp)	Individual	225
<u>Sun</u>			
<u>Walk !Kwha Ttu to Yzerfontein</u>	Breakfast	Individual	80
	Packed Lunch	Individual	80
	Farm fee	Individual	60
	Field Guide	Shared (R300)	150
<u>Depart</u>	Transfer to Darling	Shared (R100)	50
<i>Cost per pax</i>			2035
<i>Price per pax</i>		(R1014/day)	2535
<i>Income per pax</i>			500

Price Comparison

R625-634 / pax / night (Dolphin / Table Mtn)

Pay R2000-R2500 but for 3-4 days

Daily rate more expensive

Within R2500 but for 2 days

But no minimum, can cater for power break couples, no dependency on volume

Can reduce income to R250/pax/day to decrease price (see below) but has implications for operation

Darling Stagger - End Product

Start Up = End Product at this point.

Peet investigating to see if there is opportunity to start trail Fri afternoon and spend night on farm (farm stay) en route. May need to renovate old farm cottage

EVE'S TRAIL –Start Up Product

A. BASIC TRAIL OFFER (EXCLUDING OPTIONAL ACCOMMODATION & MEALS)			2 Pax sharing
Arrive Yzerfontein	Accommodation		
	Local HDI Companion (Intern)	Shared (R100)	50
	Dinner		
<u>Sat</u>	Breakfast	Individual	
Walk via 16 mile beach	Packed Lunch	Individual	
& Abrahamskraal to	Dinner [Self-catering, catered options (Geelbek Restaurant, Duinepos)]	Individual	
Duinepos near Geelbek	Local HDI Companion (Intern)	Shared (R100)	50
	Accommodation [Duinepos (near Geelbek), Abrahamskraal (cottage, pvt tented camp?)]	Individual	
	Conservation Fee	Individual	60
<u>Sun</u>			
Duinepos via Lagoon or Mooimaak (longer)	Breakfast	Individual	
	Packed Lunch	Shared	40
to Langebaan.	Transfer to Yzerfontein	Shared (R200)	100
Depart	Conservation Fee	Individual	60
<i>Cost per pax</i>			<i>360</i>
<i>Price per pax</i>		<i>(R344/day)</i>	<i>860</i>
<i>Profit per pax</i>	<i>recommended by Sheryl</i>		<i>500</i>

Optional Add On

Field Guide (R300/day)
 Interpretive Trail Manual (R??)
 Half Day / Full Day sea kayaking in WCNP
 Diving - Schaapen Island
 Portage - R200/day (shared)

B. TOTAL COST TO PAX (INCLUDING OPTIONAL ACCOMMODATION & MEALS)			2 Pax sharing
<u>Fri aft</u>	Harbour View Guest House (Portfolio B&B, 4 star)	Individual	525
Arrive Yzerfontein	Local HDI Companion (Intern)	Shared (R100)	50
	Dinner		160
	Breakfast	Individual	80
<u>Sat</u>	Packed Lunch	Individual	80
Walk via 16 mile beach	Dinner (Geelbek Restaurant)	Individual	160
& Abrahamskraal to	Local HDI Companion (Intern)	Shared (R100)	50
Duinepos near Geelbek	Duinepos community chalets (in renosterveld, near Geelbek)	Individual	225
	Conservation Fee	Individual	60
<u>Sun</u>	Breakfast	Individual	80
Duinepos via Lagoon	Packed Lunch	Individual	80
or Mooimaak (longer)	Transfer to Yzerfontein	Shared (R200)	100
to Langebaan.	Conservation Fee	Individual	60
Depart			
<i>Cost per pax</i>			<i>1710</i>
<i>Price per pax</i>		<i>(R884/day)</i>	<i>2210</i>
<i>Profit per pax</i>	<i>recommended by Sheryl</i>		<i>500</i>

Optional Add On

Field Guide (R300/day)
 Interpretive Trail Manual (R??)
 Half Day / Full Day sea kayaking in WCNP
 Diving - Schaapen Island
 Portage - R200/day (shared)

Price Comparison

R625-634 / pax / night (Dolphin / Table Mtn)
Pay R2000-R2500 but for 3-4 days

Daily rate more expensive
Within R2000-R2500 but for 2.5 days
But no minimum, can cater for power break couples, no dependency on volume

Can reduce income to R250/pax/day to decrease price (see below) but has implications for operation

EVE'S TRAIL - End Product (Slackpacker) [Long Weekend]

A. BASIC TRAIL OFFER (EXCLUDING OPTIONAL ACCOMMODATION & MEALS)			2 Pax sharing
<u>Fri aft</u>			
Arrive Yzerfontein	Accommodation		
	Local HDI Companion (Intern)	Shared (R100)	50
	Dinner		
<u>Sat</u>	Breakfast	Individual	
Walk via 16 mile beach	Packed Lunch	Individual	
to Abrahamskraal	Dinner	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
	Abrahamskraal tented camp/suitable structure	Individual	350
	Conservation Fee	Individual	60
<u>Sun</u>			
Duinepos via Lagoon	Breakfast	Individual	80
or inland (longer) to	Packed Lunch	Shared	80
Seeberg or Mooimaak	Tented Camp	Individual	350
	Dinner	Individual	160
	Local HDI Companion	Shared (R100)	50
	Conservation Fee	Individual	60
<u>Mon</u>	Breakfast	Individual	80
AM walk to Langebaan	Transfer Yzerfontein	Shared (R200)	100
Depart			
<i>Cost per pax</i>			<i>1630</i>
<i>Price per pax</i>		<i>(R710/d)</i>	<i>2130</i>
<i>Profit per pax</i>			<i>500</i>

Optional Add On

Field Guide (R300/day)
Interpretive Trail Manual (R??)
Half Day / Full Day sea kayaking in WCNP
Diving - Schaapen Island
Portage - R200/day (shared)

B. TOTAL COST TO PAX (INCLUDING OPTIONAL ACCOMMODATION & MEALS)			2 Pax sharing
<u>Fri aft</u>			
Arrive Yzerfontein	Accommodation	Individual	525
	Local HDI Companion (Intern)	Shared (R100)	50
	Dinner	Individual	160
<u>Sat</u>	Breakfast	Individual	80
Walk via 16 mile beach	Packed Lunch	Individual	80
to Abrahamskraal	Dinner	Individual	160
	Local HDI Companion (Intern)	Shared (R100)	50
	Abrahamskraal tented camp/suitable structure	Individual	350
	Conservation Fee	Individual	60
<u>Sun</u>			
Duinepos via Lagoon	Breakfast	Individual	80
or inland (longer) to	Packed Lunch	Shared	80
Seeberg or Mooimaak	Seeberg Tented Camp / Suitable Structure	Individual	350
	Dinner	Individual	160
	Local HDI Companion	Shared (R100)	50
	Conservation Fee	Individual	60
<u>Mon</u>	Breakfast	Individual	80
AM walk to Langebaan	Transfer Yzerfontein	Shared (R200)	100
Depart			
<i>Cost per pax</i>			2475
<i>Price per pax</i>		(R992/day)	2975
<i>Profit per pax</i>	<i>recommended by Sheryl</i>		500

Price Comparison

Price Comparison

R625-634 / pax / night (Dolphin / Table Mtn)

Pay R2000-R2500 but for 3-4 days

Daily rate more expensive

Exceeds R2000-R2500 mark

But no minimum, can cater for power break couples, no dependency on volume

Can reduce income to R250/pax/day to decrease price (see below) but has

implications for operation

2. BUSINESS UNIT COST ESTIMATES

2.1 Business Units Per Trail

- Each trail will require a trail operator to run the trail.
- The Berg River Canooze Trail will also have River Operator and Tented Camp (accommodation & catering) business units.
- The Five Bay Trail will also have a Tented Camp business unit.
- Eve's Trail will also have two Tented Camp business units.
- The Wheels of Time Trail will also have a Cycle Operator business unit.

2.2 It is assumed that the estimated monthly and annual expenditure, annual profitability (R500/pax) and therefore sustainability for the same type of business unit will be similar for each trail.

2.3 The estimated expenditure, profitability and sustainability for each type of unit is shown below.

Business Unit: Trail Operator

There could potentially be one operator for each trail, but see sustainability figures.

Operational Costs	Monthly
Bookings & Coordination	10000
Marketing & Sales	10000
Admin & Bookkeeping	6000
Accounting	1000
Banking	1000
Staff Welfare	100
Internet	200
Legal	500
Petty Cash	500
Post & Courier	200
Rent, Electricity & Water	5000
Stationery & Computer	1000
Sundries	100
Tel,Fax,Cell	2000
Staff training	1000
Total	38600

Operating Costs: ~ R40000/month or R480000 annually

PROFITABILITY (R500/pax)

Occupancy	1 Trail	2 Trails	3 Trails	4 Trails	5 Trails
100%	864000	1728000	2592000	3456000	4320000
80%	691200	1382400	2073600	2764800	3456000
50%	432000	864000	1296000	1728000	2160000
25%	216000	432000	648000	864000	1080000

Notes

- 100% occupancy = 6 pax, 288 days per year
- 6 pax = group size manageable by 1 guesthouse, 1 local HDI companion, 1 guide
- Weekend power break market = 2 days x 4 weekends per month x 12 months = 96 days
- May be able to get "golden oldie" group during week = 192 days (full 4 days / week)
- May be able to get "business power break / team building" group during week = 288 days (full 6 days / week)

Sustainability

Assume similar profitability for each of the 5 trails:

To break even operation needs to run...

1 trail @ 60% occupancy

2 trails @ 30% occupancy

3 trails @ 20% occupancy

4 trails @ 15% occupancy

5 trails @ 12% occupancy

PROFITABILITY (Reduce to R250/pax)					
Occupancy	1 Trail	2 Trails	3 Trails	4 Trails	5 Trails
100%	432000	864000	1296000	1728000	2160000
80%	345600	691200	1036800	1382400	1728000
50%	216000	432000	648000	864000	1080000
25%	108000	216000	324000	432000	540000

Sustainability
Assume similar profitability for each of the 5 trails:
To break even operation needs to run...
1 trail not sustainable
2 trails @ 60% occupancy
3 trails @ 40% occupancy
4 trails @ 30% occupancy
5 trails @ 25% occupancy

Business Unit: Tented Camp

Tented camps are required for the Berg River Canooze (x1), Five Bay Trail (x 1) and Eve's Trails (x 2)

Tented Camp Operational Cost	Monthly
Manager	10000
Camp attendant	6000
Caterer	6000
Repairs/Main	1000
Power, water	1000
Tel, Cell	1000
Internet	200
Travel	2000
Food (50% occupancy)	11520
Total	38720

Operating Costs: ~ R464,640 Annually

Profitability: Tented Camp & Catering

Occupancy	Annual Income
100%	936576
80%	749261
50%	468288
30%	280973
25%	234144

Notes

- R350/pax/night
- Food price: R320
- Gross Profit per R320: 60%
- Caterer on salary

Sustainability

- Break even at 50% occupancy
- Therefore trail occupancy of 30% not enough, need other bookings (business unit)

Business Unit: Canoe Operator

A canoe operator is required for the Berg River Canooze

Expenditure

Canoe Operator	Monthly
Manager	10000
River Guide	6000
Security	3000
Repairs/Main	1000
Storage	1000
Tel, Cell	1000
Internet	200
Travel	2000
Total	24200

Operating Cost: ~R 288000 Annually

Profitability (R500/pax)

Occupancy	Annual Income
100%	864000
80%	691200
50%	432000
35%	302400
30%	259200
25%	216000

Sustainability

- Break even 35%
- Trail occupancy of 30% not enough, need other bookings (business unit)

Business Unit: Cycle Operator

Cycle operator will be needed for the Wheels of Time Trail

Cycle Operator	Monthly
Manager	10000
Cycle Guide	6000
Security	3000
Repairs/Main	1000
Storage	1000
Tel, Cell	1000
Internet	200
Driver - support	6000
Travel	12000
Total	40200

Operating Costs: ~ R480,000 Annually

Profitability

Occupancy	Annual Income
100%	2419200
80%	1935360
50%	1209600
35%	846720
30%	725760
25%	604800
20%	483840

Notes

Income - R1400/pax

Sustainability

Break even 20% occupancy

Therefore Trail occupancy 30% sufficient for business unit

Ball Park Capital Costs

Berg River Cannooze

Tented Camp, Vehicle, Trailer, Kayaks, Safety Gear, etc.

R3-R3.5 million

Wheels of Time

Ball Park Capital Cost

(bikes, safety,
repair,
vehicle,
trailer)

R1-R2 million

Five Bay Trail

Interim Dome Tent Option

Ball Park Capital Cost (e.g. tents,
mattresses, bedding,
kitchen and dining area, toilet and shower,
etc.)

roughly R250000 - R500000.

End-Product

Ball Park Capital Cost (e.g.
tented camp,
trail construction, training,
etc.):

roughly R2 mill - R3 mill

Plus interpretive

Darling Stagger

Darling Stagger - End Product

Start Up = End Product at this point.

Peet investigating to see if there is opportunity to start trail Fri
afternoon

and spend night on farm (farm stay) en route. May need to renovate
old farm cottage

Eve's Trail

**Estimated
capital cost
per camp:
R2 million**

Plus interpretive

Add – gateway / operational centre

Develop routes

Niche Trails – including Sensory Fossil Trail

Etc.