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OFFICE OF THE MANAGING DIRECTOR

MEDIA RELEASE

Thank you Namibia

Windhoek, 13 December 2020 – When Namibia Wildlife Resorts Limited (NWR) conceptualised its first-ever Black Friday Special that started from 27 November 2020 up until 2 December 2020, little did they anticipate the overwhelming response they would receive from the Namibian nation. Over six days NWR sold well over 10 000 vouchers to over 3 000 customers.

"At the time of coming up with the Black Friday Special, we intended to provide every Namibian with an opportunity to visit our resorts at an affordable price. This is why clients could either buy a voucher for the Eco resorts or Classic resorts or both. In our assessment, our agreement with web tickets enabled us to reach many of our clients who could not make it to our Windhoek or Swakopmund reservation offices. From the data that we analysed, our customers bought an average of three vouchers each. In our view, this is a testament of the loyal support from the Namibian market as well as the interest our nation has in visiting our resorts" says Dr Matthias Ngwangwama, NWR Managing Director.

One lesson that NWR learned from Covid-19 was never to place its focus solely on the international market. During the Black Friday Special, NWR saw that there is a great opportunity in developing and focusing on the domestic market. However, NWR believes that first, one must understand the needs and wants of the local market and, subsequently, respond accordingly since their needs are much different from the international market. "Besides the Black Friday Special and other specials, we have been running, we started offering tour packages. The current package that has gained substantial interest is called #Myfriendsarecoolerthanyours, which has been primarily targeting Namibians who would like to visit Sossusvlei or the Etosha National park" says Dr Matthias Ngwangwama, NWR Managing Director.

Directors: Ambassador L.N. lipumbu (Chairperson), J.W. Moore (Deputy Chairperson), E.R. Petersen, R. Putter, B.T. Schneider, E.S. Shifotoka, C.R. Williams

Dr Matthias M. Ngwangwama (Managing Director)
Charmaine Gaingos (Company Secretary)

Lastly, NWR has equally made great strides in improving operational efficiencies at its resorts to be in a position to welcome its guests this festive season. "This is why we have allocated the necessary resources to ensure that when our guests arrive at any of our facilities, they will be welcomed by our friendly staff and much-improved resorts/camps. Equally, we would like to advise our guests that should they not receive the service they so desire, they should approach our resort management team on the ground to remedy the situation" says Mr Mufaro Nesongano, NWR Corporate Communications, Online Media & Sponsorships Manager.

- ENDS -

A handwritten signature in black ink, appearing to read 'Mufaro Nesongano', is written over a horizontal line. The signature is enclosed within a hand-drawn oval shape.

Mufaro Nesongano

Manager: Corporate Communications, Online Media and Sponsorships
Namibia Wildlife Resorts