



# Welcome to the N3 Gateway

## An N3TC-associated Project



# Humble Beginnings

- N3TC's support of tourism projects, as part of its CSI Programme in 2007, included:
  - Grasslands Meander;
  - Drakensberg Experience; and
  - Midlands Meander.

## Humble Beginnings (Cont)

- A need was then identified to create an opportunity for all these tourism bodies to talk to each other, gain insight into the others' experience, cross market their individual products and determine best-practice tourism standards along the N3 Toll Route/N3 Gateway region.

# Kickstarting the Project

- On 6 February 2008, N3TC hosted the first N3 Corridor Tourism Forum Workshop.
- Attendance included all tourism associations, municipalities, tourism authorities and tourism stakeholders within the N3 Corridor area.
- The following was agreed at the Workshop:
  - To formalise the Forum and proceed with the actions agreed at the workshop;
  - Establish structure and relationships to support cross marketing of tourism destinations in the N3 Corridor;

# Kickstarting the Project (Cont)

- Develop a marketing strategy for the entire region;
- Facilitate funding, support and commitment from Government, Private and NGO sectors; and
- A committee of six volunteers was elected.



# Implementing Actions

- The committee first met in March 2008 and agreed on the following:
  - Election of a Project Manager: **Laurence Fenner** (former chairperson of Bushman's River Tourism and initiator of the Drakensberg Experience);
  - Naming of the Project: **N3 Gateway**;
  - The N3 Gateway region – **ref Map**;
  - Establishment of a Section 21 Company; and
  - Membership criteria.



# Implementing Actions (Cont)

- N3 Gateway Executive Committee meetings take place every 2<sup>nd</sup> month in Harrismith to monitor progress and developments.

# Achievements To Date

- N3 Gateway Logo has been developed.
- Section 21 Company Registration has been completed.
- N3 Gateway bank account has been opened.
- A Constitution has been adopted.
- A Charter has been adopted.
- Membership Criteria and fees have been approved:
  - Only recognised tourism associations, authorities, co-operatives, Municipalities and routes/meanders; and
  - No single entities can become a member – ONLY exception is N3TC (as the initiator and currently sole funder of the initiative).





# Achievements To Date (Cont)

- A map of the N3 Gateway area has been developed for Official N3 Gateway Tourism Nodes only.
- An associated Directory of members is being developed for distribution to the Tourism Nodes.
- INDABA – 2009, 2010, 2011.
- ToGOTO Expo – 2009, 2010.
- Outdoor Adventure and Travel Expo – 2011.
- Beads of Hope – associated CSI programme has been adopted and integrated into the region.
- A calendar of events for the entire region is being developed and published on the N3TC website and in the N3TC Mobility magazine.

# N3 Gateway Members

- Grasslands Tourism Associated
- Van Reenen Tourism
- Ladysmith/Emnambithi Municipality
- Drakensberg Experience
- Nottingham Road Tourism
- The Battlefields Route
- The Amble
- Ommidraai
- Mooi River Tourism
- Midlands Meander
- Zulu Mpophomeni Tourism Experience
- N3 Toll Concession
- Pietermaritzburg Tourism
- Project Gateway
- Harrismith Business Forum

## N3 Gateway Members (Cont)

- Sedibeng Interim Regional Tourism Association
- Maloti-Drakensberg Tourism Association
- Mpofana Municipality
- Imbabazane Local Municipality
- Rural Women's Movement
- Bruntville Tourism Council
- Guesthouse Association of Tshwane/Pretoria East
- Okhahlamba Drakensberg Tourism
- Southern Drakensberg Community Tourism Organisation
- Clarens Tourism Forum

# N3 Gateway Honorary Members

- Golden Gate National Park – SANPARK
- Ezemvelo KZN National Parks
- Southern KZN Birding Route

# N3 Gateway Nodes

- Official N3 Gateway Tourism Nodes are:
  - Makiti – Roadside/Reitz, Free State;
  - N3TC Route Help Centre – Bergview Complex, Harrismith;
  - Montrose Travel Centre – Montrose Country Highway Hospitality Stop;
  - Van Reenen Tourism Info Centre – Van Reenen's Pass;
  - Dragons Cave –between Bergville and Winterton on the R74;
  - African Spirit – Old Station, Lorne Street, Estcourt.



# N3 Gateway Nodes (Cont)

- Nottingham Road Tourism Office – The Junction, Nottingham Road;
- Zulu Mpophomeni Tourism Experience Office - Mpophomeni;
- Woza Woza Tourism Office – Mooi River;
- Pietermaritzburg Central – Pietermaritzburg;
- Liberty Midlands Mall – Pietermaritzburg;
- Central Drakensberg Reservations – Drakensberg;
- Pickle Pot – Bulwer; and
- Underberg.

# N3 Gateway Partnerships

- Member of the Open Africa Network;
- Model Route selection by S A Tourism for Route Development in rural and marginalised communities;
- S A Country Life; and
- Member of KZN Tourism.

# N3TC's Commitment

- To support the tourism effort, N3TC established the N3TC Route Help Centre.
- Where? N3TC Offices, Bergview Complex, Harrismith.
- **Aim:** to assist tourists and N3 Toll Route users to identify tourism destinations; and to assist with relevant Route information, relating specifically to travel along the N3 Toll Route.
- N3TC Route Help Centre Manager: **Isabel Potgieter**
- Everyone is welcome to visit the Centre ....





# N3TC's Community Tourism Development Fund

- Started in 2009.
- Invitations sent to all N3 Gateway member associations to submit proposals.
- The following projects were selected for 2009:
  - Impendle Community Project – KwaZulu Natal;
  - African Spirit – Estcourt;
  - Van Reenen Community Festival – Van Reenen;
  - Grasslands/Balfour/Grootvlei Book support (Ludwig); and
  - Cornelia Collaboration.

# N3TC's Community Tourism Development Fund (Cont)

- The following projects were selected for 2010:
  - Van Reenen Sustainable Tourism Development Project;
  - Grasslands Meander Art Competition;
  - Izimbali Project – Ladysmith Community Tourism Project;
  - Drakensberg Experience Tourism Education Project; and
  - Ommidraai Quality Service Training.
- The following projects were selected for 2011:
  - Woza Woza Lapa;
  - Southern Drakensberg Community Tourism Office;
  - Imzimbali Project – Ladysmith Community Tourism Project;
  - Bushman's River Tourism Proud Schools Project;
  - Battlefields Route.

# Who may join N3 Gateway Tourism Association?

- Only recognised tourism associations, authorities, co-operatives, Municipalities and routes/meanders; and
- No single entities can become a member – ONLY exception is N3TC (as the initiator and currently sole funder of the initiative).

# Benefits to members

- N3TC publishes its customer publication, Mobility, three times a year (Easter, July and December). A print run of 30 000 magazines are distributed at the Wilge Plaza situated at Villiers along the N3 Toll Route. All N3 Gateway Members are encouraged to supply write ups on their areas, along with photographs and logos for publication in this brochure. Editorial content is at the discretion of the editor of Mobility.

## Benefits to members (Cont)

- Members are automatically included in any Tourism Expo's that the N3 Gateway decides to participate in. Currently N3 Gateway exhibits at Indaba, and has included the Outdoor Eco and Adventure Expo in its expo "mix" in 2011.
- Members brochures will be distributed to the sixteen Info Centres that currently form part of the N3 Gateway Tourism Association.

## Benefits to members (Cont)

- Members can apply for funding from the N3TC Community Tourism Development Fund. Annually, in November, Members are invited to submit their proposals to N3TC For consideration by the N3TC Board.
- All N3 Gateway members will be included in the official N3 Gateway Brochure as well as on the N3 Gateway website:  
[www.n3gateway.com](http://www.n3gateway.com)

## Benefits to members (Cont)

- Members can provide photos and write ups of their areas which will be placed on the N3 Gateway section of the Open Africa website. N3 Gateway and Open Africa entered into a MOU in 2009, which is a mutually beneficial relationship.
- N3 Gateway has entered into an agreement with Hoot. This is a digital, internet-based Touch Info Kiosk, which is internationally linked. Four kiosks will be available at strategic Info Centres along the N3 Toll Route in 2011/2012.

## Benefits to members (Cont)

- All members benefit from cross-marketing offering provided by the N3 Gateway. In addition, members are encouraged to attend the quarterly general networking meetings and the AGM, which is held in March. These networking sessions are essential to growing the tourism share of market.



## Benefits to members (Cont)

- An Events Calendar is distributed amongst all members, published on the N3TC and N3 Gateway websites, so Members are again encouraged to make sure that information on their events are provided centrally to the N3TC Route Help Centre (Isabel Potgieter – [isabelp@n3tc.co.za](mailto:isabelp@n3tc.co.za))

## Benefits to members (Cont)

- Workshops will be offered to personnel manning the Official N3 Gateway Tourism Nodes to equip them with the necessary skills and knowledge of the N3 Gateway membership as well as the myriad of tourism destinations available in the N3 Gateway region.
- Distribution of brochures to, and between, N3 Gateway Tourism Nodes is free of charge.

## Benefits to members (Cont)

- N3 Gateway has been selected as a Model Route by Open Africa and SA Tourism for Tourism Route Development.
- N3 Gateway is registered with KZN Tourism and is applying for membership with SATSA.
- N3 Gateway is recognised by SA Tourism and the four relevant Provincial Tourism Structures and is currently represented on the Ministerial Committee for the new strategical Tourism Plan for South African and the Provincial Department of Economic Development and Tourism steering committee developing the KwaZulu Natal Tourism Plan.

# Want to know more?

- Contact details:
  - N3TC Route Help Centre
    - Isabel Potgieter
    - Tel: (058) 623-0860
    - E-Mail: [isabelp@n3tc.co.za](mailto:isabelp@n3tc.co.za)
  - N3 Gateway Project Manager
    - Laurence Fenner
    - Tel: 072 190 0411
    - E-Mail: [fenner@iuncapped.co.za](mailto:fenner@iuncapped.co.za)

Don't forget the  
N3TC Route Control  
Centre – another  
N3TC initiative to  
assist tourists when  
travelling along the  
N3 Toll Route!

**0800 N3 HELP**  
**(0800 63 4357)**

