

Drakensberg Management

Brochure

Case Example: The Drakensberg Experience – KZN

The Drakensberg Experience managed to raise fund from the N3 Toll Concession Company to print 10,000 brochures. The brochure includes details on all the participants on the route and displays it on a map for ease of use by visitors.

The Route Forum realized that they won't be able to always raise funds to print brochures, so they decided to sell the brochures at R10 a piece. In this way they are able to generate their own funds to print more of the brochures.

The forum also made sure that the brochures are distributed out side of their area. Two thousand of the brochures were placed at OR Tambo and Durban International Airport. Brochures are also being distributed at eight tourism nodes along the N3 highway from Johannesburg to Durban.