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further decline in domestic tourism

**FRIDAY 31 JANUARY 2025** 

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## **MAIN STORY**





# Change in hotel pricing risks further decline in domestic tourism

amibia's hospitality industry's shift from traditional fixed rates to fluctuating pricing has raised concerns about the future of domestic tourism, which is already grappling with economic pressures. A recent survey by The Brief revealed that some of the country's major hotels have moved away from fixed pricing in favor of dynamic rates, driven by international standards and escalating operational costs.

## Crucial Dates

- Bank of Namibia Monetary Policy announcement date:
  - \* 12 February 2025
  - \* 16 April 2025
  - \* 18 June 2025
  - \* 13 August 2025
  - \* 15 October 2025
  - \* 3 December 2025



"Tourism is a luxury, and financial means largely determine how much people can spend. Given the high unemployment rate and rising cost of living, companies are forced to adjust rates to cover costs," Paetzold explained.

Internationally, fluctuating rates—also known as Best Available Rates (BAR)—are common, allowing establishments to lower prices during off-peak periods, potentially benefiting local tourists with last-minute deals. However, the shift to dynamic pricing has raised concerns that it may alienate domestic tourists, who are already dealing with increasing costs and declining disposable incomes.

Simonis Storm's junior economist, Almandro Jansen, however, warned that unpredictable pricing could further deter domestic travelers. "Aggressive dynamic pricing could exclude lower-income groups, reinforcing the idea that Namibia's hospitality industry caters mainly to international tourists," Jansen said. He added that such pricing strategies could ultimately harm local businesses and increase Namibia's reliance on high-spending foreign visitors.

The introduction of fluctuating rates also undermines the ability of domestic tourists to budget for their holidays. Prices change frequently, making it difficult for locals to plan and save for trips. "Dynamic pricing makes it hard for domestic travelers to predict costs and plan their vacations," Jansen explained.

In addition to the volatility in hotel pricing, domestic tourists are increasingly turning to more affordable alternatives like Airbnb, as the cost pressures from traditional hotels push them toward informal options. The rise of Airbnb has provided locals with more budget-friendly choices, as traditional hotels become less accessible due to high pricing.

Jansen further noted that fluctuating rates could destabilize hotel occupancy,

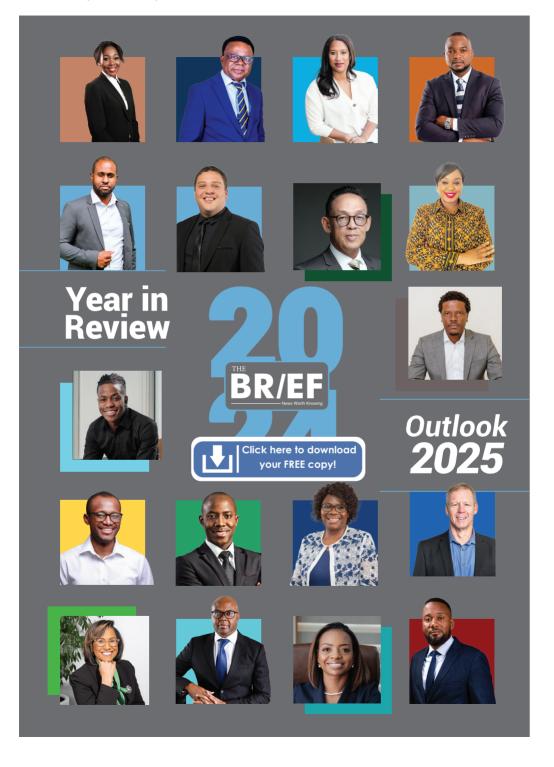
especially during low seasons, leading to revenue volatility. "With business travel making up less than 10% of Namibia's hospitality sector in 2024, fluctuating rates could push companies to seek alternative accommodations, leaving major hotels without long-term clients," he explained.

The impact on domestic tourism is already evident. In 2024, Namibians accounted for less than 20% of the country's tourism arrivals, a sharp drop from 26% in the previous year. In contrast, international tourism, particularly from South Africa, has remained resilient, with South African visitors comprising 32.49% of total arrivals.

Flora Quest, Corporate Communications Practitioner at the Namibian Tourism Board (NTB), warned that fluctuating rates during peak periods could exacerbate the financial strain on locals. "For locals already struggling with affordability, increased costs during weekends, holidays, or peak vacation periods could push them to look for more affordable options, such as guesthouses or self-catering facilities," she explained.

While some industry players, such as the Namibian Wildlife Resort (NWR), are addressing the issue by offering discounted rates to locals, the shift toward fluctuating pricing may make such initiatives even more crucial to maintaining domestic demand. Jansen emphasized that local tourism promotions, such as NWR's Nam Leisure Card and seasonal deals, will be vital in keeping domestic travel viable.

Despite these challenges, Namibia's tourism sector showed signs of recovery in 2024, with room occupancy rates reaching 54.48%, surpassing pre-pandemic levels. However, with dynamic pricing continuing to evolve, the future of domestic tourism remains uncertain unless more strategic pricing models are adopted to accommodate both international visitors and the local market.





## Petrol, diesel prices to go up

The Ministry of Mines and Energy has announced an increase in fuel prices, effective Wednesday, February 5, 2025, citing rising global oil prices and currency depreciation as key drivers.

Petrol prices will rise by N\$0.42 per litre, while both diesel 50ppm and 10ppm will increase by N\$1.20 per litre.

The adjustment brings the new fuel prices at Walvis Bay to N\$20.67 per litre for petrol, N\$20.92 for diesel 50ppm, and N\$21.02 for diesel 10ppm.

The ministry attributed the hike to a 4.5% surge in petrol prices and a 7% increase in diesel prices on the international market.

The average January 2025 price for Petrol 95 was recorded at USD87.41 per barrel, while Diesel 50ppm and 10ppm stood at USD94.69 and USD94.83 per barrel, respectively.

"The current increased oil demand, particularly in the Northern Hemisphere due to winter effects, has significantly contributed to the rise in fuel prices. Additionally, the depreciation of the Namibian Dollar by 2.9% against the US Dollar has further impacted import costs," the ministry said.

Geopolitical tensions, sanctions on major oil-producing countries, and OPEC+ production cuts have also constrained global supply, pushing crude oil prices higher.

To cushion consumers, the National Energy Fund will absorb part of the underrecoveries, preventing an even steeper price adjustment.

"The announced increases are only a partial adjustment, aimed at mitigating the full impact of global price shifts on Namibian consumers," the ministry said.



# MUN blocks planned retrenchment of 533 Kombat Mine workers

he Mineworkers Union of Namibia (MUN) says it has stepped in to halt the planned retrenchment of 533 employees at Kombat Mine by Trigon Metals, following reports that workers were coerced into signing termination letters in secrecy.

The retrenchments come as Kombat Mine suspended underground mining operations due to flooding caused by the failure of its main dewatering pumps.

MUN maintains that despite previous assurances from mine management that no layoffs were imminent, employees were

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discreetly pressured to sign termination agreements before union representatives could formally engage with the company.

MUN Regional Organiser for the Northern Region, Reginald Kock, disclosed that the union had arranged discussions with mine management, but access to the premises was denied.

"On paper, they told us that the retrenchments were due to mine flooding, and this was one of the issues we wanted to clarify. However, when we arrived, we were informed that we were not allowed on site," Kock stated.

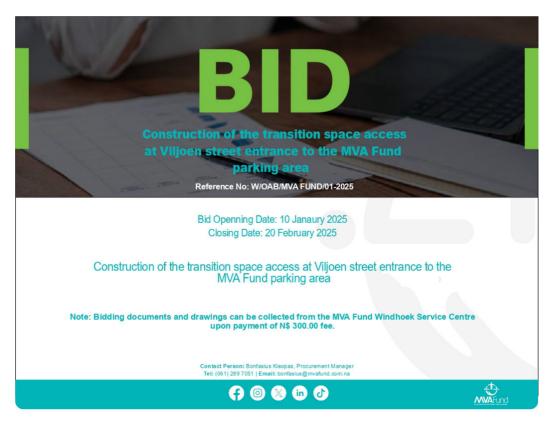
He further noted that MUN was excluded from severance negotiations, including relocation arrangements for employees from outside Kombat.

"This situation forced us to escalate

the dispute to the office of the labour commissioner, requesting an urgent hearing. We have 533 members affected, many from different regions, and they cannot be left in limbo regarding their severance pay and payment timelines," Kock emphasized.

Following the union's intervention, Trigon Metals management has agreed to defer all retrenchment notices and engage in discussions with MUN regarding the fate of the affected workers. While this does not entirely reverse the retrenchment process, MUN remains hopeful that negotiations will secure fair compensation for employees.

The Canadian company recently announced plans to sell the Kombat Mine near Otavi to London-based Horizon Corporation.



## **Human touchpoints and consistency**

By The Brand Guy

Page and Sergei Brin? A couple of decades ago the duo was the face of Google. Where are they now? Your guess is as good as mine. Who has heard of Sundar Pilchai? Probably you and everyone else in the fields of branding and communication. He is the new face of Google and its successor conglomerate. Alphabet.

Pilchai is a human touchpoint. A touchpoint is a point where consumers and stakeholders interact with the brand, for instance shop shelves, signage, packaging, offices, the website and social media. Humans can be touchpoints as well. Pilchai's representation is one of the ways that Google brings consistency and understanding to its brand and product.

The success of a human touchpoint depends on consistency. The nature (character) of communication must be consistent across time and the appearance of the human touchpoint must also be consistent.

Consistency is crucial in ensuring that all touchpoints align with the brand's identity. If an individual consistently communicates the brand's values and message across interactions, it strengthens brand recognition and trust. Inconsistencies will

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The success of a human touchpoint depends on consistency.

lead to confusion, dissatisfaction, and potential harm to the brand's reputation.

The character of communication can vary slightly as long as the values and corporate philosophy evolve at a digestible pace. Evolution happens, but it should not be revolutionary. For instance, imagine falling asleep next to someone with black hair aged about 40 then waking next to someone with blond hair, aged 25. The relationship would be immediately questionable, probably falling apart quickly.

Inpractice, the brand must be evolutionary. Consider the shock of the new Jaguar brand as an example of revolutionary activity. The jury, and the market is still out on that one. The same applies to the human touchpoint, most likely the CEO but potentially also the secondary spokesperson. Take note of the PR initiatives and expenditure to smooth the entry of a new CEO into a major company.

Consistency also means that the message must be understandable to the audience. If



your audience is financial specialists and administrators, tailor the communication to that level. If not, if less complex, find the level that is suitable for the audience. I have observed that if the communicator is insecure, the communicator will try to impose a degree of authority by talking over the heads of the audience, in essence stating that they know what the audience does not.

The choice of the channel is also a factor in consistency. If the media channel does not closely match the interests of the audience, the message will be ignored.

The second broad field of human touchpoint consistency is regular, persistent appearance in the view of the audience.

Consider appearances of an individual in a social circle as an example. A person who makes regular appearances in a social circle will be incorporated, but a person who does not will soon be forgotten, as is the business case with Sergei Brin and Larry Page.

Communication is an expense. The tendency marketing with communication is to rely on one opportunity only and expect massive impact in order to reduce the cost of communication. However, to remain in the eye of the audience, communication must be sustained so the expense must be borne and seen as an investment. This can be understood and can be stablished by strategy. This is doubly true of the human touchpoint.

As is the case with Sundar Pilchai and the gains he brings to Alphabet and Google, persistent communication brings rewards.

\*Pierre Mare has contributed to development of several of Namibia's most successful brands. He believes that analytic management techniques beat unreasoned inspiration any day. He is a fearless adventurer who once made Christmas dinner for a Moslem, a Catholic and a Jew. Reach him at contact@pressoffice7.com if you need thought-leadership, strategy and support.



# GCIP allocates N\$16m to boost clean technology solutions in Namibia

he Global Cleantech Innovation Programme (GCIP) has secured a budget exceeding N\$16 million for the next 36 months, with a target of mitigating approximately 45,000 metric tons of CO2e through cleantech initiatives

Benedict Libanda, Chief Executive Officer of the Environmental Investment Fund (EIF), said the programme will support over 80 enterprises, equipping clean technology entrepreneurs with essential skills and access to financial mechanisms.

"The GCIP will establish a national training framework to strengthen the capacity of cleantech entrepreneurs and mentors. It will provide tailored financial support to drive innovation while working closely with policymakers to develop gender-responsive cleantech policies aligned with national and international sustainability goals," Libanda said.

He said sustainable change in Namibia requires a coordinated approach, noting that the success of GCIP will be reinforced when integrated with other key initiatives under EIF and the Building Back Better (BBB) Initiative.

The Green Impact Facility (GIF) is



poised to revolutionize green financing for small and medium enterprises (SMEs), enabling the adoption of low-carbon technologies, while the BBB Initiative



seeks to integrate resilience-building into Namibia's economic recovery.

The initiative will complement GCIP's efforts by strengthening value chains in climate-smart agriculture, renewable energy, and other green sectors.

Environmental Commissioner Timoteus Mufeti hailed Namibia's commitment to global climate action, stating that the country is at a pivotal moment in its transition to a low-carbon. sustainable economy.

"Namibia recognizes the threats of climate change, which is why our commitment under the Ministry of Environment, Forestry and Tourism remains steadfast. We have ratified all key multilateral climate agreements, including the Paris Agreement, and are dedicated to limiting global temperature rise to well below 2°C. striving for 1.5°C. Our Nationally Determined Contributions (NDCs) outline clear emissions reduction targets." Mufeti said.

GCIP Namibia is an initiative spearheaded by the United Nations Industrial Development Organization (UNIDO) collaboration with the Global Environment Facility (GEF) and the Climate Green Fund (GCF).

It aims to foster innovation and entrepreneurship in

developing economies to combat climate and environmental challenges.

In Namibia, the program focuses on

also promotes collaboration GCIP between public and private sectors to ensure long-term sustainability of its interventions.

supporting startups and SMEs with innovative cleantech ideas, facilitating the development of scalable business models, and strengthening the entrepreneurship ecosystem.



#### 1. OVERVIEW

Namdeb Diamond Corporation (Pty) Ltd (Namdeb) is a wholly owned subsidiary of Namdeb Holdings (Pty) Ltd, and performs land-based prospecting (exploration), mining and rehabilitation operations.

### 2. SPECIFICATION OF THE SERVICES

growing

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#### The scope of services shall without limitation include

The onsite provision (supply & delivery) of Namdeb's fire extinguishers, fire hose reels, fire hydrants and fire detection and suppression systems

The repair & maintenance of Namdeb's fire extinguishers, fire hose reels, fire hydrants and fire detection and suppression systems.

#### 3. TENDER ENQUIRY DOCUMENT

Interested parties may contact the following person to obtain a copy of the tender enquiry document. It is recommended that the tender enquiry document be obtained before 12th February 2025.

Contact: Ms Elizabeth Markowitz

elizabeth.markowitz@namdeb.com +264 (63) 238502

#### 4. COMPULSORY PHYSICAL SITE INSPECTION

A compulsory physical site inspection (as further detailed in the tender enquiry) shall be conducted on Wednesday, 19th March 2025

Only Tenderers that attended the compulsory physical site inspection shall be eligible to participate in the tender process.

The closing date for the tender is 10h00 on Monday, 31st March 2025, and tender submissions must only be delivered to the address as specified in the tender enquiry document





## Resilience in the face of adversity: Encouraging job seekers to keep pushing forward

By Junias Erasmus

The latest unemployment statistics in Namibia paint a grim picture. With a staggering 96.8% of Namibians having stopped searching for work after repeated failed attempts. it's clear that many are facing immense frustration and despair.

The national unemployment rate now stands at 36.9%, with youth unemployment at an alarming 44.4%.

The numbers are difficult to ignore, and for many job seekers, these statistics may feel like an insurmountable barrier. But it is in these very moments of adversity that resilience can be the key to overcoming hardship. Resilience is the ability to withstand, recover, and ultimately grow stronger in the face of challenges, is not just a buzzword; it's the tool that can empower job seekers to keep moving forward, no matter the setbacks.

For many, repeated rejection and limited opportunities can lead to a loss of hope. It's



The road to employment is rarely straightforward.

easy to become discouraged when faced with so many obstacles, but the truth is that resilience is not about avoiding failure, it's about learning from it and pushing forward. Every rejection is an opportunity to refine skills, improve strategies, and become better prepared for the next challenge. Job seekers must remember that resilience is a mindset. one that requires persistence, patience, and the ability to stay focused on long-term goals, even when the journey is difficult.

The road to employment is rarely straightforward, but every step forward no matter how small, brings one closer to success. It's important to understand that setbacks

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are not permanent roadblocks but temporary detours on the path to opportunity. Building resilience involves adopting a growth mindset. where failures are seen not as an end but as a part of the process of becoming stronger and more capable. It also means continuously improving oneself, whether by acquiring new skills, gaining experience through internships or volunteer work, or simply by remaining open to learning and adaptation. Job seekers should also take comfort in knowing they are not alone. Building a support system is vital for resilience. Connecting with others who are facing similar challenges provides not only emotional support but practical advice. networking opportunities, and inspiration. In a time when the job market seems especially competitive, community and collaboration can make all the difference. Whether through family, friends, or professional networks, the strength of a supportive community can offer the encouragement needed to keep going.

Resilience is not just about surviving in tough times; it's about using adversity as a catalyst for growth and transformation. The challenges that Namibians face today are daunting, but they do not define the future. By cultivating resilience through persistence. self-improvement, and the support of others. we can overcome the present challenges and move toward a future of opportunity and success. So, to all the job seekers in Namibia: don't give up. Keep pushing forward, stay resilient, and know that every step you take brings you closer to your goals.

\*Junias Erasmus works in Financial Sector. He is a Strategic Scholar & a Motivational Speaker. This article is written in his personal capacity. For inquiries, contact him at Junias99@amail.com



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# Challenges faced by livestock farmers during the rain

By Erastus Ngaruka

good rainy season should be perceived as one that starts at the anticipated time, is well distributed throughout the season, and ultimately rehydrates the soil, refills water sources, and revegetates the rangeland. However, of recent, rainfall activities have been conspicuously erratic, and their effects are a huge concern to farmers.

To this end, although rainfall brings relief to farmers, it is also associated with several adverse conditions that affect the farm environment as well as livestock and crops. The conditions include lightning strikes, floods, mud traps, and pests and disease outbreaks. These conditions pose a significant threat to livestock

health, nutrition, and general wellbeing, consequently compromising their productive performance and survival. Therefore, farmers need to be wary of rainfall induced threats and find means of mitigating the consequences.

The occurrence of pests has been a common threat in Namibia. For example, the outbreak of army worms in recent years in the northern regions, and the outbreak of locusts in the southern regions had devastating impacts on productivity and livelihoods. Crop farmers lost their yields to worms, and livestock farmers in the south lost grazable materials (grass) to locusts.

Moreover, livestock diseases during rainfall are highly prevalent, and the common ones that farmers should look out for include, footrot, sweating sickness, gall sickness, and lumpy skin disease amongst others. Footrot is a bacterial infection of the hoof, characterized by lameness and a smelly wound on the hoof. The predisposing factors include dampness or wet soils. Footrot can be prevented by keeping animals out of damp kraals or surfaces. The treatments include cleaning and disinfecting the wound, use of footbaths (e.g. copper sulphate solution) at kraals, and injection with common antibiotics (e.g. Disulfox, Terramycin etc.) when necessary.

Furthermore, with the prevailing moist environment, the tick population is on the rise, thus, the prevalence of tick-borne diseases such as "sweating sickness" and "gall sickness" should be expected. Sweating sickness mainly affects young calves, and the symptoms amongst others include hyperthermia (high body temperature), anorexia (loss of appetite), sweating, hair loss, sensitivity and pain. Gall sickness (Anaplasmosis) is characterized by fever and anaemia (loss of blood). It is important to note that, these diseases are deadly if not treated in time. Moreover, they can be prevented by controlling tick infestations applying common anti-parasitic remedies on animals such as Deadline. Eliminate, Delta-pour and many others that can be applied along the backline of the animal. Others include dipping remedies that should be mixed with water and submerged or sprayed on the animals. In addition, humans are also at risk of tick bites as some ticks carry Congo Fever virus. Congo Fever is a deadly viral disease that can be transmitted to humans through a bite by a tick carrying the virus. It is worth noting that there have been cases of Congo Fever infections reported in the country in recent years. Therefore, every person on the farm or handling animals should always take precautionary measures and seek immediate assistance from health

professionals for tick bites.

Another disease that has gained prevalence during the rainy season in the country is Lumpy Skin Disease (LSD). Outbreaks have already occurred in parts of the Otiozondiupa and Omaheke Regions. LSD is a viral disease affecting cattle. transmitted by biting insects such as flies, ticks, and mosquitoes amongst others. The predisposing factor is a wet environment that influences the proliferation of insect populations. Animals are vulnerable as they are found loafing around water holes or ponds, and such areas are the breeding grounds for insects such as mosquitoes and flies amongst others. LSD is however preventable with an annual vaccine readily available at veterinary medicine shops. It is thus advisable to incorporate LSD vaccination in the farm's health programme. Conventionally, the best time to vaccinate would be before or at the onset of the rainy season (September -November) given the different conditions in diverse farming areas. An outbreak of this disease negatively affects the farming economy because quarantine measures are applied, for example, restricting cattle movement and marketing.

It is also advisable that farmers keep their farming environments clean and safe for themselves and their animals, and always observe and report abnormal livestock conditions or behaviours to the nearest veterinary office or livestock health experts. Lastly, farmers should note that each rainfall season is unique in terms of commencement, distribution, intensity and associated risks, thus, farmers need to adopt appropriate management strategies to circumvent possible adverse conditions.

\*Erastus Ngaruka is Technical Advisor: Livestock & Rangeland Management at Agribank



## Why compliance and completion certificates matter: A Q&A with Larry Mwikanda from the City of Windhoek

In Episode 13 of The Property Buyers Guide, Justina Hamupembe, also known as YourHomeGirl, explores an essential yet often-overlooked part of property transactions—compliance and completion certificates. Joining her is Larry Mwikanda, Manager for the Building Control Division at the City of Windhoek, who breaks down the importance of these certificates, the process for obtaining them, and their associated costs.

## Q1: What is a compliance certificate, and why is it necessary when buying or selling property?

**Larry:** A compliance certificate is a legal document issued by a local authority certifying that a property meets applicable laws, regulations, and standards. It ensures that the building adheres to:

• The City of Windhoek Building

Regulations

- Town planning and zoning laws
- The approved building permit without deviations

A compliance certificate is necessary for a property to be legally transferred from a seller to a buyer.

## Q2: Why is a compliance certificate important in property transactions?

**Larry:** It serves as a safeguard for buyers by:

- Ensuring the property is legally compliant and free from structural or legal issues.
- Protecting the buyer from future liabilities such as outstanding municipal account arrears or penalties.

Without this certificate, the new owner may inherit problems that could delay property registration or lead to costly corrections.

Q3: What is a completion certificate,

## and how is it different from a compliance certificate?

**Larry:** A completion certificate is issued after a building or renovation project is finished. It confirms that:

- The construction adheres to the approved layout and structural safety standards.
- All necessary inspections have been conducted by municipal building inspectors or a professional engineer.
- The property is legally fit for occupation (sometimes called an occupancy certificate).

In contrast, a compliance certificate ensures an existing building aligns with the original approved plans, allowing its legal transfer to a new owner.

## Q4: What is the process for obtaining these certificates, and what are the costs involved?

**Larry:** The process differs for each certificate:

### **Completion Certificate:**

- Requested after final construction is completed.
- A final inspection is conducted by municipal inspectors.
  - Issued free of charge upon approval.

## **Compliance Certificate:**

- The seller must submit an application form to the City of Windhoek.
- Application fees apply, depending on the suburb and property usage.
  - A site inspection is conducted to verify compliance.

(Specific fees are outlined in the City of Windhoek's structured application form.)

### Conclusion

Justina wrapped up the discussion by emphasizing the importance of compliance and completion certificates in ensuring a smooth property transaction. Buyers should always verify that these documents are in place to avoid future legal or financial complications.

Stay tuned for more insights into the property-buying process next week on The Property Buyers Guide!

**Disclaimer:** The information provided in this episode is specific to the City of Windhoek. Each town council may have its own processes and requirements for compliance and completion certificates. We encourage property buyers and sellers to check with their local municipal authority for applicable guidelines and regulations.

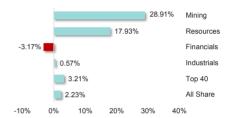




Commodities	
Spot Gold	2806.85
Platinum	976.31
Palladium	1001.39
Silver	31.56
Uranium	67.30
Brent Crude	76.78
Iron Ore	99.80
Copper	9035.68
Natural Gas	3.00
Lithium	9.85

Currencies	
USD/ZAR	18.6391
EUR/ZAR	19.3382
GBP/ZAR	23.1097
USD/CNY	7.2447
EUR/USD	1.0375
GBP/USD	1.2398
USD/RUB	98.5189
CPI	3.40%
Repo Rate	7.00%
Prime Rate	10.75%

#### JSE Sectors: Year to Date in %



#### NSX Local Stocks: Year to Date in %

### JSE ALL SHARE VALUE TRADED (ZAR BILLIONS)

