



ZANDSPRUIT

March 2011

## ZANDSPRUIT NEWSLETTER

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## Current Project Status



With the infrastructure now officially completed, we are only awaiting the physical electrical connection from Eskom (South Africa's power supply company) before the lights can be switched on! Practical Completion Certificates for the water and electrical connections to all the stands in phase 1 have been received and there is pure, clean, running water on all of these stands! This is a huge step forward for the Zandspruit Construction team, as they will no longer have to rely on borehole water stored in tanks and pumped by generators!

The fencing, water purification system and reservoir, entrance gate and associated roads as well as the entrance off the Provincial road have all been completed. The show house is 99% finished and should be completed by the end of March.

The owner has been so impressed by the final house's bush feel and its position overlooking the water pool in the riverbed, that he is seriously considering NOT to sell! (It was meant to be a spec house as well as a show house – watch this space!)



Disappointingly, we have been let down by a Government Department regarding the Proclamation process and as a result, Proclamation has been delayed by 4 – 8 weeks.

We hope to report on the first transfers and residents in our next newsletter!



The Artist Impression of the Gate house in no longer needed!





## Sales and Marketing News

### Local Marketing

The sales and marketing team are, as always, hard at work to bring the magic of Zandspruit Bush & Aero Estate to an exhibition, an air show or a mall near you. Monthly exhibits in top end malls throughout Gauteng and Nelspruit coupled with almost weekly exhibits at various air shows and rallies throughout Gauteng, Mpumalanga, North West, Limpopo and Kwa-zulu Natal.



With Sandton and Woodlands Boulevard under our belt we will be moving to Riverside Mall in Nelspruit from the 5 April 2011. The next big Aviation related exhibit is at Zebula in Bela Bela with Parys Wings & Wheels to follow and then off to Polokwane.

We are confident that Zandspruit Bush & Aero Estate, as a recognisable brand is well established sales remain steady and interest in the Estate is definitely picking up, in South Africa. However, the European market seems to be more decisive and aggressive in terms of actual purchases (See our feedback in the Overseas Marketing Report) with the last 4 deals being clinched with Dutch nationals and another 1 with a British national. With Hoedspruit being rated as South Africa's undiscovered gem destined to reach the same global appeal as Cape Town along with the pristine coastlines of South Africa, perhaps the South Africans should not be caught napping (again), while being outsold by the European market!

Zandspruit Bush & Aero Estate falls within the Kruger2Canyon Biosphere for a reason – because there is nothing else like it in the world!

### Zandspruit Launch

Saturday the 19<sup>th</sup> February 2011 saw the hard work of the past 2 years being celebrated at the media launch and the opening of the Gate house at the Main Entrance of Zandspruit Bush & Aero Estate.



Almost 100 guests and members of the media were welcomed on the red carpet leading into the Bedouin marquee, with goodie bags, a welcoming spritzer and the mellow sounds of saxophonist Abbey Artico.

The Selati Hospitality Training Academy (based in Phalaborwa) tantalised taste buds with 11 different courses served over a 3 hour period, in hors d'oeuvres style portions. With inclusions in the menu such as beetroot tzatziki, cold pumpkin soup, to bobotie, venison kebabs, stuffed chicken breast and finishing off with malva pudding, lamingtons and mini Dutch stroopwafels.

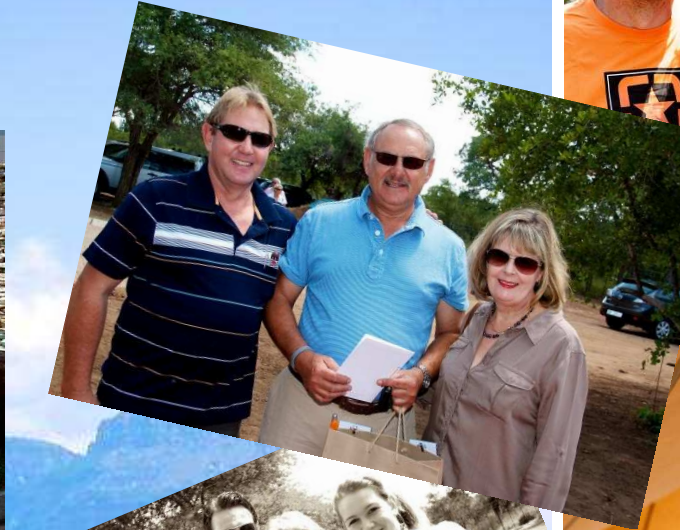




## Sales and Marketing News

After a brief history of the estate and the challenges that have been overcome to reach this day presented by Martin den Dunnen, the ceremony of cutting the ribbon to the Gate House and the opening of the gate to the estate was conducted and toasted with a glass of the appropriate bubbly.

It will further be covered by Intercom magazine, SA Flyer, African Pilot and Global Aviator . Look out for one or all of these publications over the March/ April period.



Guests were further treated to an hour's game drive through the estate to view the highlights of the development. Drives departed from the gate house, past the newly completed 1000m paved runway, crossing the river into the wilderness area to view some of the game and dams.

The drive then made a stop at the show house, built in the Pavilion architectural style and continued to the completed bridge over the river after which it returned to the gate house and the function.

A homemade film clip of the event is available at:  
<http://www.youtube.com/user/Zandspruit1?feature=mhum#p/u/1/4xQXKD6NLRl>

One definitely experiences a sense of pride and accomplishment when viewing the clip. The launch has been featured in the Kruger2Canyon Newspaper, the Lowvelder Newspaper and the Polokwane Observer.





## Overseas Marketing

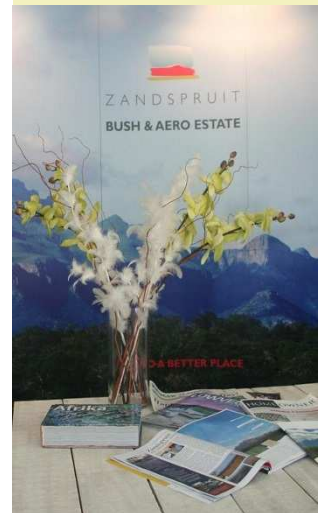
The year started early with the first Second Home Property exhibition in The Netherlands on 29 and 30 January in Houten. Directly after the Zandspruit Media Launch on 19 February, Gerrit Jan flew back to Europe for the Second Place Exhibition in Gent, Belgium which was held from 25 to 27 February. This was the second exhibition that we attended in Belgium after last year's October exhibition in Brussels. The Gent exhibition was a great success, not only did the general interest for second / holiday homes increase a lot (total visitors +20%), the Zandspruit stand also attracted more visitors than ever before. The first clients to fly to South Africa are already booked to arrive in May!



Two weeks after the Gent exhibition the overseas team drove from Holland to London, to exhibit at the Earls Court Exhibition Centre at an exhibition called 'A Place in the Sun'. After a rough ferry crossing and some extremely hectic traffic to the centre of London, we managed to set up in time on Thursday evening. The exhibition was held from Friday 11 March to Sunday 13 March and attracted over 6000 visitors. We were the only South African development exhibiting. As a first entry on the UK market we are positive that we will be able to extend our marketing activities in the months to come.



Apart from the two planned road shows in April (10 April – Lelystad, 17 April Hilversum), held together with the "Secondhome Specialists" ([www.secondhomespecialisten.nl](http://www.secondhomespecialisten.nl)) there are no more exhibitions planned until the middle of August, when we will be at the Landgoedfair Marienwaerdts again. Furthermore, we will be exhibiting in Brussels as well as Utrecht again at the end of September / beginning of October.





## Farm Management

### Rainfall

We have had very good rains during November to the end of January with more than 350mm recorded. February and half of March were very dry but we hope for some late rains to help us through the winter.



### Vegetation

With good rains during this period, the bush has flourished, making game viewing quite difficult.

We have been involved in a bush clearing project with the local community in the wilderness area, producing an income for them as well as helping us with our grass recovery program. This involves eradicating pioneer species such as Sickle and Raison bush which are encroaching on areas of the property. The bush clearers take the wood which they sell for fire wood.

There are now good signs of grass cover and an influx of plains game in these areas .

### Animals

We have once again had a very good season with all our animals producing good numbers of babies. It is not uncommon to see impala nurseries of up to +/- 50 babies.

During December we had a few sightings of wild dogs. Sadly they did not stay for a long enough period to have any great affect on our animal numbers.

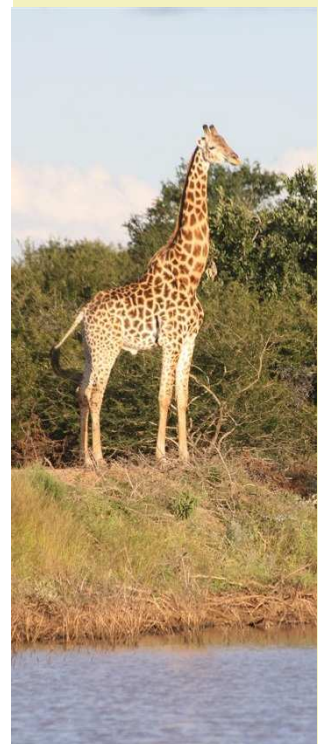


On the 11 March a leopard was heard calling near the bush camp. As far as we know this is the first recorded leopard calling on Zandspruit. Leopards generally call to establish their territory or to link up with the opposite sex.

### Sandspruit river & dams

All three dams are full of water due to a couple of heavy rains. We had our hands full trying to control the amount of water flowing out of Hide and Nthundaluka dams after these rains .We increased the size of both spillways to prevent the dam walls breaking through.

At the same time the Sandspruit River flooded and was measured just one meter below our bridge to the island.





## Construction

The pavilion style show house has almost been completed. The house boasts a fabulous open plan living area as well as fantastic views on the Sandspruit River. Large wooden decks surround the rim flow swimming pool and a steel framed covered patio sets a new standard in the bush!



The construction of two more houses have started for Dutch clients, both houses being Fortsch & Associates thatch designs. We expect to start three more houses in the near future, one of which will be in the Aero Estate and is a farm house design, the third of the styles allowed on Zandspruit.

The Zandspruit show hangar has also been completed, including a taxi way to the Zandspruit runway. Furthermore, the Zandspruit Gate house, including landscaping and water feature, was completed on time for the Media Launch.



We are extremely proud of our Gate house and we would like to take the opportunity to thank all our personnel who contributed to this project. We would also like to thank Fortsch & Associates, architects of Nelspruit for another fabulous design!





## Events

### Open Day — Sat 2 April 2011

Zandspruit will be holding an Open Day for interested parties and the public, on Saturday 2 April from 10:00—15:00.

There will be Complimentary Game Drives through the Estate (pre-booking is essential), Art in Park,

Crafts, Eats, Treats, Wine and a Tea Garden. For the kids there will be a Jumping Castle and Crafty Kids workshops.

We are looking forward to showing everyone why Zandspruit Bush and Aero Estate is the new address to move to.



## Amanda Venter



The love of the bushveld drew me back home where I met my husband Abrie in Phalaborwa and we moved to Hoedspruit after our wedding in 2004.

Abrie grew up in Hoedspruit and is a Survival Equipment Fitter and Trimmer in the SA Air Force. We share a love for camping and outdoor living. We are both sport fanatics and are very loyal Vodacom Blue Bulls supporters!

Originally from Phalaborwa, but living in Hoedspruit for the past seven years now, I know that I belong in the bush!

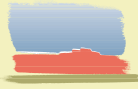
I am extremely proud and happy to work at such a caring and successful company as Zandspruit.

Once I matriculated, I studied Marketing & Tourism Management where after I still felt the need to study and went on to study Photography at the then Technicon in Pretoria, now Tshwane University of Technology.

I truly did move to a better place!

Amanda.





## Focus on Zandspruit



Should anyone wish to visit the farm and or Bush Camp, look at their stands or to take a drive through the Wilderness area, please contact us.

Best regards to all,

Martin (082 449 8895)  
Tracy (083 977 9678)  
Gerrit Jan (072 915 3050)

**ZANDSPRUIT, MOVE TO A BETTER PLACE**  
[www.zandspruit.co.za](http://www.zandspruit.co.za)  
[www.zandspruit.nl](http://www.zandspruit.nl)