



About Africa Co

📢 PUBLIC NOTICE & INDUSTRY BRIEFING 📢

Monday, the 1st of December 2025

For Immediate Release

Issued by: About Africa Co

About Adelt Sossusvlei Concession Management (PTY) Ltd

SUBJECT:

CLARIFICATION ON ACCESS, EXCURSIONS & OPERATIONS IN THE SOSSUSVLEI CONCESSION AREA

Effective: 15 December 2025

In line with our official Concession Agreement (February 2024) with the **Ministry of Environment, Forestry and Tourism (MEFT)** and our unwavering commitment to sustainable tourism, we issue the following public update on the operational status of the **Sossusvlei Concession** and the services offered from the **2x4 Parking Area into the 4x4 section of the Sossusvlei World Heritage Site**.

EXCLUSIVE RIGHTS & CONCESSION MANDATE

As the **sole MEFT-recognised operator** within the designated **Sossusvlei Concession Area**, About Adelt is fully authorised to offer visitor services including excursions, interpretation, and access facilitation within the area stretching:

- From the *2x4 Parking Area*,
- Through the *4x4 Sand Track* leading to Dadvlei and Sossusvlei,
- Up to Big Mamma and back.

This Concession is operated in joint benefit with the **!Karkhoen & Maltahöhe communities**, whose participation is central to the regeneration and custodianship of this extraordinary World Heritage landscape.

🚫 NO SELF-DRIVE ACCESS BEYOND 15 DECEMBER 2025

From **15 December 2025**, **no self-drive visitors will be permitted beyond the 2x4 Parking Area** into the 4x4 zone. This transition supports the ecological sustainability and controlled management of the UNESCO-listed Sossusvlei dunes.

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The following operational permissions will apply:

- 🏠 **Lodges within the Sossusvlei Area** will continue to be permitted to drive their own guests into the Concession as part of their activity offerings.
- 🚗 **NTB-registered Namibian Tour Operators** may continue to escort their guests into the 4x4 area **on a grace basis until further notice** – however, this is a temporary allowance and will be reassessed regularly.
- ⚠️ **Non-compliant or damaging behaviour** by any operator or guest will lead to **immediate access revocation**.

INTRODUCING: OUR 4×4 HOP-ON / HOP-OFF EXCURSION SERVICES

This is not a “shuttle service” in the conventional sense. We are proud to offer a **seamless hop-on / hop-off 4×4 excursion experience**, purpose-built for comfort, safety and world-class interpretation of the dunes.

Operating Hours: 07:00 – 17:00 daily
(Extended hours available for special bookings or guest delays)

Fleet Options Include:

- 🦁 Custom Safari Vehicles (open & closed)
- 🚌 4x4 Coaster Excursion Busses
- 🚐 VW Caravelle Minibuses (limited use for comfort excursions)
- ❄️ All closed vehicles are **air-conditioned**, ideal for heat and weather control

Pricing 2025:

- N\$ 200 per Adult
- N\$ 100 per Child under 12
- **Free for Registered Tour Guides**

Pricing 2026:

- N\$ 260 per Adult
- N\$ 130 per Child under 12
- **Free for Registered Tour Guides**

Pre-Booking Available:

📞 Call our offices or email us to reserve your excursion tickets in advance.

🌐 Our **online booking platform** will be launching soon — with excursion tickets available for pre-purchase.



VALUE-ADDED SERVICES & FUTURE PLANS

We're currently developing **premium services** to elevate the visitor experience, including:

- A **Ticket Sales Counter** at the MEFT Gate Entrance for easy access and enquiries, will be operational as from the 15th of December 2025.
- A **Refreshment Lounge** at the 2x4 Parking Area (soft-launch planned soon!)
- An **Integrated Online Platform** for booking excursions, with future integration of **National Park Permit Sales**
- **Special Excursions** including:
 - Fly-in Day Trips from Windhoek or Swakopmund
 - Luxury Day Transfers with Concierge Drivers
 - One-Night Adventure Excursions with curated overnight options

TO OUR FRIENDS IN THE TOURISM INDUSTRY

We understand that the current transition may raise questions, and unfortunately, various **unofficial media statements and unauthorised claims have continued to cause confusion**. We urge all operators and guests to **disregard any contradictory statements** not issued by MEFT or ourselves.

We confirm that:

- 🛑 No other company or operator may offer services within this Concession.
- 🤝 We are working closely and amicably with MEFT to ensure all transitions are managed with professionalism, transparency, and Namibia's tourism reputation in mind.
- 📢 All future changes regarding access, regulation, and commercial operations will be announced **exclusively by MEFT or our offices**.

IN CLOSING

This is the beginning of a new chapter for the **Sossusvlei experience** — one that brings enhanced service, environmental care, and meaningful community development together.

We invite our industry partners, local operators, and all Namibians to work with us in ensuring this site is preserved and presented to the world with the care it deserves.

All media, operator, or guest enquiries can be directed to:

sossusvlei@aboutafrica.co

cc in: info@aboutafrica.co

Issued by:

01 DEC 2025



Heiko Dörgeloh
CEO | Public Officer