

I. AN OPEN LETTER

Dear neighbours — *the dome is your shop window, too.*

Parys earns its weekends from the dome. People drive in from Joburg and Bloemfontein because something out here is older, wilder, and quieter than what they came from. Our job at the trust is to make sure the wild part is still there next year, and the year after. Yours, as a chamber, is to make sure visitors stay long enough to eat, sleep, refuel, and walk down your high street. **Those two jobs are the same job, told from two angles.**



II. The dome's quiet economy

Most visitors do not come to Parys for Parys. They come for the river, the crater rim, the wildlife on the conservancy farms, the geology that drew the UNESCO listing in the first place. They arrive curious, they leave changed — and in between, they spend.

Every guided walk on the rim is two more breakfasts in town the next morning. Every overnight wildlife shoot is a tank of diesel, a coffee, a curio. A weekend visitor who learns the story of the impact crater is a weekend visitor who books the same lodge again, and tells five friends.

The trust doesn't measure your members' takings. We do measure visitor enquiries — bookings for guided experiences, requests for accommodation referrals, sign-ups to the field journal. **Every one of those is a person, in town, with a wallet open.**



III. What the trust is already doing

We run anti-poaching patrols, rehabilitation pens for rescued wildlife, habitat restoration on private and public land inside the dome, school visits across the Free State, and a public field journal that publishes every rescue, every research note, every snare cut from a fence.

It runs on rangers, vets, vehicles, and the trust of landowners who let us work. It does not run on a marketing budget. **The reach we have, we earned by being honest in print.**



IV. What we'd love from the chamber

A referral path, both ways. When a visitor asks us where to stay, eat, or refuel – we send them to your members. When your members hear of a guest who wants the dome's story up close, they send them to us.

A standing place in your channels. Mention the trust in your member newsletter four times a year – one per quarter, tied to whatever conservation story is live. We will reciprocate, by name, in our annual field report.

A light annual subscription, if it suits. Not a charity ask – a partnership tier, paid annually, that puts your chamber's name on the sponsors page and credits you in print. The smallest tier sits well within an SME marketing line.

A guided morning, hosted by us. Bring your committee onto the dome for a half-day walk. See the work. Ask the rude questions. Decide if any of this is worth the conversation.



V. What you get back

A printed mention by name in the annual field journal – distributed digitally to our donor list and printed for sponsors.

Visitors actively routed to your members' shops, lodges, and restaurants when they ask us "where to next".

Cross-posts on the trust's growing channels whenever a chamber member runs a dome-aligned event (markets, river days, heritage walks).

First-look access for chamber members on conservation experiences before they're listed publicly.

The simple, durable thing: a public alignment between Parys business life and the dome's conservation story. Both look stronger together.



VI. The next step

If any of this is worth a coffee, the trust will come to you. We have a half-day on the dome ready when the chamber is. Email or call.

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Wildlife Conservation Trust Vredefort Dome

Protecting the wild in the world's oldest crater.