

**DIPLOMATIC
RELATIONS WITH
SADC COUNTRIES**

Berlin - A strategic session was held between Namibian Embassy, Air Namibia and Namibia Tourism in Berlin on 26.09.02 with the purpose to build synergy, exchange information and co-ordinate activities. All three partners gave update on current affairs in the country and Ambassador Asheeke welcomed the initiative taken by NTB and also supports the joint venture initiative between SA Tourism and NTB.

NEW MARKETING MATERIAL FOR NAMIBIA

Windhoek - The Welcome to Namibia was completed on time for World Travel Market and the German edition will be shipped in time for the new trade fair season. Initially there were minor errors in the first 5000, but the publishers managed to correct the balance of the print.

With the generous support from the European Union, we have been able to produce a generic image brochure for Namibia. Venture Publications produced this and we already started distributing it at the World Travel Market in November.

It was very well received and is certainly a vast improvement on the old Africa's Gem. The German edition will be shipped to Germany in time for the trade fair season next year. The European Union also assisted with the development of our own website. This project has been awarded to Tommy Kellner of ProDG, and the process of information gathering has already started. The website will be in English, German, French, Italian and Spanish, and we hope to have it online by March to be launched at the ITB in Berlin in March 2003.



Inside Stories:

- International News** 2
- Tourism Fairs** 3
- Inspector training** 4
- Retosa Meeting** 5
- Ministerial visit** 5
- New NTB Listings** 6



...CHRISTMAS HOLIDAYS!!

PLEASE NOTE THAT OUR OFFICES IN WINDHOEK AND SOUTH AFRICA WILL BE CLOSED ON 27 DECEMBER 2002



Land of Contrasts
Namibia Tourism Board



JOHANNESBURG JOURNAL	FRANKFURT ON-LINE	TTG Riva del Garda - Italy was a special-ised show that focused on travel agencies. It took place on 13.10.02. NTB FRA shared a mall booth with Air Namibia and about 5000 travel agents visited the booth.
<p>Johannesburg - NTB had a six square meters stand in SA Pavilion at Ubuntu Village during the World Summit on Sustainable Development. During this period, an advertorial was placed in Venue Africa to create awareness among Summit delegates. The copies were distributed in hotels around Sandton and Pretoria.</p> <p>NTB participated in the Star Getaway Show on 13-16 September 2002. The exhibition attracted 277 exhibitors this year comparing to 250 last year. About 25000 visitors were expected and 50% of them visited the Namibian stand. Copies of Welcome to Namibia, road maps, Travel News Namibia and GSA copies were distributed. Monteo District and Northern Cape Provinces indicated their willingness to display our brochures in their different information offices due to the increase in the number in inquiries they receive regarding Namibia. Our Office took the responsibility to feed these outlets with necessary information on Namibia. Air Namibia Johannesburg agreed to one educational tour with travel agents during February next year. Venue Africa Tabloid accepted our invitation to visit Namibia. They indicated to cover as much as possible within 7-10 days period. The proposed itinerary would include Caprivi, Skeleton Coast, Luderitz, Keetmanshoop as well as Desert Express. They also expressed interest to interview key people in the industry including Mr. Shilongo. NTB had already booked a preliminary stand (120 square metres) for Indaba 2003 and NTTFC was provided with stand builder's details to start shopping around for quotations. The Office took part in the Kwazulu Natal Getaway in Durban on 2nd to 4th August 2002, and more than 2500 brochures were distributed to potential tourists.</p>	<p>Frankfurt – The Frankfurt Office has compiled an extensive Namibian mailing list. They are also in the process of quarterly Newsletter preparation to the German Press as well as to German, Swiss and Austrian Tour Operators. The Newsletter will start circulating as from January 2003. Countries like Italy and Benelux are also earmarked for the service. The Frankfurt Office therefore request the Establishments and Tour Operators to forward interesting information, relevant news and pictures on new products, establishments, attractions, brochures, slides and promotional material for both the Newsletter as well as for updating their stock. It was decided to compile a fact sheet on Namibia as an Incentive destination for incentive destination for inclusion in the current Press File. One welcoming development is the NTB Frankfurt and Air Namibia (Germany) joint venture. These partners have successfully joined forces and budgets in all their Marketing and PR related activities. Another joint venture was established between NTB and SA Tourism as well as South African Airways. The latter have already successfully participated as partners at Consumer promotions and more actions will follow. This development has also led to the confirmation of partnerships with Deutsche Post Global Mail (GmbH) to promote the "Desert & Dine" slogan of Air Namibia by focussing on the Table Mountain and the Namib Desert as well as the Airline. It is worth mentioning that this is the first time that SA Tourism and Namibia Tourism joins forces in print media. The Terra Nova Multivision Show (07.09.02) was done in joint venture with Afrika Pur Touristik, SA Tourism, Air Namibia and Exclusive Travel Choice. Hundred cities participated with focus on Southern Africa. Namibia Tourism shared a stand with Air Namibia and about 350 visitors were recorded. The ASA 5-city Road Show (16-20.09.02) was a milestone for Namibia. Sixty minutes were awarded to Namibian partners (NTB, Air Namibia, Namib Sun Hotels, Sense of Africa) and the main focus was on Namibia's easy accessibility, all year round destination with very special focus on its people in particular Community Based Tourism. The Avant Garde Namibia Evening was held on 26.09.02 in joint venture between Avant Garde Travel Agency, Air Namibia & Exclusive Travel Choice. It was a resound success.</p>	CAPE TOWN CALLING
		<p>Cape Town – NTB exhibited at the International Travel Faire held on August 2-4, at Thunder City. More than 130 exhibitors took part in ITF and the event attracted over 20 000 visitors including leisure and corporate travellers. Other Namibian participants were Air Namibia, Desert Express, Namibia Destinations, Namibia Country Lodges, Avis, Namib I and African Solutions. The stand attracted more quality visitors than previous years. The halt of scheduled regional flights out of Eros Airport in Windhoek will directly affect the flights of SA Express and SA Airlink that operate scheduled flights between Eros and Johannesburg and Cape Town in direct competition with Air Namibia.</p>
		CAPITAL UPDATE
		<p>Windhoek – It is amazing how fast this year has passed – especially since the last newsletter! Feedback we received from tour operators and accommodation establishments, seem to indicate that 2002 was a good year for Tourism in Namibia. We are awaiting the statistics for 2002 to compare with 2001 to exactly see what the growth was. We have moved to our new office premises at the end of October. Our new address is: Ground Floor, Sanlam Building Tel: 061 290 6000 Fax: 061 254 848 Our Johannesburg offices will be moving to new premises on 17 December. Their new address will be: Grosvenor Corner 195 JAN SMUTS AVE Cnr. 7th Ave Rosebank</p>

TOURISM CONFERENCE ATLANTIC CITY: GREAT SUCCESS IN THE US

Atlantic City - The 2002 Africa Travel, Tourism Trade Show & Conference held in Atlantic City, New Jersey from September 30 to October 2, this year, proved to be a great success for Namibia, reports Shareen Thude, Marketing Manager of the NTB Head Office in Windhoek.

The venue was organized by the Corporate Council on Africa, and was designed to facilitate relationships between Africa and the US to promote tourism to Africa. Experts and professionals from the World Bank, African carriers, tourism authorities, organizations specializing in African Travel, universities and investors were brought together to promote the African marketplace in the workshops. This event was attended by Shareen Thude and Kavena Kanguatjivi from Windhoek, Gerry Munyama and Eva Shazir from the Embassy of Namibia in Washington.

Investment opportunities in Africa for tourism infrastructure were topics addressed at the workshops by the World Bank, MIGA (Multilateral Investment Guarantee Agency), Ex-Im Bank and the US Department of Commerce.

We have managed to establish good contacts with a view to promote Namibia more aggressively in the USA. This would include a roadshow in several cities next year, as well as fam trips for tour operators and travel associations.

The Vice President of the Africa Travel Association in the USA (ATA) has indicated that they would be keen to include Namibia in their programmes. They would also assist in evaluating tourism fairs that Namibia should participate in, which would have maximum impact.

Even though accessibility to the region is a major challenge, with only SAA and Ethiopian Airlines operating on the African-US routes, ATA will thoroughly exploit all the possibilities of putting together packages with a good lead-in price to create more awareness.

The airlines also indicated their commercial interest in aggressively promoting the region, and will assist in facilitating promotional activities on a joint venture basis. During discussions with His Excellency, Leonard Iipumbu, Namibian Ambassador to the US, the NTB was assured that until such time that we are able to set up an office or representative, the embassy would do all to assist and facilitate the promotion of Namibia in the USA. The embassy was supplied with sufficient promotional material and literature for such activities.



LONDON LIASING

London - The staff was invited to attend a Conservation and Environment Trade Fair on 7-8 September in Winchester. This was very valuable as they were able to highlight Namibia as a leader in environmental and conservation issues. Namibian tour operators should get ready for the "onslaught" as the UK market has a keen and special interest specifically in Natural Resource Based Tourism. The UK are trendsetters for the new approach towards cultural and adventure tourism in general. Namibia is slowly regaining its positive image in the Media again except for a few political articles where Namibia was associated with Zimbabwe as land grabbers.

It is suggested that Air Namibia consider reducing their rates in order to push traffic to their airline as British Airways and Alitalia have started to offer cheaper seats and offer special holiday deals during the upcoming holiday season.

The tragic death of the medical student who died from dehydration while on Safari in the Etosha Park has made headline news in 6 leading British newspapers. As a result of this, the Office dealt with a number of inquiries on whether or not Namibia is a safe destination after winter.

South Africa and Botswana started a campaign to promote Angola as a holiday destination. It would be beneficial if Namibia gets involved in such activities as it would promote Namibia as well as give an impression of caring about the Southern African continent as a whole.



Eva Shazir and Shareen Thude

With the exception of promotional activities by Napha in the US hunting segment, no tourism promotion for Namibia has been undertaken in the USA. Tour operators, who have been to Namibia, expressed their keen interest to include it in their brochures as they feel it is unique from the rest of the region, and should be marketed as such.

This conference was a good barometer of how much goodwill and interest there are in the US toward Africa, more specifically those countries that are not so well known, which includes Namibia.