

EMBASSIES EAGER TO BACK NAMIBIAN TOURISM INDUSTRY



Shareen Thude, Bernhard Von Seydlitz, Vera Karlsson at the Swedish Resmässan The Namibian Stand at the Resmässan, Stockholm

Stockholm - Just before World Travel Market in London, I attended the **Swedish Resmässan in Stockholm**. This was a well-attended consumer fair, and was staffed by myself, Bernhard Von Seydlitz and Vera Karlsson from the embassy in Stockholm. Namibia had a very prominent stand at the show, and participation costs were paid by the embassy. It was a great pleasure working with them, as they are all committed to the promotion of tourism in the Nordics and Finland.

One of our goals is to have a much closer working relationship with our embassies, as they serve as our offices in places where we do not have representation.

A kind request from our foreign missions is that whenever anyone from the tourism industry visit a country where Namibia has an embassy, please pay them a courtesy visit.

They are really starved to see Namibians there and would be able to give you valuable information on their specific market.

London - World Travel Market this year was held at the new venue, Customs House in Docklands, and getting there initially was not as easy as Earls Court.

Once you got to know your way around, it was easy, and I must say that the new venue is a very modern facility – an improvement on Earls Court. Though our space was approximately half of what we had last year (with much less exhibitors), our stand was quite busy.

The High Commissioner, Mrs Nashandi, kindly hosted WTM exhibitors at her residence on the Saturday prior to the start of WTM. It was a pleasure for her to meet them face-to-face and also be able to get first-hand information on how tourism is doing in Namibia.

Mrs Nashandi again stressed the importance of Namibians paying courtesy visits when in the UK, and not only when the High Commission has to assist with problems.

The NTB staff made many new contacts with tour operators, and from reports from other exhibitors on the stand it would seem that it was money well spent. We have again booked our original space and hope that by next year we will again have our usual number of exhibitors.

Report by Shareen Thude, Marketing Manager NTB

NAMIBIAN HUNTERS TRAIN INSPECTORS IN TROPHY HUNTING OPERATIONS

Windhoek - Inspectors had undergone training in Trophy Hunting Operations at Farm Otjiruse under the guidance of Mr. Frank Heger. Such proactivity, effort and generosity of the industry are very much appreciated by the NTB management as it adds value the upliftment of the tourism standards.

NTB intends to conduct similar training sessions next year for other operations, in particular Air Charter, Car rental, Conference Centres, Safari and Tour Operations. Thus, businesses that are able to render assistance in training inspectors to understand these operations are most welcomed to contact Mr. //Naobeh.

Registration regulations & Levy Updates are still with the legal drafters at the Ministry of Justice for refinement and cross checking with other Acts and regulations to ensure consistency. Once the final complete drafts are available proof reading will be held. This is now anticipated to take place early January 2003.

After proof reading the Minister of Environment and Tourism should approve the draft before it is gazetted and enforced. It is thus anticipated that the regulations and levy will be enforceable in the second half of 2003.