



Namibia
Endless horizons



NEWSLETTER

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Foreword by the CEO



Mr. Digu //Naobeb

As we all know, the Namibian economy does not operate in isolation to the global and regional trading trends, therefore, it was not immune to the effects of COVID-19. The unprecedented COVID-19 pandemic devastated our country's tourism industry during 2020 as tourist arrivals via airports fell sharply following the closure of borders and the subsequent cancellation of both regional and international flights. Namibia being a relatively young developing economic activity country, the fallout from COVID-19 could be amplified on the country.

Upon the declaration of the state of emergency and lockdown measures, all the non-essential services were halted. This included instructing all non-essential organizations, state owned enterprises including NGO/CBO's, private sector and government ministries to lockdown, limit or operate in isolation for all business operations. Such measures have had both positive and negative impacts on the vibrant economic sectors of the country and that of the tourism industry.

The unprecedented socio-economic impacts of the pandemic on the tourism sector have undoubtedly created a sort of crisis for Namibia considering the cumulative benefits (wildlife, people and economy) of the country's conservation efforts. Thus, we ensured to understand, measure and quantify the nature of the impacts. Following on the understanding of the impacts, the Namibia Tourism Board (NTB) strongly believe there is an opportunity to rebuild the tourism sector by rethinking the country's approach to tourism to ensure that Namibia becomes a more sustainable destination, and for tourism to enrich the lives of all people through a sector which is financially self-sustaining in the longer term. This calls for a development of a time bound and well-defined strategy to rebuild the tourism sector.

PAST ACTIVITIES:2021-2022 (DOMESTIC MARKET)

UNWTO BRAND AFRICA CONFERENCE-2021

The Conference was held on 14-16 June 2021, attended by international delegates despite Covid-19 third wave surge with an aim to establish the platform for policy guidance by politicians and technocrats to infuse practical reality on the path towards building Africa brand. Namibian President, Honourable his Excellency Dr. Hage Geingob officiated at the conference.

The significant outcomes were:

- It culminated into the Windhoek Declaration to be adopted at the UNWTO General Assembly scheduled for October in Marrakech, Morocco.
- UNWTO committed to help Namibia in branding using internationally recognized Interbrand company based in Spain.
- UNWTO also committed towards continuous training.





TOURISM DOMESTIC CAMPAIGN-2021

Namibia Tourism Board (NTB) launched its Tourism Domestic Campaign on 10 September 2021 in Swakopmund. The Campaign was officiated by the Minister of Environment, Forestry and Tourism, Honourable Pohamba Shifeta. The first monitoring and evaluation research was done in February 2022, with the participating entities that offered the specials to determine the impact.

INDABA AFRICA TRADE FAIR-2022

The Namibia Tourism Board participated in Indaba Africa Trade Fair held in Durban, 02-05 May 2022 because the private sector has shown interest, of which five (5) were co-exhibitors.



DUBAI WORLD EXPO 2020



The tourism week under the auspices of Dubai World Expo 2020 was held from 07-14 March 2022. NTB hosted two travel trade and media networking events. The Dubai event was attended by about 28 travel trade and 12 media.

Namibia was represented by delegates from NTB (i.e Board Chairperson, the Chief Executive Officer (CEO), and Ms. Paula Olivier), Ministry of Environment, Forestry and Tourism (MEFT) (i.e Minister Honourable Pohamba Shifeta, and Director of Tourism), the NIPDB, and 4x private sector tourism companies.

Two prizes were won by the media sponsored by NTB, O&L Leisure, National Heritage Council, NWR, Twyfelfontein Country Lodge, Brandberg White Lady, and Atlantic Villas, flight tickets by NTB. These prizes were won by two media.

Mr Ghadir who was hosted by NTB to produce a short video also attended both events and shared his personal experience with the audience which was well received.

NTB is optimistic that the source market is worth investing in although due to financial challenges NTB had to withdraw seven (7) years ago. The facts are:

- The market is affluent
- National of United Arab Emirates can be issued with a visa on arrival.
- There is seamless air connectivity with Emirates airlines, Ethiopian airlines, and as from 25 January 2022 with Qatar airlines.



Dubai World Expo - Participants



INTERNATIONAL MARKETS

CHINA MARKET

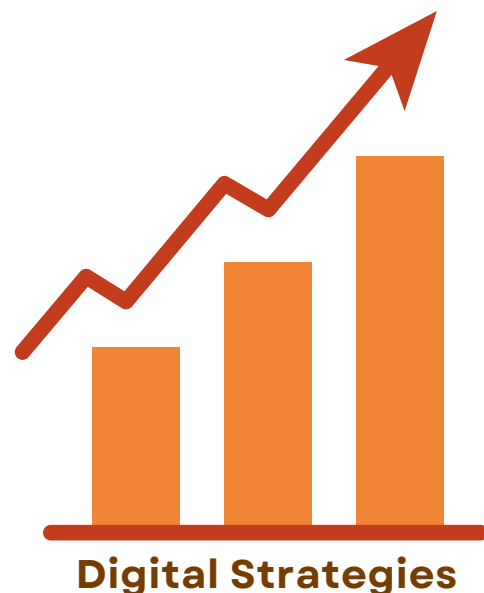
The focus was mainly on social media campaigns, although limited trade and media queries were dealt with. Main highlights is WeChat online campaign which garnered total of 29 439 followers with 365 489 engagements on 6 themed postings. Another activity they conducted was the market survey with 265 respondents and the outcome was as follows:

%	Preference
97.6%	They will travel Namibia in future
74.1%	Consider Namibia as their top one (1) Africa destination.
83.5%	Choose "WeChat" as their favourite social channel to gain travel information about destination Namibia.

GLOBAL DIGITAL CAMPAIGN

NTB is gearing for video production to be created by Hills Balfour targeting all identified source markets in the strategic plan namely: primary markets, secondary and tertiary markets. The rationale behind the video is to invite the viewers to visit the destination by captivating them to travel to Namibia.

Furthermore, the video will excite, and engage viewers. NTB will share the video with the stakeholders when it is ready and available for dissemination after the official launch event.



2022-2023 ACTIVITIES CALENDAR

DATE	ACTIVITY	COUNTRY	PARTICIPANTS
July 2022 (Date TBC)	Launch of Marketing Collateral	Namibia	By invitation ONLY.
26-29 July 2022	Africa Youth Tourism Summit	Namibia, WDH, Safari Court Hotel	By invitation ONLY.
August 2022 (Date TBC)	Annual Symposium	Namibia, Windhoek	By invitation ONLY.
26 August - 01 Sept 2022	Ongwediva Trade Fair	Namibia, Ongwediva	To be communi- cated.
12-15 Sept 2022	Europe & UK Roadshow	Franfurt, Munich, Amsterdam & London	10 participants (Application opens 1 July 2022).
12-15 Sept 2022	Local Media Kalahari Trip	Namibia	By invitation ONLY
October 2022	Visiting Journalists Programme (UAE & North America)	Namibia	To be communi- cated.
28 Nov - 03 Dec 2022	Namibia Academy. (NTB will be hosting 20 to 60 international trade partners in Namibia to enhance net- working efforts (in Association with Ethiopian Airlines).	Namibia Swakopmund	<ul style="list-style-type: none"> ■60 co-exhibitors (Open invitation to be advertised soon). ■5 offers to host FAM Trips (Open Bid Tender will be advertised soon).
03-05 Nov 2022	Namibia Tourism Expo 2022	Namibia, WHD, SKW Sports field	To be communi- cated.
13-15 Dec 2022	Maritime Week Event in Partnership with Namport	Mauritius	To be communi- cated.

CONTACT US!



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Namibia Tourism Board



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