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NEWSLETTER

ISSUE 2, 2022



Rugged. Natural. Soulful. Liberating.

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CEO'S FORWARD



Mr. Digu //Naobeb
Chief Executive Officer



After the unprecedented drop of 2020 and 2021, Namibia tourism industry continue its gradual recovery in 2022.

As a Tourism Board entrusted to market and develop tourism to and within Namibia, we understand the post-pandemic challenges well, but we also know that tourism is a force for good, a catalyst for peace and understanding. We see the opportunity to capitalize on this fragile momentum, speak with one voice, and ensure that our key messages, supported by the industry stakeholders, are heard. We need to establish a harmonized and coordinated response to the crises brought to us by the COVID-19 pandemic.

Tourism must be firmly anchored in the recovery and resilience plans of all national stakeholders. Investing in tourism provides long-term benefits to communities, visitors, and businesses throughout Namibia. We need to help tourism microenterprises and SMEs, family-run businesses, the backbone representing more of the industry to easily access the necessary funding allowing their survival and help rebuild their activity in a digitally and environmentally friendly way with a clear focus on people (tourists, locals, and workers). It is also critical to support destinations by increasing their budgets for product development and promotion to attract more Travellers in short/medium-term and long-haul visitors diversifying source markets.

We experienced a massive increase in tourist arrivals during the year 2021 as Namibia received over 270 000 foreign visitors compared to about 192 000 in 2020, of which 86 percent of the total arrivals were tourists.

Equally, Namibia hosted the 4th Africa Youth in Tourism Innovation Summit & Challenge on 26-29 July 2022 in Windhoek for the first time, with representatives from about 40 countries as we strongly believe Innovation has allowed tourism to thrive smoothly in the world of uncertainties. A big token of appreciation goes to the Ministry of Environment, Forestry and Tourism (MEFT), UNWTO, all other stakeholders, speakers and participants for their guidance, trust, and confidence and their endless support.

Finally, even though triggered by crisis scenarios, we have a real chance to move towards the tourism sector of tomorrow. It is high time now to challenge old models and reinvent the sector, accelerating the transformation to sustainable, digital, and innovative tourism. It is vital for this process to define ambitious targets and create action plans. Our goal is to promote Namibian tourism as the key element to regenerate our country and increase Namibia's global competitiveness as a touristic destination. Namibia Tourism Board strongly believes that when managed well, tourism is one of the best engines for transformative and sustainable economic development. The past few years have taught us that no matter how fast things might change, we need to get up every day and continue to stay positive and work towards solutions. We all live on borrowed time, things can change in a split second and suddenly everything is different hence, let us work towards a more meaningful tourism, with open eyes into a hopeful future.



4TH AFRICA YOUTH IN TOURISM INNOVATION SUMMIT & CHALLENGE 2022

The 4th Youth in Tourism Innovation Summit and challenge hosted by the Ministry of Environment, Forestry and Tourism, Namibia at Safari Hotel and Conference Center in Windhoek on 26-29 July 2022. The key focus areas were youth entrepreneurship, and students' immersion in innovation, small enterprise development, personal transformation, and self-actualization.

Delegates connected with African and global tourism leaders, entrepreneurial innovators, and partner organizations from across Africa and the rest of the world. Held annually in collaboration with the UNWTO and BDO, this year's Summit included a desktop exhibition focused on highlighting youth empowerment initiatives, SMEs trade offerings including tour operators, tourism accommodation facilities, transport service providers, educational institutions, travel and marketing technology start-ups and incubators, employment agencies, professional development and more. The goal is to provide a transformative platform for African Youth, start-ups, entrepreneurs, students and small enterprises for income generation and career development. The summit has brought together innovative youths in the tourism sector and beyond.

Namibia will equally be the host of the 5th & 6th Youth in Tourism Innovation Summit in 2023 and 2024 respectively.



From left to right: **Mr. Ivan Kasozi**: General Manager, Strand Hotel, **Mr. Digu //Naobeb**: CEO of Namibia Tourism Board (NTB), **Hon. Dr. Itah Kandjii Murangi**: MP-Minister of Higher Education, Technology and Innovation, **Mr. Akwasi Obegbo Adjei**: Director of Audit, Investment Management and Insurance, ABSA Group, South Africa, **Dr. Diane Abrahams**: Director, School of Tourism & Hospitality (STH).

NTB Website & Foreign Missions Toolkit Launch

The new NTB Website and Foreign Missions Toolkit has been launched on Thursday, 10 August 2022 in Windhoek. These platforms are aimed to improve interaction with the potential visitors via various widgets that are integrated with the aim to drive traffic and reengage existing visitors. The new website has been enriched with updated content and will serve as an authoritative source for providing current general country information about border crossing, foreign missions, national parks, major attractions, a business directory as well as a marketing toolkit, amongst others.

“As Namibia recovers efforts, our focus should be on rebuilding consumer confidence first to drive a swift travel recovery. Restoring air connectivity remains a key priority for Namibia’s tourism recovery agenda as connectivity is so critical for Namibia is challenged to pull out all the stops to set Namibia apart from competitor destinations. In this regard, it is very reassuring to be appraised that NTB has commissioned the pipeline activities to aggressively promote the “Destination Namibia” domestically and internationally” Hon. Pohamba Shifeta, Minister of Environment, Forestry and Tourism.



PUBLIC NOTICE:

Domain Name Change

Kindly be informed that our website address has changed from www.namibiatourism.com.na to www.visitnamibia.com.na effective immediately.

The changes forms part of our effort to increase the destination visibility and improve service delivery to our stakeholders.

We would like to apologize for any inconveniences this change may have caused

For more information on the issue, please contact Mr. Fillemon Shifotoka at
Tel: 061 - 290 6017 or Email: fillemon.shifotoka@namibiatourism.com.na



NTB stakeholders engagement- Ongwediva

The Namibia Tourism Board (NTB) held a stakeholder engagement in the northern part of Namibia, Ongwediva on the 24th of August 2022 with an aim to allow tourism stakeholders to share ideas and explore opportunities to gradually accelerate recovery, rebuild the tourism sector amid the COVID-19 era and strengthen the tourism industry relationship.

In his statement, His Worship the mayor of Ongwediva Town Council Hon. Taarah Shalyefu noted that the narrative of thoughts that tourism is only for people from elsewhere travelling for adventure has changed over the years where tourism became a shared activity by all giving a distinction of foreign tourists and local tourists. “Our collective responsibility is to identify tourism routes, implement tourism strategies and sustain all initiatives directed toward managing our tourism sector. This event came at the right time when the tourism sector requires assistance to get back to its glory.”

Equally, NTB chairperson Ms. Madelein /Goagoses said although travel restrictions and other bans imposed to prevent the spread of the COVID-19 pandemic have resulted in billions of dollars and jobs being lost as tourism was virtually at a complete standstill, demand from the domestic market for leisure trips and visits to friends and relatives (VFR) rebounded rapidly in Q3 2020 with the lifting of travel restrictions and the reopening of most hospitality businesses by the Head of State.

“Sustained efforts must be made to boost the tourism sector post-covid. The sector can quickly revive by meeting the demand for tourism, especially domestic tourism. In this direction, the Ministry of Environment, Forestry and Tourism has spearheaded the development of the Tourism Revival Plan in 2021 and it held regular talks with the stakeholders in all 14 regions to work out solutions to revive and support tourism. This plan must be actioned. There are some initiatives which directly resort under the Namibia Tourism Board to execute. These are encapsulated in our Integrated Strategic Business Plan.”



Ongwediva Annual Trade Fair (OATF)-2022

NTB exhibited at the Ongwediva Annual Trade Fair (OATF-2022) from the 26 August to 01 September 2022 showcasing different products and services offered, and also the Digital Owela Game which allows the public to play, enter into the draw and stand a chance to win one of the Local Travel and Tourism Experience Prizes. Sponsored by:



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.



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International Trade Fair Events

PUBLIC NOTICE

Kindly take note of the following upcoming International Trade Fair events

FITUR 2023 - International Tourism Fair

Madrid, Spain

18 - 22 January 2023

Application Due Date: 15 August 2022

ITB 2023

Berlin, Germany

7 - 9 March 2023

Application Deadline: 16 September 2022

Participation Fee: EURO 4 077

Last Date Payable if Selected: 30 September 2022

World Travel Market (WTM) Africa

Cape Town, South Africa

3 - 5 April 2023

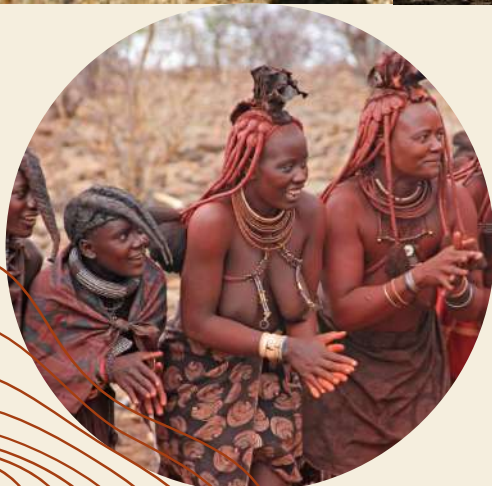
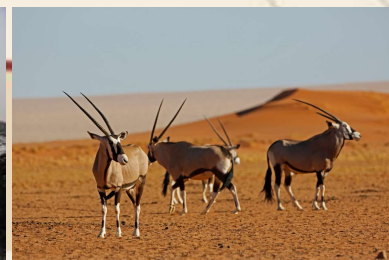
Application Deadline: 27 July 2022

Africa Travel Indaba

Durban, South Africa

May 2023 (Dates to be confirmed)

Application Deadline: TBC



2022-2023 ACTIVITIES CALENDAR

Date	Activity	Country	Participant
12-15 Sept 2022	Europe & UK Roadshow	Frankfurt, 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 communicated
03-05 Nov 2022	Namibia Tourism Expo 2022	Namibia, WHD, SKW sports field	To be communicated
28 Nov- 03 Dec 2022	Annual Symposium	Windhoek Namibia	By invitation only
28 Nov- 03 Dec 2022	Namibia Academy (NTB will be hosting 20 to 60 internatio nal trade partners in Namibia to enhance networking efforts (in association with Ethiopian Airlines)	Namibia, Swakopmund	60 co-exhibitors (open invitation to be advertised. 5 offers to host FAM trips (open Bid tender will be advertised soon.
13-15 Dec 2022	Maritime week in partnership with Namport	Mauritius	To be communicated



Photo credit: [Namib Sky Balloon Safaris](#)



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