



Namibia Tourism Board

NEWSLETTER

ISSUE 3

Sept. 2022

Rugged | Natural | Soulful | Liberating

www.visitnamibia.com.na

IN THIS EDITION

02

CEO's Foreword
Mr. Digu //Naobeb

03

Namibia Roadshow -Europe

06

Regulatory Advisory Note

06

Tourism Levy Notice

07

Benefit of Star Grading

08

NTB at the Upcoming Namibia Tourism Expo 2022

09

Owela Digital Competition Winners Announcement

10

International Trade Fair Events

11

Activities Calendar

12

Public Notice



CEO'S FOREWORD



Mr. Digu //Naobeb

Namibia's tourism high season has fast approached, and numerous establishments allude to bookings being full in the upcoming months.

Massive efforts are underway to market Namibia as an attractive tourism destination and grow domestic travel and international arrivals.

Namibia Tourism Board (NTB) recently launched its Website and Foreign Missions Toolkit and received incredible feedback.

Namibia Tourism Board (NTB) recently launched its Website and Foreign Missions Toolkit and received incredible feedback. Earlier this month, we organized an astonishing Namibia Roadshow event in Europe to highlight, market, create awareness and bring to the fore what Destination Namibia has to offer in terms of tourism. Tourism's contribution to Namibia economy and its potential to transform the trajectory of our economy and the country's prosperity cannot be underestimated.

We must fully-profile and market our rich tourism resources and attractions ranging from diverse wildlife, historical and prehistoric monuments, diverse cultures and pleasant people, highlands, modern facilities to unique eco-lodges coupled by other activities. We must always ensure that the quality of products and services provided by our service providers corresponds to the branding strategy of the country to be able to attract and retain tourists. Thus, NTB is urging all tourism businesses, those who wish to venture into tourism business and tourism enthusiasts to be compliant with the Namibia Tourism Board (NTB) regulations.

There will be headwinds, but Namibia Tourism Board (NTB) remain committed to market the Land of Endless Horizons to the world.

Namibia Roadshow - Europe



The Namibia Tourism Board (NTB) organised a remarkable Namibia Roadshow event which kicked off from 12 September 2022 to 15 September 2022 in four (4) Key Tourism Markets in Europe namely: Munich (Germany), Frankfurt (Germany), Amsterdam (Netherlands) and London (United Kingdom) to market the country's tourism offering.

In attendance was a delegation of tourism professionals from Namibia, representing some of the most important hospitality brands.

It was an event like no other with insightful presentations, followed by intensive discussions, networking and seeing a high number of quality contacts from Germany Tour Operators, and highly relevant contacts.



"It's time for Namibia. NamibiaNOW!"

"Namibia is back; back in the market, back in business. And we as Namibia Tourism Board (NTB) are proud to connect our tourism industry with key players globally"





NAMIBIA TOURISM STANDARDS

DID YOU KNOW?

The Namibia Tourism Board is mandated by the Namibian Government as the regulator to regulate the tourism industry and entrusted to promote and market Destination Namibia .

ARE YOU NAMIBIA TOURISM BOARD COMPLIANT?



Photo credit: EC

Business Registration

WHO SHOULD BE REGISTERED WITH NTB?

Any person who intends to conduct tourism regulated business and/or an accommodation establishment shall apply to the Board for registration of such a business as according to the Namibia Tourism Board Act No. 21 of 2000.

WHAT HAPPENS IF I DO NOT REGISTER?

Failure to register is regarded by the said act as committing an offence and shall on conviction be liable to a fine not exceeding N\$20 000 or to imprisonment not exceeding two years or to both such fine and such imprisonment.

The Tourism Levy

WHO PAYS THE TOURISM LEVY?

Every owner of a registered accommodation establishment, other than a campsite or a camping and caravan park, must pay a levy to the Namibia Tourism Board (NTB) in an amount, and at the times and in the manner, prescribed by the NTB regulations.

WHAT HAPPENS IF I DO NOT LEVY?

Failure to pay levy when due or submitting a falsified return, in terms of Government Notice No. 137, Schedule 6 of Government Gazette No. 3235, upon conviction you will be liable to a fine not exceeding N\$4000 or a sentence of imprisonment not exceeding one year or both such fine and such imprisonment.

STAR GRADING

A STAR GRADING is awarded after a quality assessment has been conducted, completed and approved. This will help all travellers know what to expect upfront from an establishment like a Hotel, B&B, Guesthouse and Lodges. Local establishments are graded from 1 Star up to 5 Stars.

Application form is available for download from our website www.visitnamibia.com.na



DID YOU KNOW...

**YOU CAN APPLY FOR A STAR GRADING WITH THE
NAMIBIA TOURISM BOARD.**

**CONTACT US TODAY AND GET YOUR BUSINESS
STAR GRADED.**

GET GRADED AND GROW...

Namibia Tourism Expo 2022



3-5 November 2022

SKW Sport Fields, Windhoek

Be NTB Compliant!!

- Do you offer overnight accommodation?
- Do you provide tourist transportation services?
- Do you offer activities/facilitate tours or booking services?
- Are you a tourism enthusiast?
- Do you wish to venture into a tourism business and not sure where to start?

Visit the Namibia Tourism Board (NTB) stand (# 43&44 in the tourismus hall) for more information and following services:

- Tourism Business registrations and guidance
- Tourism Business verifications and updates
- Tourism Levy verification and updates
- Printing of temporary of tourism vehicles discs

Please note: Bring along ALL required CERTIFIED documents.

For more information please contact us at Tel 061 290 6000

Owela Digital Game Competition

WINNERS

Congratulations to all the winners for the Owela Digital game competition held at Ongwediva Annual Trade Fair 01 September 2022 at the NTB exhibition stand.

1. JOHANNES AMUKONGO

SPONSORED BY:



2. ELIA AIYAMBO

SPONSORED BY:



3. ELIZABETH VILHO

SPONSORED BY:



4. NESHELO JURIAN

SPONSORED BY:



5. SHETUNYENGA JOSEFINA

SPONSORED BY:



International Trade fair Events



PUBLIC NOTICE

Kindly take note of the following upcoming International Trade Fair events

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

Africa Travel Indaba

Durban, South Africa

May 2023 (Dates to be confirmed)

Application Deadline: TBC

Activities Calendar

Date	Activity	Country	Participant
Oct 2022	Local Media Kalahari Trip	Namibia	By invitation only
Nov 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 international 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



Public Notice

Namibia Tourism Board is desirous in improving effectiveness to attend to the enquiries by the stakeholders for speedy response.

QUERIES RELATED TO NTB WEBSITE

Should you have any queries related to the content on the NTB website, please contact the following person:

Mr. Fillemon Shifotoka, Digital Marketing Specialist

Tel: +264 61 2906017

Email: fillemon.shifotoka@namibiatourism.com.na

QUERIES RELATED TO NTB REGISTRATION DATABASE

Namibia Tourism Board Regulations related to the registration of accommodation establishments and regulated businesses provides for, that the owners are required to contact NTB to updates their contact details if these have change. Should you have any queries related to NTB Registration Database information posted on the website, please contact the following persons:

Mr. Bornventure Mbidzo, Head of Business Development and Operations

Tel: +264 61 2906007/8

Email: bornventure.mbidzo@namibiatourism.com.na

OR

Mr. Renatus Neema, Senior Tourism Inspector

Email: renatus.neema@namibiatourism.com.na

QUERIES RELATED TO LEVIES

Should you have any queries related to levy payments, please contact:

Ms. Josephine Uusiku, Accountant: Receivables

Tel; +264 61 290 6058

Emial: Josephine.uusiku@namibiatourism.com.na

Should you not receive a response on your query, please raise your complaint directly with the Office of the Chief Executive Officer by contacting **Ms Flora Hazam**, Personal Assistant to the CEO at Tel: **(061) 2906003**, Or Email: flora.hazam@namibiatourism.com.na





Namibia Tourism Board

NAMIBIA

The Land of Endless Horizons

CONTACT US

NTB Windhoek - Namibia

Private Bag 13244, Windhoek 10001

Tel: +264 61 290 6000

Fax: +264 61 254 848

Email: info@namibiatourism.com.na

