



Namibia Tourism Board



NEWSLETTER

OCTOBER, 2022



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CEO'S FOREWORD



Namibia continues to be a destination of top choice globally in niche areas of its natural, rugged, soulful, liberating and adventurous offer.

Mr. Digu //Naobeb
Chief Executive Officer

*I*t is a known certitude that tourism is an important industry in Namibia for its key role it play towards the attainment of the country's economy and the ultimate success of Vision 2030.

It currently contributes significantly towards the Gross Domestic Product, making it a valuable sector within the country.

Unlike other segments which have not been spared by the tough economic challenges the country is going through, the tourism industry has witnessed a tremendous boost or recovery post-Covid19. This tells us of the resilience within the industry and the need to continuously sustain it.

The Namibian Tourism Board (NTB) was established in 2001 by the Namibian Tourism Board Act 21 of 2000. It serves as a regulatory body of the tourism industry, overseeing the registration and grading of accommodation establishments and the registration of tour and safari operators as well as activity operators. Thus, it is highly vital for every tourism business to register with the Namibia Tourism Board (NTB) and accordingly pay the tourism levy due.

The Tourism Levy will strengthen the ability for Namibia as a tourism destination to increase its marketing and to support tourism development.

Do your part, be NTB compliant!

NAMIBIA WON BIG....

Namibia won big at the 5th edition of the **Africa Tourism Leadership Forum and Awards**, hosted by the African Tourism Partners in collaboration with the United Nations World Tourism Organisation (UNWTO), BDO and the Government of the Republic of Botswana on the 24 to 26 October 2022 in Gaborone, Botswana. Namibia has been awarded the 1st runner up award in recognition for showing progress and excellence in policy making for sustainable tourism growth and development.





DID YOU KNOW?

"Failure to register a tourism business is regarded by the NTB 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."

NTB COMPLIANCE



Tourism Business Registration

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.

Tourism Levy Payment

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. This is a legal requirement. Therefore, tourism levy is to be used by NTB to register tourism entities and conduct generic destination marketing within the mandates set out in the NTB Act, 2000 (Act 21 of 2000). It is not meant to benefit individual businesses. Individuals are to conduct their business operations with own resources and compete in a free economy market which Namibia has adopted.



What's in for you?

- Our current voluntary star grading, as an effective marketing tool for your establishment that will attract more customers.
 - NTB fully registered businesses are listed on our website as part of marketing your business accessible to both domestic & foreign tourists on an international level.
 - NTB fully registered and compliant businesses get opportunities to attend international road shows or networking events at an incentivized rate.
 - Compliant registered businesses can share their marketing content to be loaded on the NTB social media platforms provided it aligns with the NTB Marketing Strategy.
- And many other benefits.



DID YOU KNOW?

"Failure to pay tourism 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."



Be 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?

The Namibia Tourism Board will exhibit at the Namibia Tourism Expo 2022 Visit the 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

Date: 3-5 November 2022

Venue: SKW Sport Field, Windhoek

Please note: Bring along ALL required CERTIFIED documents.

For more information please contact us at Tel 061 290 6000



INTERNATIONAL FEATURE

HELLO! MAGAZINE

Namibia receives an international media coverage from **Hello! magazine** resulting from Harriet Charnock-Bates' recent trip to Namibia. The feature is on attractive winter sun destinations, Little Kulala Lodge, Sossusvlei.

About Media Outlet: Hello! magazine is a lifestyle magazine aimed at readers who want to read about celebrities in a non-judgmental tone as well as explore travel, health and fitness

LITTLE KULALA, NAMIBIA

THE STAY: Snaking paths of sand chart a course through the Namib Desert; a final car-rattling crossing over the parched Auab riverbed, where oryx and black-backed jackals roam, reveals an abstract form against the wide-open sky. Little Kulala appears, its thatched roofs propped up by petrified tree trunks. A mere jumping-off point this is not – cossetting suites with their own pools tempt intrepid types to linger.

But the guides are founts of wisdom on local geology and the head-spinning denizens of the desert. Nearby Sossusvlei is the most magnetic attraction, with its

bizarre clay pans and wind-sculpted dunes the shade of cinnamon.

After-dark walks reveal thick-tailed scorpions that glow beneath UV light, and so sparkly are the heavens here, you'll be constellation-spotting on your way back from dinner.

THE STARS: Namibia's astonishing natural beauty has enchanted Angelina Jolie. **DETAILS:** Little Kulala costs from £539pp all inclusive; visit wilderness-safaris.com. For 4x4 hire, visit namibia-tours-safaris.com. Lufthansa flies London to Windhoek via Frankfurt from £429 return; visit lufthansa.com.



Little Kulala rests against a vast expanse of burnt-orange dunes



NEW APPOINTMENT



Ms. Charmaine Matheus
Head of Marketing

Ms. Matheus is a qualified Marketing professional, with over 12 years' experience within various sectors ranging from manufacturing, FMCG, property and energy, showcasing her commitment to her chosen career.

She holds a Bachelors Degree in Marketing from the Namibia University of Science & Technology.

She was previously employed by the Shell Licensee, Vivo Energy Namibia as the Marketing Manager for 7 years, where she worked in cross-functional teams both locally and internationally. Equally, she was responsible for the development and implementation of the company's strategic marketing plan under Shell Brand International standards.

Ms. Matheus joined the Namibia Tourism Board's senior executive management team on 1 November 2022 as Head of Marketing with excitement to add her talent and experience to the organization.

The Namibia Tourism Board (NTB) welcomes Ms. Matheus to its team, and wishes her the best of luck in the execution of her responsibilities.

The Namibia Tourism Board is thrilled to announce the appointment of Mr. Nesley Xarageb to its team. Nesley joined NTB on 01 November 2022 in the capacity of Head of Finance and Information Technology (IT).

Nesley holds a Bachelor of Accounting degree from the University of Namibia, completed audit articles at BDO Namibia and has over 18 years' experience in Audit and Financial Management in both private and public sectors.

He completed the Programme in Financial Management as well as the Programme in Forensic and Investigative Auditing from the University of South Africa. Nesley also holds Certificates in Business Risk Management from the University of Cape Town's Get Smarter programme.



Mr. Nesley Xarageb
Head of Finance

UPCOMING EVENTS



PUBLIC NOTICE

Kindly take note of the following upcoming events

Tourism Symposium

Swakopmund, Namibia

06 - 07 December 2022

Application Deadline: 22 November 2022

Participation Fee: FREE to limited numbers

Maritime week in partnership with NAMPORT

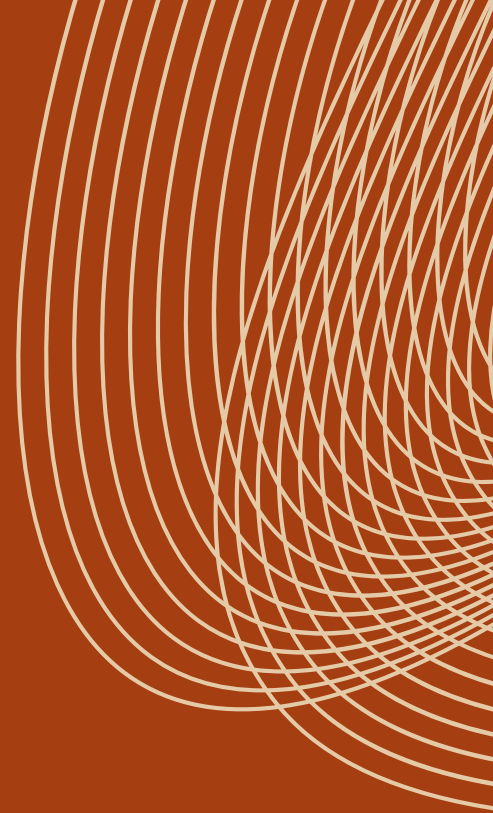
Mauritius

13-15 December 2022

Participation: NTB under the banner of NAMPORT



ENQUIRIES? CONTACT US.



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