



*Namibia Tourism Board*

# **NTB** **NEWSLETTER**

JANUARY 2023



*Namibia Tourism Board*

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# NEW YEAR MESSAGE BY THE CEO



## MR. DIGU //NAOBEB

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As we look ahead to a new year filled with promise and opportunity. We reflect upon our many blessings, and are grateful for the sacrifices being made by all stakeholders in the tourism industry to embark on the road to sustainable tourism, and to uphold the standards of the Namibia Tourism Industry.

Namibia experienced a massive growth in visitor's arrivals in 2022 with a total of 396 676 foreign arrival from 01 January 2022 to 31 October 2022, and of this, 198 227 are tourists which is 49.9% of the total foreign arrivals. These figures, shows an accumulatively growth of visitor arrivals in 2022 and are better as compared to the COVOD-19 era.

During this fresh new year, I offer my sincere thanks to all of our valued partners for your continued collaboration, cooperation, and support towards the Namibia Tourism Board initiatives. You are the foundation of the tourism industry and your active civic engagement contributes significantly to the progress and advancement of this industry.

The Namibia Tourism Board (NTB) looks forward to a continuous support from you all in 2023.

**Chief Executive Officer**



## Europe Roadshow

The Namibia Tourism Board (NTB) participated in a European Roadshow with stops in Germany, the Netherlands and the United Kingdom (UK) from the 12-16 September 2022. These roadshows focused on Namibia's key source markets, Germany, Netherlands and the UK. The roadshows were carried out over four days, beginning in Munich and finishing in London.

The four stops were Munich with 26 travel trade, Frankfurt with 27, Breukelen (near Utrecht) with 32 and London with 20. There were 105 travel professionals in total with all representatives of major tour operator brands that offer southern Africa. Ethiopian Airlines and South Africa Airlink were also represented.

At the roadshow events, NTB and tourism companies from Namibia presented sights, adventure offers, and accommodation and travel opportunities in the land of endless horizons. The locations certainly contributed to the success of the roadshow. Among them were the Skyline Studios of Radio Frankfurt on the 27th floor with roof terrace.



## Local Media Kalahari Familiarisation Trip

Twelve local journalists partook in the Kalahari Local Media Familiarisation Trip hosted by the Namibia Tourism Board (NTB) to promote local tourism from the 21-25 November 2022.

In order to appeal tourists, tourism destinations need to be exposed which is achieved greatly through publicity. Considering the popularity and value of the local media, tourism more especially rural tourism is dependent to the power of media in order to be existent.

The Namibia Tourism Board (NTB) is thriving for ongoing efforts to promote the tourism industry for it to remain competitive and continue contributing to the welfare of the people. The relationship between tourism and media is a crucial one and NTB continuously values the role of the media in promoting Destination Namibia.





# THE ROAD TO SUSTAINABLE TOURISM

**Flashback November 2022**

The Namibia Tourism Board (NTB) exhibition at the Namibia Tourism Expo 2022 drawn positive attention to many tourism enthusiasts. Under the theme “Are you NTB compliant?” NTB’s compliance campaign is a call-to-action for tourism businesses to comply with the Namibia Tourism Board Act at all times. The team set up an office in the tourismus hall offering tourism business registrations and guidance, tourism business verification and updates, tourism levy verification and updates, and printing of temporary tourism vehicle discs.

Through this, NTB urged all stakeholders who offer overnight accommodation, provide tourist transportation services, offer activities/facilitate tours or booking services, and all who wish to venture into a tourism business to ensure that they are compliant by following all business registration procedures and pay their tourism levy due.

The just ended 23rd Namibia Tourism Expo 2022 has shown positivity in the tourism sector. Held on 3-5 November 2022 under the theme “taking Tourism to the regions” at the SKW sports field in Windhoek, the expo has recorded a frequency of about 6000 visitors according to the Namibia Media Holdings (NMH) statistics.

The Tourism Expo’s main objective is to serve as a platform for all service providers, suppliers, tour operators, Travel Agents, consumers, Destination Marketing Organizations, Destination Management Companies, and media to promote and market their products and services to each other and directly to the consumers. This has seen NTB scooping a silver award for the stand design.

"Despite the many effects and challenges experienced during and post-COVID-19, Namibia is experiencing a spiking number of visitors' arrivals this year pushing for a standardized sector."



Namibia Tourism Board exhibition at the 2022 Tourism Expo held in Windhoek.

In her official statement during the opening, Deputy Minister of Environment, Forestry and Tourism Hon. Heather Sibungu said an event of this magnitude is good for tourism development and destination marketing, especially as everyone aspires to recover the sector from the impact of the COVID-19 pandemic.

“The sector remains cautious as the World Tourism Organization (UNWTO) continues to call for stronger coordination on travel protocols between countries to ensure the safe restart of tourism and avoid massive losses for the sector. The success of this sector has a positive significant impact to the Namibian economy, therefore; the Ministry continue to support the sector to attract more visitors” she said.

According to the electronic Border Management System (eBMS) provided through the ministry, Namibia received a total of 396 676 foreign arrival from 01 January 2022 to 31 October 2022.

From 01 January 2022 to 31 October 2022 Namibia received a total of 198 227 visitors / tourists which is 49.9% of the total foreign arrivals while 81 182 (20.4%) of the foreign arrivals visited friends and relatives. This shows a positive recovery of the tourism industry this year compared to 2021.

Even though it is triggered by crisis scenarios, NTB believes there is a real chance to move towards the tourism sector of tomorrow. Apart from regulations, one of NTB’s mandates is to promote Namibian tourism as the key element to regenerate Namibia and increase its 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

# CULTURAL DIVERSITY





# Visiting Journalist Programme - 2022



## In pictures

Visiting journalists from the United Arab Emirates (UAE), Botswana, NAMPA (Namibia), Popular Youtuber 'Wodemaya' and a Namibian influencer during their southern Namibia trip



The Namibia Tourism Board (NTB) has hosted a Visiting Journalist Programme of 2022, featuring Journalists, Media personalities, content creators and influencers.

The participants were Hussain an international journalist from United Arab Emirates (UAE), popular travel YouTuber well known as Wodemaya from Ghana, media personality Matlhare Matlhare from Botswana and Namibia influencers.

This was done under the banner of Visiting Journalists Programme which includes press trips where NTB invites new media and journalists from various source markets to raise awareness about Namibia and spread latest information about Destination Namibia to these markets.

This was a NTB fully sponsored programme to Namibia for 7 days.

There is a long, rich history of journalists writing and reporting compellingly about topics related to tourism. The growth the Namibian tourism sector in terms of Natural, Cultural, Rugged, Soulful attraction and tourism business standards are all examples of topics addressed by journalists. In conducting original research on a wide range of all tourism aspects, journalists are critical to NTB's understanding of DESTINATION NAMIBIA and lifetime experiences. Because journalists report on issues of relevance to NTB, and help in marketing Namibia worldwide with their great audience reach, NTB has established a Visiting Journalist Program with an aim to market Namibia internationally and hoping to foster relationships between NTB and journalists/Influencers interested in topics related to the tourism core values.



*Culture and heritage tourism involves travelling to sites that represent or celebrate an area or community, or people's history, identity or inheritance.*





# Maritime Week - Mauritius

The Namibia Ports Authority (Namport) in partnership with Namibia Tourism Board (NTB) successfully participated at the Maritime week hosted by the Mauritius Port Authority (MPA) in partnership with Transport Events Ltd, Malaysia, which also include the 12th Indian Oceans Ports and Logistics Conference and Exhibition (IOP) 2022 Conference and Exhibition at one of the most exotic venues, The Ravenala Attitude Hotel, Balaclava, Republic of Mauritius from 13 – 15 December 2022.

The first Mauritius Maritime Week, after the devastated impact of COVI-19 brought together senior representatives from the global port community and shipping companies, as well as , tourism consultants, cruise owners, shipping line experts, academic experts, and technology providers from Africa, Europe and Asia to tackle most pressing topics of the port and maritime industry.

The Mauritius Maritime Week 2022 event was designed to set the stage for policies and strategies on which ports can embrace sustainable development goals and will be an opportunity for industry partners and key stakeholders to catch up with the latest industry trends in the port and maritime sector. Topical issues were discussed on challenges facing on global port and maritime transportation and logistics.



## TOURISM SIDE EVENT - MAURITIUS



The Namibia Tourism Board (NTB) hosted a tourism side event on 13 December 2022 for the Mauritian Travel Trade, introducing and positioning the Destination Namibia Brand.

The Destination Presentation Event concluded with a **"Win-a-trip-to-Namibia"** competition of sponsored accommodation for two lucky winners by Gondwana Collections & Olthaver & List Group. The key take away is the keen interest to showcase Namibia as a possible tourism destination to residents of Mauritius, who currently are holidaying mainly in France. NTB is committed to assist both media and travel trade with more information.

In attendance was The Right Honourable Lady Sarojini Jugnauth, Namibian Honorary Consul in Mauristius, media, Mauritius Broadcasting Corporation (MBC) as well as 16 Mauritian Travel Trade.



# CULTURAL TOURISM

## *Namibian role.....*

**C**ulture and heritage tourism involves travelling to sites that represent or celebrate an area or community, or people's history, identity or inheritance,

Namibia is rich in mineral wealth, tourism and wildlife. The destination is promoted for its wildlife, abundance of scenery and endless horizons. Nevertheless, cultural tourism has been viewed as an alternative to the main stream tourism

Tourism demand is a comprehensive outline of what motivates tourists to travel, where they travel to, and how often they travel. "A consideration of demand in relation to tourism can assist managers and destination marketers in understanding tourist's motivation, choices, needs, preferences and experiences, as well as being a useful indicator of changing trends" said Mr. Hussain

Travel motivation happens when the individual decides that a travel experience will satisfy a specific need or needs and it is also at this point that the individual becomes a potential tourist and he or she begins to evaluate various destinations for holiday opportunities to quench this quest.

While the perspectives of the international visitors and particularly those of tourists from the developed countries have been the 'benchmark' for assessing a destination's appeal, domestic tourists' perspectives is still a relevant inclusive perspective, noting that support of the local industry by the locals can realize improved quality in products and services, maintenance of occupancy levels and ultimately the confidence of international visitors.



# TOURISM SYMPOSIUM 2022



## THEME: “ RE-IMAGING STRONGER TOGETHER SPIRIT ”

The Namibia Tourism Board (NTB) is a statutory body established by the NTB Act, 2000 (Act No.21 of 2000). The NTB is mandated to promote and regulate the Tourism Industry.

Namibia Tourism Board organised a first ever Tourism Symposium which took place on 6-7 December 2022 at the Swakopmund Hotel and Entertainment Centre in Swakopmund. The Symposium was aimed to take on the impacts of the COVID-19 pandemic and chart the way forward to revive the tourism industry, which was coupled with two Masterclasses, which were Digital Marketing, and Tourism Revenue Management respectively.

The Symposium brought together about 50 delegates from the Namibia tourism sector, Financial sector such as the First National Bank of Namibia (FNB) and delegates from other countries such as Switzerland, Tanzania, South Africa and others. From the survey conducted, the delegates expressed need of similar training sessions to be organised by NTB in the future as these are more informative, especially the new and future trends.





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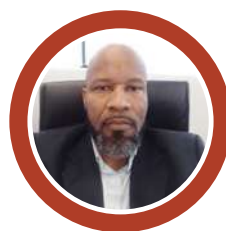
## Event Speakers



**Mr. Iddy John**  
Founder & CEO: Safari Wallet



**Ms. Jacqui Taylor**  
Founder & Managing Director:  
Rural Tourism Africa



**Mr Simeon Unotjari Kahona**  
Regional Manager: Coastal Regions  
Development Bank of Namibia



**Ms. Uzembua Ndjoze**  
Student: NUST  
Digital Marketer



**Ms. Hilya Nghiwete**  
Ongula Village Homestead  
Lodge & Campsite



**Mr. Paul Brinkmann**  
Chief Operations Officer:  
Tourvest Destination Management Africa



**Associate Professor. Cindy Heo**  
EHL



**Dr. Rudi Van Vuuren**  
Founder: Naankuse Foundation



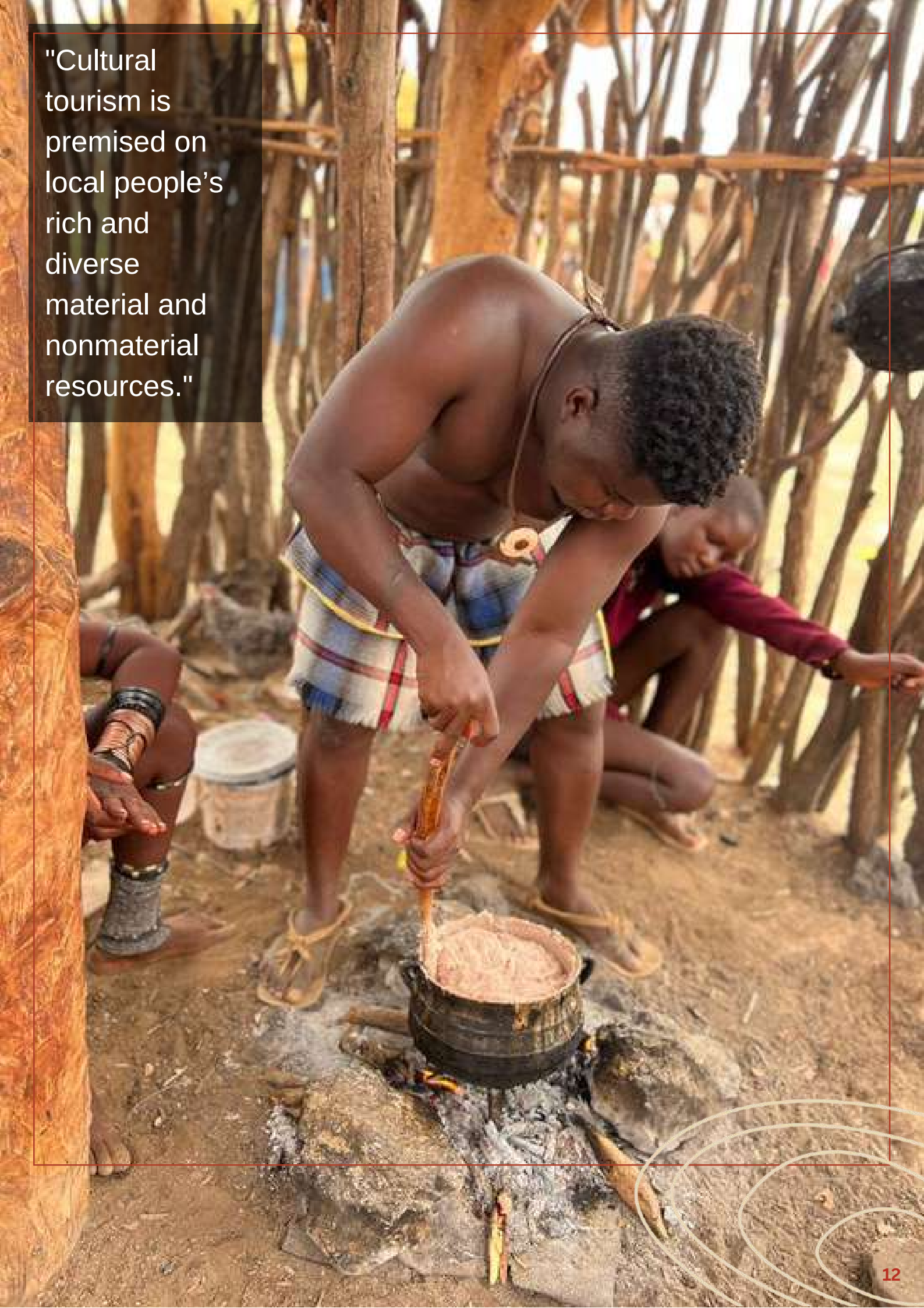
**Mr. Benedict Libanda**  
CEO: Namibia Environmental Fund



**Mr. Franco Labuschagne**  
Head of transactional Product House  
FNB



"Cultural tourism is premised on local people's rich and diverse material and nonmaterial resources."







# NTB AT FITUR 2023

Namibia Tourism Board (NTB) appearance at the FITUR Madrid (International Tourism Trade Fair) 2023 held at the Ifema trade fair centre of Madrid (Spain), from 18 - 22 January 2023, was a triumph for Team "DESTINATION NAMIBIA". It is a mixture of trade and consumer days.

Fitur is the global meeting point for tourism professionals and the leading trade fair for inbound and outbound markets in Latin America. It is known as one of the year's first appointments, bringing together diverse tourism professionals worldwide to showcase their wares during an important booking cycle in the European tourism value chain.

The 2023 fair was attended by over 600 exhibitors and official representatives from 70 countries (including tourism ministers from 21 countries).

This year, the event attracted over 222,000 attendees, representing a growth of 99.6%, almost double that of 2022.

In terms of the profile of these participants, 136,000 professionals have been registered, representing an increase of 68% and an estimated 86,000 visitors, after today's closing of its two public days, which is practically three times more than last year's figure. The Namibia Tourism stand hosted qualitative meetings with top hosted agents/buyers".

The Destination Namibian team under the umbrella of NTB at Fitur comprised of FIVE (5) co-sharers namely: Gondwana Collection Namibia, Kalahari Namibia Tailor Made Tours, Kolosi Lodge & Guesthouse, Matiti Safaris and Namibia Wildlife Resorts (NWR).

The Namibian delegates reported quality meeting engagements that were conducted, and some already generated bookings. Also, it could be gathered there is more interest on Namibia from those who visited the stand during the two consumer days.







*Namibia Tourism Board*

Namibia Tourism Board (NTB) would like to sincerely appreciate all its stakeholders for their endless support throughout the year 2022 and as we continue in 2023 to ensure that the tourism industry revive post-COVID19 and remain up to standard. As we look forward to new and exciting opportunities that lie ahead, NTB remain committed to market **DESTINATION NAMIBIA**, and remain passionate about working cooperatively with all stakeholders to make Namibia a preferred destination for all.

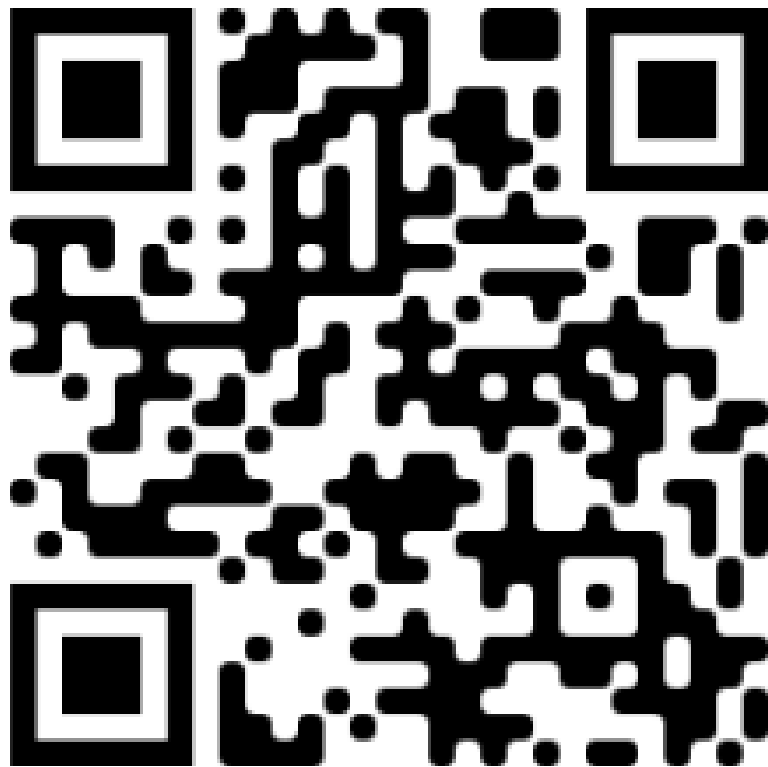






*Namibia*  
*Endless horizons*

DESTINATION NAMIBIA INFORMATION HERE



SCAN ME





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