



Namibia Tourism Board

NEWSLETTER

FEBRUARY 2023





CEO's Foreword

Mr. Digu //Naobeb
Chief Executive Officer



Tourism is a vital part of the Government's economic strategy and creates inclusive growth by distributing economic opportunities and bringing social benefits across our regions and communities.

The digital revolution is a prime example of a key driver of tourism growth that is having a profound effect on the sector, changing the way people travel and service delivery. Meanwhile, continued growth in visitor numbers raises important questions about how to best manage this growth to benefit all people, places and businesses, while mitigating adverse impacts on the environment.

With adversity comes opportunity, and NTB now have the chance to reshape our industry and live up to our huge potential and global competitive advantage as Destination Namibia.



Geotourism: NTB Marketing Tour



There are major geological sites that attract thousands of visitors each year to Namibia. Namibia has a wealth of geotourism attractions including the Etosha Pan, the Erongo Mountains and the Brandberg, Namib-Naukluft Park, the Kalahari, Fish River Canyon and the Orange River. Thus, geotourism is an emerging form of tourism with much potential for the country's sustainable regional development.

The Namibia Tourism Board (NTB) Marketing team visited the geological Museum at the Ministry of Mines and Energy (MME) to get a clear insight on how tourism can tap into geology and mining.

NTB Marketing Strategic Session 2023



The Namibia Tourism Board (NTB) Marketing team held its Strategic Session of the year on 06 February 2023 at Weinberg Hotel in Windhoek. The team discussed strategies and new trends to market and promote Namibia to the rest of the world.

Dr. Rowan van Dyk a Relational Leadership Coach briefed the team on Leadership and Teaming. Ms. Uzembua Ndjoze guided, encouraged and highlighted the best tools and strategies to increase engagement and followers across all Social Media platforms as part of digital marketing.



NTB's Staff Development Program



In picture: Star Grading Consultants from Scotlad, Mr. Bob Fierall and Mr. David Penker, NTB CEO Mr. Digu //Naobeb, Head: Marketing Ms. Charmaine Matheus, Head: Finance Mr. Nesley Xarageb, Head: Business Development and Operations Mr. Bornventure Mbidzo and the program participants during the certificates handover at NTB office.

Prioritising staff development ensures that team members' skills continue to evolve in accordance with industry trends and best practices. Namibia Tourism Board's Quality Assessors completed their training program, aimed to up-skill them on quality assurance and star grading which kicked off from 05-20 February 2023. The training covered topics such Star Grading. The training was facilitated by Mr. Bob Fiarell and Mr. David Penker, Star Grading Consultants from Scotland. The trainees received their certificates upon completion of their training journey.

Congratulations!

Certificates Conferred!



Fiona Amon



Renatus Neema



Juliet Olivier



Ian Mapenzi



Theobald Kamatoto



Esther Kutazo



Ricardo Jansen

Belgrade International Tourism fair 2023: Belgrade, Serbia



In pictures: Officials from the Ministry of Environment, Forestry and Tourism (MEFT), NIPDB, Kali Tours and Safaris and Namibia Tourism Board (NTB) during 44th Tourism Fair in Belgrade, Serbia.

Namibia Tourism Board (NTB) collaboratively joined the Ministry of Environment and Tourism (MEFT), and the Namibia Investment Promotion and Development Board (NIPDB) for Namibia's participation at the 44th Tourism Fair (UFI) in Belgrade, Serbia from 23 – 26 February 2023 in Belgrade, Serbia. Our aim as a country was to create awareness on the Destination Namibia brand in restarting the tourism sector post-Covid 19.

Belgrade International Tourism Fair is the largest tourism event in Southeast Europe. Fulfilling the international business standards for over 40 years, it has created partner relationship with its exhibitors, offering quality activities and attracting large number of exhibitors and visitors every year. Since 2003, the Belgrade International Tourism Fair has been a member of the European Tourism Association Fairs (ETTFA) and the International Association of Trade Fairs in Tourism (ITTFA).

The Tourism Fair has attracted a large number of popular world destinations, travel agencies, hotels, tourist centres, airlines, and international tour operator with a huge interest from the market. On average, 55 footprints (enquiries) were recorded daily on the Namibian stand (This figure include the participating partners' engagements as well).

USA FIRST LADY'S VISIT TO NAMIBIA



Photos credit: US Embassy & NUST

The United States of America's First Lady Dr. Jill Biden delivered keynote remarks to students at the University of Science and Technology (NUST) on the role of young people in shaping the future and strengthening democracy during a youth engagement session under the banner of the United States Embassy (US-Embassy). Students convened to discuss the importance of youth empowerment in Namibia and worldwide.

The Namibia Tourism Board (NTB) joined in setting up a DESTINATION NAMIBIA scenery at NUST campus presenting the beauty of the "Land of the Brave". This kind of engagement was important opportunities for Namibia Tourism Board to showcase what is possible when corporately work together with trusted partners.

Namibia Tourism Board (NTB) sign MOU with Team Namibia



In picture: Team Namibia's Mr Sidney Hanstein, Team Namibia's Chairperson and NTB Head: Marketing Ms. Charmaine Matheus.

In line with strengthening corporate relations, the Namibia Tourism Board (NTB) and Team Namibia signed a Memorandum of Understanding (MoU) at NTB office. The agreement will see the two organisations corporately collaborating and working together in various areas to the benefit of the industry, carry out the industry's mandate and promote Destination Namibia to greater heights.

Namibia Tourism Board (NTB) sign MOU with Fly Namibia



The Namibia Tourism Board (NTB) and Fly Namibia signed a Memorandum of Understanding (MoU) recently. The agreement will see the two organisations working together in various areas to establish formal relationships in areas of cooperation that will enhance the Destination brand across all levels (locally, regionally and internationally).

SEEN AROUND: COURTESY VISITS



UPCOMING EVENTS

Event	Date (s)	Host / Place
ITB	7 - 9 March 2023	Berlin ExpoCenter, Messe Berlin, Germany
Spotlight	25 March 2023	Country Club, Windhoek, Namibia
WTM Africa	3 - 5 April 2023	Cape Town, South Africa



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