

NEWSLETTER

Quarter 2 , 2023



Namibia Tourism Board



CEO's Foreword

Mr. Digu //Naobeb
Chief Executive Officer



The tourism industry in Namibia is thriving and is gradually becoming an all year-round destination, with an impressive increase in international tourists' arrivals.

NTB is firmly committed to the growth and development of the tourism sector by making tourism smarter through:

- constant tourism stakeholder's engagement sessions;
- building a robust, safe and seamless travel; and
- digital transformation.

The NTB further aims to address key challenges and to capitalise more on opportunities in the ever-changing tourism landscape. There is a need to keep track and focus on the importance and product offerings of source markets to stay relevant to the current trends.

In this newsletter we are sharing activities that were executed and those in the offing. We wish you a pleasurable reading as you appraise yourselves.



Namibia

Endless horizons



NTB Participation at 2023 WTM in Cape Town

The World Travel Market (WTM) Africa took place in April 2023, which was organised by Reed's Exhibitions that delivers leading global events for the travel industry. One of six shows in the WTM portfolio: the Africa Show was launched in 2014 under the Africa Travel week umbrella to bring the benefits and opportunities of global industry expertise to travel professionals in this region.

Post Covid-19 the show was back with over 5,000 registrations - almost 600 exhibitors, 49 new countries, 200 expert speakers and over 80 hours of content sessions. The event also had 9,200 pre-scheduled appointments, which translated into a 35% increase compared to last year.

The Namibia tourism stand housed qualitative meetings with prominent hosted agents/buyers from across the globe. Fifteen (15) industry members /operators joined under the umbrella of NTB at WTM Africa 2023.





The Great KAZA Kavango-Zambezi Birding Trip



Kavango-Zambezi Trans-frontier conservation area is the second largest conservation area in the world, covering the international borders of five countries namely: Angola, Botswana, Namibia, Zambia & Zimbabwe.

The Namibia Tourism Board, this year during the months of April & May joined NNF & Birdlife-Zimbabwe for a birding scoping exercise on the Namibian KAZA side, which encapsulates the 2 Kavango Regions, the Zambezi & Otjozondjupa Regions. This exercise covered all the above-mentioned countries. KAZA's prime objectives for the Birding Scoping Route was to:

- To establish/set up KAZA birding route.
- To identify Guides that can be trained for birding purposes.
- To get the buy in from the tourism stakeholders



Namibia Tourism Expo -Windhoek 2023

The Namibia Tourism Board, this year April 2023, participated in the 24th **Namibia Tourism Expo (NTE)** at the **Windhoek Country Club Resort & Casino**. This year's focus was to enhancing brand awareness and to boost domestic tourism in Namibia.

The NTB's team vibrantly promoted the destination Namibia's brand with interactive games which caused a lot of excitement and drives a huge number of visitors to the NTB-stand.

NTB - won a silver prize in the Tourism Category





NTB Europe Road-Show - Promoting Destination Namibia



The NTB team in Europe was on the road promoting the destination Namibia to the international German Tourism Key-Markets.

NTB together with Eurowings Discover went on a Roadshow to the main tourism cities located in outbound regions of Germany: **Hamburg, Düsseldorf, Frankfurt, Stuttgart** and **Munich**.

Eurowings Discover is serving the route **Frankfurt-Windhoek** 10 times per week as from April 2023. Such non-stop connections offering gives perfect accessibility to Namibia from Germany and from all over Europe who Code-Share with United Airlines from USA as well. These partnerships allow the NTB to grow the tourism sector with great confidence.

Thanks to all partners and the organisers of Eurowings Discover and their team for a successful week with over **350 trade visitors**.

NTB China -Livestreaming In China



Travel Livestreaming has become central to tourism marketing in China since the outbreak of COVID-19, as tens of millions of Chinese were confined indoors due to travel restrictions. Many travel agencies, hotels, airlines, cruise lines, attractions have turned to short video platforms to sell their travel products via Livestreaming

While livestreaming platforms in Western countries are mostly focused on gaming and entertainment, in China livestreaming is also gaining popularity as a way of selling products, fueling the Chinese E-commerce market. By 2021, China's livestreaming users top 638 million, a year-on-year growth of 3.4 %, accounting for 63.1% of the total Chinese netizen.

In 2023, NTB China in partnership with Baidu conducted 2 livestreaming events in 2023 Q2 (April and May 2023). The total consumer reach of this campaign was over 8,581,779 with total consumer engagement of 61,672+.

No.	Topic	Date	Viewer	Consumer Reach
1	Namibia, it's time to restart	28 April 2023	25,109	898,000
2	Namibia, the place to let kids back to nature	26 May 2023	31,037	1,020,000
Subtotal	56,146	1,918,000		



NTB – China Roadshow



The Namibia Tourism Board has wrapped up its 2023 China roadshow themed "*Space & Time*" which was successfully staged in Beijing, Shenzhen and Shanghai. The roadshow drew more than 300 tourism industry and media representatives from across the top-tier cities.

Dr. Elia G. Kaiyamo, Namibia's Ambassador to China, *Hon. Peya Mushelenga*, Namibia's Minister of Information and Communication Technology, and officials from the Namibian Embassy in China were invited to attend the networking session in Beijing.

From the Namibia Tourism Board, the CEO, *Mr. Digu //Naobeb*, Head of Marketing *Ms. Charmaine Matheus*, led a delegation of 6 tour operators from Namibia to China to participate at the roadshow. NTB-China Representative *Ms. Amy Zhu* organized the 3-cities Roadshow.

Cities	Chinese Tour Operators	Chinese Media/Kols	Total Trade
Beijing	108	27	135
Shenzhen	48	10	58
Shanghai	97	21	118
Subtotal		253	311



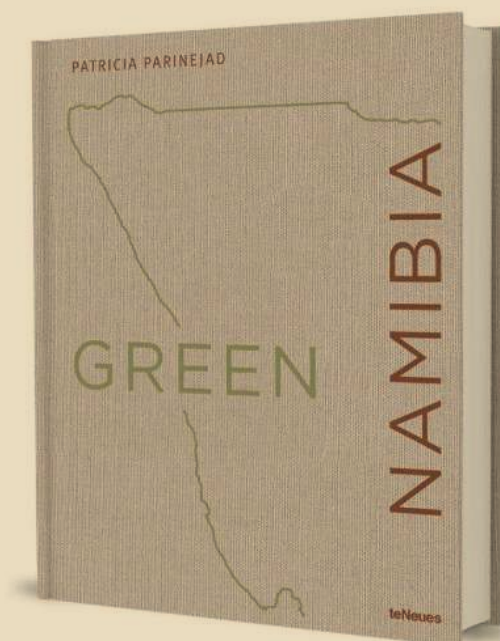
NTB GERMANY & GREEN NAMIBIA

Celebrating Sustainable Tourism in Namibia.

Namibia is a trailblazer when it comes to protecting the environment and promoting sustainability, and with its 20 national parks and game reserve to date, the country has an above-average proportion of nature and animal conservation areas on the African continent. The focus on climate change is continuously increasing, particularly in the travel industry.

Namibia Tourism Board (NTB) supported photographer Patricia Parinejad who travelled Namibia to capture impressive photographs of **"Green Namibia"**. The book inspires people who are helping to keep the green movement going by working towards more sustainable operation of their hotels, protecting wildlife, producing locally, promoting biodiversity and reducing their carbon footprint at the same time. The project includes research, content creation, design and the layout of the **"Green Namibia"** book, as well as printing in several languages and will distribute to over 70 countries and available online, via amazon.

The NTB appreciates all partners involved in the creating of such a high-quality book about Namibia.



Africa's Travel Indaba 2023

Africa's Travel Indaba (ATI) is Africa's top Travel and Tourism exhibition and one of the top three 'must visit' events of its kind on the global Calendar. An ideal place to connect Southern Africa's tourism products and services to international travel trade.

The Namibia tourism stand housed qualitative meetings with prominent hosted agents/buyers from across the globe. Twenty-one (21) industry members /operators joined under the umbrella of NTB. Amongst the delegation were five (5) SMEs that were partially sponsored by NTB, as a way to empower the Emerging Entrepreneurs by promoting their product offerings to the international markets.

Below is the Namibian team that exhibited under the auspices of the Namibia Tourism Board (NTB) at the just ended Indaba 2023 under the able leadership of Hon. Heather Sibungo-Deputy Minister of the Ministry of Environment, Forestry and Tourism and Mr. Digu//Naobeb, CEO- NTB.



In addition to the B2B meetings, Namibia was privileged to be part of the panel speakers at the Business Opportunity Day. A trade event aimed at unlocking and exploring new tourism opportunities and capitalizing on the best practices. Deputy Minister of Environment, Forestry and Tourism (MEFT), Hon. Heather Sibungo was amongst the panelist to deliberate on "Advancing Africa's tourism competitiveness in global marketplace"



Central Eastern Europe Fam Trip(CEE) and Business Development In Namibia!!

In July 2023 the NTB welcomed a group of 15 Product Managers from Tour Operators from the CEE markets which are **Poland, Czech Republic and Hungary** to Namibia for a Business Development Fam Trip, initiated and hosted by NTB Europe team and greatly supported by Eurowings Discover and Lufthansa German Airlines as well as Gondwana Collection Namibia.

The visit offered to the trade guests was an ideal introduction to the destination Namibia and some of its signature experiences which included a self-drive tour through the capital Windhoek, the Namib desert, the coast with Swakopmund and Walvis Bay as well as Etosha National Park.

We are looking forward to welcome many travelers from these markets of Central Eastern Europe in the near future.





Trade Roadshow- Central Eastern Europe (CEE)

After 4 years the team of NTB Europe in July 2023 was finally back in Central Eastern Europe (CEE) to meet the tourism professionals of leading Tour Operators from the Baltic Countries, which included **Slovakia, Slovenia and Bulgaria** during a Roadshow Loop CEE. The evening functions was a great opportunity for networking and exchange with known faces as well as new contacts. The emerging markets of CEE offer good potential for new business and tourism traffic to Namibia. A follow up of this activity will be the Namibia Road Show in October 2023 to CEE, visiting the cities **Warsaw, Prague, Budapest and Bucharest**



NTB Online Educational Workshop



The idea of an Online Workshop came as a result after the Namibia Tourism Board's participation at the Maritime week in Mauritius in December 2022. The NTB hosted a side event for the Mauritius Travel Trade during the same time of Maritime week, boosting the Destination Namibia brand while on the ground.

The event was well received by the Mauritian Travel Trade and many were eager to learn more about destination Namibia; hence, the request came to organize an Online-Workshop, which was recently successfully concluded with 56 participants who attended the workshop. The workshop was supported by the Tourism Associations (SAA, CARAN, HAN, TASA) who presented on various topics.

SAA, offered great partnership towards the workshop and beyond.



Presenters at the Online -Workshop



SAA

Mr Menon Ramasawmy | Lead Regional Sales Southern Africa & Indian Ocean Islands | Commercial



CARAN

Ms. Janette Fourie | Country Manager Car Rental Association of Namibia



HAN

Ms. Gitta Paetzold | CEO | Hospitality Association Namibia



TASA

Ms. Mureal van Rooyen | Office Manager Tour and Safari Association of Namibia



Discover Namibia MSME and Township Economy Expo

The Discover Namibia MSME and Township Economy Expo took place in June 2023 at the **Mondesa Multipurpose Centre in Swakopmund**.

The event was organized by the African Economic Leadership Council (AELC) and officiated by Honourable Verna Shinimbo, DM of Industrialization and Trade.

The Expo - Prime Objective:

- The event served as a platform for local MSMEs from different sectors of the Namibian economy to showcase their products and services as well as network with other stake holders.



Cross Promotion - Globetrotter Outdoor, Volkswagen, Thule and Skotti

The NTB, the Outdoor Outfitter and Wholesaler Globetrotter partnered for a multi-brand cooperation and in July 2023. A team of photographers and influencers visited Namibia for a great shooting trip in preparation of this Cross Promotion.

The brands that joined this campaign aimed to present Namibia to a highly relevant target group with the theme on outdoor and adventure tourism. These were Volkswagen with their all-new Amarok, Thule with their roof tent product and Skotti, a brand for mobile BBQ grills.

Later this year this Namibia Promotion will be featured on various platforms of the partners and in all communication channels of Globetrotter in Germany, namely in their shops in all major cities, online, on social media as well as in their magazine "Globetrotter" which has a circulation of over 400.000.

Moreover, the Outdoor Brand and Wholesaler in Switzerland, Transa, will do the same in their shops in all major cities in Switzerland, online and in their magazine "4 Seasons" with a circulation of over 100.000.

Namibia will benefit from a huge reach in connection with very strong brands that have very positive market positions. The shared brand values and target groups allow a highly efficient communication and Marketing fit.



B2C Cross Promotion With Ankerkraut

The Namibia Tourism Board during June/July 2023 proudly launched a Brand Cooperation and Cross Promotion campaign in partnership with a popular brand for spices, Ankerkraut, as well as with the Ethiopian Airlines, Gondwana Collection and the booking platform Travely,

The new **"Taste of Namibia"** spices **"Namib Curry"** and **"Kalahari Salt"** are a result of the recent visit of the spice-designers and after shooting a video-production trip to Namibia these Namibian flavours are now also available in supermarkets and online shops in Europe, together with the already launched tastes from Namibia **"Chakalaka"** and **"Kapana"**.

Ideally timed for the BBQ season in Europe the attention for this campaign was really great so that Namibia enjoyed immense awareness among consumers in Europe.

A beautiful spin-off of this campaign will be by the end of this year, a BBQ book will be published on basis of this cooperation which will again put destination Namibia, its people, culture and cuisine into limelight.

The campaign pages including the campaign movie can still be visited at [ankerkraut.de](https://www.ankerkraut.de)



Kalahari Ur-Salz (Namibia)

Quellwasser, fein

Ist die Endgarigkeit der Kalahari in der Küche. Dieses edle Salz wird in Namibia unter Tage von Hand geschöpft und ist besonders rein.



Kapana (Namibia)

Gewürzzubereitung für Rindfleisch

"Kapana": Typisch namibische Zubereitung von rohem Rindfleisch, indem es über offenem Feuer gegrillt wird.





Draft Marketing Strategy Discussion Sessions In Windhoek And Swakopmund Respectively

NTB's continuous marketing efforts to stay competitive and relevant in marketing destination Namibia, it is important to engage and review its strategies through dialogue around the current and future business ecosystem that will contribute towards sustainability of the tourism sector. The recent stakeholder's engagement sessions brought all key players together to share, rethink and re-strategies a desired outcome of having a diversified and competitive tourism sector.

The Session in Windhoek, 22 August was well attended with **73 Industry and media persona**.

Windhoek Session



The Session in Swakopmund, 31 August was attended by **42 Industry and media persona**

Swakopmund Session



NTB Staff Movement

The Namibia Tourism Board would like to express sincere appreciation and gratitude towards the below staff members for their dedication and hard work during their tenure. Their hard work, valuable inputs and great achievements will forever be cherished.

We wish you well in your future endeavors and blessings for your new and exciting ventures.



Ms. Johanna Monde
Brand Executive – Marketing



Ms. Chaze Mutonga
Human Resource Manager



Mr. Matthias Lemcke
Acting Marketing Manager
Europe

Activity Calendar 2023/2024



Date	Event	Place
16-19 October 2023	Namibia Central Eastern Europe Roadshow	Warsaw, Prague, Budapest & Bucharest
24 - 31 Oct 2023	Fam Trip – Indian Ocean Islands	Namibia
01 November 2023	B2B Networking Session with Indian Ocean Islands	Windhoek
30 October -4 November 2023	Keetmanshoop Industrial show	Keetmanshoop
30 October – 4 November 2023	SWAITEX	Swakopmund



Namibia Tourism Board

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