

# NEWSLETTER

## Quarter 3 , 2023



*Namibia Tourism Board*



# Acting CEO's Foreword

## Mr. Bornventure Mbidzo

Head: Business Development Operations



We would like to take the opportunity to wish all of you a Merry Christmas, and a Happy New year's.

Having ramped back up to almost full operations this past year, we are very excited for good tidings ahead in 2024.

The future of the tourism and hospitality sector in 2024 looks tech-savvy and eco-friendly. We have been talking about recovery since Covid and we've had a good performance 2020/2022 ... we are not entirely there yet but the gearing up started long ago. The tourism sector has recorded a 98.1% increase in international tourist arrivals between 2021 and 2023. This positive trend is attributed to strong front-runners in the industry recovery and growth process.

It is therefore key to stay flexible and adaptable to change, knowing that this industry is dynamic and ever-evolving, and by staying informed and open to new ideas, will not only be for survival but will thrive in this fast-paced and competitive market.

There will be more and more new trends emerging which will be shaping the future of the tourism industry, it is therefore imperative to research, rethink and reshape to stay ahead of your game. It is vital that the sector continues to innovate by quickly respond to the needs of new and source market's needs, which will positively elevate expectations and recapture returns in revenue.

The tourism and hospitality sector in Namibia remains crucial in the growth of our economy. It holds the potential to increase revenue, generate employment and alleviate poverty.





# Ongwediva Annual Trade Fair 2023

The Ongwediva Trade Fair took place from 25 August till 02 September 2023. It was officiated by Honourable Verna Sinimbo, Deputy Minister of Trade and Industrialization. The fair is growing from strength to strength and has become the biggest exhibition platform in the country.

The Namibia Tourism Board has again exhibited at the 22nd Annual Ongwediva included countries like Tanzania, Kenya, Indonesia, Ghana, Zimbabwe, Japan & South- Africa.





# KAZA Media Trip

Namibia Tourism Board in September 2023 joined the Federal Republic of Germany through KfW, Ethos Marketing UK, the Kaza Trans-frontier Conservation Area (TFCA) Secretariat and Partner States on a Media Awareness trip in support of developing and implementing a marketing campaign to promote tourism to the KAZA - TFCA.





# KAZA B2B Speed Dating Workshop

NTB participated in a B2B Speed Dating Workshop which took place in Livingstone, Zambia in September 2023, to inform and educate operators on product offerings in Namibia. NTB was joined by three Namibian trade partners and had the opportunity to meet in-person about +- sixty (60) workshop attendees.

The KAZA Secretariat, Partner States together with the Etho's Marketing team has organized three (3) familiarization trips for about 20 international and regional tour operators on an explorational trip to four (4) different countries. The four countries were Botswana, Namibia, Zambia and Zimbabwe within the KAZA-TFCA area. The fam trips concluded with a B2B Speed dating Session arranged by the Etho's Marketing team.



# NTB Embarked on a 3-month International Media Campaign with Voyagesafriq (Aug –Oct) 2023

Voyagesafriq Travel Media is a specialized leading online travel service. The aim of this campaign was to raise visibility of Namibia as the preferred holiday destination targeting the African Market as well as the international market and to amplify Namibia on various platforms. This campaign was a highly effective medium in creating awareness within the tourism trade, readers from across the world have access to the very best of accurate and timely information. Voyagesafriq in addition offered a magazine on well-reached destination tourism offerings, associated services, activities, brands, products as well as indices on marketing and business opportunities on the African tourism landscape. The magazine is distributed across the globe mainly to international tourism exhibitions and various Embassies in the world.



## Campaign Channels



Magazine  
Publication



Podcasts



Social Media



Newsletter

## Links:

[https://voyagesafriq.com/wp-content/uploads/2022/12/VA\\_Mag\\_Dec22-1.pdf](https://voyagesafriq.com/wp-content/uploads/2022/12/VA_Mag_Dec22-1.pdf)

<https://issuu.com/voyagesafriq>

Podcast- <http://www.voyagesafriq.com/>

<https://voyagesafriq.com/2023/09/11/namibia-tourism-board-engages-stakeholders/>

<https://voyagesafriq.com/2023/07/19/namibia-tourism-board-concludes-2023-china-roadshow/>



# NTB Joined On-Show Solution's Africa Roadshow to Showcase North America

The roadshow took place in September 2023, and visited 4 key cities in the US, including, Seattle, Denver, Fort Lauderdale and Boston. NTB engaged with travel specialists, tour operators, travel agents in the US market to encourage the US to make Namibia their first choice of holiday destination. The NTB participation was of utmost importance to drive destination awareness to grow a footprint in the market.







# NTB Hosted The Indian Ocean Islands to Upscale Namibia's Tourism

The NTB hosted 13 tourism product managers from the Indian Ocean Islands (Mauritius, Seychelles and Reunion in October 2023, on an 8-day familiarisation tour through Namibia. The tour concluded with a B2B networking session, introducing the visiting product managers to the Namibia travel trade.

This initiative emanated from a NTB destination presentation and trade networking event held in Mauritius last year.

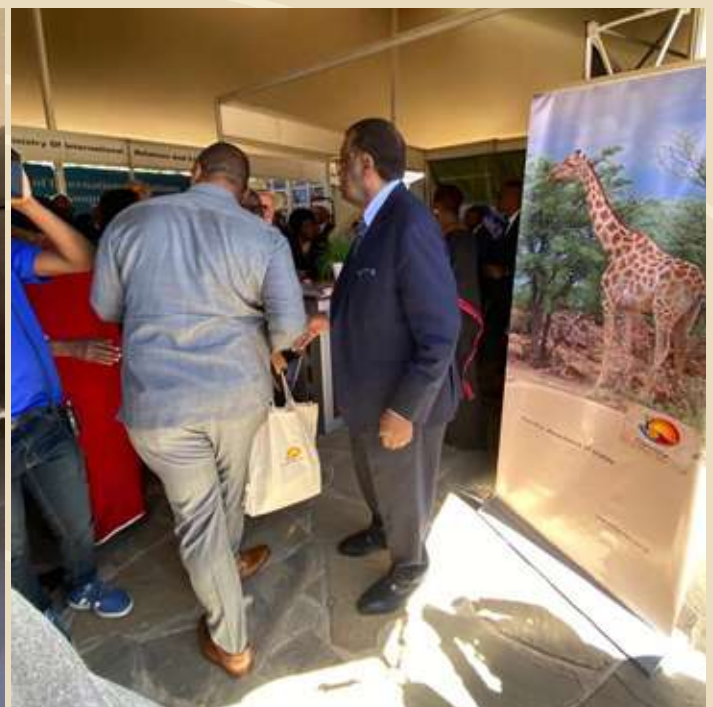




# Diplomatic Missions Conference & Exhibition 2023

Namibia Tourism Board participated in an exhibition event organized by the Ministry of International Relations and Cooperations in Windhoek, October 2023. The conference was held under the theme: *"Pursuing Namibia's Economic Diplomacy for Development and Prosperity"* The conference equally joined the 9th Namibian Head of Diplomatic Missions Conference during the same time.

The following four companies exhibiting during the conference were, **MIRCO**, **NTB**, **Meatco Namibia** and **NIPDB**.



# NTB Conducts a Ghana Business and Leisure Engagement Session Under the Theme: “November in Namibia”

Namibia hosted a group of 21 Ghanaian tourists from 19 – 25 November 2023, for a tourism business pilot initiative aimed at building Namibian tourism industry in the context and spirit of the African Continental Free Trade Agreement. The initiative is designed to establish a network of Africans who share a passion for intra-Africa tourism travel and trade which included a range of captivating events that includes safaris, short films, cuisines, trade opportunities, networking sessions during their visit to Namibia.

NTB invited 3 key sectors to address the Ghanaian delegation during a Business and Leisure Engagement Session.

The companies invited were the **NIPDB**, **Meat Board of Namibia** and the **Agronomic Board**.

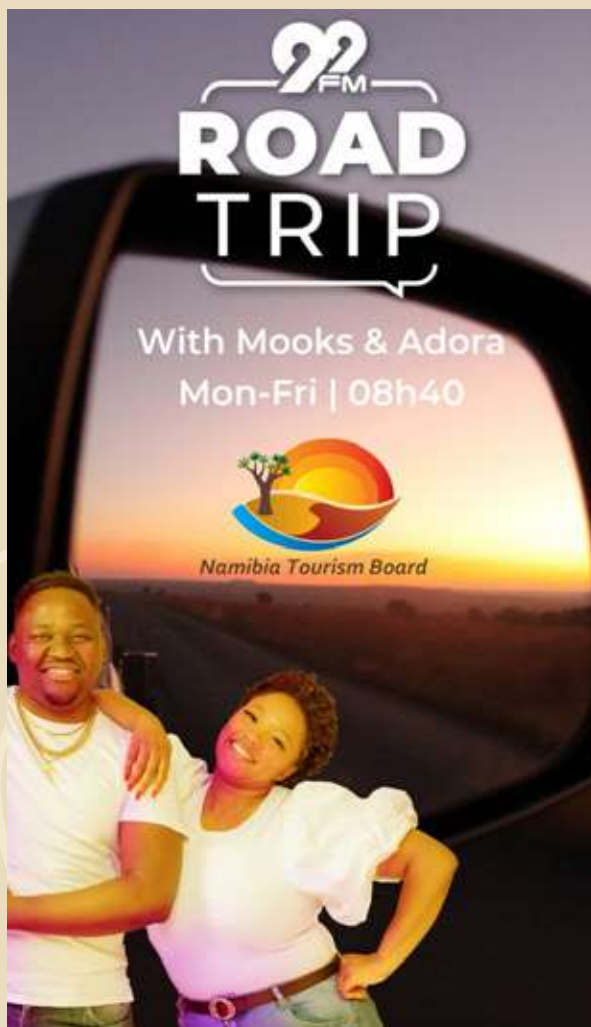




# “Roadtrip” NTB Partnered with 99 Fm on 3-Months Consumer Driven Campaign Enticing the Locals to Travel Namibia

NTB partnered with 99FM for a daily Road trip segment for 3 months and will be aired between Monday to Friday. This segment will share stories, travel tips and knowledge to help listeners plan their next adventures around Namibia. This radio platform will serve as a powerful platform to showcase the diverse and captivating destinations Namibia has to offer. Additionally, the aim is to encourage tourism businesses in the country to get registered with NTB and to comply with the NTB regulations.

The NTB Marketing did the 1st interview with 99FM, encouraging the Namibian people to explore beautiful Namibia and to make use of discounted packages currently on promotion.







# 2023 "Belt & Road" Culture and Tourism Promotion

In September 2023, NTB China was invited by Beijing People's Association for Friendship with Foreign Countries (BPAFFC) to participate in 2023 "Belt & Road" Culture and Tourism Promotion.

The promotion had two parts. One was online exhibition on the official website of the China International Fair for Trade in Service (CIFTIS). The other was an offline gala event.

As discussed with the organizer, NTB China decided to promote 2 cities/towns of Namibia for this promotion. The themed web-pages were customized to display Windhoek and Swakopmund with introduction and stunning pictures in bilingual versions (which are running till the end of 2023). Besides, backdrop with those pictures was conducted to draw attention of the guests during the offline gala event.

By the end of September, the exposure of this promotion reached over 350,000. More important, the promotion was conducted and fully paid by Chinese government.

## Links

Namibia, Windhoek and surroundings

<https://www.ciftis.org/channel/984915f88d364a859f54c2af97b27481/>

Namibia, Swakopmund and surroundings

<https://www.ciftis.org/channel/f93b804136444eacae1a7899fao8893c/>



# NTB China Presented Destination Namibia at 2023 China Namibia Business Forum

NTB China participated in 2023 China Namibia Business Forum, which was hosted by the Embassy and NIPDB (Namibia Investment Promotion & Development Board). Ms. Nangula Uaandja, The Chairperson and CEO of NIPDB and Mr. Sakeus Kapenda, Deputy Director, Ministry of Industrialization and Trade led the Namibian delegation to attend the forum in Shanghai. NTB China was invited to present destination Namibia and be the moderator of round table discussion with the theme of “Invest Namibia, the Gateway to the African Market” to share with over 80 representatives of Chinese enterprises about Namibia tourism, investment opportunities and trade policies.





# NTB China Baidu APP “Come Back to the World” Online Campaign

NTB China participated in Baidu APP “Come Back to the World” Travel Desalination Online Campaign from 25 March to 30 May 2023. As the first campaign launched by Baidu APP in 2023, it was advertised via multi-channels from Baidu including social platforms of Baidu travel KOLs. The total exposure of this campaign reached more than 3.7 billion.

Namibia was the first outbound travel destination promoted in this campaign, followed by Canada, France, Denmark, Malta, Poland, Maldives, Dubai and Laos. The mechanism of this campaign was to share the landing page of the destination then to win the chance of lucky draw, which was easy for consumer to opt in.

The customized landing page was designed for destination Namibia with the information of country background, landscape, wildlife, accommodation, food, adventure, travelling tips, etc. Besides, Namibia e-poster was tailored with the linkage of the campaign and promoted via Baidu’s channels. During this campaign, the exposure of destination Namibia generated was over **13,597,000**.





# NAMIBIA HEROES' DAY



2023 Beijing · China



## NTB China Attended the 33rd Namibia Heroes Day Commemoration

NTB China was invited to attend the 33rd Namibian Heroes Day Commemoration by the Namibian Ambassador H.E. Dr. Elia G. Kaiyamo in Beijing on 26th August 2023. More than 200 VIPs joined in the celebration. Requested by NTB China, the destination video was showed during the event to draw great attention of the participants.







# NTB Energized The Central and Eastern Europe Markets

NTB has embarked on an extensive marketing campaign in Europe in October 2023, aimed at boosting visibility and engaging with the travel industry. The goal was to solidify its existing market presence while simultaneously exploring new avenues to attract adventurous travellers. NTB visited the following cities Warsaw, Poland, Prague, Czech Republic, Budapest, Hungary, Italy, Milan, Rome and Athens.

The program encompassed a series of workshops, seminars, and networking sessions. NTB emphasised the importance of maintaining and expanding their presence in these markets, especially considering the changes brought about by the pandemic. These engagements involved approximately 500 stakeholders, who actively participated in these important initiatives.





# NTB Staff Movement

The Namibia Tourism Board (NTB) would like to express its sincere appreciation and gratitude to Mr. Digu // Naobeb, for his selfless dedication during his tenure at the helm of NTB. Mr Bornventure Mbidzo current Head Business Development Operations will be serving as Acting CEO. While, Mr. Fabian Matthias Finance Receivables Clerk resigned.

We wish Mr Naobeb and Mr Matthias well in their future endeavours and blessings on their new and exciting ventures.



**Fabian Matthias**  
Finance Department



**Mr. Digu //Naobeb**  
Outgoing CEO of NTB



**Mr. Bornventure Mbidzo**  
Acting CEO of NTB

# New Board Announcement

The Minister of Environment, Forestry and Tourism, Hon. Pohamba Shifeta, has inaugurated the new Namibia Tourism Board (NTB), which will serve until October 31, 2026.



**Namibia Tourism Board**

*The newly appointed board members are Janette Fourie (Chairperson) Olavi Hamwele (Deputy Chairperson), Ngivitita Zatjirua, Efraim Nkoshi, Maggy Mbako, Ally Karaerua and Rachel Nathaniel-Koch.*



# NTB Staff Tribute

IN LOVING MEMORY



*You are no longer here with us  
No more laughter, joy, or play.  
Not a moment in our life goes by  
That we don't think of you that day.*

# Activity Calendar 2023/2024



Date	Event	Place
24 -28 January 2024	FITUR Tourism Fair	Spain, Madrid
05 – 07 March 2024	ITB	Berlin, Germany
10 -12 April 2024	WTM	Cape Town, South Africa
24 -26 April 2024	NMH – Tourism Expo	Windhoek, Namibia





*Namibia Tourism Board*

*The NTB would like to wish all  
it's stakeholders, partners and  
staff a blessed festive season  
and a prosperous 2024.*





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