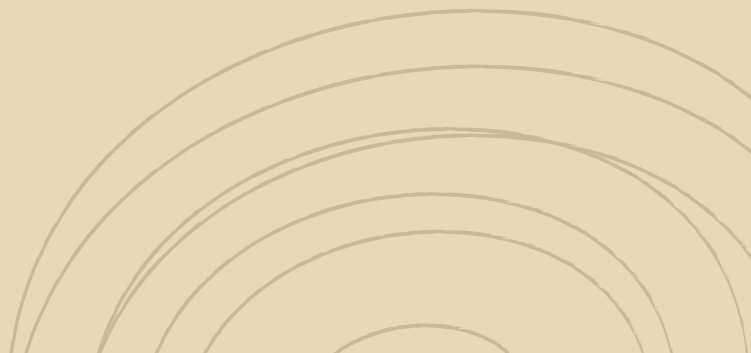


# Newsletter

Vol. 01 2024



**Namibia Tourism Board**





**Flora Quest**  
Corporate Communication  
Practitioner

# Welcome to our quarterly newsletter!

“ We are delighted to share with you the latest developments in our mission to positively impact the tourism community

First, NTB would like to express its gratitude to all tourism stakeholders who have continued supporting us during these challenging times. Your dedication has enabled us to maintain effective and smooth NTB programs.

Regarding recent activities, we successfully participated in two major European trade fairs (FITUR and ITB). By attending these fairs, we aim to achieve several goals: enhance Namibia’s brand awareness and position it as a top global destination, generate leads and build fruitful relationships with international tour operators to drive tourism growth, and showcase Namibia’s rich cultural heritage, natural beauty, and warm hospitality.

We are also excited to announce upcoming participation in the World Travel Market (WTM), Namibia Tourism EXPO, INDABA, and much more in the coming months. At these events, we will again partner with the local tourism industry to successfully market Namibia.

Finally, we want to remind the tourism stakeholders that NTB relies on your support. Together, we can make a real impact in establishing Namibia as a highly preferable destination. Thank you for your continued support!

*Enjoy this quarter's newsletter!*

# CEO's Office

## NTB ENGAGEMENT WITH THE TOURISM STAKEHOLDERS TO DISCUSS NTB ISBP

Namibia Tourism Board hosted the tourism industry stakeholders to discuss the Integrated Strategic Business Plan. The meeting was held at Mercure Hotel respectively on Friday, 2nd February, and 15th March 2024, and was attended by representatives from various sectors of the tourism industry, including government officials, and other key stakeholders.

The purpose of the meeting was to review and finalize the Integrated Strategic Business Plan, which outlines the goals, strategies, and actions to be taken to promote and develop tourism in Namibia. The plan aims to enhance the competitiveness of the tourism industry, attract more visitors to the country, and contribute to the sustainable development of the sector.

During the meeting, participants discussed various aspects of the plan, including quality assurance, marketing and promotion strategies, infrastructure development, capacity building, and stakeholder collaboration. They also identified key challenges and opportunities facing the tourism industry in Namibia and proposed solutions to address them.



Overall, the engagement was a fruitful and informative session NTB valued the inputs and recommendations from the stakeholders that attended. The comments were discussed with the consultant, and those that could be accommodated in the current version of the plan were incorporated. The Integrated Strategic Business Plan will serve as a roadmap for the industry to achieve its goals and maximize its potential for growth and development.

# NAC, NTB sign agreement to ensure Coordination of tourism promotion

Namibia Tourism Board (NTB), City of Windhoek, Walvis corridor group, NCCI, NIPDB & Gondwana signed a MOU with the Namibia Airports Company to promote tourism in the country and improve infrastructure and services at Namibian airports. Through this partnership, both organizations will work together to create marketing campaigns, improve airport facilities, and increase connectivity to key tourism destinations in Namibia. This collaboration will ultimately benefit both tourists and the local economy, by attracting more visitors to the country and generating revenue for businesses in the tourism sector.



## Media Briefing

As part of its goal, NTB aim to strengthen its relationship with the tourism sector by fostering open communication and sharing important updates. Therefore, We held a local media briefing on Wednesday, 13 March 2023, We discussed recent successes in the tourism industry, upcoming events, and initiatives to enhance service delivery. The interaction with the local media can help generate positive publicity, encourage stakeholder engagement, and build trust within the tourism community. We believe by keeping stakeholders informed and involved, they can work towards achieving its goal of providing quality service and promoting Namibia as a preferable tourism destination.



# Marketing (Namibia)

## Trade Fair

### FITUR Madrid /Spain



## Namibia Tourism Board Participated in the Madrid International Tourism Trade Fair

During the fair, the partners showcased the stunning landscapes, rich wildlife, and unique cultural experiences that Namibia has to offer. Visitors to the stand had the opportunity to learn about the various tourism products and services available in Namibia, as well as explore potential business opportunities with the Namibian tourism industry.

FITUR is one of the leading international tourism fairs, attracting thousands of exhibitors and visitors from around the world. Participating in such events is crucial for destinations like Namibia to promote their offerings and attract a wider audience of travelers. Our participation in FITUR, we and the tourism business partners aimed to increase awareness of Namibia as a tourism destination, attract more international visitors, and ultimately boost the country's tourism industry. We also highlighted the importance of sustainable and responsible tourism practices to preserve Namibia's natural and cultural heritage for future generations.

NTB partnered with the following five Namibian tourism businesses: **Namibia Wildlife Resort, Matiti Safaris, Kalahari Namibia Tailor-made tours, Oipuka Travel Consultancy CC, and Gondwana Collection.**

### ITB Berlin/ Germany



## Namibia Tourism Board Participated at the ITB in Berlin

Namibia Tourism Board (NTB) together with the tourism business partners were able to showcase our products and services to a global audience at one of the largest tourism trade fairs in the world. The ITB trade fair provided a valuable platform for NTB and tourism businesses to network with industry professionals, establish new business relationships, and promote Namibia as a premier tourism destination.

The participation of 29 Namibia tourism businesses from Namibia at the ITB trade fair highlights the diversity and quality of tourism offerings in the country, ranging from safari tours to car rentals to luxury lodges. By working together and collectively promoting Namibia as a tourist destination, NTB, and the tourism businesses are helping to boost the country's tourism industry and attract more visitors to experience all that Namibia has to offer.



Overall, the ITB trade fair was a successful event for us and the tourism businesses from Namibia, providing them with valuable exposure and opportunities to grow their businesses on a global scale. With its participation in events like ITB, Namibia is well-positioned to continue to attract tourists from around the world and establish itself as a leading tourism destination in Africa. The 29 tourism businesses were **Abenteuer Africa Safari, Africa Extravaganza, Africa on Wheels, African Profile Safaris, AfriCar Car Hire, Asco Car Hire, AVIADEV Africa, C Africa Safaris & Tours, Exclusive Reservations, Fly Namibia, Gondwana Collection Namibia, N/aankuse Ecotourism Collection, Namibia Tracks & Trails, Namibia 2GO, Natural Selection, Naturally Namibia, Namibia Wildlife Resorts, O&L Leisure Hotels & Lodges, Ohorongo Private Game Reserve, Ondili Namibia, ResDest Portfolio, Safari Car Rentals, Land Rover Defender Experience, Sense of Africa, Suricate Tours & Car Hire, SWA Safari Namibia, Taleni Africa, Wild Africa Travel, Wilderness.**



# The Namibia Tourism Board hosted the local media and influencers on a familiarization trip in 2024

Namibia Tourism Board (NTB) hosted local media and influencers on the familiarization trip from 11-18 March 2024, to showcase the diverse attractions and activities Namibia has to offer. The group visited popular destinations of Omaruru, Okombahe, Uis, Brandberg, The White Lady, Twyfelfontein, Palmwag, Damaraland, Otjiwarongo, and Waterberg experiencing activities such as Living Museums, rock paintings, Otjiwarongo Crocodile Farm, Brandberg mountain, mountain hiking, Palmwag sundowner, Waterberg trail hiking).



The trip aimed to highlight the unique experiences and natural beauty of Namibia, from its stunning landscapes to its rich wildlife and vibrant culture. The local media and influencers were able to connect with local communities, learn about conservation efforts, and immerse themselves in the country's history and traditions. Overall, the familiarization trip was a great success, with the media and influencers sharing their experiences and promoting Namibia traveling locally. We are looking forward to welcoming more of such educational trips and showcasing the best of what Namibia has to offer to its locals.



# Marketing (China)



## NTB China crossover promotion with LPS in 2023 Luxury Travel Reception

In December 2023, LPS Shanghai contacted NTB China to jointly conduct 2023 Luxury Travel Reception. LPS is the organizer of Asia's leading luxury property shows. As official partner, NTB gained exposure on LPS website, show invitation & backdrops, advert on the show brochure as well as a booth on the event etc. with total market value is over USD 15,000. The show finally attracted over 8,600 visitors those who are high-end consumers to meet our target audience.

## NTB China and Alibaba Taobao Social Promotion

In January 2024, Alibaba Taobao contacted us and proposed to promote destination Namibia on Taobao, the largest e-commerce platform with MAU of 870 million. NTB China opened account on Taobao Guangguang, a content sharing platform on Taobao App, and participated in the campaign of "Chinese Spring Festival Greetings to the World" conducted by Chinese National Museum together with Taobao. In February 2024, NTB China took part in the promotion of livestreaming of Taobao Chinese New Year. With the support by Taobao, the NTB China first livestreaming received total viewer of over 33,700.



# Upcoming Trade Fairs



Date	Event	Place	Status
24- 28 January 2024	FITUR International Tourism Fair	Madrid, Spain	Participated
22 – 25 February 2024	Belgrade Tourism Fair (MEFT)	Serbia, Europe	Participated
5- 7 March 2024	ITB Berlin	Berlin, Germany	Participated
16 March 2024	Spotlight Travel Expo	Windhoek	Participated
10-12 April 2024	World Travel Market	Cape Town, South Africa	Confirm to Participate
April/March 2024	Followers Networking Sessions China, March to April 2024	China	TBC
April/May 2024	Annual Lüderitz CrayFish Festival	Luderitz	TBC
May 2024	Africa Travel Indaba 2024	Durban, South Africa	Confirmed to Participate
14 – 16 June 2024	Game Fair Exhibition	Lamotte – Beuvron, France	TBC
TBC	Omaheke Trade Fair	Gobabis	TBC
Proposed NTB Roadshows 2024			
29 July 2024 – 2 August 2024	London, Liverpool, Manchester, Birmingham	UK	TBC



# Business Development And Operations

## Tourism Arrival Statistics

Ministry of Environment, Forestry and Tourism (MEFT) recently launched the 2022 Tourism Arrival statistics showing an increase in tourism arrivals compared to the previous year. International tourist arrivals in 2022 were 461,027, which presents a remarkable increase of 98.1% from 232,756 in 2021. This growth in tourism arrivals is a positive sign for the country's tourism industry, which has been heavily impacted by the COVID-19 pandemic.

The Ministry also reported that the majority of tourists visiting the country in 2022 came from neighboring countries such as South Africa, Angola, and Zambia. Additionally, there was an increase in tourists from international markets such as Europe and Asia. The increase in tourism arrivals is seen as a positive development for Namibia's economy, as the tourism industry plays a significant role in driving economic growth and creating employment opportunities. The Ministry is hopeful that this trend will continue in the coming years, as the country works towards recovering from the impact of the pandemic and attracting more visitors to explore its natural beauty and diverse wildlife.

Ministry of Environment, Forestry, and Tourism (MEFT) partnered with NTB, the Ministry of Home Affairs, Immigration, Safety, and Security (MHAISS), the Namibia Investment Promotion and Development Board, Namibia Statistics Intuition (NSI), BON, Ministry of Labour, Ministry of Finance, Private Sector, Educational Institutions (UNAM, NUST, IUM) to make this report a success.

Tourism Arrival statistics can be obtained on both the Namibia Tourism Board and the Ministry of Environment, Forestry and Tourism websites: [www.visitnamibia.com](http://www.visitnamibia.com) & [www.meft.gov.na](http://www.meft.gov.na)



## Important points

- Namibia Tourism Board (NTB) hereby announce, that all NTB Discs will be issued in accordance with the indefinite road carrier permit issued by Roads Authority (RA) on a two (2) year renewal period.  
**{RA is converting all indefinite road carrier permits to two (2) years renewal period. The Namibia Tourism Board, hereby announces that all NTB Discs issued corresponding to any indefinite road carrier permit issued by RA will accordingly be valid for two years as per the new road carrier permit provisions of RA.}**
- Namibia Tourism Board (NTB) have noticed an uptick in passenger liners arriving at the Walvis Bay harbor which indicates a boost in cruise ship tourism for that area. Nonetheless, there is apprehension over several private operators exploiting this situation and compromising tourist safety. The NTB inspectorate is urging all private operators to register with NTB to address this issue.  
**Please contact our SWAKOPMUND office at +264 61 83 330 4030 or [fiona.amon@namibiaturism.com.na](mailto:fiona.amon@namibiaturism.com.na)**

The NTB Inspectorate Department urges all tourism-related businesses and operators to inform our office about:

- Changes to the physical address, email, phone number, or business closure or sales of accommodation establishments.
- Travel agencies booking trips for Namibians going abroad must register with the NTB as tour facilitators or booking agents.
- Recent routine inspections have shown an improvement in the standards of registered businesses, and we urge them to maintain this progress.
- Tourism and accommodation businesses not registered with the NTB must promptly submit their registration forms to avoid being labeled as illegal operators.

**Thank you!**

# Independence Celebration

Namibia Tourism Board (NTB) hosted our staff members with a vibrant and exciting celebration for Namibia's Independence Day. The event was filled with colorful cultural attire as attendees proudly displayed their traditional wear representing the diversity of Namibia's various ethnic groups.

The staff were treated to an array of delicious cultural foods from different regions of Namibia, showcasing the rich culinary heritage of the country. Traditional dishes such as, donkey meat, dry fish, oshifima, and marathon chicken were served, giving a taste of Namibian cuisine.

The event was a true celebration of Namibia's independence and cultural diversity, bringing together these staff to commemorate this important day in the nation's history. The festive atmosphere, delicious food, and colorful attire made for a memorable and joyous occasion. Our celebration was a wonderful tribute to Namibia's past, present, and future as a proud and independent nation.



# Welcome onboard



**Joseph Angula**  
*Financial Systems Controller*



**Ment-Anna Shafombabi**  
*Manager: Marketing and Support Services*



**Mathias Lemcke**  
*Head: Europe*



Namibia Tourism Board

Meet Namibia at

# WTM Africa

2024

Cape Town International  
Convention Centre, South Africa

**Stand Number** D05 | **Date** 10-12 April 2024

