

# Newsletter

VOL. 02 2024



Namibia Tourism Board

## EDITOR'S *Note*



**FLORA QUEST**

Corporate Communication Practitioner

As the world's travel fanatics begin to circle their destinations for the next big adventure, we're reminded of our country's vast and breathtaking expanse of space, where the stars shine bright, and the night sky is a canvas of endless possibilities. We are delighted to reflect on another successful quarter in this issue, where we present some of the key moments from our recent events and engagements. Within this issue of the Namibia Tourism Board newsletter, we shine a spotlight on our involvement in five significant industry events that have strengthened our presence in the global tourism landscape.

Our first highlight was our participation in the World Travel Market (WTM) in Cape Town, where we showcased Namibia's distinctive offerings to a diverse audience of over 30,000 travel professionals from around the world.

Following that, we took part in Africa Travel INDABA, a premier tourism exhibition in Durban, South Africa, that united stakeholders from across the continent to collaborate, exchange knowledge, and advance tourism growth in Africa. NTB successfully hosted the AviaDev welcoming reception a conference dedicated to aviation development in Africa, bringing together experts to explore strategies for enhancing air travel and connectivity throughout the continent.

Furthermore, we collaborated with the NIPDB to participate in the Namibia Booth at the Africa Hospitality Investment Forum (AHIF), marking another significant accomplishment in the tourism sector.

Finally, in line with the Namibia Tourism Board's dedication to promoting tourism at various levels, we worked with the Ministry of Environment, Forestry and Tourism and the Ondonga Traditional Authority to organize the Etotha Carnival.

Throughout these events, our dedicated team actively engaged in all activities, ensuring that Namibia's tourism products and services were showcased with excellence. From setting up exhibition stands to fostering connections with industry partners, our team worked diligently to promote Namibia's tourism brand.

*We invite you to enjoy this edition*



# AVIADEV EVENT



The AviaDev Conference took place from 19th -21st June 2024, the Namibia Tourism Board hosted the AviaDev conference welcoming reception. The event successfully attracted industry professionals, airlines, and airport representatives worldwide.

The reception was held at the Mercure Hotel, providing a unique opportunity for attendees to network and catch up with colleagues in a relaxed atmosphere. The event was well-attended, with over 300+ guests in attendance, including 30+ representatives from major airlines.

The reception was officiated by Mr. Bornventure Mbidzo, Acting CEO of NTB, who welcomed everyone and highlighted the importance of AviaDev as a key event for the aviation industry. The atmosphere was lively, with attendees engaging in thought-provoking conversations and making valuable connections.

AviaDev is an annual conference that brings together industry experts to discuss the latest challenges and opportunities in aviation development. The event provides a platform for airports, airlines, and other stakeholders to share knowledge, best practices, and experiences in order to drive growth and improvement in the industry.

The board is proud to have been part of this occasion and eagerly anticipates the future of the Namibian aviation industry.





# AVIADEV MEDIA FAM TRIP

## Sandy Adventures with AviaDev Media Group

The Namibia Tourism Board invited a group of esteemed media representatives from AviaDev, a leading aviation conference, to experience the unparalleled beauty of Namibia's majestic dunes from 22-24 June 2024. The trip was an opportunity to showcase the country's unique attractions and exceptional hospitality, leaving a lasting impression on our visitors. The team was made up of journalists from France, the UK, and South Africa.







# AFRICAN HOSPITALITY INVESTMENT FORUM (AHIF)

The Africa Hospitality Investment Forum (AHIF) took place from 25-27 June 2024 at the Movenpick Hotel in Windhoek. The forum is focusing on selling Namibia as a prime investment destination. The Namibia Tourism Board joined NIPDB at the Namibia Pavilion at this prestige event to promote our country's tourism products and experiences, network with key stakeholders, demonstrate our commitment to sustainability, and showcase our unique culture.

The Hon. Pohamba Penomwenyo Shifeta, Minister of Environment, Forestry and Tourism, Republic of Namibia read the opening speech of the H.E. Dr. Netumbo Nandi-Ndaitwah Vice President, Republic of Namibia. The notable speakers at the event were Mr François van Schalkwyk, the Executive Director of Investments at NIPDB. He highlighted a significant 11% increase in tourist activity in Namibia after the COVID-19 pandemic, which showcased the country's remarkable recovery.



Other distinguished speakers at the forum included Peter Greenberg, the CBS News Travel Editor, Peter-Hain Kayapua, the Founding CEO of Uakii Wilderness Safaris, Ram Lokan from Kasada Capital Management, Bornventure Mbidzo, the Acting Chief Executive Officer of the Namibia Tourism Board (NTB), and Gitta Paetzold, the Chief Executive Officer of the Hospitality Association of Namibia. We are proud to have been part of this noble event and look forward to building on the connections with NIPDB at more events.



NIPDB CEO Ms Nangula Uaandja also delivered a presentation on investing in Namibia, emphasizing its potential as a Meetings, Incentives, Conferences, and Exhibitions (MICE) destination. The key points of her presentation included Namibia's efforts to improve aviation connectivity and the implementation of a universal visa for the Kavango-Zambezi Transfrontier Conservation Area.





# NAMIBIA TOURISM BOARD:

## IMPORTANT UPDATE ON VISA REQUIREMENTS FOR INTERNATIONAL VISITORS

The Namibian Ministry of Home Affairs, Immigration, Safety and Security has announced that nationals from 31 countries will from 01st April 2025 require a visa to enter Namibia. This decision aims to promote fair and balanced diplomatic relations with countries that have not reciprocated the favourable treatment granted to their nationals when visiting Namibia.

The citizens of the following countries will obtain Visa on arrival in Namibia:

EUROPE	NORTHERN AMERICA	ASIA
Austria	United States of America	Armenia
Azerbaijan	Canada	Japan
Belarus		Kazakhstan
Belgium		Kyrgyzstan
Denmark		Tajikistan
France		Turkmenistan
Finland		Uzbekistan
Germany		
Ireland		
Iceland		
Italy		
Liechtenstein		
Luxembourg		
Norway		
Netherlands		
Moldova		
Portugal		
Spain		
Sweden		
Switzerland		
Ukraine		
United Kingdom		

**Visa requirements will be applied upon arrival in Namibia and the following fees will apply from 01 April 2025:**

- The visa fees increase from N\$ 1200.00 to N\$1600.00 per person as of 01 April 2024 for travellers from non- (AU) member states.
- The travellers from Africa Union (AU) member states who qualify for visa on arrival will pay N\$ 1200 per person.
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We are committed to ensuring that our visitors have a smooth and enjoyable experience in Namibia, and we are working closely with the relevant authorities to ensure a seamless transition to the new visa requirements.

**REPUBLIC OF NAMIBIA**  
MINISTRY OF HOME AFFAIRS,  
IMMIGRATION, SAFETY AND SECURITY

**IMPLEMENTATION MODALITIES OF  
THE VISA ON ARRIVAL**

**CABINET DECISION NO. 8TH /21.05.24/002**

- 1 Countries that have not reciprocated Namibia's gesture of visa exemption will qualify for visa on arrival and online application effective 1st April 2025.
- 2 Cabinet approved N\$1600 visa fees for non-AU members, and N\$ 1200 remains for AU members who qualify for visa on arrival. Subject to annual review.
- 3 Visa on arrival form to be merged with arrival form. Departure form will be discontinued.

**EFFECTIVE 1ST APRIL 2025**

# MARKETING WORLD TRAVEL MARKET (WTM)



## Namibia Tourism Board Shines at World Travel Market (WTM) 2024

The Namibia Tourism Board (NTB) proudly participated in the World Travel Market (WTM) 2024, held from 10th-12th April at the Cape Town International Convention Centre. The event brought together travel industry professionals, tourists, and stakeholders from around the world to showcase the latest tourism trends, and products.

During the three-day exhibition, NTB with 15 co-exhibitors showcased Namibia's stunning natural beauty, vibrant culture, world-class tourism infrastructure.

We were thrilled to have participated at WTM 2024 and connect with industry professionals and potential tourists from around the world. NTB also utilized WTM 2024 to network with key stakeholders and partners in the industry, including tour operators, travel agents, and airlines. This helped to strengthen relationships and explore new opportunities for cooperation and collaboration. As Namibia continues to develop its tourism sector, events like WTM 2024 play a crucial role in promoting the country's unique attractions and experiences to a global audience. The NTB team looks forward to building on the success of this year's event and continuing to grow Namibia's tourism industry in the years to come.





# TOURISM NAMIBIA EVENT



Namibia Tourism Board participated in a one-day event presented by Venture Media in partnership with the Hospitality Association of Namibia (HAN) and the Tour and Safari Association of Namibia (TASA).

The event aimed to inspire dialogue, collaboration, and innovation within the tourism sector and to discover the latest trends, challenges, and opportunities in sustainable and conscious travel through a comprehensive program of discussions, workshops, and networking. Panel Discussions an

Over 70 tourism companies participated in the event to discuss the future of tourism. NTB – Marketing set up a booth advertising the Etosha Carnival.





# NAMIBIA TOURISM EXPO

Namibia Tourism Board celebrated the Tourism Expo under the theme, "Beyond Borders," the Tourism Expo highlighting the importance of harnessing tourism opportunities in the Kavango-Zambezi Transfrontier Conservation Area (KAZA TFCA) region.

The event took place from April 24-26, 2024, at the Windhoek Country Club Resort & Casino in Windhoek, Namibia. The event stands as a prominent annual travel event in the country. It serves as a robust platform for the Namibian tourism sector and the global market to exhibit their offerings. The expo plays a crucial role in fostering connectivity within the industry, aiming to boost tourism in Namibia for domestic and international visitors alike.

During this event, the Namibia Tourism Board was honored with the gold award. The Namibia Tourism Board expresses its gratitude to Namibia Media Holdings for their commitment to organizing this prestigious yearly event.





# Africa Travel Indaba



The Namibia Tourism Board participated in Africa Travel INDABA from 13th -16th May 2024, Durban. NTB partnered with 28 co-exhibitors of which 4 were NTB-funded Previously Disadvantaged Namibians (PDNs) which were SES Travel Agency, James Tours and Safaris, Lark Journeys Namibia, and Intermix Tours and Safaris.

This year's INDABA theme, "Unlimited Africa", is a call to explore the vast and untapped potential of the African continent. The theme aims to inspire and empower stakeholders to break down barriers and unlock new opportunities for growth and development. With its rich cultural heritage, diverse natural resources, and vibrant entrepreneurial spirit, Africa is poised to unleash its full potential and become a major player on the global stage. The theme "Unlimited Africa" is an invitation to join hands and work together to create a brighter future for the continent, where tourism, trade, and innovation can thrive and create endless possibilities for growth and development.

The acting Chief Executive Officer of the Namibia Tourism Board and Deputy Minister of the Ministry of Environment, Forestry, and Tourism embarked on a series of pivotal meetings with neighboring countries, fostering partnerships aimed at fortifying relationships across the African continent. These strategic discussions, characterized by cooperation and shared goals, sought to enhance tourism initiatives that would benefit not only individual nations but also the collective prosperity of Africa. Through collaborative ventures, such as joint marketing campaigns, cross-border tour packages, and cultural exchanges, the meetings aimed to harness the diverse attractions of each country, showcasing Africa's rich tapestry of landscapes, wildlife, and cultures to a global audience. By forging strong alliances and leveraging the region's unique offerings, the acting CEO endeavours to position Africa as a premier destination, promoting sustainable tourism and fostering economic growth across borders.





A group of four women are standing in front of a large screen displaying various logos. The logos include TUNISIENS, GÉNÉRIQUE, NAC, MERCURE, and others. One woman is holding a brown paper bag with a logo. The women are dressed in professional attire, and the setting appears to be a formal event or conference.

[illegible]

# 3rd WINNER



# Etotha Carnival



The much-anticipated Etotha Carnival hosted by the Ministry together with the Namibia Tourism Board and Ondonga Traditional Authority took place at Kangonde salt pan, Onanke village in Oshikoto Region from 27 June to Monday, 01 July 2024. The collaboration strengthens the NTBs goal of assisting private sector organizations and boosting tourism initiatives at the national, regional, and local levels.

Approximately 50 Small and medium enterprises and 11 corporate companies were exhibiting at the carnival. There were live performances from Namibia's finest artists, cook-out competitions, local cuisines, cultural performances, Sundowner, quad biking, donkey cart riding, sky diving, horse racing competitions, and many more.





# FRANKFURT OFFICE

## Cross Promotion & Brand Cooperation: Falke

Ready, Set, Go! In April 2024 the Falke "EmpowHER" Cross Promotion & Destination Marketing project and product shooting in Namibia started.

4 Women of different generations and from different countries (Germany and USA) were running 4 Marathons in Namibia's 4 Deserts and got to experience some of the most beautiful landscapes.

In cooperation with the German Quality Brand for Sports Clothing FALKE ([www.falke.de](http://www.falke.de)) and the German Sports Tour Operator InterAir Sport Reisen ([www.interair.de](http://www.interair.de)) as well as the Magazine "Läuft" ([www.laufen.de/laeuft](http://www.laufen.de/laeuft)), the Namibia Tourism Board (NTB) initiated this Brand Cooperation that will put Namibia in the focus of Running Sports, also to position Namibia as a destination for Sports Training Camps in future.

This production trip will be followed by Promotions online, Print Media, in Falke Shops, and through Namibia Tour Packages by the German Tour Operator InterAir, which will set up Running Camps in Namibia in 2025. The launch of this multi-channel campaign is in September 2024 and aims at a reach of over 5 million relevant consumers.

**F A L K E**  
GERMANY 1895



Accompanied by international Media and with the kind support of Ethiopian Airlines and Gondwana Collection the group was visiting Namibia for one week, and the visit was filled with great Namibian signature experiences. By this feature it is expected that Namibia as the destination will receive broad attention in various source markets; not only among runners.





# Celebrity Marketing & TV Production



"HERR RAUE REIST" (Mr. Raue travels), a popular German TV production for MAGENTA TV in Germany, Austria and Switzerland, was visiting Namibia in May 2024!

In the 4th season of the show, which reaches over 4,5 Mio households, celebrity chef Tim Raue from Berlin is travelling for the first time to Namibia. The two-star ranked chef was looking forward to his African adventure and was not disappointed: "I've never been on a safari or in the African desert. It was a unique and great experience" Tim said.

Tim was accompanied by the German production team of "Lodge of Levity" and TV personality Kai Böcking, and they visited some of the most iconic destinations in the country, starting with the Namibian capital Windhoek, followed by a Safari Lodge in central Namibia, the Namib desert as well as the coast.

Tim and local chefs were preparing traditional dishes, but also Game Meat and fresh fish. Tim was meeting the people at local markets, and he got to know to the colourful Namibian culture, introduced to him by cultural tourism expert Heinrich Hafeni.

We as team Europe of Namibia Tourism Board (NTB) are excited that we could convince the production company to choose Namibia as one of their destinations. Great to have such an internationally renowned chef visiting the country to experience the unique landscapes, culture and the lifestyle of Namibia.





# Travel Trade Training: ASA Goes Africa



ASA ([www.asa-africa.de](http://www.asa-africa.de)), the Association for Tourism to Africa in Germany, regularly organizes Mega-Fam trips to Southern and Eastern Africa. After the „ASA Goes Africa KAZA“ in 2023, this year the 4th edition of „ASA Goes Africa“ with over 60 Travel Agents and Tour Operators from German-speaking Europe took place in Eastern Africa.

After the various Fam Trips to Ethiopia, Kenya, Tanzania, and Uganda, all participants got together in Addis Ababa for the great Workshop Seminar Event, where also the NTB was present, reaching the trade guests.

NTB Director Europe, Matthias Lemcke, who is a strong Namibia lobbyist and supporter of Tourism to the region of Southern Africa as a whole, since 2017 is Vice-President of ASA. He was playing a vital role in this pan-African initiative since its 1st edition, always making sure that also Namibia receives a prominent platform to reach the hosted Travel professionals from Europe.

Together with the Board of ASA, the NTB is looking forward to many more projects creating a lobby for tourism to Africa; and organizing „ASA goes Africa“ again in 2025; which then also will be welcoming Fam Trip tours in Namibia again.



# MICE: IMEX show



Imex ([www.imex-frankfurt.com](http://www.imex-frankfurt.com)) is one of THE industry events for MICE, and for the NTB Team in Europe, it was great to again connect with international Planners and also Colleagues this year in May in Frankfurt. The Namibia Tourism Board was not present with a stand, but the NTB Europe team was promoting destination Namibia at various side events and during meetings at the show to a global audience.

Also due to such ongoing networking and engagements with the MICE sector on events like this, it was achieved that Namibia now is on the radar of MICE Professionals in Europe.

Together as a team, the NTB is proud to be part of this journey and to successfully position Namibia as MICE destination in Europe and beyond; and we are looking forward to growing this business together with the Namibian tourism industry also in the future.





# World Leisure Awards Ceremony & Forum

WLA世界休闲大奖颁奖礼暨论坛



## CHINA OFFICE

### Namibia Won the Award of The Best Travel Destination for Parent-kid in China

On 28th May 2024, NTB China was invited by Travel & Leisure magazine to attend the 2024 World Leisure Awards Ceremony & Forum. On behalf of destination Namibia, Amy Zhu received the award of the Best Travel Destination for Parent-kid.

Since the recovery of China's outbound tourism, family travel has always been a theme promoted by the Namibia Tourism Bureau in China via social media, PR events and trade cooperation, etc. It's great to receive

recognition from the media and the public in China. Namibia not only has a unique landscape, unparalleled wildlife, exciting adventure, and mystery tribe culture, but more importantly, for family travel, it has extremely good social security, advanced tourism facilities, and excellent medical conditions, which can eliminate all concerns about taking children on trips.

NTB China warmly welcome Chinese tourists to come to Namibia for a vacation with kids, to harvest unforgettable travel memories once in a lifetime!

## UPCOMING MARKETING ACTIVITIES

Date	Event	Place
1-3 July 2024	Experience Africa (UK)	UK, London
3-6 July 2024	London, Liverpool, Manchester, Birmingham	UK (NTB)
22-26 July 2024	Francistown, Maun, Gaborone	Botswana (NTB)
22-31 August 2024	Ongwediva Annual Trade Fair	Ongwediva
2-5 September 2024	Meet Namibia TRadshow	Europe
3-4 September 2024	Africa Indonesia Summit	Indonesia
12-14 September 2024	Sanganai Hlanganani World Tourism Expo	Zimbabwe





# BUSINESS DEVELOPMENT AND OPERATIONS

## CUSTOMER CARE TRAINING WALVIS BAY & WINDHOEK

It is envisioned for Namibia to be the leading provider of the highest quality tourism and related services in Africa with a reliable high level of customer satisfaction, making it the number one destination.

The Namibia Tourism Board under the “Welcome to Namibia Host” has collaborated with the Harold Pupkewitz Graduate School of Business (HPGS) at NUST, to develop a 2-day training course in excellence in Customer Care training. This training is targeted at all persons involved in the tourism sector, and who have direct contact with both national and international tourists.

the HKIA, targeting Nampol, Immigration, Security, and NAC officials working at the entrance points. Both these trainings were a huge success, and we will continue to the other regions of the country.



The training aims to develop and capacitate all participants with the necessary customer service skills and equip them with the right skills to serve international and local tourists in a polite, professional and efficient manner and improve the customer's experience.

Two training sessions have been conducted this year, one in Erongo region Walvis Bay, targeting the Nampol officials, shuttle operators, and Arts and Crafts. The second training took place at





# INSPECTORATE QUATERLY REPORT



## REGISTERED BY REGION 01/04/2024 - 30/06/2024

### ACCOMMODATION ESTABLISHMENTS

Region	Total New Application Received	Full Registered	Provisional Registration	Pending Inspection
Erongo	26	12	5	9
Hardap	1	--	--	1
Karas	3	1	0	2
Kavango West	0	--	--	--
Kavango East	7	0	4	3
Khomas	5	5	--	--
Kunene	3	2	--	1
Ohangwena	1	--	--	1
Omaheke	0	--	--	--
Omusati	0	--	--	--
Oshana	3	2	--	1
Oshikoto	0	--	--	--
Otjozondjupa	3	1	1	1
Zambezi	2	1	--	1
<b>TOTAL</b>	<b>54</b>	<b>24</b>	<b>10</b>	<b>20</b>

## APPLICATION RECEIVED PER CATEGORY

### ACCOMMODATION ESTABLISHMENTS

Category	Full Registered
Backpackers Hostel Accomodation	1
Bed And Breakfast Accommodation	1
Campsite	5
Camping And Caravan Park	0
Guest Houses	16
Guest Farms	1
Hotel	1
Hotel Pension	0
Lodge	2
Permenant Tented Camp	0
Resorts	0
Rest Camp	1
Self Catering Accommodation	26
Tented Lodge	0
<b>TOTAL</b>	<b>54</b>



REGISTERED BY REGION 01/04/2023 - 30/06/2024

### REGULATED BUSINESSES

Region	Total New Application Received	Full Registration	Provisional Registration	Pending Inspection
Erongo	24	10	6	8
Hardap	3	2	--	1
Karas	0	--	--	--
Kavango West	0	--	--	--
Kavango East	0	--	--	--
Khomas	20	8	5	6
Kunene	0	--	--	--
Ohangwena	0	--	--	--
Omaheke	1	--	--	1
Omusati	0	--	--	--
Oshana	0	--	--	--
Oshikoto	1	--	--	1
Otjozondjupa	0	--	--	--
Zambezi	0	--	--	--
International (For)	8	--	--	--
<b>TOTAL</b>	<b>57</b>	<b>20</b>	<b>11</b>	<b>17</b>

APPLICATION RECEIVED PER CATEGORY

### REGULATED BUSINESSES

Category	Full Registered
Activity Operator	4
Air Charter Operator	0
Booking Agent	5
Conference Center	0
Foreign Tour Operator	8
Shuttle And Transport Service Operator	4
Tour And Safari Operator	12
Tour Faciliator	13
Trophy Hunting Operator	1
Vehicle Rental Operators	10
<b>TOTAL</b>	<b>57</b>

### LAW ENFORCEMENT ILLEGAL OPERATOR

Case Opened 01/04/ to 30/06/2024

Category	Total Number
Regulated Business	1
Accommodation Est.	13
<b>TOTAL</b>	<b>14</b>





# STAFF MATTERS

## UNITY FRIDAY

The NTB Unity Friday initiative is designed to bring our staff together to foster community and camaraderie. Every Friday we wear NTB branded shirts with jeans of your choice and every last Friday of the month, we will be hosting a small appreciation event for our staff, featuring a variety of activities and games. The last Friday of the month will be a special event to symbolize our appreciation for our staff's hard work and dedication and will provide a tangible reminder of the value we place on their contributions.

Ms Shoopala won the 1st Unity Friday Hamber token of appreciation from the NTB management.



## SOE GAMES

The 2024 State-Owned Enterprise (SOE) sports games commenced from 6th -8th June 2024 in the northern town of Oshakati. Chairman of the Public Enterprises CEO's Forum, Fluksman Samuehl, said the games are aimed at strengthening ties and networking among state-owned enterprises.

Namibia Tourism Board was part of the 150 participants this year.





# WORK ANNIVERSARY

“

Wishing you another successful year as we celebrate your work anniversary. You're a valuable team member. Keep up the good work



**Renatus Neema**

**18 years** of dedication  
towards NTB



**Sandra Shoopala**

**17 years** of dedication  
towards NTB



**Fiona Amon**

**14 years** of dedication  
towards NTB



**Esther Kutazo**

**11 years** of dedication  
towards NTB