

Newsletter

VOL.01 • 2025



Namibia Tourism Board

www.visitnamibia.com.na

Message from the CEO of the Namibia Tourism Board.

Dear Stakeholders, Partners, and Tourism Enthusiasts,

I am deeply honored to take on the role of Chief Executive Officer of the Namibia Tourism Board (NTB), an organization that has played a pivotal role in positioning Namibia as a premier and unique destination in sub-Saharan Africa. As we move into a new chapter, I am excited about the opportunities ahead and the impact we can collectively make to ensure that tourism remains a driving force for the growth and development of our nation.

Our mission at NTB is clear: to regulate, grow, and promote sustainable tourism practices in collaboration with our stakeholders, ensuring that Namibia shines brightly on the global tourism map. As we continue to forge ahead, our goals for the coming year are focused on three key areas: fostering stronger digital marketing efforts, enhancing domestic tourism, and providing ongoing support and training to improve service delivery in the tourism sector.

Digital marketing will be at the forefront of our strategy, as we strive to modernize the way Namibia is presented to the world. In partnership with the private sector, we aim to leverage innovative digital platforms and targeted campaigns to create a unified and compelling narrative about the diverse experiences Namibia has to offer. Collaboration will be key, and together with our industry partners, we can amplify the global reach of Namibia's tourism offerings.

Equally important is the need to strengthen domestic tourism. We believe that a thriving local tourism industry is essential to the sustainability and resilience of the sector. By promoting the beauty and diversity of our own country to Namibians, we not only stimulate the local economy but also build a sense of pride and ownership in our national treasures. As we work to make travel more accessible to our people, we will encourage exploration of our remarkable landscapes, rich culture, and vibrant heritage.



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In line with our commitment to excellence, NTB will continue to support the tourism sector with training programs aimed at elevating service delivery standards across all touchpoints. We understand that the quality of the experience we offer visitors is paramount, and we are dedicated to providing the tools and knowledge needed to help our industry thrive in a highly competitive global market.

As we work together to elevate Namibia's tourism sector, our collective vision remains focused on sustainability, innovation, and inclusivity. I look forward to collaborating with all of you to realize these goals and ensure that Namibia remains not only a sought-after travel destination but also a thriving, sustainable tourism hub for future generations.

Together, let's continue to make Namibia a destination like no other.

Sebulon Chiliho Chicalu

Chief Executive Officer
Namibia Tourism Board

WINDHOEK HEAD OFFICE

DALLAS SAFARI CLUB CONVENTION

The Namibia Tourism Board (NTB) participated in the Dallas Safari Club Convention, which took place in Atlanta from January 9 to 12, 2025. This prestigious event is one of the largest gatherings for hunting and outdoor enthusiasts, showcasing a wide range of products, services, and destinations related to conservation, outdoor recreation, and wildlife tourism.

The convention serves as a pivotal platform for networking, education, and the promotion of responsible hunting practices and wildlife conservation initiatives. Attendees include industry professionals, conservationists, outfitters, and outdoor enthusiasts, making it an ideal opportunity for the NTB to highlight Namibia's unique wilderness and adventure travel offerings.



BELGRADE INTERNATIONAL TOURISM FAIR (IIF BELGRADE)

The Namibia Tourism Board's participation in the Belgrade International Tourism Fair (IIF Belgrade) is the largest tourism event in Southeast Europe. This prestigious event is driven by several strategic objectives. First and foremost, it offers a unique platform to showcase Namibia's diverse and stunning tourism offerings to a wide audience in Southeast Europe. By participating in the fair, the Namibia Tourism Board aimed to attract new visitors and travellers, stimulate interest in Namibia as a destination, and promote various available travel arrangements.



NTB LAUNCH INFORMATION DESK

The Namibia Tourism Board (NTB) officially launched its new Information Desk at Hosea Kutako International Airport that took place 27 March 2024, at 16:00. This initiative is a landmark step in the NTB's ongoing mission to enhance the travel experience for visitors arriving in Namibia.

Understanding the profound impact of first impressions, the Information Desk will offer a warm and welcoming environment where tourists can receive friendly greetings and essential support. This dedicated space aims to engage visitors, providing them with valuable insights and guidance to enrich their experience in our beautiful country.

The launch of the Information Desk aligns with NTB's broader commitment to promoting sustainable tourism and fostering growth within the sector. In addition to offering expert assistance, the desk will serve as a strategic touchpoint for gathering valuable data.

Through our Survey platform, we have already engaged with over 116 tourists since mid-January 2025. Their feedback will play a pivotal role in helping us understand travellers' trends and preferences, enabling us to continuously refine our strategic initiatives to better meet their needs.



EUROPEAN MARKET

MATKA TRAVEL FAIR - NAMIBIA'S TOURISM SECTOR BACK IN THE NORDIC MARKET

The new year 2025 started with a great number of activities, set up by the Namibia Tourism Board team in Europe. On 16 - 19 January, we showcased Namibia at Matka Travel Fair Helsinki, the leading tourism Show in the Nordics.

Together with a delegation of tourism professionals from Namibia, featuring the Namibian tourism brands **Namibia Wildlife Resorts, Namibia Tracks and Trails, Naankuse Collection, and Matiti Safaris**, the team of NTB proudly presented destination Namibia to Consumers and Trade in Finland.

Under the patronage of H.E. Ambassador Charles Josob and the support of our Board Member Mrs Rachel nadalia Koch, the participation of Namibia at Matka show was a success and a well-received re-entry of this market.



FITUR MADRID – A SUCCESSFUL PRESENTATION OF NAMIBIA IN THE SPANISH MARKET

FITUR stands as Spain's premier Tourism Trade Show, catering not only to the Spanish audience but also to the Latin American market. From January 22 to 26, 2025, the Namibia Tourism Board Europe team proudly represented Namibia at the Africa Hall.

The NTB established a well-organized and professional business platform for co-exhibitors, including **Namibia Wildlife Resorts, Gondwana Collection Namibia, Matiti Safaris, ResDest Portfolio, Kalahari Namibia Tailormade Tours, and Naturefriend Safaris**. These exhibitors reported successful trade meetings, excellent networking opportunities, and notable sales.

The busy agenda of the NTB team at FITUR highlights the increasing interest and potential within this market. Alongside our co-exhibitors, we engaged with numerous tourism trade contacts, UN tourism colleagues, and media representatives, facilitating exchanges and the development of new marketing and PR strategies.

We take pride in our participation at FITUR in Madrid, which was held under the patronage of H.E. Ambassador Albertus Aochamub, a well-respected tourism expert with an extensive network and a strong advocate for NTB and its initiatives. Following the bustling trade days, FITUR opened its doors to the general public over the weekend, drawing significant attention to the Namibia stand from Spanish consumers.

Thank you to all our partners, hasta proximo año en Madrid!



EUROPE-WIDE CROSS PROMOTION CAMPAIGN AND BRAND COOPERATION WITH FALKEN TYRES

The Europe-wide Cross Promotion Campaign and Brand Cooperation with Falken Tyres culminated in the Falken Adventure Camp in Namibia in February 2025. The campaign, which targeted European markets including Germany, France, Italy, Switzerland, Austria, Spain, and Greece, showcased Namibia as a self-drive destination in collaboration with Falken Tyres. The campaign included a multi-channel effort across these countries, culminating in an exciting adventure trip to Namibia.



A select group of Falken Tyres management, consumers, media, and content creators embarked on a week-long experience, which included roof tent camping, 4x4 driving through the Namibian deserts, safaris, and other iconic experiences. The journey helped bring the brand image of Destination Namibia to life.



During the trip, Falken produced new content for its off-road tyre "Wildpeak," including a TV commercial, promotional videos, social media clips, and interviews. These will be shared across various European channels soon.

The success of the project was made possible through the collaboration of various partners, including the European tour operator Journaway, their Namibian partner Gondwana Collection Namibia, and the Falken Tyres team in Europe.



EUROPEAN TOUR OPERATOR MANAGERS' VISIT TO ZAMBEZI REGION AND KAZA

Namibia, the name of this tourism destination, already makes you dream of an adventure holiday in the Savannah of Etosha or the desert landscapes of the Namib. But also, the Zambezi Region is of such uniqueness; a beautiful part of Namibia, and of the Kavango Zambezi Transfrontier Conservation Area - KAZA TFCA.

The Namibia Tourism Board Europe team in February 2025 was thrilled to host an educational Trip for Product Managers of leading Tour Operator brands from Germany and Switzerland.

Meeting the local communities, experiencing the lush green landscapes, the rich wildlife and visiting various Lodge products by means of site inspections creates a powerful base for business development and further growth of tourism in the Zambezi Region and in Kavango Zambezi Transfrontier Conservation Area - KAZA TFCA.

Thank you to all Namibian partners involved, and also to Condor Airlines, Airlink and ASA e.V. for their great support.



ITB BERLIN

Namibia Achieves Remarkable Success at ITB, the Premier Travel Trade Show

The ITB Berlin 2025 proved to be an outstanding success for Namibia!

The atmosphere at the Namibia booth was overwhelmingly positive, with our co-exhibitors reporting fruitful meetings, new business connections, and significant growth. The NTB Europe team effectively created a platform for the private sector at this prominent tourism trade event, and we take pride in the successful execution of our new stand design, logistics, and all the behind-the-scenes preparations.

Additionally, ITB 2025 served as an opportunity to introduce our new CEO, Sebulon Chicalu, to the global market, and we are excited to have him at the helm.



The pre-ITB Reception was a well-received event that launched the Online Application platform for Visa-on-Arrival in Europe, attracting international media, airlines, tour operators, and Namibian trade representatives. Keynote speeches by our Acting Chairman of the Board, Olavi Hamwele, and our new CEO set a positive tone for a successful ITB.

Intensive discussions took place with CEOs and top executives from airlines and tour operators, as well as with ministers, heads of tourism boards, journalists, and association leaders during the event. The Namibia Tourism Board is optimistic about the promising year ahead.

We extend our heartfelt gratitude to all our co-exhibitors at the Namibia stand for their loyalty, trust, and excellent partnership. We also appreciate the opportunity to connect with our international partners during ITB. Your forward-thinking approach, proactivity, and collaboration are greatly valued.

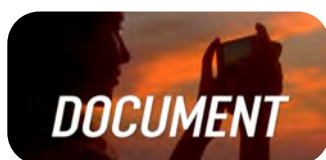
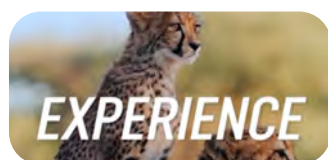
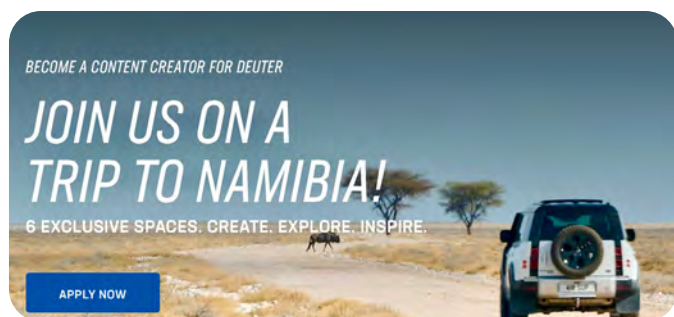
We look forward to seeing everyone again next year. Auf Wiedersehen, Berlin!



EUROPE-WIDE ADVENTURE TRAVEL CAMPAIGN AND BRAND COOPERATION WITH DEUTER

Right on time for ITB, a new Namibia Cross Promotion is live!

Together with the quality brands Deuter Sport and Land Rover Defender Experience, we invite Content Creators to visit Namibia for a Road trip experience and to test the new Deuter Travel Gear products.



This promotion is running in the markets Germany, UK, Austria, Switzerland, Benelux Countries, Nordics, Italy, and France, and will feature Namibia as a holiday destination of choice for Outdoor Enthusiasts and Adventure Seekers.

The aim is to create far-reaching communication via influencers' social media channels, on-pack and in-shop promotion, as well as direct mailings and events in the target markets.

Campaign website: <https://lnkd.in/eEPiwFiU>



NAMIBIA FOR THE FIRST TIME AT THE BTL TRAVEL SHOW IN PORTUGAL

In March 2025, Namibia was exhibiting at BTL - Lisbon Travel Market, promoting Namibia as a preferred Holiday Destination together with our partners **Asco Car Hire, Naankuse Collection, Matiti Safaris, Namibia Wildlife Resorts, and Lark Journeys**. The Namibia Tourism Board created a well-designed and professional marketplace to welcome Portuguese Trade and Consumers at our stand in hall 4.

Convenient and daily flight connections with TAAG-Angola Airlines out of Portugal via Luanda into Windhoek offer great opportunities, and our co-exhibitors experienced a growing interest in Destination Namibia from Portugal.

NTB team Europe was approached by trade visitors and consumers, and our presence was very well received. We can report numerous meetings, new contacts, and an inspiring exchange of ideas.

Obrigada Lisboa!



CHINA MARKET

NAMIBIA WINS "BEST NATURAL EXPLORATION DESTINATION AWARD"

Recently, the "2024 World Leisure Awards (WLA)" ceremony was held in Beijing, China. As an industry authority, each WLA evaluation is highly regarded. This time, WLA conferred the "Best Natural Exploration Destination Award" on Namibia, which is undoubtedly a high commendation for its rich tourism resources.

In Namibia, there are vast expanses of red deserts, nimble and free-roaming wildlife, and ancient, mysterious, primitive tribes. We welcome more Chinese tourists to embark on this African land, unlock the unique beauty of nature, and begin your legendary exploration.





Save the Dates

DATE	EVENT / ENGAGEMENT	LOCATION
07 – 10 April 2025	Seatrade Cruise Global	Miami, USA
09 – 11 April 2025	World Travel Market	Cape Town, SA
25 – 27 April 2025	Macao International Travel Expo	China
April / May 2025	Cray Fish Festival	Luderitz
12 – 15 May 2025	Africa Travel Indaba 2024	Durban, SA
21 May – 01 June 2025	Opuwo Trade Fair	Opuwo, Namibia
05 June 2025	Africa's Eden Windhoek Roadshow	Windhoek, Namibia
5 - 7 June 2025	Zambia Travel Expo (ZATEX)	Lusaka, Zambia
11-13 June 2025	Bali & Beyond Travel Fair (BBTF)	Bali, Indonesia
23 – 25 June 2025	ATTA Experience Africa (UK)	UK, London
01 – 06 July 2025	SWAITEK	Swakopmund, Namibia
04 - 08 August 2025	Zambezi Bream Annual Festival	Katima Mulilo, Namibia
22 – 30 August 2025	Ongwediva Annual Trade Fair	Ongwediva, Namibia
3 - 9 August 2025	Expo 2025	Osaka, Japan
10 - 12 September 2025	Sanganai Hlanganani World Tourism Expo	Zimbabwe
23 – 25 September 2025	TopResa	France
10 – 12 September 2025	International Russian Travel Market (OTDYKH)	Moscow, Russia

BUSINESS DEVELOPMENT OPERATIONS

Accommodation Establishments

	Jan – Mid-Feb 2025
Backpackers Hostel Accommodation	2
Bed And Breakfast Accommodation	4
Camping And Caravan Park	0
Camp Site	13
Gest Houses	29
Guest Farms	1
Hotel	0
Hotel Pension	1
Lodge	3
Permanent Tented Camp	4
Resorts	0
Rest Camp	10
Self-Catering Accommodation	35
Tented Lodge	2

Regulated Businesses

	Jan – Mid-Feb 2025
Activity Operator	3
Air Charter Operator	0
Booking Agent	1
Conference Center	0
Foreign Tour Operator	2
Shuttle And Transport Service Operator	4
Tour And Safari Operator	15
Tour Facilitator	9
Trophy Hunting Operator	1
Vehicle Rental Operator	9

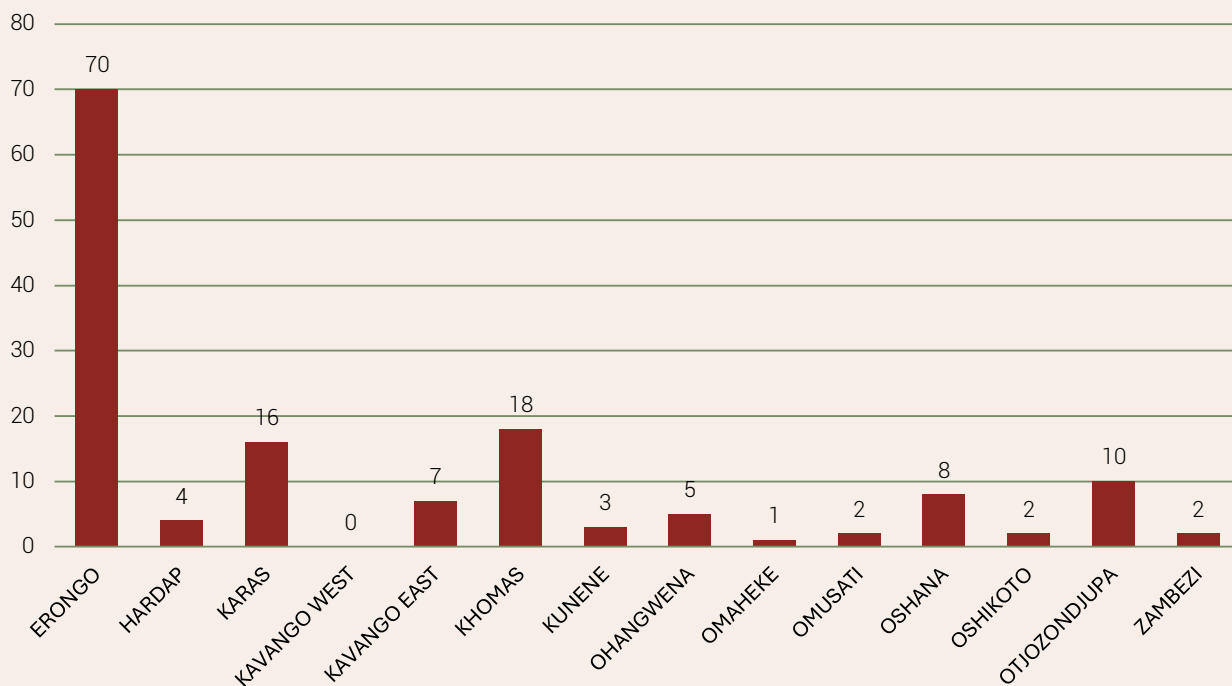
Additional Rooms

	Jan – Mid-Feb 2025
Backpackers Hostel Accommodation	2
Bed And Breakfast Accommodation	4
Camping And Caravan Park	0
Camp Site	15
Gest Houses	18
Guest Farms	20
Hotel	5
Hotel Pension	1
Lodge	25
Permanent Tented Camp	2
Resorts	0
Rest Camp	6
Self Catering Accommodation	1
Tented Lodge	2

Additional Vehicles

	Jan – Mid-Feb 2025
Activity Operator	4
Air Charter Operator	0
Booking Agent	3
Conference Center	0
Foreign Tour Operator	1
Shuttle And Transport Service Operator	24
Tour And Safari Operator	88
Tour Faciliator	4
Trophy Hunting Operator	76
Vehicle Rental Operator	4

Registrations by regions Jan-Mar 2025



STAFF MATTERS

YEAR-END FUNCTION

In December 2024, NTB celebrated its year-end function with a vibrant and nostalgic 80s Disco theme, bringing a blast from the past to the present. The venue was transformed into a dazzling celebration of neon lights, colourful decorations, and retro designs, evoking the energetic atmosphere of an 80s dance party. Staff and guests embraced the theme with enthusiasm, sporting iconic fashion from the era, including leg warmers, neon leotards, and big hair, while the music playlist was filled with chart-topping hits from legendary artists like Michael Jackson, Madonna, and Whitney Houston. The event was filled with fun activities, from a dance-off to retro photo booths, and highlighted the company's achievements over the year, bringing everyone together for a night of joy, laughter, and unforgettable memories.

NEW APPOINTMENTS



NTB is excited to welcome new members to its leadership team and workforce as part of the company's continued growth and commitment to excellence. On March 1st, 2025, the company introduced CEO **Sebulon Chicalu**, whose leadership and vision are set to drive NTB into a new era of success and innovation.



NTB welcomed **Barbara Snyder Bock** on December 1st, 2025, as the new Head of Business Development Operations, bringing her extensive experience and strategic insights to further elevate the company's business development efforts.

These new appointments, along with the welcoming of fresh talent across departments, signal NTB's focus on building a stronger, more dynamic team for the future.

UNITY FRIDAY

As part of NTB's ongoing UNITY FRIDAY initiative, the team-building event on April 4th, 2025, played a crucial role in setting a strong foundation for the upcoming year. This initiative is dedicated to fostering a sense of unity and collaboration among employees, ensuring that every team member feels connected and valued. The activities on that day were carefully designed to encourage teamwork, communication, and problem-solving, helping to strengthen relationships across departments. By focusing on building trust and mutual support, the UNITY FRIDAY event reinforced NTB's commitment to creating a positive and collaborative work environment. With the energy and motivation from the event, employees are now more prepared than ever to take on the challenges and opportunities of the new year together.



HAPPY BIRTHDAY WISHES TO THE NAMIBIA TOURISM BOARD STAFF!

On behalf of the entire Namibia Tourism Board, we would like to extend our warmest birthday wishes to all of our team members who celebrated their special day between January and March 2025.

Your dedication, hard work, and passion for showcasing Namibia's beauty to the world are truly appreciated. May this year bring you all continued success, joy, and growth, both personally and professionally.

Wishing you a year filled with happiness, health, and fulfilment!



Mr C M Salufu
1st January



Mr T N Kamatoto
8th January



Ms M Fillemon
20th January



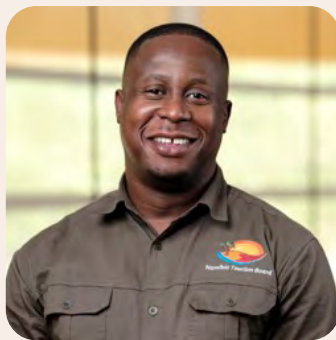
Ms H Kadhikwa
2nd February



Mrs S N Shoopala
6th February



Ms J Saul
29th February



Mr S I Mapenzi
2nd March



Mr R D Jansen
26th March

HAPPY WORK ANNIVERSARY TO OUR TEAM!

Congratulations to all the Namibia Tourism Board staff who celebrated their work anniversaries between January and March 2025! Your dedication and hard work continue to drive our success.

Thank you for your invaluable contributions. We look forward to many more years of growth and achievement together!



Mr J. Visagie
(1 Year)



Ms J Saul
(1 Year)



Ment-Anna Shafombabi
(1 Year)



Mr T Mutau
(2 Years)



Mr F C Shifotoka
(10 Years)



Mr T N Kamatoto
(11 years)



Mrs A Uusiku
(11 Years)



Mr H Kanime
(16 years)



Ms H Kadhikwa
(16 Years)

GALLERY

