

2025

Quarter 01

Newsletter

2025 Namibia Tourism Board



Namibia Tourism Board

www.visitnamibia.com.na

CEO'S MESSAGE

MR. SEBULON C CHICALU

Chief Executive Officer
Namibia Tourism Board

I am honoured to reflect on my first one hundred days at the helm of the Namibia Tourism Board during a period of strategic repositioning, renewed energy, and meaningful stakeholder engagement. The April to June quarter has provided an opportunity to critically assess our institutional strengths, identify areas for revitalisation, and advance partnerships that are essential to strengthening Namibia's tourism sector in an increasingly competitive global environment.

During this period, NTB actively participated in key international and regional tourism platforms that are essential to expanding Namibia's market visibility and diversifying our source markets. These engagements have contributed to enhancing our global presence, building new trade relationships, and reinforcing Namibia's reputation as a unique and sustainable destination. A significant milestone was our participation at the Bali & Beyond Travel Fair (BBTF), where we formalised a strategic Memorandum of Understanding with ASITA Bali. This partnership expands our collaborative footprint into the Asian market and opens new opportunities in destination marketing, capacity-building exchanges, product development, and cultural tourism promotion.

Domestically, NTB's participation in regional trade fairs and tourism events demonstrated our commitment to ensuring that tourism development benefits all Namibians including MSMEs, community-based tourism enterprises, and youth innovators. The sector's sustainability relies on broad participation, shared value, and locally grounded tourism growth. Strengthening these linkages remains a strategic priority.



Internally, we have begun the revitalisation of organisational performance systems and the strengthening of staff engagement, guided by the Namibia Tourism Board's Integrated Strategic Business Plan (ISBP). This alignment ensures clarity of roles, improved accountability, and a unified approach to delivering on our mandate as a State-Owned Enterprise under the Ministry of Environment, Forestry and Tourism.

As we move forward, we will continue to build partnerships that support innovation, data-driven decision-making, and sustainable product development. I extend my sincere appreciation to our stakeholders, partners, and dedicated staff whose commitment continues to drive our progress.

Together, we journey towards a stronger, more competitive, and globally recognised tourism sector for Namibia.

Mr. Sebulon Chicalu
Chief Executive Officer
Namibia Tourism Board



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FORWARD



FLORA QUEST

Manager: Public Relations & Corporate Communications
Namibia Tourism Board

It is my pleasure to share this Quarter 1 Newsletter, which captures key achievements that highlight NTB's ongoing commitment to enhancing Namibia's tourism visibility and strengthening partnerships across local, regional, and international markets. The period under review reflects steady progress in advancing destination marketing efforts, building industry collaborations, and broadening tourism value chain participation.

A notable highlight for this quarter was NTB's inaugural participation at the Bali & Beyond Travel Fair and the signing of the Memorandum of Understanding with ASITA Bali. This milestone marks a strategic movement into the Asian tourism market, providing avenues for promotional exchange, product packaging, and cultural tourism collaboration.

Across Africa and Europe, NTB's involvement in trade fairs, roadshows, media engagements, and cross-border initiatives continues to expand Namibia's brand presence and support private sector market access. Simultaneously, domestic participation in cultural and regional fairs reinforces our commitment to inclusive tourism development that uplifts MSMEs, youth innovators, and community-based tourism projects.

As we continue into the next quarter, we remain focused on strengthening destination storytelling, deepening stakeholder partnerships, and advancing Namibia's positioning as a sustainable, memorable, and welcoming travel destination. Thank you to all partners, tourism operators, media practitioners, and NTB staff whose collective effort brings the Namibia tourism narrative to life.

Head office



Namibia Tourism Board and ASITA Bali Forge Strategic Partnership to Boost Bilateral Tourism

The Namibia Tourism Board (NTB) has signed a strategic Memorandum of Understanding with the Association of the Indonesian Tours and Travel Agencies (ASITA) Bali to strengthen tourism cooperation between Namibia and Indonesia. The partnership focuses on joint destination marketing, familiarization trips, media and influencer exchanges, development of combined tour packages, and increased participation of tourism stakeholders in trade fairs and promotional events in both countries. The agreement also encourages knowledge-sharing, training initiatives, and social responsibility projects that promote sustainable and community-based tourism. This milestone forms part of NTB's ongoing effort to diversify tourism markets and create new opportunities for cultural exchange and economic growth.

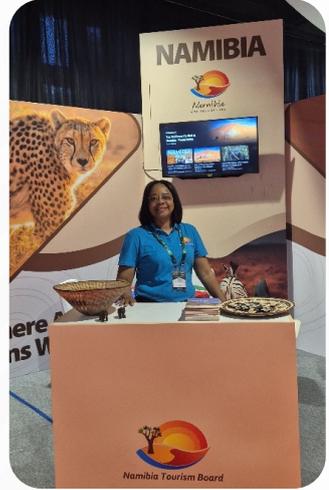
Africa Youth in Tourism Innovation Summit & Challenge [AYTIS]

The Namibia Tourism Board (NTB) proudly sponsored five exceptional young Namibian innovators to participate in the 2025 Africa Youth in Tourism Innovation Summit & Challenge (AYTIS) held in Johannesburg from 28–30 June 2025. As highlighted in the official press release, this premier continental platform hosted by Africa Tourism Partners in collaboration with UNWTO and BDO celebrates youth-driven innovation in tourism, travel, and the MICE sector. The sponsored entrepreneurs showcased diverse and impactful initiatives ranging from eco-education and aquaponics to cultural eco-tourism, upcycled furniture design, and digital technology solutions. Through this investment, NTB reaffirms its commitment to youth empowerment, sustainable tourism development, and positioning Namibia as a hub of innovation within Africa's tourism ecosystem.



11th Bali & Beyond Travel Trade Fair (BBTF) 2025

The Namibia Tourism Board (NTB), led by CEO Mr. Sebulon C. Chicalu, participated in the 11th Bali & Beyond Travel Trade Fair (BBTF) 2025 held on 11 June 2025 at the Bali International Convention Center under the theme "Indonesia: Preserving Green Nature and Cultural Heritage for the World". As outlined in the official report, BBTF is Southeast Asia's premier B2B tourism forum, providing NTB with a strategic platform to position Namibia as a sustainable and unique African destination within the growing Asian outbound market. A key highlight was the signing of a Memorandum of Understanding (MoU) with ASITA Bali to strengthen tourism cooperation, marketing collaboration, and capacity building between the two destinations. NTB's participation generated strong interest from buyers and stakeholders, reinforcing the significant potential of the Asian market for Namibia's tourism growth.



Seatrade Cruise Global Event in Miami April 7-10, 2025

NTB participated for the first time in the Seatrade Cruise Global Event in Miami (April 7-10, 2025) to prioritize and grow its cruise tourism sector. The objectives included networking with key industry decision-makers to attract more cruise liners and investment in port infrastructure and local employment; gaining market insights into trends and consumer preferences; promoting Namibia's tourism attractions and port facilities (Walvis Bay and Lüderitz) to enhance its profile as a competitive cruise destination; and analyzing competitors' strategies. The Namibia Tourism Board collaborated with NAMPORT, Lüderitz Waterfront Company, relevant ministries, Erongo Regional Council, and NIPDB to maximize impact.



UN Tourism Regional Forum on Gastronomy Tourism took place 22- 23 April 2025 in Arusha, Tanzania.

The second UN Tourism Regional Forum on Gastronomy Tourism for Africa built on the success of the inaugural event in Zimbabwe. With over 400 participants from 30 countries, the forum focused on promoting Africa's diverse culinary traditions, increasing global visibility of African cuisine, strengthening stakeholder collaboration, addressing sector challenges and opportunities, and developing strategies for sustainable, inclusive gastronomy tourism growth across the continent. Erongo Regional Council, and NIPDB to maximize impact.



Lüderitz Crayfish Festival

The 18th Lüderitz Crayfish Festival 2025 took place at the Lüderitz Waterfront from 25 April to 5 May under the theme "Safeguarding Our Ocean Riches." This popular annual event celebrated the region's cultural heritage and culinary specialties, featuring live music, local crafts, and plentiful crayfish dishes. It fostered community spirit and showcases Lüderitz's unique flavors and traditions. The festival aimed to boost tourism and business, promote the town's seafood abundance, and support local economic growth. Namibia Tourism Board's participation enhanced destination awareness and business networking opportunities.



Africa's Travel Indaba took place 12 - 15 May 2025 in Durban South Africa.

NTB's participation at Africa's Travel Indaba was a vital opportunity to promote Namibia as a top travel destination, connect with global buyers, and strengthen international partnerships. As an annual event, it helped showcase Namibia's unique tourism offerings, increase visibility, and drive tourist arrivals worldwide. The Tourist Arrival Statistics report 2023 from the Ministry of Environment, Forestry and Tourism (MEFT) indicates that South Africa is Namibia's primary source market, surpassing all other countries.

Zambia's ZATEX Expo took place 05 - 07 June 2025 in Lusaka Zambia.

NTB aimed to create brand awareness by positioning Namibia as a preferred holiday destination in Southern Africa and beyond, generate new global business contacts, and leverage networking opportunities with travel trade exhibitors, buyers, investors, and suppliers worldwide. Additionally, Namibia showcased its unique tourism products, services, and MSMEs to highlight its distinctive selling points through positive industry engagements.

The Namibia Tourism Board (NTB) proudly participated in the 11th Bali & Beyond Travel Fair (BBTF) in Indonesia for the first time from 12-14 June 2025, marking a significant milestone in strengthening Namibia's global tourism partnerships. During the opening ceremony, NTB's Chief Executive Officer, Mr. Sebulon Chicalu, had the honour of meeting Indonesia's Minister of Tourism and Creative Economy, Ms. Widiyanti Putri Wardhana. In her remarks, the Minister highlighted that BBTF 2025 provides an important platform to advance sustainable tourism, emphasizing that sustainability must be demonstrated through real and collaborative action across the tourism industry. She further reflected on the Balinese Tri Hita Karana philosophy, which promotes harmony between people, nature, and spirituality, urging all participants to preserve cultural heritage and ensure tourism benefits local communities. NTB's presence at BBTF reflects its commitment to responsible tourism development and expanding Namibia's visibility in strategic international markets.



SEATRADE



UN GASTRONOMY



CRAYFISH



INDABA

ZATEX



AYITS



**"Unique" Luxury Show -
in depth destination training for Luxury Travel Agents**



A balance of one to-one meetings and shared networking experiences, proved to build deeper connections was offered to NTB at UNIQUE Travel Show. The individual schedule gave each partner a well curated number of business appointments in a fraction of time, aiming at presenting the USPs of Luxury Destination Namibia. Bringing the highest-quality people, properties, and products in luxury travel together in one place was the benefit that gave a highly efficient opportunity to do networking and to have the perfect setting for inspiration, innovation and focused meeting to activate and secure business relationships. The NTB participation successfully positioned Namibia as a preferred holiday destination of choice in the luxury segment, showcasing Namibia's unique selling points through qualitative engagements with prominent industry players and creating and sustaining awareness on the destination's brand values to the hosted travel trade and media, namely 40 well-selected leads from Central Europe.

This event was an ideal platform for generation of significant number of meetings with quality marketing leads through B2B engagements. Namibia enjoyed high level of interest and NTB could share USPs and insights that were not yet known to the representatives of the luxury segment. It can be recommended to continue to connect the Destination Namibia with key international travel trade and media in this segment, as the highly lucrative luxury market in Europe is growing fast.

Yakima Cross Promotion and Brand Cooperation – Wide-Reaching campaign to promote the Self-Drive & and Adventure Travel destination Namibia.

Namibia is Adventure. Namibia is Self-Drive. Namibia is Roof-Tent Camping! And so is the leading US-brand for Roof-Tents: Yakima.

Sharing such synergies and relevant target groups the NTB team in Europe in June 2025 started a Brand Cooperation and Cross Promotion with this popular brand for Outdoor Enthusiasts, starting this June: The "EXPEDITION NAMIBIA" campaign, powered by Yakima, Namibia Tourism Board (NTB) and the European Tour Operator journeyway.

Promoted via Web and Social Media as well as the leading Auto-Magazine in German Speaking Europe, AutoBild and Falken Tyres, Namibia is receiving prime positioning as holiday destination of choice for Self-Drive and Roof-Tent camping holidays.

Moreover, together with a team of Influencers, Media and a Team of Yakima Brand-Professionals a production and shooting trip will be realized end 2025 which will create further content for a wide-reaching communication campaign, including online, in shops, print and at events.

But thats not all! To further activate the segment of Outdoor and Automotive interested Experience Seekers in 3 European markets; namely Germany, Austria and Switzerland; consumers are invited to apply for joining this Expedition to Namibia's Zambezi Region and the Kavango Zambezi Transfrontier Conservation Area - KAZA TFCA. A unique adventure awaits!

Find out more: www.expedition-namibia.de



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BECOME A CONTENT CREATOR FOR DEUTER

JOIN US ON A TRIP TO NAMIBIA!

6 EXCLUSIVE SPACES. CREATE. EXPLORE. INSPIRE.

APPLY NOW

Deuter Cross Promotion and Brand Cooperation - Influencer Marketing & Consumer Promotion in 6 European Markets

As the largest manufacturer of backpacks in Europe and an expert in outdoor gear, Deuter has been shaping international outdoor sports for over 125 years. Innovative product developments, German craftsmanship, and iconic design make their products unparalleled. These qualities enable nature enthusiasts to enjoy their adventures with ease. Experience freedom in the outdoors with Deuter. It is important to preserve what is loved for future generations. After a comprehensive multi-channel communication activity, the "Nature Experience" campaign (working title) by Deuter sends selected creators and influencers from six European markets – with strong approach in UK market – to stunning, nature focused, and sustainable destinations. This initiative highlights the brand's latest gear in locations known for their pristine natural experiences, with opportunities for camping as a central feature. Creators will showcase the natural beauty and sustainability of each destination while demonstrating the comfort and durability of Deuter's DuGle Pro Roller. The campaign planned seamlessly combines the thrill of adventure with Deuter's commitment to environmental responsibility. The "Nature Experience Namibia" invites to tread lightly, explore with curiosity and respect, and create lasting memories that celebrate the balance of innovation and nature.

In the first phase, running from January to March 2025, creators from selected European markets will be invited to apply for the "Creator Camp Namibia" took place in May.

The second phase focuses on content production, with Deuter and the creators providing real-time messaging and promotion of the destination and travel trade partners. This content will be translated and widely shared, driving the campaign's final phase, which extends through mid-2025, amplifying visibility and engagement for both the brand and Namibia/partners. Focus markets are: UK, DACH (Germany, Austria, Switzerland), Scandinavia (Denmark, Sweden, Norway), Benelux (Belgium, Netherlands, Luxemburg) and France.

In May 2025 the production and Influencer Trip took place and as from July the next phase of communication and POS events will be realized.

Approx. 5 Mio relevant reach among Consumer Segment of Adventure Seekers, young performers, upmarket, Quality-, Brand- and Sustainability oriented travelers in 6 markets in Europe.

The campaign is running until September 2025.

Find out more: www.deuter.com/de-de/deuter/travel-contest-namibia



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UK and Poland Media Groups – spreading positive messages and stories in growing markets

PR & Media Promotions are an essential part of our Destination Marketing efforts for Namibia.

In line with our „Visiting Journalist Program“ (VJP), we were thrilled to welcome NTB Media Groups from Poland and the UK to Namibia this March.

In cooperation with the European Tour Operators Zorientowani Tours and Expeditions (Poland) and Land Rover Experience (UK), top Media from Poland and the UK were introduced to the rich cultural heritage, conservation success stories, tourism products and signature experiences of Namibia.

The feedback we received from the hosted Journalists was really positive so that we now look forward to the articles and features which will be published soon.

We thank Ethiopian Airlines and the Namibian partners of the European Tour Operators as well as all tour guides and suppliers, that were involved, for their great support.

More VJP projects from Europe are to follow; aiming at spreading positive messages and stories as well as strengthening the brand of destination Namibia.



“The Scout” - introducing new routes and cross border tour packages with Angola to grow tourism in Namibia.

Namibia is a holiday destination of premium quality in both, product and experience. New routes and a growth in tour operator portfolios can however be achieved through new combinations of products and cross-border combinations.

Since 2024 the airline FlyAngola serves the route Windhoek-Benguela and TAAG Angolan Airlines is already for many years flying Windhoek-Luanda.

The round-trip and adventure destination Namibia, which is not offering warm-water & beach packages, can through this connections grow into this market.

NTB was leading a group of 3 Product Managers of Africa specialized Tour Operators from Germany and Benelux as well as 1 Travel Trade Media representative to Namibia, experiencing key-products and destinations. In addition, the TAAG Service was introduced and the facilities south of Luanda were visited and analyzed. In the focus is a Namibia product plus Angola “Beach ad-on” to be featured at the Tour Operator’s portfolio and the Media to cover this new combination possibility. NTB accompanied this trip to elaborate further ideas and tactics to make such a new destination-combo a sustainable offer on the global market, through which Namibia gains access into new markets.





MICE Explorer Namibia - Where Incentives meet Adventure!

Already for many years the NTB Team in Europe is active in promoting Namibia as MICE destination, and this with great passion and success.

In 2025 Namibia qualified to be host of the MICE EXPLORER Africa program, which will lead 15 top MICE Buyers to Namibia, and beyond!

For us at Namibia Tourism Board (NTB) it is with pride and a commitment to also give a stage to Kavango Zambezi Transfrontier Conservation Area - KAZA TFCA and our friends in Livingstone and Victoria Falls when bringing such a project to the region.

So we are thrilled to see the Namibia Destination Logo as well as the KaZa Logo now being promoted together towards European MICE sector.

In June the Mice Explorer arrived in Windhoek on Discover Airlines, our main partner in this program. And together with MICE Sales Management of Lufthansa Group as well as international networking & workshop partners of Kenya Tourism Board, Malta Tourism and City of Mexico Convention Bureau signature experiences and MICE products in Namibia were showcased.

Aiming at a sustainable positioning of Namibia as destination of choice for Incentives, Product Launches, Meetings and Events in global MICE we look forward to this prestigious project.



TTG Travel Trade Media Campaign UK & "Experience Africa 2025" B2B event – targeting the UK travel trade

TTG Media is one of the biggest UK trade publications and has over 16,000 fully profiled travel agents in the UK registered on their platform. This Namibia campaign provides a digital solution to showcase Namibia's main attractions, news articles and social posts. The objectives of this campaign are to showcase a diverse range of Namibia's key selling points to help the trade in sales, as well as to share education with the trade including the new protocol on visa requirements. Beyond the registered 16,000 Travel Professionals the Travel Trade sector in UK at large will be reached by this campaign that is still running until end of 2025. Find out more: www.ttgmedia.com/destinationsations.

Parallel to the launch of this Media promotion the NTB participated at the largest B2B event in UK: the "Experience Africa 2025" Show, powered by ATTA. It has been busy days this June in London where team Namibia Tourism Board (NTB) presented the destination Namibia.

The event was seeing over 250 Tour Operators and Travel Agents attending and 200 exhibitors from Africa. It was great to see a strong line-up of Namibian partners at this key-event targeting the UK Tourism Trade, which this year also saw delegates from many other markets in Europe. This year again we can report great interest in Namibia from the attending trade and we applaud the organizers for such a successful event.



IMEX show visit and MICE Networking event – targeting the MICE segment

NTB was not exhibiting at IMEX show in Frankfurt but regularly using this major get-together of the MICE industry to meet with existing contacts and new leads. At 2025 edition NTB Europe could facilitate 20 meetings with MICE planners. Moreover, NTB co-hosted a side event on the second evening of the show, presenting the MICE destination to 45 invited MICE Buyers of high quality. MICE is a highly attractive segment in tourism and the NTB Europe office has 20 years of experience in this field. Especially in the Incentives and Events segment. To further strengthen the position of Namibia in the MICE segment a presence at IBTM and IMEX Las Vegas is planned in future.



China Market



1. NTB's Social Media Progress in China: Completed Xiaohongshu & Douyin Tests, Sustained Content Updates to Boost Engagement

Against the backdrop of China's rapidly evolving social media landscape, establishing official accounts on major mainstream social platforms and maintaining regular content updates have become a key strategy for overseas tourism authorities to engage Chinese consumers and promote their destinations in the Chinese market.

In line with this, NTB China have launched official accounts for the Namibia Tourism Board (NTB) on Xiaohongshu and Douyin in 2024, while continuing to operate the existing NTB WeChat account. Notably, the Xiaohongshu and Douyin accounts have successfully completed their testing phase. From January to March 2025, we published a total of 34 pieces of content (including posts and travel notes) across these three platforms, which garnered a cumulative exposure of 2,863,256. Moving forward, we will persist in updating NTB's social media content tailored to the Chinese market, with a focus on creating engaging and appealing material to attract more followers, fostering deeper connections and driving greater enthusiasm for travel to Namibia.

2. NTB's Remarkable Achievements at MITE2025: Showcasing Namibia to the Asia and the World

The 13th Macao International Travel (Industry) Expo (MITE2025), held in Macao from April 26 to 28, 2025, emerged as a pivotal platform for global tourism exchange. Boasting 755 exhibitors including 181 international participants the expo drew over 38,113 visitors across its three-day run and welcomed 496 invited professional buyers, underscoring its influence in the global travel industry.

At this prestigious event, NTB China, joined by 7 key partners Ethiopian Airlines, Namibia Way Way Travel, Namibia China Travel Agency, African Century Travel, Joy Travel, Natural

Selection Hotel Group, and Drifters Adventure Tours made a striking debut. Together, they

showcased Namibia, Africa's hidden gem, to a broad audience of Chinese domestic and international buyers and tourists, amplifying the destination's global profile.

The participation of NTB yielded remarkable results: Over two trade-focused days, the team engaged in 88 buyer meetings, forging valuable connections to drive future collaborations. Additionally, two live streams hosted with online influencers garnered a cumulative viewership exceeding 100,000, significantly boosting online visibility. Complemented by an on-site promotion event, these efforts collectively heightened global awareness of Namibia as a premier travel destination, solidifying its position in the Asia and international tourism market.

3. NTB's Participation in CAETE2025, Yielded Extensive Tourism Insights and Valuable Opportunities

On June 14, NTB China attended China-Africa Cultural and Tourism Industry Matchmaking Session held in Changsha. Through presentations, videos, and one-on-one engagements, Namibia's landscapes, wildlife, adventures, and cultural heritage were showcased, enhancing NTB and the destination's visibility among Hunan officials, experts, and media.

NTB's accession to the "China-Africa Cultural and Tourism Development Initiative" underscored its commitment to bilateral cooperation and facilitated access to cutting-edge collaboration trends and policies.

In-depth exchanges at the Namibian National Pavilion with co-exhibitors provided critical market insights, enabling more targeted tourism strategies and precise grasp of market dynamics.

Overall, CAETE2025 participation delivered substantial tourism intelligence, from resource promotion feedback to market trend identification and collaboration prospects.



NTB Marketing Events Calendar

Dates	Domestic	Africa	International
01 – 06 JULY 2025	SWAITEX - SWAKOPMUND, NAMIBIA		
18 JULY 2025	NAMIBIA INTERNATIONAL TOURISM EXPO - WINDHOEK, NAMIBIA		
04 - 08 AUGUST 2025	ZAMBEZI BREAM FESTIVAL KATIMA MULILO		
3 – 9 AUGUST 2025			EXPO 2025, OSAKA, JAPAN
10 - 12 SEPT 2025		SANGANAI HLANGANANI WORLD	
10 – 12 SEPT 2025			INTERNATIONAL RUSSIAN TRAVEL MARKET (OTDYKH) - MOSCOW, RUSSIA
23 – 25 SEPT 2025			TOP RESA - PARIS, FRANCE
30 SEP – 05 OCT 2025		5TH OROMIA TOURISM WEEK ADDIS ABABA, ETHIOPIA & TRADE ENGAGEMENT (STRATEGIC EVENT)	



Anniversaries



KUTAZO ESTHER
2013/06/01 (11 year)



AMON ROWENA
2010/06/01 (15 years)



SHOOPALA SANDRA
2007/05/28 (18 Years)



NEEMA RENATUS
2006/05/01 (19 Years)

