



Namibia Tourism Board



Q4 NEWSLETTER

2026



CEO OFFICE

Sebulon Chicalu

CEO, Namibia Tourism Board

CEO MESSAGE: REFLECTING ON THE FINANCIAL YEAR 2024/2025 AND LOOKING AHEAD TO 2026

As we step into a new year and wrap up the Financial Year 2024/2025, I wish to convey my sincere appreciation to the stakeholders, partners, and communities involved in Namibia's tourism industry for their resilience, creativity, and steadfast commitment to positioning Namibia as a leading global destination. The last quarter has underscored the strength of our collective efforts through strategic partnerships, improved international market engagement, and continuous investments in tourism development across the country.

From coordinating major familiarization trips and enhancing regional collaboration, to showcasing Namibia at prominent international trade fairs in Europe, Asia, and emerging markets, the Namibia Tourism Board remains dedicated to promoting sustainable tourism growth and creating opportunities for all Namibians. We are encouraged by the growing global interest in Namibia's unique tourism experiences and the rising confidence in our destination.

As we move forward into 2026, our focus will remain on collaboration, innovation, inclusivity, and sustainability. Together, we will continue to unlock new opportunities, empower local businesses, boost destination competitiveness, and ensure that tourism stays a crucial element of Namibia's economic progress and national development.

I wish the entire tourism community a prosperous, successful, and impactful year ahead.



Namibia Tourism Board remains dedicated to promoting sustainable tourism growth and creating opportunities for all Namibians.





EDITOR'S NOTE

Flora Quest

Manager: Stakeholders Engagement,
Corporate Communication and PRO

Welcome to the last edition of the Namibia Tourism Board Quarterly Newsletter for the 2024/2025 Financial Year (4th Quarter). As we reflect on the achievements and milestones of the past quarter, we take pride in the collective efforts that have continued to strengthen Namibia's position as a premier tourism destination.

This quarter has showcased remarkable progress across various areas of the tourism sector from strategic stakeholder engagements and international trade participation to entrepreneurship development, strengthened partnerships, and increased global destination visibility. These achievements reflect the resilience, collaboration, and commitment demonstrated by tourism stakeholders across the country.

The Namibia Tourism Board remains dedicated to driving sustainable tourism growth, supporting local enterprises, promoting inclusive participation, and enhancing Namibia's competitiveness within the global tourism market. The growing international interest in Namibia's unique tourism experiences continues to create new opportunities for economic growth and sector development.

As we close the 2024/2025 Financial Year and look ahead to 2026, we extend our sincere gratitude to all stakeholders, partners, tourism operators, communities, and staff members whose contributions continue to shape the success of Namibia's tourism industry. Together, we remain committed to building a vibrant, resilient, and sustainable tourism future for Namibia.

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ISHOWSPEED'S NAMIBIA VISIT SHINES GLOBAL SPOTLIGHT ON CULTURE AND TOURISM

On 27 January 2026, global digital sensation and streamer IShowSpeed visited Namibia, bringing international attention to the country's unique landscapes, vibrant culture, and tourism experiences through his massive online platform. During his visit, the Namibia Tourism Board (NTB) played a key role in enriching his cultural experience by facilitating authentic interactions with local traditions, heritage, music, and cuisine.

The visit provided an opportunity to showcase Namibia's diverse cultural identity to millions of viewers worldwide, while positioning the country as a dynamic and youthful travel destination. NTB's involvement highlighted the growing importance of digital influencers in promoting destination marketing and strengthening Namibia's global tourism appeal among younger international audiences.



NTB BRAND AWARENESS CAMPAIGN [KNOW NTB, COMPLY AND SAFE NAMIBIA TOURISM]

The NTB brand awareness campaign kick start on the 13th February in Rundu and 16th February in Katima Mulilo the reason for the campaign is to bring NTB and NTB regional office awareness to the communities and industry. The Campaign will also emphasise on the illegal operators and encourage them to register with NTB. This project is lead by the PR office of NTB.



STAKEHOLDERS ENGAGEMENT

STAKEHOLDERS' ENGAGEMENT ON NTB BILL/ ACT REVIEW DISCUSSIONS

On 16 February 2026, the Namibia Tourism Board (NTB) hosted a stakeholder engagement session focused on discussions surrounding the review of the NTB Bill/Act. The engagement brought together key tourism stakeholders, industry representatives, and strategic partners to deliberate on proposed amendments aimed at strengthening the regulatory and operational framework of Namibia's tourism sector. The discussions provided a valuable platform for stakeholders to share insights, raise concerns, and contribute recommendations that will support a more responsive, inclusive, and sustainable tourism industry. The session reaffirmed NTB's commitment to collaborative governance, stakeholder participation, and the continuous improvement of policies that drive tourism growth and sector development in Namibia.



NAMIBIA STRENGTHENS REGIONAL TOURISM TIES THROUGH STRATEGIC B2B COLLABORATION AND PAN-AFRICAN

The Namibia Tourism Board (NTB), in partnership with South African Airways (SAA), successfully hosted a high-impact B2B networking session in Windhoek on 23 February 2026, marking the culmination of a nine-day Familiarization (FAM) trip involving travel trade leaders from 15 African countries. The initiative aimed to strengthen intra-African travel partnerships and convert regional

interest into market-ready tourism packages for Namibia and the continent at large. Addressing delegates, NTB Head of Marketing, Ms. Charmaine Matheus, emphasized the importance of firsthand destination experiences in effectively marketing Namibia, while calling for stronger collaboration across Africa's tourism sector.



Discussions during the session focused on key growth areas including MICE tourism, visa facilitation, investment opportunities, and cross-border travel experiences, reinforcing Namibia's vision to position Africa as the world's leading adventure and tourism destination.

NTB, TOURISM STAKEHOLDERS AND NAMPOL HOLD STRATEGIC ENGAGEMENT MEETING

On 16 March 2026, the Namibia Tourism Board (NTB), together with tourism stakeholders and the Namibian Police Force (NAMPOL), convened a strategic engagement meeting aimed at strengthening collaboration on tourism safety, compliance, and sector sustainability.

The meeting focused on addressing challenges affecting the tourism industry, including illegal tourism operations, visitor safety, regulatory enforcement, and improved coordination between law enforcement agencies and tourism operators. Stakeholders emphasized the importance of maintaining Namibia's reputation as a safe and welcoming destination while fostering stronger partnerships to support industry growth and compliance. The engagement reaffirmed the collective commitment of NTB, NAMPOL, and tourism stakeholders to creating a secure, regulated, and enabling environment that supports sustainable tourism development in Namibia.



STRATEGIC ENGAGEMENT WITH CITY OF WINDHOEK

- 18 MARCH 2026



NTB ENGAGES HUNTING OPERATORS TO STRENGTHEN SECTOR GROWTH

The Namibia Tourism Board (NTB) successfully hosted a Stakeholder Engagement Session with hunting operators in Windhoek, bringing together key industry players to strengthen collaboration and align on strategic priorities. The session highlighted positive growth in Namibia's hunting tourism sector, with trophy hunting figures rising from 635 in 2020 to 730 in 2026, reflecting steady annual increases

and reinforcing the sector's resilience and contribution to the tourism economy.

The engagement created a platform for open dialogue on sustainable development, regulatory frameworks, and market positioning, while also fostering knowledge-sharing across the industry. The participation of final-year tourism students from NUST further enriched the session, providing valuable industry exposure and underscoring NTB's commitment to developing future talent and strengthening partnerships for long-term sector growth.



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NTB's commitment to developing future talent and strengthening partnerships for long-term sector growth.

NTB POWERS GROWTH IN NAMIBIA'S THRIVING BUSINESS EVENTS SECTOR

NTB successfully led and strengthened Namibia's presence in the Meetings, Incentives, Conferences and Exhibitions (MICE) space through a series of strategic engagements and stakeholder-driven initiatives. Central to this effort was the advancement of the Namibia Convention Bureau (NCB), which continues to position the country as a premier destination for business events by coordinating stakeholders, facilitating event hosting, and promoting Namibia's unique value proposition to global markets.

These efforts are aimed at increasing the number of conferences, meetings, and exhibitions hosted in Namibia, while enhancing the country's competitiveness in the fast-growing global MICE industry.

Through its leadership, NTB has played a pivotal role in fostering collaboration across government, industry, and private sector partners, ensuring a unified approach to attracting and hosting high-impact events. The growing number of MICE activities and strengthened coordination mechanisms reflect Namibia's rising profile as a business events destination, contributing to economic diversification, job creation, and increased international visibility. NTB's continued focus on MICE development underscores its commitment to unlocking new opportunities and driving sustainable growth within the tourism sector.



NTB DRIVES ENTREPRENEURSHIP AND STRATEGIC PARTNERSHIPS FOR TOURISM GROWTH

On 23–24 March 2026, the Namibia Tourism Board (NTB) hosted an Entrepreneurship Training programme aimed at empowering tourism businesses with essential skills, knowledge, and tools to enhance sustainability and competitiveness within the sector. The training focused on strengthening business capacity, supporting SMEs, and fostering innovation across the tourism value chain, reinforcing NTB's commitment to inclusive economic growth.

In parallel, NTB entered into a strategic partnership with FNB Namibia to further boost tourism sector development. The collaboration focuses on improving access to financial solutions, enhancing financial literacy, and supporting the growth of tourism enterprises. Together, these initiatives highlight NTB's integrated approach to driving industry resilience, empowering entrepreneurs, and advancing Namibia's tourism sector.



MARKETING: HEAD OFFICE

NAMIBIA TOURISM BOARD MAKES STRONG DEBUT AT OTM 2026 IN INDIA

The Namibia Tourism Board (NTB) proudly showcased Namibia's unique tourism offerings at the Outbound Travel Markets (OTM) 2026 trade show in Mumbai from 5 to 7 February 2026, marking the country's first dedicated engagement with India's fast-growing outbound travel market.

Ahead of the event, NTB hosted an educational webinar for Indian travel agents, preparing the market for Namibia's entry. During OTM, the "Discover Namibia" networking reception attracted 60 key industry stakeholders and media,

providing valuable face-to-face engagement. The NTB exhibition stand and targeted B2B meetings further strengthened relationships and generated promising leads, positioning Namibia as an emerging sustainable safari and adventure destination for Indian travellers.

Key learnings included strong interest in Namibia's wildlife and desert landscapes, effective pre-event education, and significant media amplification. Challenges such as Namibia's emerging market profile and budget

constraints were noted, with strategic recommendations for continued webinars, expanded networking, and collaborative marketing initiatives to build on the momentum. With planned follow-up webinars and ongoing engagement, NTB is well-positioned to grow Namibia's presence in the Indian market, fostering long-term partnerships and increased visitor arrivals from this important new source market.



Sales calls in Mumbai at Veena World



Sales Calls in New Delhi at Welgrow Trave



MEETINGS AFRICA

The Namibia Tourism Board (NTB), together with key stakeholders from Namibia's Meetings, Incentives, Conferences and Exhibitions (MICE) sector, successfully participated in the prestigious Meetings Africa 2026 trade show held from 24–25 February 2026 at the Sandton Convention Centre in Johannesburg, South Africa. The event provided a valuable platform to position Namibia as an emerging and competitive MICE destination, resulting in over 40 business-to-business meetings with international buyers and event planners, surpassing initial targets. A major highlight was the NamibiaNow Cocktail Event hosted on 25 February 2026, which attracted more than 135 hosted buyers, media representatives, and industry professionals, showcasing Namibia's unique hospitality, culture, and event-hosting capabilities. The participation also generated significant media exposure across television, print, digital, and social media platforms, strengthening Namibia's visibility within the African business events market and reinforcing the country's readiness to host international conferences and events.





Networking event



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The fair provided valuable insights to tailor future campaigns for Southeast European travellers.

Namibia Tourism Board Shines at 2026 Belgrade International Tourism Fair

The Namibia Tourism Board (NTB) successfully participated in the 2026 Belgrade International Tourism Fair, Southeast Europe's largest tourism event, held from 19 to 22 February 2026. This platform allowed Namibia to promote its unique safari and adventure tourism to key markets in Serbia and the region, emphasizing the country's commitment to sustainable tourism and conservation.

NTB engaged with important stakeholders, including the

Serbia Tourism Authority and the Association of the Tourism Industry (ATIS), strengthening bilateral relations and exploring new business opportunities. A dedicated networking event for outbound travel agents further expanded market access and facilitated valuable B2B connections.

The inclusion of two Micro, Small, and Medium Enterprises (MSMEs) showcased Namibia's diverse tourism products, reflecting NTB's dedication

to inclusive growth. The fair provided valuable insights to tailor future campaigns for Southeast European travellers.

With effective strategic stakeholder engagement, NTB's participation at the Belgrade fair has laid a strong foundation for long-term partnerships and increased visitor arrivals from Southeast Europe, reinforcing Namibia's reputation as a premier sustainable tourism destination.



CEO interview with Eko Vision

Eko vision Serbia is a company focused on sustainable environmental solutions, specializing in eco-friendly technologies and services aimed at promoting green practices. Their vision centres on contributing to a cleaner, healthier future by providing innovative, efficient, and environmentally responsible products and services that support sustainable development and ecological preservation.



Visitors testing the Namibian biltong



Chairman, Mr. Hamwele during the networking event



Networking Event



Presentation by CEO during the networking event

NTB SHOWCASES NAMIBIA AT MITT MOSCOW 2026

The Namibia Tourism Board (NTB) participated in the MITT Moscow 2026 Trade Show, held from 11–13 March, using the platform to position Namibia as a unique and competitive destination within the Russian and CIS travel markets. The event created an opportunity to engage with international tour operators, travel agents, and industry stakeholders, while promoting Namibia's diverse tourism offerings, including safari, eco-tourism, adventure, and MICE experiences.

As part of its engagement, NTB hosted targeted networking sessions, including a dedicated evening event for travel trade professionals, to strengthen partnerships and generate quality business leads. The participation also enabled NTB to gather key market insights, enhance brand visibility, and explore strategic collaborations aimed at increasing inbound tourism and expanding Namibia's presence in the Russian market.



MARKETING: EUROPE

MATKA Nordic Travel Show, January 2026

Project Overview

NTB Europe maintained a strong presence at several leading international tourism exhibitions. Participation in MATKA Travel Fair in Helsinki, Northern Europe's largest travel event, provided an important platform to engage with Nordic travel professionals and consumers. The Namibia stand welcomed strong interest from the market and was supported by the presence of H.E. Ambassador Gebhard Kandanga, strengthening diplomatic and industry ties in the region.

Participating Namibian Exhibitors

The Namibia Tourism Board (NTB) shared the exhibition stand with several key tourism industry partners, including Naankuse Collection, Namibia Safari Concierge, and Furaha Tours and Safaris. The participation of Furaha Tours and Safaris was facilitated through the NTB support scheme for micro, small, and medium-sized enterprises (MSMEs), reflecting NTB's commitment to inclusive industry development and providing smaller Namibian businesses with access to international marketing platforms.



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FITUR Travel Show, January 2026

Project Overview

FITUR in Madrid, one of the world's most influential tourism trade fairs with over 9,000 exhibitors and more than 150,000 visitors, enabled NTB to further develop partnerships in the Spanish-speaking markets. Engagement with tour operators, airlines, and media partners contributed to expanding Namibia's visibility in Southern Europe and Latin America.

Participating Namibian Exhibitors

Namibia was represented alongside a high-calibre group of co-exhibiting tourism partners, highlighting the diversity and quality of the country's tourism offering. These included luxury eco-lodges, destination management companies, and specialist tour operators such as People Tour and Safaris Namibia, Bluecrane Safaris Namibia, Gondwana Collection Namibia, Sandwich Dune Tours and Safari, Matiti Safaris, Lark Journeys, Kalahari Namibia Tailormade Tours, ResDest Portfolio, and Naankuse Collection. The participation of People Tour and Safaris as well as Sandwich Dune Tours and Safaris were facilitated through the NTB support scheme for micro, small, and medium-sized enterprises (MSMEs), reflecting NTB's commitment to inclusive industry development and providing smaller Namibian businesses with access to international marketing platforms.



These included luxury eco-lodges, destination management companies, and specialist tour operators such as People Tour and Safaris Namibia, Bluecrane Safaris Namibia, Gondwana Collection Namibia, Sandwich Dune Tours and Safari, Matiti Safaris, Lark Journeys, Kalahari Namibia Tailormade Tours, ResDest Portfolio, and Naankuse Collection

BTL Travel Show, February 2026

Project Overview

In Portugal, NTB also participated in BTL – Better Tourism Lisbon Travel Market, the country's largest tourism event with approximately 1,700 exhibitors and 100,000 visitors. The Namibia stands generated strong interest among both trade partners and consumers, further strengthening the destination's presence in the Portuguese market. Participating Namibian Exhibitors

A central objective of NTB's participation is to provide a professional platform for the Namibian tourism companies Matiti Safaris, NWR (canceled on short notice), Nature Friends Safaris, The Swakopmund Collection and Prestigio Safaris to access the Portuguese market.



The participation of Prestigio Safaris was facilitated through the NTB support scheme for micro, small, and medium-sized enterprises (MSMEs), reflecting NTB's commitment to inclusive industry development and providing smaller Namibian businesses with access to international marketing platforms.

ITB BERLIN TRAVEL SHOW, MARCH 2026

Participating Namibian Exhibitors

The quarter also saw the successful participation of Namibia at ITB Berlin, the world's leading travel trade fair, bringing together more than 6,000 exhibitors from over 160 countries and 160,000 B2B visitors. Namibia's stand in Hall 20 attracted strong engagement from international tour operators, media representatives, and travel trade partners. The participation was further supported by the presence of H.E. Ambassador Shaanika, reinforcing Namibia's diplomatic and tourism relations with Germany. At ITB also a MoU with Discover Airlines was signed.

The following co-exhibitors were present at ITB Berlin 2026: Abenteuer Africa Safari, AfriCar Car Hire, Africa On Wheels, Asco Car Hire, Bluecrane Safaris, Exclusive Reservations & Marketing, FlyNamibia, Gondwana Collection Namibia, Namibia Tracks & Trails, Namibia Wildlife Resorts, Namibia2Go, Natural Selection Safaris, Naturally Namibia, N/a'an ku sê Ecotourism Collection, Ohorongo Game and Safari Lodge, Ondili Namibia, ResDest Portfolio, Sense of Africa, Taleni Africa, Terra Nova Namibia.



The participation of NOMAD and Jacana Safaris was facilitated through the NTB support scheme for micro, small, and medium-sized enterprises (MSMEs)



NEW YEAR'S RECEPTION, UK, JANUARY 2026

To further strengthen relationships with the UK travel industry, NTB Europe launched a new and innovative networking format with the "Namibia New Year's Reception" held at the Namibian High Commission in London, co-hosted by the High Commissioner H.E. Nghiwete. Conceived and developed as a proactive market engagement initiative, the event marked the beginning of a new approach by NTB Europe to connect more closely and strategically with key partners in priority source markets.

The exclusive reception brought together 15 carefully selected key opinion leaders from leading UK tour operators and airlines, creating an intimate and highly focused setting for meaningful dialogue. By deliberately keeping the guest list limited, NTB Europe ensured that conversations could move beyond traditional networking and instead foster genuine exchange, deeper understanding of market trends, and the identification of concrete opportunities to grow Namibia's presence in the British travel market.



H.E. Veikko Nghiwete, Namibian High Commissioner, and Matthias Lemcke, Director Europe of NTB are looking forward to welcome you to this exclusive meeting to share new developments, plans and to provide a continuing platform for exchange and networking with UK tourism partners.



DERTOUR TRAVEL ACADEMY – CALGARY, CANADA

Trade education and product training also remained a key priority. NTB participated in the DERTOUR Travel Academy in Calgary, hosting Namibia-focused workshops for travel professionals. Across 28 training sessions, more than 350 travel agents from German-speaking markets received in-depth destination knowledge, strengthening Namibia's sales potential within the European outbound market.



VJP - VISITING JOURNALIST PROGRAMME

Media engagement continued through NTB Europe's Visiting Journalist Program (VJP) and strategic media collaborations. As part of the Joint Marketing Program with Edelweiss Air, NTB hosted Swiss journalists on a

familiarisation visit to Namibia, generating high-value editorial coverage for the Swiss market.

Additional journalist visits were organised from the Netherlands, Poland, Germany, and the wider

European region, including media representatives from JFK Magazine, Flair, Onet.pl, and prominent travel content creators. These visits are expected to deliver significant media exposure and authentic



VJP - VISITING JOURNALIST PROGRAMME

EDELWEISS AIR Media Group:

Among the participating outlets were some of Switzerland's most widely read and respected publications:

- Neue Zürcher Zeitung (NZZ), one of Switzerland's most prestigious newspapers, known for its high-quality journalism and strong reputation among decision-makers, business leaders, and an affluent readership. Coverage in NZZ carries substantial credibility and long-term influence within the Swiss media landscape.
- 20 Minuten, Switzerland's largest commuter newspaper and one of the country's most widely consumed digital news platforms. With its extensive daily reach, the outlet is particularly effective in creating broad awareness among younger and urban audiences.
- Blick, one of Switzerland's most popular national newspapers with a strong online presence and a large readership. The publication is known for its wide reach and ability to generate high visibility for travel destinations through engaging storytelling and multimedia content.
- Basler Zeitung, a major regional newspaper with a loyal readership in the Basel metropolitan area, contributing to targeted exposure in one of Switzerland's economically strong regions.

DACH, Benelux and CEE Media visits:

Through these carefully coordinated trips, NTB ensured that Namibia was showcased across a diverse mix of print, digital, and social media platforms, reaching audiences in the DACH region, Benelux, and Central & Eastern Europe.

The participating journalists and influencers included:

- Karolina Walczowska (Poland) Polish journalist Karolina Walczowska travelled to Namibia representing Onet.pl, Poland's largest digital news and lifestyle platform, in cooperation with Discover Airlines and Gondwana Collection Namibia.
- Onet.pl reaches millions of readers every day and is one of the most influential online media outlets in Poland. Coverage on this platform provides significant visibility and the potential for very high digital reach, particularly among audiences researching travel inspiration and long-haul destinations. KPI/Reach: Onet.pl has 14,8 million readers per month in Poland.

- **Katrin Lehr – Viel unterwegs (Germany, Austria, Switzerland)**

German travel blogger and content creator Katrin Lehr from blog “Viel Unterwegs” joined a press visit in cooperation with Wilderness. Her travel platform focuses on authentic travel experiences, sustainable tourism, and detailed destination guides. Through her blog and social media channels she reaches a large German-speaking audience interested in nature travel and outdoor adventures. KPI/Reach: 450,000–580,000 monthly readers / unique visitors to the website.

- **Annika Berg – Annika Around the World (Germany, Austria, Switzerland)**

Travel influencer Annika Berg from blog “Annika Around the World” also participated in the visit with Wilderness. Her platforms are known for visually strong storytelling and practical travel inspiration, reaching tens of thousands of followers across Instagram and blog channels. Her audience consists primarily of young and experience-driven travellers interested in wildlife, adventure travel, and unique destinations. KPI/Reach: 74,000 followers on Instagram.

- **Thomas Ludwig – Fravelly (Germany, Austria, Switzerland)**

Fravelly is a travel blog that shares personal travel experiences, guides, and tips from different destinations around the world. The blog focuses on authentic travel, nature, photography, and sustainable tourism. Through detailed stories and pictures, it gives readers inspiration and practical information for planning their own trips. NTB supported the visit of the Influencer with MSME Jacana Safaris. KPI/Reach: 25,000 followers on social media.

- **ENDERS Cross Promotion & Brand Cooperation, in 10 European markets (DACH, Spain, UK, Poland, Italy, Benelux)**

In addition to trade and media initiatives, NTB Europe explored innovative consumer marketing collaborations. A production trip was conducted in Namibia in partnership with Enders, a well-known European BBQ grill brand, to develop content for a cross-promotional campaign. The campaign, scheduled to run from April to August 2026 across digital and retail channels, will link Namibia’s outdoor lifestyle and culinary experiences with the brand, reaching a broad consumer audience.

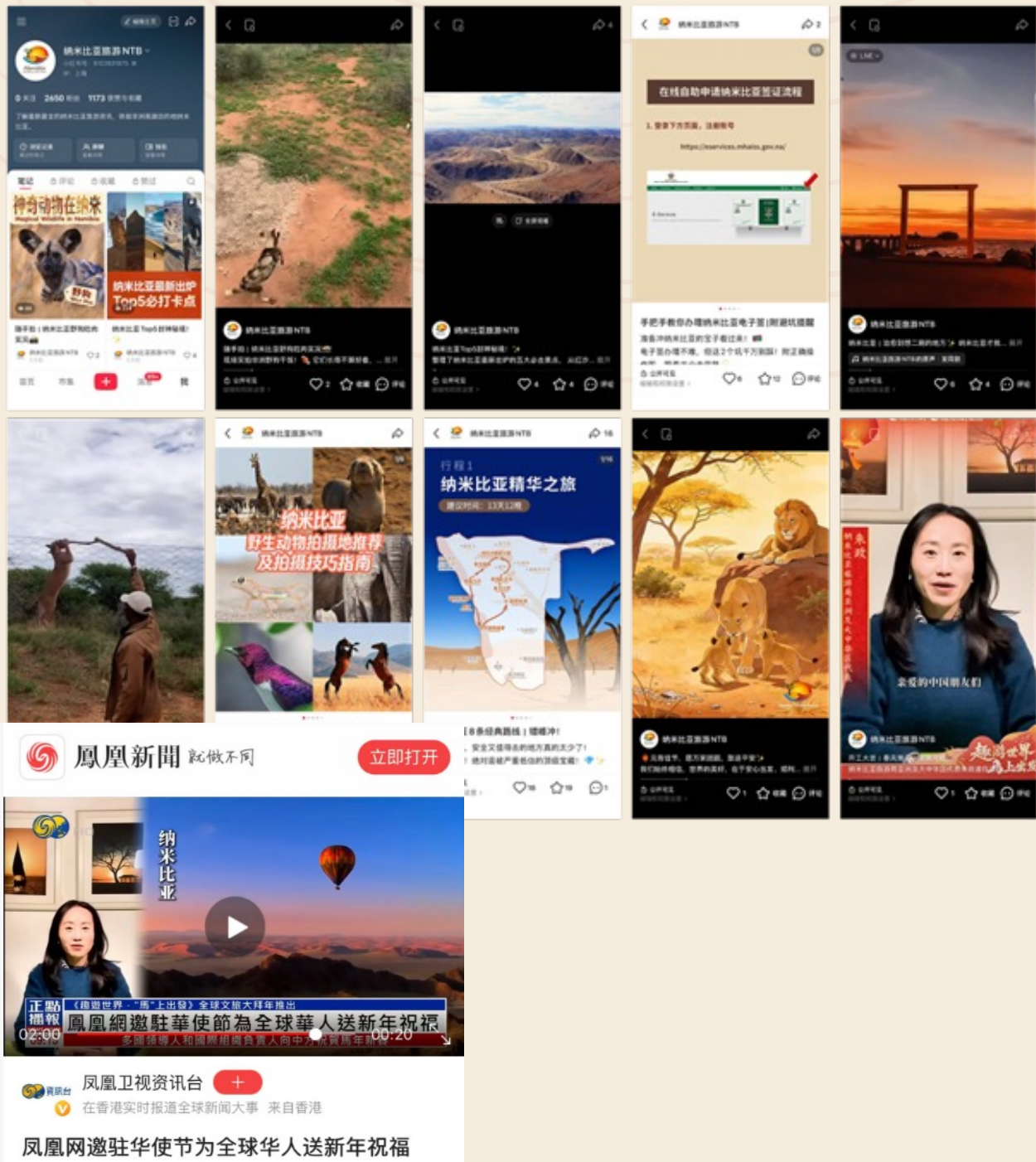
At the heart of the campaign is the shared theme of BBQ, outdoor adventure, and camping. Namibia provides the perfect stage for this narrative: spectacular desert landscapes, remote campsites, and unforgettable sunset moments around the grill. Through the collaboration, Namibia is presented as the ultimate destination for outdoor enthusiasts and road-trip travellers a highly relevant target group that overlaps strongly with Enders’ customer base.



CHINA MARKET

2026 NTB Social Media Campaign: Doubled Target & Strong Impact

NTB's 2026 social media project has been successfully implemented, covering the operation of three major social media accounts and a Year of the Horse themed online promotion campaign in collaboration with Ifeng Travel; during the period, a total of 39 short videos, graphics and texts were published, achieving steady improvement in brand awareness and audience growth with remarkable key performance metrics—5,541 new followers accumulated, consumer reach exceeding 81 million, total impression reaching nearly 12 million, and overall marketing value exceeding USD\$ 123,398.61 which is twice the expected target through high-quality content delivery and targeted channel cooperation, the project has effectively strengthened destination Namibia recognition and user engagement in the Chinese market, laying a solid foundation for future marketing.



OPERATIONS AND ENTERPRISES SERVICES

New Applications & Inspections Conducted - FY 2025/26

Category	Total Number - Q1	Total Number - Q2	Total Number - Q3	Total Number Q4
New Applications	129	183	120	124
Routine Inspections	238	457	497	1030
New Registration Inspection	214	183	102	97
Total Inspections	581	823	719	1251
Total Closures	65	39	8	81

Full Registration

Category	1 Jan-Mar 2026	
Regulated Businesses	Registered	Conditional
Activity Operator	2	
Air Charter Operator	0	
Booking Agent	7	
Conference Centre	0	
Foreign Tour Operator	6	
Shuttle And Transport Service Operator	5	
Tour And Safari Operator	24	6
Tour Facilitator	25	2
Trophy Hunting Operator	5	
Vehicle Rental Operator	7	
TOTAL REGULATED BUSINESSES	81	8

Full Registration

Category	1 Jan-Mar 2026	
Accommodation Establishments	Registered	Conditional
Backpackers Hostel Accommodation	3	
Bed And Breakfast Accommodation	1	
Camping And Caravan Park	0	
Camp Site		
Guest House	8	
Guest Farm	0	
Hotel		
Hotel Pension		
Lodge	2	
Permanent Tented Camp		
Resorts		
Rest Camp		
Self-Catering Accommodation	37	
Tented Lodge		
TOTAL ACCOMMODATION ESTABLISHMENTS	52	

Total Registered Regulated Businesses on 31 March 2026

Category	1 April 2020	31 March 2026
Regulated Businesses	Balance	Total
Activity Operator	142	179
Air Charter Operator	20	24
Booking Agent	284	389

Total Registered Regulated Businesses on 31 March 2026

Category	1 April 2020	31 March 2026
Regulated Businesses	Balance	Total
Conference Centre	7	9
Foreign Tour Operator	227	296
Shuttle And Transport Service Operator	373	455
Tour And Safari Operator	610	966
Tour Facilitator	314	507
Trophy Hunting Operator	692	808
Vehicle Rental Operator	186	320
TOTAL REGULATED BUSINESSES	2855	3953

Total Registered Accommodation Establishment as of 31 March 2026

Category	1 April 2020	31-Mar-26
Accommodation Establishments	Total	Total
Backpackers Hostel Accommodation	105	125
Bed And Breakfast Accommodation	239	287
Camping And Caravan Park	11	17
Camp Site	276	331
Guest House	422	558
Guest Farm	171	188
Hotel	80	105
Hotel Pension	73	82
Lodge	260	317
Permanent Tented Camp	67	81
Resorts	1	1
Rest Camp	116	138
Self-Catering Accommodation	751	1342
Tented Lodge	28	38
TOTAL ACCOMMODATION ESTABLISHMENTS	2611	3610

15

Complaints were registered and investigated in FY 2025;2026

3

Police cases were opened on illegal operators

33

Illegal operators were spotted and agreed to comply with regulatory mandate.

9 registered

19 started the process to register

1

police case pending

NTB STAFF MATTER

Internship Appointment



Namibia Tourism Board

Internship Appointment



Elizabeth Jonas
Accounts Payable



Elia Liswaniso
Finance



Immanuel Tangeni
Finance



Hendrina Shiimi
Finance



Namibia Tourism Board

Internship Appointment



Aishe Amakali
Procurement



Shakutulwa Justine
OES Department
(Ongwediva)



Kemanya Gerson
Marketing
Market Research



Helena Nathing
Marketing
Event Coordination and Promotion



Namibia Tourism Board

Internship Appointment



Dorlane Molo Mukansien
Office of the CEO & Finance



Kleophas Onesmus
Finance



Anna Shikalepo
Finance



Maureen Sikongo
Corporate Communications



Namibia Tourism Board

Internship Appointment



Evelin Muremi
Office Of The CEO



Petrus Shoombe Shivute
OES Department



Otilie Nicanor
OES Department



Uerijama Nautoro
OES Department