



**HONORABLE EZEKIEL MAIGE, TANZANIA'S MINISTER OF
NATURAL RESOURCES AND TOURISM PRESENTED TANZANIA'S
2011 ANNUAL TOURISM AWARDS
TO AIRLINES, TOUR OPERATORS, LODGES AND MEDIA**

(September 28, 2011, New York, NY) Honorable Ezekiel Maige, MP, Tanzania's Minister of Natural Resources and Tourism (MNRT) and the Tanzania Tourism delegation, used the occasion of their visit to the United States to present Tanzania Tourist Board's (TTB) 2011 Annual Tourism Awards.

In New York, the TTB Awards were presented at the Africa Travel Association's (ATA) Sixth Annual Presidential Forum to ET African Journeys, South African Airways, and LuxuryWeb Magazine on September 20, 2011. Later in the week, a second set of TTB Awards were presented at the Third Annual Diaspora Council of Tanzanians in America Convention to Africa Adventure Company and Gibb's Farm, Tanzania. The event, organized together with the Embassy of Tanzania in Washington, D.C., took place at the Marriott Washington Dulles Airport Hotel on September 23, 2011.

Honorable Maige was joined by Ibrahim Mussa, Director of Tourism, MNRT; Dr. Aloyce Nzuki, Managing Director,

TTB; Allan Kijazi, Director General, Tanzania National Parks and Egidius Mweyunge, Private Secretary to the Minister.

The Awards were created in 2000 to recognize and show appreciation to the travel professionals and media who have worked hard promoting and selling Tanzania in the US market, as well as to provide an incentive to increase the numbers even more in the coming years.

ET African Journeys, a Group IST brand and the official tour operator for Ethiopian Airlines, received the TTB Tour Operator Promotion Award 2011 for outstanding promotion with the launch of its new Tanzania programs. In the short time since ET African Journeys rolled out its six diverse, Tanzania-only itineraries, including the less known but exciting and less crowded game-viewing experience of the Southern Circuit, it has been so successful that ET African Journeys has become one of the fastest growing tour companies generating business to Tanzania from the US market.

South African Airways was presented with the TTB Supporting Airline Award 2011 for the outstanding promotional support provided the Tanzania Tourist Board's efforts to increase Tanzania tourism from the US market. South African Airways has sponsored several media trips as well as offered special air fares to Tanzania in support of the Karibu Travel & Tourism Fair and the 50th Anniversary year of celebrations of Tanzania.

LuxuryWeb Magazine won the TTB Online Media Award for its outstanding coverage of Tanzania. Barbara Angelakis, Editor in Chief, wrote a series of three

feature articles on Tanzania covering the Northern and Southern Circuits as well as Zanzibar.

Gibb's Farm, a five- star eco-lodge, was presented with the TTB Lodge Sustainable Tourism Award for being deeply rooted in the surrounding communities of the Ngorongoro Highlands. Gibb's employs more than 100 local people and offers to the local communities, unparalleled programs for healthcare, retirement, micro-loans, and indigenous knowledge training.

Africa Adventure Company (AAC), a Florida-based tour operator, won the Tanzania Tourism Board Tour Operator Humanitarian Award for making a direct contribution to the betterment of the local communities. The many programs for local communities that the Africa Adventure Company and its clients have invested include sponsoring 29 children in Tanzania, all children of guides in the company's team, allocating \$15,000 towards student scholarship funds. AAC also arranges for visits at Tenguru School in Arusha where clients can join in the ongoing partnership of uplifting the school children. Africa Adventure Company matches donations made by clients and supports many conservation programs.

Full List Of Tanzania Tourist Board Tourism Award Winners 2011

Tanzania Tourism Board Media Print Award 2011

Destination Weddings & Honeymoons Magazine

Tanzania Tourism Board Web Travel Magazine Award 2011

LuxuryWeb Magazine

Tanzania Tourism Board Supporting Airline Award 2011

South African Airways

Tanzania Tourism Board Tour Operator Southern/Western Circuit Award 2011

Immersion Journeys

**Tanzania Tourism Board Tour Operator Southern/Western
Circuit Award 2011**

Anastasia's Africa

**Tanzania Tourism Board Tour Operator Promotion Award
2011**

ET African Journeys

**Tanzania Tourism Board Tour Operator Humanitarian
Award 2011**

Africa Adventure Company

**Tanzania Tourism Board Tour Operator Product
Development Award 2011**

My Serengeti Safari

**Tanzania Tourism Board Hotel/Lodges/Camps Sustainable
Tourism Award 2011**

Gibbs Farm, Tanzania

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ABOUT TANZANIA

Tanzania, the largest country in East Africa, is focused on wildlife conservation and sustainable tourism, with approximately 28 % of the land protected by the Government. It boasts 15 National Parks and 31 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. Kilimanjaro; The Serengeti, home to the "Great Animal Migration" that was named the New 7th Wonder of the World by USA Today and ABC TV's Good Morning America; the world acclaimed Ngorongoro Crater, often called the 8th Wonder of the World;

Olduvai Gorge, the cradle of mankind; the Selous, the world's largest game reserve; Ruaha, now the second largest National Park in Africa; the spice islands of Zanzibar; and seven UNESCO World Heritage Sites. Most important for visitors, the Tanzanian people are warm and friendly, speak English, which together with Kiswahili, are the two official languages; and the country is an oasis of peace and stability with a democratically elected and stable government.

For more information on Tanzania, visit www.tanzaniatourism.go.tz

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Photo 1: Gregg Truman, VP, Marketing, South African Airways accepting Tanzania Tourism Award for Supporting Airline from Honorable Ezekiel Maige, MP, Tanzania's Minister of Natural Resources and Tourism at Africa Travel Association's Presidential Forum

Photo 2: Mike Goren, President, ET African Journeys, A Group IST brand, accepting Tanzania Tourism Tour Operator Promotion Award from Honorable Ezekiel Maige, MP, Tanzania's Minister of Natural Resources and Tourism at ATA Presidential Forum

Photo 3: Hon. Maige presented Africa Adventure Company and Gibbs Farm with the Tanzania Tourist Board Awards at the Third Annual Diaspora Council of Tanzanians in America Convention.

From left to right: Ibrahim Mussa, Director of Tourism,

MNRT; Mark Nolting, President and Owner, Africa Adventure Company; Honorable Ezekiel Maige, MP, Minister of Natural Resources and Tourism; Rick Thomson, Co-Owner, Gibb's Farm; and Dr. Aloyce Nzuki, Managing Director, Tanzania Tourist Board.