



# **Tanzania**

**land of  
Kilimanjaro,  
Zanzibar and  
Serengeti**

Eastern Africa  
World Edition  
Supplement

## **Africa Travel Magazine**



# Tanzania

## land of Kilimanjaro, Zanzibar and Serengeti

Zanzibar supplement and other Eastern Africa destinations are available under separate cover. E-mail [airhwy@smartt.com](mailto:airhwy@smartt.com) to order



## PRESIDENT KIKWETE INAUGURATES BILILA LODGE KEMPINSKI IN SERENGETI NATIONAL PARK, Further Expanding Tanzania's Luxury Accommodations

(New York, NY – August 12, 2009) The Bilila Lodge Kempinski held its grand opening in July 2009, with His Excellency, President Jakaya Mrisho Kikwete in attendance. Also present were Ali Saeed Albwardy of ASB Tanzania Limited, Reto Wittwer, President and CEO of Kempinski Hotels, and Lodge Manager Carine Wittwer. The Bilila Lodge Kempinski is the first luxury lodge for Kempinski Hotels in Serengeti National Park and their third property in Tanzania.

The Bilila Lodge Kempinski features 74 rooms fitted with private telescopes for game viewing, all of which overlook the plains of the Serengeti, a UNESCO World Heritage Site and world famous for the annual animal migration. With its own private game drive and an infinity pool overlooking a watering hole where animals come to drink, President Kikwete states that the Bilila Lodge is “the ultimate Serengeti experience in terms of luxury and comfort amidst the beauty that the Serengeti is.” It is conveniently located 45 minutes away from Seronera airstrip by car, which is only a 50-minute



*(L. to R) Kempinski Bilila Lodge Manager Carine Wittwer and His Excellency, President Jakaya Mrisho Kikwete, of the United Republic of Tanzania at the inauguration of Kempinski's first Lodge in the Serengeti National Park.*

flight from Arusha, the nearest international airport.

**More upscale hotels**  
Kempinski is one of several upscale hospitality brands expanding their base in Tanzania.

In addition to Bilila Lodge, Kempinski has the Kilimanjaro Kempinski in Dar es Salaam, the Zamani Kempinski in Zanzibar and is building a hotel in Arusha.

**Continued on page 42**





Over 36 pages on Zanzibar in our special supplement  
Download from [www.africa-ata.org/spzz.pdf](http://www.africa-ata.org/spzz.pdf)

## Coming Events in Travel & Tourism

### SEPTEMBER 2009

**3-5 Africa Travel & Real Estate Expo**, Sheraton Hotel, Toronto, Ontario, Canada  
<http://www.africantravelexpo.com>

**8-10 CIBTM: China Incentive Business Travel Exhibition**  
Beijing, China, [www.cibtm.travel](http://www.cibtm.travel)

**11-13 St. Louis Travel, Adventure & Culinary Expo**, St. Louis, MO  
[kelly@incredible.travel.com](mailto:kelly@incredible.travel.com)

**13-15 TheTradeShow. Travel Retailing and Destination Expo**  
Las Vegas, NV [www.thetradeshow.org](http://www.thetradeshow.org)

**25 Africa Travel Association 4th Annual Presidential Forum on Tourism**, Kimmel Center, New York University, NYC, [events@africa-travelassociation.org](mailto:events@africa-travelassociation.org)

**25-27 Louisville Travel, Adventure & Culinary Expo**, Louisville, KY  
[kelly@incredible.travel](mailto:kelly@incredible.travel)

**27 World Tourism Day / Ghana**  
Tel +34 91 567 81 00  
[omt@unwto.org](mailto:omt@unwto.org)

**21-22 Fifth UNWTO International Conference on Destination Management**, Hangzhou, China

**29-Oct.1 Seventh Biennial U.S. Africa Business Summit**  
Washington, DC, 20001, USA

### OCTOBER 2009

**10-11 Adventures in Travel Expo**  
New York City, NY  
[www.adventureexpo.com](http://www.adventureexpo.com)

**17-19 Africa City Mayors Indaba**  
Gallagher Estates, Midrand, Johannesburg, South Africa

**25-30 Fifth Annual African Diaspora Heritage Trail Conference**  
Dar es Salaam and Zanzibar,  
<http://www.adht.net>

**20-22 Adventure Travel World Summit**, Quebec City, Canada  
[www.adventuretravelsummit.com](http://www.adventuretravelsummit.com)

**23-25 SITV International Tourism & Travel Show**, Montreal, Canada,  
[www.salon-tourisme-voyages.com](http://www.salon-tourisme-voyages.com)

**28 ATS American Tourism Society and Tourism Cares Conference**  
Mecklenburg - Vorpommern, Germany

### NOVEMBER 2009

**1-3 Ecotourism and Sustainable Tourism Conference**, Portland, OR,  
[veronique@travelportland.com](mailto:veronique@travelportland.com) .  
[www.ecotourismconference.org](http://www.ecotourismconference.org)

**1-6 Skal World Congress**  
Budapest, Hungary

**7-11 ICCA Exhibition, Florence, Italy**  
[www.iccaworld.com](http://www.iccaworld.com)

**9-12 World Travel Market**  
Excel Centre, London, UK  
[www.wtmlondon.travel](http://www.wtmlondon.travel)

**14-18 NTA Annual Convention**  
Reno, NV [www.ntaonline.com](http://www.ntaonline.com)

**China International Travel Mart**  
New International Expo Center, Shanghai, China . t.b.a.

**Travelers' Philanthropy Conference** . t.b.a.

### DECEMBER 2009

**USTOA Annual Conference and Marketplace**, Fairmont Hotel, Banff, Alberta, Canada

### JANUARY 2010

**14 - 17 Moroccan Travel Market, Marrakech, Morocco**  
212 5 22 25 25 13 commercial@mtm.ma

**19-10 Adventures in Travel Expo**  
Chicago, IL  
[www.adventureexpo.com](http://www.adventureexpo.com)

### FEBRUARY 2010

**13-14 Adventures in Travel Expo**  
Los Angeles, CA  
[www.adventureexpo.com](http://www.adventureexpo.com)

### MARCH 2010

**10-14 ITB Berlin**  
Phone: +49 (0)30 3038-0  
E-Mail: [central@messe-berlin.de](mailto:central@messe-berlin.de)

**13-14 Adventures in Travel Expo**  
Washington, DC  
[www.adventureexpo.com](http://www.adventureexpo.com)

**24-26 GLOBE 2020, World's Largest Enviro-Business Expo**, Vancouver, BC, Canada

### MAY 2010

**t.b.a. ATA 35th Annual Congress**  
The Gambia

### NOVEMBER 2010

**T.B.A. Adventures in Travel Expo**  
Seattle, WA  
[www.adventureexpo.com](http://www.adventureexpo.com)

**3RD ANNUAL US-AFRICA TOURISM SEMINAR USA**  
Winter 2010

Continued on page 42.





## Enjoy the Warm African Hospitality.

On your next visit to Dar es Salaam, come to where warm, fragrant African winds blow, and experience true world class hospitality, Swiss style. As a guest of Mövenpick Royal Palm Hotel Dar es Salaam, you'll luxuriate in one of 230 stylishly refurbished rooms, and have a choice of world class culinary selections available at our various restaurants. If you happen to be a guest in our Executive rooms, you'll have the privilege of exclusive entry into the Executive lounge, as well as the assistance of a personal butler. Your connection to the business world is not overlooked. Meeting and Event facilities can accommodate up to 550 guests and the 7 wireless serviced meeting rooms are flexible to meet every business need. Mövenpick Royal Palm Dar es Salaam, where East African traditions and international standards blend to offer you the unexpected and the familiar, every time.

Mövenpick Royal Palm Hotel  
Chito Street, P.O. Box 791, Dar es Salaam, Tanzania  
Phone +255 22 211 2416, Fax +255 22 211 8981  
hotel.dar@moenvick.com, www.moenvick.com

www.moenvick-hotels.com  
True Hospitality in Every Moment

  
**MÖVENPICK**  
Royal Palm Hotel  
Dar es Salaam

# "ARCHAEOLOGY LOVERS' TRIP" TO TANZANIA



## 50th Anniversary of Leakeys' Discovery of First Humanoid Skull "ZINJ"

Tanzania Tourist Board, together with Ethiopian Airlines Journeys, Asante Safaris, Dhana Safaris and Serena Hotels & Lodges, launched an "Archaeology Lovers' Tour" to Tanzania/Ethiopia at the Archaeological Institute of America (AIA) /Archaeology Magazine's Gala Dinner, April 28, 2009 at Capitale in New York City. The special event, which honored Harrison Ford and the Samuel H. Kress Foundation for their respective roles in uplifting the profile of archaeology, was hosted by author, TV host and renowned archaeologist James Delgado.

The Tanzania portion of the tour, part of the live charity auction at the dinner, was created to mark the 50th Anniversary Celebration, August 17 2009, of the discovery of the first humanoid skull, "Zinjanthropus" (ZINJ) by Drs. Mary and Louis Leakey. The historic discovery was made at Oldupai Gorge in the Ngorongoro Conservation Area. The well-preserved skull and teeth were to rewrite archaeological history. It allowed scientists to prove conclusively that the beginnings of man occurred in Africa, not in Asia as previously thought. And the "Zinj" skull also gave the world the first credible date that this early group of humanoids

The Honorable Shamsa S. Mwanunga, Tanzania's Minister of Natural Resources & Tourism said "Many people don't think of Tanzania in terms of its archaeological importance. We are grateful to all our partners who helped create this first Archaeological-focused tour to Tanzania to commemorate the 50th Anniversary of

the Leakeys' famous discovery. We are confident that this showcase at the AIA /Archaeology Magazine gala event will create a new awareness of Oldupai Gorge as the "Cradle of Mankind". In commemoration of the Anniversary of this crucial find, the Tanzania Tourist Board and Ethiopian Airlines Journeys have joined together to auction off a Tanzania/Ethiopia trip for two, which includes a visit to Axum, Ethiopia, site of the "lost" Ark. This Ethiopia/Tanzania trip is also being offered to the public as a special archaeological tour. Tanzania was represented at the dinner by H.E. Ambassador Dr. Augustine Mahiga, Tanzania's Permanent Representative to the UN, Karen Hoffman, TTB USA, and Renny Hunt, Asante Safaris.

## Highlights of the Tanzania "Archaeology Lovers' Trip"

The six-day/five-night safari features a drive to the Ngorongoro Crater (this UNESCO World Heritage Site is often referred to as "The Eighth Wonder of the World"; stops at Oldupai Gorge ("The Cradle of Mankind") and the Laetoli Footprints. Included are game drives in the Serengeti National Park, another UNESCO World Heritage Site, famed for its annual animal migration. Accommodation is in the five star Serena Hotels & Lodges. For booking information visit [www.seeyouinethiopia.com/archeology](http://www.seeyouinethiopia.com/archeology).

## 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 32 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. Kilimanjaro; The Serengeti, named in October, 2006, the New 7th Wonder of the World by USA Today and 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.

A Trip to Ethiopia and Tanzania was featured in the live auction at the Gala Dinner of the Archaeological Institute of America/Archaeology Magazine honoring Harrison Ford and hosted by author, TV host and renowned archaeologist James Delgado. From Left: H.E. Ambassador Dr. Augustine Mahiga, Tanzania's Permanent Representative to the UN in New York; Renny Hunt, Asante Safaris; James Delgado, Gala Host; Karen Hoffman, TTB USA; and Gobena Mikael, Regional Director, North and South America, Ethiopian Airlines.

For more information about:  
Tanzania: [www.tanzaniatouristboard.com](http://www.tanzaniatouristboard.com).  
Asante Safaris: <http://www.asantesafaris.com>  
Serena Hotels and Lodge: <http://www.serenahotels.com>  
Dhana Safaris: <http://www.dhanasafaris.com>



# “FROM ARUSHA WE ENTERED THE CRADLE OF MANKIND, NGORONGORO CRATER”



EDITOR'S NOTE: Tanzania's amazing Ngorongoro Crater is truly a photographer's paradise, and ideal for photo safaris. That is what our ATA delegates experienced during Host Country Day at the Africa Travel Association's 33rd Congress in Arusha. To prove my point, most of the wildlife images on this page were taken within a few hours by Mugnette Goufrani, Africa Travel Magazine Associate Editor, who has lived and worked in several African countries. The group of ladies in their colorful Maasai tribal attire were photographed near the Serena Lodge, where we stopped on our return to Arusha. Our ATA party included Hon. Dhino Chingungi, Tourism Minister, Republic of Angola (second from left) next to Editor Jerry W. Bird).



## 8TH WONDER OF THE WORLD

One of Tanzania's seven World Heritage sites, the Ngorongoro Crater is located in Northern Tanzania, and is part of the famous Serengeti. It is a deep Volcanic crater, the largest unflooded and unbroken Caldera in the world at 19.2 km in diameter, 610m deep and 304sqkm in area. UNESCO declared it an International Biosphere

Reserve and World Heritage Site because of its wildlife and Cultural Heritage. It is also home of the world famous archaeological site, Oldupai (Olduvai) Gorge, often referred to as the "Cradle of Mankind," because some of the oldest humanoid remains, dating back 2,000,000 years ago, have been found there. In order to protect this unique blend of scenery, wildlife, human culture and pre-history. The Ngorongoro Conservation Area Authority is not a national park, but a unique multiple use area with an indigenous population sharing the area with the wildlife. **Rare Species** The rich pasture and permanent water of the crater floor supports a large concentration of wildlife of up to 25,000 large mammals, predominantly grazing animals. "The Ngorongoro Crater is one of the few places in East Africa

where visitors can be certain of seeing black rhinoceros in a natural setting," said Stephen Lebo, Tourism Manager. "And for the adventure traveler, there are walking safaris in special areas such as the Olmoti and Empakaai Craters; to the Great Rift Valley, the Northern Highlands Forest Reserves and the Eastern Serengeti Plains." One of the lures of Ngorongoro, besides witnessing the breathtaking sunrise and sunset from the Crater's rim, is that it is a dynamic and constantly changing eco-system and the numbers and proportion of some animals there have fluctuated considerably over the past 30 years.

**Safari Contact:**  
Looking for a company that is familiar with Ngorongoro Crater and all prime locations in Tanzania? Look to Predators Safari Club. Their fleet includes 36 Safari vehicles all 4X4 combinations, specially modified for safaris with pop-up roofs and sliding windows for unrestricted viewing. Visit [www.predators-safaris.com](http://www.predators-safaris.com) - [www.ngorongoro-crater-africa.org](http://www.ngorongoro-crater-africa.org) - or [www.africa-ata.org](http://www.africa-ata.org)

### PREDATORS SAFARI CLUB

[www.predators-safaris.com](http://www.predators-safaris.com)

*Tanzania's Professional Tours & Safari Operator*  
*"More than 30 Years Safari Experience"*



- 5 STAR LUXURY SAFARIS.
- CAMPING & LODGE SAFARIS.
- WALKING WITH MAASAI SAFARIS.
- TAILOR MADE TOURS.
- TRIBAL & CULTURAL TOURS.
- TREKKING MT KILIMANJARO.
- ZANZIBAR BEACH HOLIDAYS.
- HOTEL RESERVATIONS.

*"Price Promise: No One can beat us on price - we make quality affordable"*



Tel/Fax: +255272506471  
Mobile: +255754562254  
Arusha - Tanzania  
Email: [intoarushe@yahoo.com](mailto:intoarushe@yahoo.com)  
[www.predators-safaris.com](http://www.predators-safaris.com)







# Boston’s Babson College sends MBA Students to Tanzania

The East African Country Attracts High level Academic Travel Programs

Photo: Students on Safari

Tanzania, the largest country in East Africa and one of the most conducive to international business investment because of its stability, has been attracting increasing numbers of Academic Travel Programs. A recent January trip to Tanzania - home to some of the most spectacular land and wildlife in the world - was undertaken by Babson College in Boston, Massachusetts. “Tanzania is an ideal subject country to study from different cultural, ecological, natural and economic points of view,” said Peter Mwenguo, Managing Director, Tanzania Tourist Board. The Babson College Off-shore Elective on “Tanzania::Business and Poverty in Sub-Saharan Africa” selected Tanzania because it has one of the fastest growing economies in Africa and its private sector has great potential to play a pivotal role in eliminating still existing poverty. Tanzania’s stable government, free capital markets, and successful reputation at the World Bank offer unique opportunities for economic growth.

**Impressed with stability**  
Prof.Miquel Rivera-Santos, who led the Babson MBA students, commented, “I came back from Tanzania enthusiastic about the country’s potential. Its long-lasting stability and recent economic performance bodes well for the future. On a personal note, not only am I now planning to take another group of students on a similar trip next year, but I am also exploring possibilities to write case studies and conduct research. Tanzania is definitely a country I will be going back to in the near future.” Runit Mehta, who assisted in designing and organizing the comprehensive visit through his AfricAwareness programs at Safari Ventures, said, “ Emerging markets, a

wealth of natural resources, global investment opportunities and stable governments concerned about improving their citizen’s quality of life are of interest to all business students today. Furthermore, Africa is rapidly becoming a major player on the world stage and an un-tapped site for academic research and observation. And Tanzania is ideal in all criteria for this type of study”.



Other universities, including Yale School of Management and Pace University’s Lubin School of Business, have taken part in the AfricAwareness series.

**Safari Ventures**  
In Tanzania, Safari Ventures assisted in arrangements for students to meet with political, business, academic, and community leaders. Visits included micro-finance institutions, such as Selfina and Belita in Dar-Es-Salaam; government agencies, including TASAF, an agency created with the goal of alleviating poverty; NGO-led initiatives, such as a milk processing facility near Arusha and a local radio station; social entrepreneurial ventures, like Shanga, near Arusha; the University of Dar-Es-Salaam Entrepreneurship Center; the Dar-Es-Salaam Stock Exchange; and established firms, including Shelys Pharma in Dar-Es-Salaam and Burka Coffee near Arusha. Students were also given the unique opportunity to meet with Ambassador Daudi Mwakawago, the former ambassador of Tanzania to the United Nations, and with Ambassador Mark Green, the current ambassador of the United States to Tanzania. Not all was academic, however. The group also went on a safari to Tarangire—one of Tanzania’s National parks in the North. As their main grading point for the course, students were asked to prepare and present

a recommendation to help three women who had been granted micro-finance loans to increase their small businesses. These presentations will be filmed and sent to the three women, who will help assess how useful the recommendations are and grade the presentations accordingly.

## About Tanzania

Tanzania, the largest country in East Africa, is focused on wild-life conservation and sustainable tourism, with approximately 28 % of the land protected by the Government. It boasts 15 National Parks and 32 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. Kili-manjaro; The Serengeti, named in October, 2006, the New 7th Wonder of the World by USA Today and 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 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 about Tanzania visit [www.tanzaniatouristboard.com](http://www.tanzaniatouristboard.com). For more information on Safari Ventures’ AfricAwareness programs, visit <http://www.safari Ventures.com>







# KARIBU FAIR IN ARUSHA, TANZANIA IS EAST AFRICA'S SHOWCASE OF TRAVEL, TOURISM AND HOSPITALITY

by Jerry W. Bird

## East Africa's Indaba

While East Africa's popular Karibu Fair celebrates its 10th Anniversary June 4-7, 2009, the most recent version could not have been held at a more opportune time - on the heels of two major events that brought the world to Arusha. We arrived on the scene in mid May to cover the Africa Travel Association's 33rd World Congress, with its focus on Marketing Africa Tourism **Karibu means Welcome**

Following the ATA Congress and Leon H. Sullivan Summit, we scored a "triple whammy," by covering the Karibu Fair for three exciting days. Karibu is Swahili for "welcome" and the Karibu Fair has become a powerful magnet of travel, trade and tourism, attracting visitors from near and far. Among the several hundred exhibi-

tors are entries from the entire East Africa region, plus Southern Africa and Europe, almost all of whom are connected to the safari industry. The fair operates in close association with our friends at the Tanzania Tourist Board and the Tanzania Association of Tour Operators. Having completed its ninth successful show, Karibu is one of only two such events held in Africa, the other being Indaba in Durban, South Africa. Now recognized as the major travel trade event in all of East Africa, Karibu has expanded from a local show to regional status, with ample room to grow, once media like ours spread the good word.

## Fly-In or Drive to Karibu

The travel agents and tour operators we met or were reacquainted with during our stay, feel very much at home during the Karibu

weekend. They can network and conduct business and in an ideal atmosphere, away from the hustle, bustle and gridlock of city traffic. Another contributing factor we like about the Karibu Fair is its location at the Arusha Airport. Being active in publishing Air Highways Magazine and staging Air and Marine Travel Shows in Canada since the early 90s, it was a joy to watch a variety of small craft coming and going overhead adding spice to the action. On hand were several familiar names and faces from our visit to Arusha in 1998, including Bobby's Tours of Arusha. Bobby not only drove us to the event, we joined him for lunch at Peppis with two Russian tour operators who specialize in safaris. Our ATA colleagues Peter Mwenguo, CEO and Amant Macha, Marketing Director of the Tanzania Tourism Board made sure we

were introduced to the right people. The Zanzibar Association of Tourism Investors (ZATI) gave us a fond Karibu farewell by inviting us to a hospitality hour in their large Zanzibar section.

## Solid Foundation

Based on the theme "Get Connected," the Karibu Fair's goals are as follows: Raise the show's regional profile by promoting East African tourism to the global marketplace; Produce the premiere travel and tourism trade fair in East Africa; Bring all key industry stakeholders in East Africa together in one place, at one time; Create opportunities for international visitors and overseas tour agents to meet and network with members of the East African tourism industry; Bring new destinations, facilities and products to the attention of overseas tour agents; Facilitate opportunities for

overseas tour agents to visit the national parks and properties; Generate direct spending in the local economy, including hotels, restaurants, transportation and parks; Create employment, directly and indirectly, by assisting development of small and medium enterprises; Build alliances with neighboring East African countries and key tourism stakeholders, through combined efforts to promote regional tourism.

## What's Next for Karibu?

Africa Travel Magazine's editorial staff who attended are impressed with East Africa's Karibu Fair and will give it global coverage through our award winning website and our magazine, which is distributed in North America, Africa and around the world.



*The 10th anniversary Karibu Travel and Tourism Fair will be JUNE 5 to 7, 2009 next to Arusha Airport. For information, write: Karibu Travel & Tourism Fair, P.O. Box 6162, Arusha - Tanzania, Tel: +255 788 749550, Fax: +255 (0)27 250 6430, Cell: +255 784 686 528. Email: info@karibufair.com Web: www.karibufair.com or our visit our magazine's Website www.africa-ata.org/mag.htm/*

**For many more features on Tanzania and Zanzibar get a copy of our TANZANIA SUPPLEMENT to the Eastern Africa World Edition.**

Download from [www.africa-ata.org/eastaf.pdf](http://www.africa-ata.org/eastaf.pdf)



# TOUR OPERATORS REPORT BOOM IN TANZANIA BOOKINGS BUSINESS FROM U.S BRISK AND PREDICTED TO GROW

NEW YORK, NY. The year 2009 is ushering in brisk business for tour operators booking safaris to Tanzania, the largest country in East Africa.

**Peter Mwenguo**, Managing Director, Tanzania Tourist Board, concludes “In a year when people are conscious about cost/value, Tanzania offers an excellent travel experience where the dollar buys much more than is available in other countries. America is Tanzania’s number one source for tourism and we are encouraged by the positive feedback we have received that this growth will continue even during a challenging economic climate.”

**Jo Bertone**, USA Director of Naipenda Safaris, has seen no evidence of a travel slowdown when it comes to Tanzania. “While the media was filled with doom and gloom for the past few months about the U.S. economy in general,” she says, “right after the elections and the holidays we resumed normal -- if not higher -- quote requests on bookings to Tanzania. People see that the sky isn’t falling, they know that Tanzania is a beautiful and peaceful country (we have never had a problem in any part of Tanzania), and they’re ready again for a good travel experience.”

In fact, in an article written for USA Today (U.S.’s highest circulation national daily newspapers) in December, 2008, Mark Nolting Africa Adventure Company cites Tanzania as “One of the Top Two Safari Destinations in the World.” He added “Business the first two weeks of the New Year has been GREAT!”

**Kenneth Hieber**, founder and president of New York based 2Afrika, as a guest on Voice of America (January 12) told listeners that “the price structure in Tanzania now, combined with its beauty, make it the must-go-to destination this year. Take advantage of its good deals while you can!” At his company, “Tanzania is without question my best seller at the moment. I am turning them out a dime a dozen.” He adds that “Tanzania still remains so popular that Arthur Frommer’s Budget Travel Magazine is running it AGAIN in the March issue under the 40 BEST DEALS.”

**Ina Steinhiler**, Manager of Sales and Marketing, at the Boston-based Thomson Safaris, notes that their sales of safari packages to Tanzania are also brisk. “Few

people are canceling or postponing for economic reasons. We are more than pleased,” she comments. “People aren’t putting their lives on hold.”

“Despite a challenging environment in 2008,” said Tom Armstrong, Corporate Communications Manager, Tauck World Discovery, “Tauck was nonetheless very pleased to see strong growth in our Tanzania itineraries. The economic environment has only become more challenging in recent months, yet Tanzania continues to be a popular destination for Tauck and we continue to take bookings on our safari itineraries there.”

At Safari Ventures based in Florida, **Rumit Mehta**, Director of Business Development in New York City, feels that many Americans are fulfilling a dream in keeping and/or creating travel plans to Tanzania. “In the last five or so years, Safari Ventures has seen a steady growth of clients from business schools and universities who are interested in the intellectual and cultural heritage of Tanzania. There are more than enough value-added hotels, safaris and other attractions to keep them booking this year.”

**Lynn Newby-Fraser** of Africa Dream Safaris says “Despite the economic gloom there still seem to be people who are looking for a trip-of-a-lifetime and interestingly they’re looking to Tanzania for the experience. Our bookings for the 1st week of January 2009 are double what they were in 2008 and our website traffic is also up substantially. I think that people are beginning to recognize that the Serengeti is not only the undisputed champion for wildlife viewing and that the overall quality of safari available to them in Tanzania is nothing short of superb. I think that people just need to look at the 2009 Worlds’ Best Safari Outfitters as voted by National Geographic Adventure, and see that three of the Top Ten Outfitters-Africa Dream Safaris being one -focus specifically on Tanzania. That’s a high percentage and says a lot about what the country and its operators have to offer tourists!”

**Kent Redding** of Adventures in Africa states “...I think bookings are starting to pick up in 2009. From our standpoint, we are cautiously optimistic for 2009—so optimistic that I’ve hired a Director of Sales and Marketing, and am increasing market-

ing activities such as the New York Times Travel Show, and more.”

“Business was good to Tanzania in 2008”, reported Brad Ford, Director of Business Development, G.A.P. Adventures in Canada, “and early indicators tell us we will be up 25-30% across the board there in 2009. Our Tanzania safari trips (trips that spend most if not all of the time in Tanzania) were up 20% this past year, compared to the previous year and Kilimanjaro trekking trips were up about 43% compared to the previous year.”

**Amant Macha**, Director of Marketing, Tanzania Tourist Board, confirms that they expect to hold and/or increase market share in 2009 as a result of “the increase in hi-end accommodations to meet the demand of the luxury travel segment and improved air access combined with ongoing advertising on CNN and other U.S. media.”

For more information about Tanzania visit [www.tanzaniatouristboard.com](http://www.tanzaniatouristboard.com).

**Naipenda**  
safaris  
*Specialists in  
National Parks,  
Game Reserves,  
Islands and Culture.*  
\*  
*Camping and Lodge  
Safaris*  
\*  
**Tanzania Office:  
255-27-250-3565  
Israel Mwanga  
USA Office:  
888-404-4499  
Jo Bertone  
[www.naipendasaferis.com](http://www.naipendasaferis.com)**



Blind Climbers Summit Tanzania's Mt. Kilimanjaro Setting Three New World Records

## BLIND CLIMBERS SUMMIT TANZANIA'S MT. KILIMANJARO SETTING THREE NEW WORLD RECORDS

(August 3, 2009. New York, NY) Following a year of intense training, three world records were broken by a group of 25 hikers (8 blind climbers, 17 sighted guides) as they summit Mt. Kilimanjaro: the largest group of blind climbers (8); the first blinded U.S. Veteran (Thomas L. Hicks); and the youngest blind climber (13-year old Max Ashton, son of Marc Ashton, CEO, Foundation for Blind Children). Everyone on Mt. Kilimanjaro knew about the blind climbers known as “Team Kili” and celebrated the news that they had reached the summit. Nickson Moshi, of Masai Giraffe Safaris, who has guided over 200 groups to the



Blind Climbers “Team Kili” on their ascent to the summit of Mt. Kilimanjaro

top of Kilimanjaro the highest mountain in Africa at 19,340 ft. said “This is very rare to have such a large group all summit, but to summit together with two children and 8 blind climbers -- truly remarkable.” Peter Mwenguo, Managing Director, Tanzania Tourist Board, adds

“We are proud that Tanzania, and the challenge of climbing Mt. Kilimanjaro, attracts and accommodates travelers with a diverse range of mobility and sensory impairments.”

### 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 32 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. Kilimanjaro; The Serengeti, named in October, 2006, the New 7th Wonder of the

**Continued on page 42**



# Tanzania National Parks

*There is more than game viewing*

*Birds watching  
Walking safaris  
Canoeing safaris  
Mountain hiking/climbing  
Chimps trekking  
Sports fishing  
Exceptional game viewing*

We conserve these National Parks for you.....

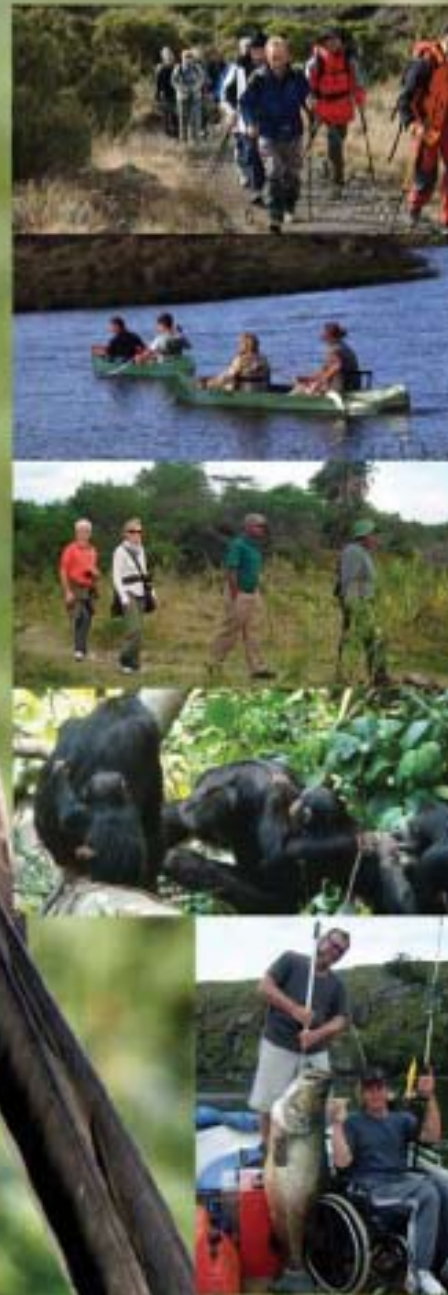
MT. KILIMANJARO • SERENGETI • ARUSHA • GOMBE • KATAVI  
LAKE MANYARA • MAHALE • MIKUMI • RUAHA • RUBONDO  
TARANGIRE • UDZUNGWA • KITULO • SAADANI • MKOMAZI

Make best use of your time and money by visiting  
Tanzania National Parks - The uncompromised  
true wonders of the world!  
IT IS INCREDIBLY UNBELIEVABLE!.

Tanzania National Parks  
TANAPA Building, Dodoma Road  
P.O. Box 3134, Arusha, Tanzania  
Tel: +255 27 2503471 Fax: +255 27 2508216  
tanapa@habari.co.tz or info@tanzaniaparks.com



[www.tanzaniaparks.com](http://www.tanzaniaparks.com)



## EGYPTAIR RELAUNCHES SERVICE FROM CAIRO TO DAR ES SALAAM

### UNIQUE OPPORTUNITY TO COMBINE TWO WORLD CLASS DESTINATIONS

On June 2, 2009, Egypt Air will re-launch its service from Cairo to Dar es Salaam, making it easier for visitors to combine two world class destinations very popular with American travelers, Tanzania and Egypt. A Star Alliance member. Egypt Air flights will now depart four times a week from New York City to Dar es Salaam, with a stopover in Cairo on the return from Tanzania.

Peter Mwenguo, Managing Director of the Tanzania Tourist Board said "the increasing popularity of Destination Tanzania in the US has created an urgent demand to increase the seat capacity and number of transatlantic carriers serving Tanzania. Egypt Air's new service to Dar es Salaam will offer Americans new air access. "Tanzania, with seven world heritage sites, rich in natural beauty, culture and history, is a perfect complement to a Classic Egypt tour," added Amant Macha, Director of Marketing, Tanzania Tourist Board. "We encourage tour operators to take advantage of this and create a combination itinerary for travelers."

### Southern Gateway to Tourism

With Dar es Salaam as the gateway for the Southern Circuit, visitors can take this



opportunity to visit one of the most beautiful and unexplored areas in Tanzania. The highlights in the South are Ruaha, the second largest National Park in Africa and the Selous, the largest game reserve in Africa and a World Heritage Site.

Jessica O'Keefe, CTC, Eastern/Midwest Regional Sales Manager, Egypt Air said "Egypt Air has helped position the member carriers of the Star Alliance as the major alliance serving Africa, with half of our members flying to the African continent. This new service to Dar es Salaam is just one example of our efforts to provide service to some of Africa's great destinations. We are confident that these new routes will expand U.S. travel for both Tanzania and Egypt with the ease of booking one overseas flight."

**Upcoming Events in Tanzania**  
**Karibu Travel & Tourism Fair**, Arusha  
June 5 - 7, 2009

**50th Anniversary: Discovery of the Early Man** "Zinjanthropus boisei" at Olduvai Gorge, August 17, 2009

Africa Diaspora Heritage Trail Conference,  
Dar es Salaam and Zanzibar - October 25 - 30, 2009.

### 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 Govern-

game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. Kilimanjaro; The Serengeti, named in October, 2006, the New 7th Wonder of the World by USA Today and 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 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 about EgyptAir, visit [www.egyptairnyc.com](http://www.egyptairnyc.com)*

*For more information about Tanzania visit [www.tanzaniatouristboard.com](http://www.tanzaniatouristboard.com)*

*For more information on the Ngorongoro Crater visit <http://www.ngorongorocrater.org>*

*For more information on Tanzania National Parks visit <http://www.tanzaniaparks.com>*

*For more information on Zanzibar visit <http://www.zanzibartourism.net>*

*For Visa information visit <http://www.tanzaniaembassy-us.org>*

Editorial contact:  
Karen Hoffman  
The Bradford Group  
(212) 447-0027

## Aloha Tours & Safaris to East Africa



Enjoy the Last Great Adventure of our Time with  
the affordable company that knows East Africa

E-Mail: [alohatrs@aol.com](mailto:alohatrs@aol.com)

Web site: [aloha-safaris.com](http://aloha-safaris.com)

USA  
800-699-3191  
FAX 623-322-2755

KENYA  
011-254-2-71-9330  
Fax 011-254-2-71-6992



# AS TANZANIA TOURISM BOOMS, SO DOES THE NUMBER OF WOMEN IN THE INDUSTRY

## A DECADE OF PROGRESS

By Karen B. Hoffman



Mwangunga

As Tanzania tourism booms, and officially becomes the #1 Economic Sector for the Country, it should come as no surprise that the number of women playing a dynamic role in their country's amazing progress has also grown dramatically. In the past decade the door has been wide open with opportunities for women to excel as professionals in Tanzania's rapidly expanding travel industry. And it all starts from the top. In May, 1998, as Tanzania hosted its first ATA Conference, it was a woman Minister of Natural Resources and Tourism (MNRT), Hon. Zakia Hamdani Meghji, who was at the helm. She was only the second woman to hold that post (the first was Hon. Gertrude Mongella 1985-88). Hon. Meghji, the longest serving Tourism Minister to date, was elected President of ATA's International Board of Directors in 2001 and led the organization until 2004. Now, a decade later, Tanzania's second ATA Congress was hosted by yet another dynamic lady, the Hon. Shamsa S. Mwangunga, who was appointed as Minister of Natural Resources & Tourism in February, 2008 and also elected President of the Africa Travel Association, the second Tanzania Minister

to be named to that post. But this time, the Minister will also have a strong female team to support her, including the Ministry's second woman Permanent Secretary, Blandina S. J. Nyoni (the first was Rose Lugembe in 1996-98) and the second woman Director of Tourism, Maria Mmari (the first was the late Madina Muro, 1987-92). Zanzibar's tourism industry is also led by a woman, the Hon. Sameer Suluhu Hassan, Minister for Tourism, Trade and Investment. In 2008, Ms. Nyoni, announced that there were a record number of appointments of women by H.E. President Jakaya Mrisho Kikwete, to fill leadership positions in the Ministry of Natural Resources and Tourism. In the Tourism Division, this included Maria Mmari, Promoted to Director of Tourism; and Miriam Zacharia and Nebo M.J. Mwina, Assistant Directors in the Wildlife Department which plays a major role in conservation in a country that protects more than 25% of its land. Accomplished women can now be found in all sectors of the travel industry. In Tanzania National Parks (TANAPA), there are a growing number of National Park Chief Wardens who are women, including two ladies Elizabeth Loibook, Chief Park Warden and Manager of Tourism Services, Sandy and Anna Grace Kyoma, Chief Warden for the TANAPA Outreach Program, which ensures that the local communities around the Parks also derive a financial and social benefit from Tourism. In fact, in TANAPA's new group of Park Rangers, 13 out of 50 of the recruits are women, quite a sizeable



Nyoni

increase from only 8 female Park Rangers. The Ngorongoro Conservation Area Authority also has female ranger/guides as well as several women game wardens. Veronica Ufunguo, whom I wrote about in 2003 as one of the rising stars of Tanzania Tourism, is now Head of the Marketing Section. In the private sector, Saada Juma, is British Airways first woman manager in Tanzania. There are now even lady pilots for some of the domestic airlines. At trade shows, or tourism events for Tanzania, one cannot help but notice how many Tanzanian- owned tour companies have women presidents and managing directors. The Hospitality Industry also reflects the increasing number of managerial roles filled by women, thanks in part to the access to training through the National College of Tourism, led by a woman, Agnes R. Mziray, and the Arusha Hotel Training Institute, also headed by a woman, Flora Hakika. These talented women, together with their male colleagues, portray the professionalism and creativity that has boosted tourism to become the number one industry in Tanzania.

Photos at top of page:  
Hon. Hon. Shamsa S. Mwangunga, Minister of Natural Resources and Tourism and President, ATA (left) . Blandina S. J. Nyoni Permanent Secretary (right).

The following is only a partial list of women in key leadership roles in Tanzania's Ministry of Natural Resources & Tourism, its Wildlife Department, Tanzania National Parks and Ngorongoro Conservation Area Authority. We apologize to the many women who are not mentioned because we did not have their names in time for the publishing deadline. However, we will gladly recognize them and expand this list for the story with photos for the Africa Travel Magazine web site ([www.africatravelassociation.org](http://www.africatravelassociation.org)) Starting from the top leadership in Tanzania's Ministry of Natural Resources & Tourism (MNRT), the Hon. Shamsa S. Mwangunga, Minister for Natural Resources & Tourism and Blandina S. J. Nyoni, Permanent Secretary. Also in MNRT, Editha Beda, Ag. Director of Administration & Personnel, Maria Mmari, Director of Tourism, Uzeeli Kiangi, Assistant Director, Tourism Division and and Doroth Massawe, Head of Tourism Division, Arusha, Sub-Office. . From the Wildlife

Division, Miriam Zacharia, Assistant Director and Nebo M. J. Mwina, Assistant Director. From the Tanzania Tourist Board, Serena Shao, Tourism Services Manager and Severa Massawe, Legal Advisor and Judy Gumbo, Managing Director's Office. From Tanzania National Parks, TANAPA, Elizabeth Loibook, Manager Tourism Service, Anna Grace Kyoma, Chief Warden, Out-Reach Program, Steria Ndaga, Chief Park Warden, Rubondo Island National Park, Marietha Kibasa, Chief Park Warden Tarangire National Park, Noelia Myonga, Chief Park Warden, Gombe National Park, Haika Bayoma, Chief Park Warden Sadaane National Park. From Ngorongoro Conservation Area Authority (NCAA), Veronica Ufunguo, Head of Marketing Section. Also, Agnes R. Mziray, Chief Executive, National College of Tourism and Flora Hakika, Principal Arusha Hotel Training Institute.



Hon. Sameer S. Hassan



Hon. Halima Mamuya



Maria Mmari



Serena Shao



Severa Massawe



Fatima Tapya



Miriam Zacharia (in memorium)



Saada Juma



Judy Gumbo



Elizabeth Loibooke



Simaliika



Rose Abdullah



Lydiaiah Makubo



Mary Lwoga



Maria Mmari(left) with Tanapa park wardens at Lake Manyara national park,

## Travel that makes a difference.

Philanthropic travel introduces the world's most advantaged people to the world's most disadvantaged people. Your grace and generosity as you travel can change the lives and the future of the people you meet.

- Build or refurbish rural schools
- Adopt a school
- Improve an orphanage
- Participate in animal conservation
- Establish innovative education projects
- Establish art or music projects in townships
- Provide skill-training resources for women
- Donate a computer resource center

### Leave a legacy as you travel.

Visit our website for more information on group, individual, or corporate trips.

*The Cultural Explorer*  
Cultural and Philanthropic Travel South Africa  
[www.TheCulturalExplorer.com](http://www.TheCulturalExplorer.com)  
Phone: 415.387.1335



TANZANIA LUXURY PROPERTIES IN “100 BEST IN THE WORLD” CONDE NAST AWARDS

Four deluxe Tanzania properties were featured in the leading travel magazine in the US, Conde Nast Traveler Readers’ Choice Awards honoring the 100 Best in the World. The prestigious list, featured in the November 2008 issue of one of the leading magazines, included four spectacular properties in Tanzania, unlike any others in the world: Arusha Coffee Lodge, Plantation, Migration Camp, Serena Mountain Village and Ngorongoro Crater Lodge. The Conde Nast Traveler Readers’ Choice Awards issue is a yearly survey eagerly awaited by both travelers and travel industry professionals. Comprised of surveys completed by readers of this premiere consumer travel publication, the award categories are composed of cities, hotels and resorts, cruise ships and airlines actually patronized by the discerning readers of Conde Nast Traveler. The results are published regularly in the pages of Condé Nast Traveler, and are also posted on Concierge.com. With the help of the sophisticated, well-traveled yet diverse readership of the publication, the world’s best cities and islands, hotels and resorts, cruise ships and airlines are evaluated and ranked. Peter Mwenguo, Managing Director, Tanzania Tourist Board, comments, “as the number of Tanzania’s luxury properties increase to meet the demand, the country is becoming known as a worldclass destination offering the most deluxe and unique accommodations, which are built in ways consistent with our policy of sustaining the environment.”

**ARUSHA COFFEE LODGE** Arusha Coffee Lodge lies in a tranquil coffee plantation, just outside the city of Arusha, the “Safari Capital” in the north. The location is ideal for those embarking on or leaving for safaris to the Ngorongoro crater and the Serengeti National Park, one of the “Seven New Wonders of the World.” The small luxury lodge contains interiors reminiscent of an old time coffee plantation where guests could anticipate accommodation and personalized service of the highest standards. The Lodge features 17 luxury rooms, a honeymoon suite and private balconies with magnificent views of Mount Meru and the coffee plantation. Facilities onsite include a luxurious swimming pool, spa, boutique, bar and the acclaimed Redds African Grill



House restaurant.

**MIGRATION CAMP** Migration Camp is a luxury lodge in Tanzania’s world renowned Serengeti National Park in Tanzania. It has twenty luxury safari tents arranged around the central lodge with a swimming pool. Eating outdoors under the stars and sleeping under canvas, listening to the sounds of the bush, enhance the safari experience. Each tent has plumbing and electricity. Dining is a combination of traditional and modern cuisine. The lodge is located in the Northern Corridor of the Serengeti National Park in Tanzania, on the main wildebeest migration route, along the banks of the Grumeti River. It is raised up on the side of an impressive kopje known as Poacher’s Lookout, with broad views north over the undulating Serengeti hills and beyond. There is excellent animal and game population nearby throughout the year, and in July and November, the herds pass through the area, sometimes crossing the river right in front of camp, offering guests a rare front row seat for the famous migration.

**SERENA MOUNTAIN VILLAGE** Serena Mountain Village is also located in the heart of a coffee plantation on the shores of Lake Duluti, near Arusha. Designed as an African village, its 46 guest accommodations are housed in banana stem thatched huts, grouped in a semi-circle around tropical shade trees. All rooms have private balconies with views of the legendary snowcapped Mt. Kilimanjaro on one side, and Lake Duluti and Mount Meru on the other. The entire area flowers with a renowned collection of spectacular bougainvillaea. The restaurant and bar at Serena Mountain Village are located in the Old Colonial Farmhouse overlooking the flowered slopes of the

lake, and includes an open air bar, a relaxed candlelit atmosphere and a menu including both safari and international favorites. The area is an ornithologist’s paradise. The nature trail around the magical Lake Duluti provides a sanctuary for over 130 different bird species. Guests can take a relaxing walk along Lake Duluti spotting all the stunning African birds or wander through the coffee plantations around the lodge. Other activities include lake shore walks to see the Colobus monkeys, forest antelope and the abundant bush life, excursions to Mount Meru, and trips to the colorful Arusha market.

**NGORONGORO CRATER LODGE** Ngorongoro Crater Lodge, consists of three adjacent camps with 30 opulent Maasai-inspired suites perched on stilts on the rim of the world renowned Ngorongoro Crater. From the outside, this unobtrusive lodge resembles a magical Maasai village. Set in classic crescents, each stone and thatch suite has breathtaking views of the crater from large glass windows in the bathroom, lounge and bedroom, yet is almost invisible from the crater floor. North and South Camp have 12 suites each, while intimate Tree Camp has six suites. All have an en suite bathroom and chandelier-lit bathtub and shower. Each exquisite suite is discreetly tended by a personal butler, who will bring tea in bed, stoke the fireplace and draw a bath, scattering the water with rose petals. The luxurious colonial-style interiors combine silver, gold and ruby colors under banana-leaf ceilings and grass roofs, with crystal chandeliers, gilt mirrors reflecting carved Zanzibar wall paneling, Red roses, Persian carpets, velvet bedspreads and silk curtains reflect the colorful opulence. Each camp at Ngorongoro Crater Lodge operates independently, with a central living area and viewing decks overlooking the awesome crater. Large fire bowls flank the entrance to each of the living and dining areas serving pan-African cuisine indoors and out.





## TANZANIA'S KILIMAJARO MARATHON UNLIKE ANY OTHER IN THE WORLD

### Marathon Attracts more than 3000 Runners from 25 Countries Including People with Disabilities



Under the backdrop of the fabled Kilimanjaro, Africa's largest mountain and the world's highest freestanding mountain, the 2009 Marathon will be divided into a full race (42.2 km), a half race (21.1 km) and a fun run.

(March 16, 2009 –NEW YORK, NY) The 2009 Kilimanjaro Marathon in Moshi, Tanzania on Sunday, March 1, was a dramatic and challenging race unlike any other in the world. Now in its seventh year, the Marathon is sponsored by the Tanzania Tourist Board, Standard Chartered Bank, Kilimanjaro Premium Lager and for the Fun Run, Vodacom. Other sponsors included Kilimanjaro Water, DT Dobie, Good Year, Tanga Cement, Keys Hotels, Wild Frontiers, New Africa Hotel, KK Security and Tanzanite One. The Marathon is the only IAAF and AIMS approved race in Tanzania. Runners, including 64 from the U.S., ranged from serious contenders who train and compete year round to

more casual athletes participating for the total uniqueness of the Marathon route and cheering crowds. Also included was a special course for people with disabilities which produced some of the most dramatic and heartfelt moments in the race.



"The race was much more international and inclusive in every way this year," commented John Addison of Wild Frontiers Ltd., the key driving force behind the unique marathon. "Clearly word is getting out in both the serious global running community and also in the circles of people with disabilities athletes about what a spectacular marathon this is. We expect numbers to be up substantially next year in all categories, and

from even more countries around the world. In fact, the only major change we will make next year will be a re-design of the course for people with disabilities. It will include runs of varying length next time." Peter Mwenguo, Managing Director, Tanzania Tourist Board, congratulated both the event organizers and the participants on the great success of the 2009 Kilimanjaro Marathon and its contribution to helping put Tanzania on the global map of Sports Tourism. "The increasing popularity of this marathon is helping Tanzania raise its profile as a Sports Tourism destination, a rapidly growing market segment that brings people of all cultures together in a friendly atmosphere sharing that special comraderie found in sports competitions."

.Juma Maulia, winner of the tri-cycle category. (Photo supplied by Wild Frontiers, Ltd.)

Under the backdrop of the fabled Kilimanjaro, Africa's largest mountain and the world's highest freestanding mountain, the Marathon is divided into a full race (42.2 km), a half race (21.1 km) and a fun run. In each category, the Marathon course begins at the sports stadium in the town of Moshi, winds into rural villages and farms, veers through uphill paths, plunges into a swatch of forest, and whirls through coffee and banana plantations. At every juncture, African music, meals and entertainment, (including tribal dancers), make the event a wholly unique experience.

Kathy Loper, of Kathy Loper Events, a California-based tour company specializing in Marathons, brings a group of American runners every year to participate in the Kilimanjaro Marathon. "Many of these runners have participated in marathons around the world, but there is something special about this marathon that continues to draw them back. Its not just the unique and beautiful setting at the foot of Kilimanjaro, or the opportunity to also climb Africa's highest mountain or go on a safari to Tanzania's famous National Parks. It is that special connection with the Tanzanian people, the enthusiasm and excitement of the crowds who greet the runners with music and dancing all along the marathon route"

For the first time, the top three male and female Tanzanian winners in both the half and full marathons will be supported financially for one year after the Marathon, during which



time they will be trained to meet international standards for future races within and outside of Tanzania. Current winning total prizes for men and women in the

full marathon are \$12,000 (US\$) and for men and women in the half marathon (\$6,000 US\$). Donations from sponsors and individuals are being directed to numerous schools and community projects in the town of Moshi. Donations will also be made to Tanzania Athletics for their annual projects in other sports. This year the emphasis will be on support for local schools, as spearheaded by Wild Frontiers Ltd. and the Keys Hotel.

## 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 32 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. Kilimanjaro; The Serengeti, named in October, 2006, the New 7th Wonder of the World by USA Today and 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 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 about Tanzania visit [www.tanzaniatourist-board.com](http://www.tanzaniatourist-board.com)

For more information on the Ngorongoro Crater visit <http://www.ngorongoro-crater.org>

For more information on Tanzania National Parks visit <http://www.tanzaniaparks.com>

For more information on Zanzibar visit <http://www.zanzibar-tourism.net>

For more information on the Tanzania Embassy visit <http://www.tanzaniaembassy-us.org>

For more information on the Marathon

## PREDATORS SAFARI CLUB

[www.predators-safaris.com](http://www.predators-safaris.com)

*Tanzania's Professional Tours & Safari Operator*  
*"More than 30 Years Safaris Experience"*

- 5 STAR LUXURY SAFARIS.
- CAMPING & LODGE SAFARIS.
- WALKING WITH MASAI SAFARIS.
- TAILOR MADE TOURS.
- TRIBAL & CULTURAL TOURS.
- TREKKING MT KILIMANJARO.
- ZANZIBAR BEACH HOLIDAYS.
- HOTEL RESERVATIONS.

*"Price Promise: No One can beat us on price - we make quality affordable"*

Tel/Fax: +255272506471  
 Mobile: +255754562254  
 Arusha - Tanzania

Email: [intoarusha@yahoo.com](mailto:intoarusha@yahoo.com)  
[www.predators-safaris.com](http://www.predators-safaris.com)



**THE NINTH ANNUAL TANZANIA TOURISM AWARDS HONORS AFRICAN DREAM SAFARIS, THOMSON SAFARIS, AFRICAN MECCA SAFARIS, SAFARI VENTURES, LION WORLD TOURS, ASANTE SAFARIS, SOUTH AFRICAN AIRWAYS, EGYPTAIR, ANN CURRY, NBC-TV AND ELOISE PARKER, NEW YORK DAILY NEWS**



*Photo: L- R: Altaf Visram, Sales & Reservations Director, African Mecca Safaris; Gregg Truman, VP in Marketing, South African Airways; Hon. Shamsa Selengia Mwangunga, MP, Minister of Natural Resources & Tourism, the United Republic Of Tanzania; Juliet Kichao, Africa Dream Safaris; and Daniel Yamat, Project Manager for the Enashiva Nature Refuge, Thomson Safaris*

**2009 Awards Significant as U.S. Remains #1 Market for Tanzania**

(Cairo, Egypt – May 27, 2009) Now in its ninth year, the prestigious Tanzania Tourist Board ‘s (TTB) Annual Tourism Awards were presented by the Hon. Shamsa S. Mwangunga, M.P., Tanzania’s Minister for Natural Resources and Tourism, as part of the 34TH Africa Travel Association (ATA) Congress held in Cairo, Egypt. The 2009 Honorees are: African Dream Safaris, Thomson Safaris, African Mecca Safaris, Safari Ventures, Lion World Tours, Asante Safaris, South African Airways, Egyptair, Ann Curry, NBC-TV And Eloise Parker, New York Daily News. The Gala Tanzania Tourism Awards Dinner, which took place on May 19, has become a cele-

brated tradition of the annual ATA Congress. Present at the Awards Dinner and Ceremony were the Hon. Zohair Garranah, Egypt’s Minister of Tourism, Dr. Elham M.A. Ibrahim, African Union Commissioner of Infrastructure and Energy, ATA Executive Director, Eddie Bergman and the Ministers of Tourism and heads of delegations from more than 20 African countries, the ATA International Board of Directors and ATA Chapter representatives as well as more than 300 ATA delegates, mostly American Travel professionals. In addition to the Hon. Mwangunga, the Tanzania delegation included, H.E. Ali Shauri Haji, Tanzania Ambassador to Egypt, representatives of the Tanzania Ministry for Natural Resources & Tourism, the Tanzania Tourist Board, Tanzania National Parks, Ngorongoro Conservation Area Authority, Zanzibar Tourist Corporation, the National Museum of Tanzania, the Department of Antiquities and Bobby Tours, a Tanzania-based tour operator. “We are proud to announce tonight that for the second consecutive year the American market is still the Number One source of visitors to Tanzania worldwide,” stated Hon. Shamsa S. Mwangunga, M.P. “The 2008 worldwide tourism arrivals were 770,376, a 7% increase over 2007, with visitors from the U.S. increasing from 58,341 to a record

high of 66,953 to Mainland Tanzania and the Spice Islands of Zanzibar. We attribute this growth to the many aspects of our marketing plan, not least of which is the strong support of our travel industry partners we are honoring here tonight, as well as the great impact of a two year CNN-US TV Ad Campaign and “Ultimate Safari” Sweepstakes – and our first (2008/2009) WABC-TV/NY Ad Campaign. If this trend continues we are confident to reach our goal of one million tourists in 2012.” Peter Mwenguo, Managing Director TTB, said “Every year is special in Tanzania, with its unparalleled national parks, game reserves and seven World Heritage Sites, but this year we are also celebrating the 50th Anniversary of a key archaeological breakthrough: the Louis and Mary Leakey discovery of the first intact hominoid skull in Oldupai Gorge, ‘The Cradle of Mankind.’ The discovery of the Zinjanthropus skull allowed scientists to date the beginnings of mankind to about two million years ago, and to determine that human evolution began not in Asia as first thought, but in Africa. We expect many visitors this year especially on July 17, 2009, the date of the anniversary. There will also be an “international Conference on Zinjanthropus in Arusha, August 16-22, 2009. In fact, thanks to the support of one of our Honorees tonight, Asante Safaris, as well as Ethiopian Airlines, Tanzania now has its first ever archaeologically-focused tour in honor of this historic event. Tanzania is also proud to be the first African Country to host the Africa Diaspora Heritage Trail Conference (ADHT) Oct 25-30, 2009 in Dar es Salaam and Zanzibar.” Amant Macha, TTB Marketing Director, added “The Karibu Travel and Tourism Fair, celebrating its 10th Anniversary, June 5-7, 2009 in Arusha, has been given a big boost in the American market thanks again to the support of both South African Airways, one of this year’s honorees, as well as Ethiopian Airlines. Both Airlines offered special fares for our Tanzania Travel Agent Specialist Program, with more than 1080 graduates.” **TANZANIA TOURISM AWARDS 2009 HONOREES TANZANIA TOURISM BOARD TOUR OPERATOR HUMANITARIAN AWARD 2009: AFRICAN DREAM SAFARIS** African Dream Safaris, which has donated over \$5,000 to the Foundation of African Medicine and Education in Karatu expects

to donate more than \$10,000 in 2009. They also support schools and orphanages in Tanzania both through direct donations and community work. **TANZANIA TOURISM BOARD TOUR OPERATOR CONSERVATION AWARD 2009 THOMSON SAFARIS** For almost 30 years, Thomson Safaris has operated award-winning safari adventures, Kilimanjaro treks and cultural experiences in Tanzania. The company has also always been at the forefront of sustainable and community based tourism projects in Tanzania. Since 2006, Thomson Safaris has implemented an innovative habitat restoration program at the Enashiva Nature Refuge in the Serengeti. There they work with the local Maasai to save and care for endangered flora, wildlife and birdlife, and to directly fund community development projects. Restoring the ecosystem of the Enashiva Nature Refuge is important to critical habitats throughout Northern Tanzania. Thomson Safaris is also active in promoting cultural and educational tourism in Maasai communities. **TANZANIA TOURISM BOARD SOUTHERN/ WESTERN CIRCUIT AWARDS 2009 AFRICAN MECCA SAFARIS** African Mecca Safaris offers innovative and stand alone itineraries focusing on the Southern and Western Circuits including the Selous Game Reserve, Ruaha National Park and Mikumi National Park; a Bush & Beach Safari, 9 Day Showcase Tanzania Safari and “10 Day Off the Beaten Track” in Tanzania Safari. **SAFARI VENTURES** Concentration on a well-rounded travel experience, incorporating cultural and heritage elements, defines Safari Ventures itineraries. Their development of stand alone Southern /Western Circuit itineraries focus on meetings with local inhabitants along with the game viewing. Tours include the Mufindi highlands, the town of Mbeya or travel to the shores of Lake Malawi (a.k.a. Lake Nyasa) where they can meet the people of the Wanyakyusa Tribe, and to Saadani, the only wildlife and marine National Park in East Africa, Mikumi National Park, and Ruaha, the second largest National Park in Africa. The Storyteller itineraries upon which the tours are based immerses travelers in the beauty and culture of Southern/Western Tanzania. **TANZANIA TOURISM BOARD TOUR OPERATOR PRODUCT DEVELOPMENT AWARDS 2009 LION WORLD TOURS** For over forty years, Lion World Tours has demonstrated its destination expertise in Southern and East Africa. A member of the TravelCorp group, which also includes Trafalgar Tours, Contiki and Insight Vaca-

tions, Lion World is one of North America’s largest agencies for African travel. It now offers six unique Tanzania-only itineraries, A Taste of Tanzania, Chimpanzee Tracking in Mahale, Serengeti Walking Safaris, Tanzania Cultural Bushmen Exploration, Roof of Africa Climbing Kilimanjaro and Dazzling Days in Zanzibar. **ASANTE SAFARIS** Asante Safaris has been supportive of TTB projects in the US showcasing special interest markets for Destination Tanzania by creating and offering Trips for Two Tanzania Safaris and providing them at no cost to be auctioned and raffled at high profile charity events--each one focusing on Special Interest Markets. The first was a Cultural Safari for Afropop Worldwide Gala, March 4, 2009 with Ethiopian Airlines; the second was an Archaeology-focused Safari to promote the 50th Anniversary of the Discovery of “Zinj” for the Archaeology Institute of America’s Gala Awards Dinner, April 28, 2009 with Ethiopian Airlines (this barter provided TTB with more than \$30,000 worth of free advertising in the prestigious Archaeology Magazine and web site); and the third is for the Sister Cities International Conference, August 1, 2009, with South African Airways. **TANZANIA TOURISM BOARD AIRLINE AWARDS 2009 SOUTH AFRICAN AIRWAYS** South African Airways has launched a same-day connection to Dar es Salaam from its New York/JFK gateway, beginning this month, May, 2009. SAA has been actively supporting TTB’s promotional activities in the US, including providing tickets for our Sister Cities International Tanzania Trip for Two, as well as providing special fares for travel agents wanting to attend the Karibu Travel and Tourism Fair in Arusha this June. **EGYPTAIR** EgyptAir was the first African- based international airline to provide service to Tanzania. Although the service was interrupted for several years, the Cairo-Dar es Salaam route will be re-launched this June, 2009, opening up more air access for American travelers to Tanzania. EgyptAir is a member of Star Alliance. **TANZANIA TOURISM BOARD MEDIA BROADCAST AWARD 2009** Ann Curry, NBC-TV’s Today Show News Anchor. NBC-TV’s Today Show sent Ann Curry and her team to climb Mt. Kilimanjaro to illustrate first-hand the effects of climate change on some of the World’s major icons. Although they did not make it to the summit, their weeklong, live cover-

age during the climb, and their online blogs stimulated enormous interest across the US on Destination Tanzania and Mt. Kilimanjaro. **TANZANIA TOURISM BOARD MEDIA PRINT AWARD 2009** Eloise Parker/New York Daily News. This reporter’s Kilimanjaro climb on the Machame route was followed by the 2.5 million readers of the Travel Section of the New York Daily News, as well as individuals around the world who followed her daily blogs via Blackberry. Eloise also wrote about her safari to Ngorongoro Crater and to Zanzibar. **About the Tanzania Tourism Awards** The Tanzania Tourist Board announced the establishment of the Tanzania Tourism Awards at the ATA Congress in May, 2000 in Addis Ababa, Ethiopia and the First Annual Tanzania Tourism Awards were presented at a Gala Dinner at the ATA Congress in Cape Town, South Africa, May 2001. The Awards were created to support, 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. The Awards have taken on more significance as the American market has become the number one source of tourists for Tanzania worldwide for two consecutive years. One of TTB’s specific objectives was to promote the Southern Circuit, which until recently was the travel connoisseur’s “best kept secret” but now the number of tour operators offering “stand alone” safaris to the South and West of Tanzania has been steadily growing. TTB selected the Annual Africa Travel Association Congress as the venue for the Gala Awards Dinner to show support for ATA’s ever expanding global reach in promoting tourism to the Continent of Africa. The prestigious Awards are presented each year by Tanzania’s Minister of Natural Resources and Tourism. The 2009 Awards were presented by the Hon. Shamsa S. Mwangunga, M.P. In 2004, TTB created the first ever TourOperator Humanitarian Award. This was a direct result of the Second IIPT African Conference on Peace through Tourism (IIPT) hosted by Tanzania’s Ministry of Natural Resources and Tourism, Dar es Salaam, Tanzania, December 2003. TTB wanted to encourage more tour operators to make a direct contribution to the betterment of the local communities, thereby making them ‘stakeholders’ in the tourism industry.





# "IN OUR NETWORK OF PARKS AND GAME RESERVES, CONSERVATION IS FIRST AND FOREMOST"

Walking tours are popular in the Empakaai Crater.

## Ngorongoro Fascination

by Stephen Lelo

Situated in the northeastern corner of the Ngorongoro Conservation Area Authority (NCAA) in Northern Tanzania, the less known Empakaai Crater is a breathtaking ecological jewel worth visiting by casual and serious hikers.

Many people know of the world famous Ngorongoro Crater, however the Ngorongoro Highlands have two other smaller craters – Empakaai and Olmoti, which are just as fascinating as the bowl-like Ngorongoro Crater. These three distinct geological features share a common origin in that they were all once active volcanoes whose summits collapsed into the underlying subterranean molten lava (magma) chambers forming what geologists call “calderas” – erroneously referred to as ‘craters.’

Over thousands of years, these enormous stone bowls developed their own unique mosaic of habitats that vary from caldera to caldera. Although little or less known than its towering neighbor, Empakaai Crater is a breathtaking ecological jewel worth a visit.

Empakaai is located about 30 km north-east of Ngorongoro Crater. Its northern and eastern slopes rise from the floor of the rift valley while its southern and western slopes are bordered by the highlands. The area is especially suited for hiking since there are no vehicle roads into the caldera.

The caldera is about 7km in diameter and the floor contains a saline-alkaline lake that is about 79 m deep and is fed by several freshwater streams. The average elevation of the caldera floor at the shore of the lake is about 2,230 m above sea level varying from an elevation of about 2,510 m on the East to about 3,260 m on the West.

The best hiking trails are situated along the lowest point of the eastern rim and descend through forest to the eastern shore of the alkaline lake. The scenery within the caldera is spectacular at every point and one can occasionally see the distant snow cap of Mount Kilimanjaro on the far eastern side of the Rift Valley.

The walk takes a mere 30 minutes to the caldera floor. Another half an hour of trekking around the grassy plains brings the hiker to the edge of two small beautiful ponds. Several species of large mammals are visible year-round, with the most common ones being bushbuck, blue monkey and buffalo.

## Walk for Health and Education

Short hikes can be organized with tour operators, lodges, or the NCAA headquarters. Empakaai Crater and its surrounding area offer a unique variety of experiences to visitors while reducing the pressure of vehicle congestion in Ngorongoro Crater.

Empakaai Crater is best known for its large concentrations of the pink Lesser flamingoes that feed on the blue-green algae known as Spirulina. Thousands of ducks and other water birds inhabit the lake and its shores. Myriads of other colorful and inter-rolling forest and savanna-dwelling bird species also abound around the lake. The best time for hiking is around 6 a.m. in the morning to 10 a.m. and 4:00 p.m. to 6:30 p.m. in the evening. However, since buffalos and lions can occasionally be dangerous, it is advisable that visitors be accompanied by an armed ranger.

Throughout the year, fog is common for most part of each day. While there are many sunny hours in the Ngorongoro Highlands, the weather is generally unpredictable. The eastern part of the caldera rim is lower in elevation and is therefore usually below the

clouds. Photographing and animal viewing are especially good between 6:00 a.m. and 7:00 a.m.

In order to enjoy Empakaai Crater and its surrounding environs, visitors should plan to spend at least two or three days in the Conservation Area. Leaving the NCAA headquarters early in the morning gives visitors ample time to take a short hike into the caldera and enjoy a picnic lunch before returning to Ngorongoro.

## A Pristine Area

Currently there are no tourist facilities at Empakaai. However, public campsites

are situated along its rim. All campsites are situated adjacent to the road and water can be obtained from local springs. However, visitors are advised to carry their own drinking water for health precautions.



The NCAA plans to diversify attractions available beyond the Ngorongoro Crater. One of the featured activities being considered are adventurous walking safaris in the Ngorongoro wilderness.

For the details of walking expeditions in the Ngorongoro Conservation Area, a walking safari brochure can be obtained from the Ngorongoro Conservation Area Authority Information Center in Arusha Municipal, from prominent tour operators, or by request from the Conservator of Ngorongoro at the following email address: ncafaru@cybernet.co.tz. The Ngorongoro website, [www.ngorongoro-crater-africa.org](http://www.ngorongoro-crater-africa.org), also provides a wealth of information about the Ngorongoro Conservation Area.

**Mkomazi**, Tanzania's 15th National Park. Now an exciting new development for wildlife lovers is unfolding in northern Tanzania. Added to Tanzania's 14 National Parks will be the restructured Mkomazi, a 56 year-old former game reserve. As

the centerpiece of the new National Park, Mkomazi is joined with the Uмба Forest Reserve, and shares a border with Tsavo National Park. Tanzania's 15th National Park plays a key role within the greater ecosystem as safe migratory routes and dispersal areas for herds of elephants, oryx and zebras during the wet season and as a protected area for giraffes and many other birds and animals year round.

## Mkomazi

The transformation of Mkomazi into a National Park has served three major purposes: the re-securing of its land as a haven for wildlife, including the reintroduction of the critically endangered (and once extinct in East Africa) black rhino and the hunting dogs; the upgrading of the entire infrastructure of 500 miles of road, an airfield, and dams and water sources within the new area; and the introduction of an innovative outreach program to villagers living in surrounding areas. Construction of schools and clinics, new boreholes and water pumps, the formation of women's groups and a soccer team, and the introduction of cultural tourism are all part of the program meant to benefit the people of Tanzania as well as its wildlife.

## The South

Whereas Arusha is the safari capital of the North, Dar es Salaam, the exotic port city and commercial capital of Tanzania, is the jumping off point for the South. “Since Tanzania's tourism strategy is to encourage high quality, low volume tourism, the Southern Circuit creates more diversity in the safari circuits and helps avoid mass tourism,” said Amant Macha, Director of Marketing, TTB.

**The Selous Game Reserve**, at 55,000 square km is the largest in Africa and larger than the country of Switzerland. It is also a UNESCO World Heritage Site. Along the Rufiji River, Selous offers the tourist different game viewing experiences,

boat safaris, as well as walking safaris. In addition to its masses of elephants, hippos, buffalo, it is the remaining home of the Black Rhino and is also home to 25% of the continent's wild dog population.

**Ruaha National Park** will soon be combined with Usangu Game Reserve, and expected to increase its size by over 15,000 square kilometers; if this expected size remain the same, it will make Ruaha the largest National Park in Africa. According to Gerald Bigurube, Director General, Tanzania National Parks (TANAPA), one of the aims of the government in annexing Usangu to Ruaha is in part to save the biodiversity of that area as well as to increase tourism to the region. This can best be accomplished if the area is administered and marketed by TANAPA. Ruaha, which boasts 10,000 elephants, the largest population of any East African national park, protects a vast tract of the rugged semi-arid bush country that characterizes central Tanzania. Its lifeblood is the Great Ruaha River which courses along the Eastern boundary of the park.

## The Usangu Game Reserve

includes the Ihefu Wetland, the natural water reservoir for the Great Ruaha River. Other parks in the South include Mikumi, set between the Uluguru Mountains to the north and the Lumango mountains to the south-east and within a short flight from Dar es Salaam, Mikumi is teeming with wildlife and 300 species of birdlife. Udzungwa Mountains National Park, one of the world's key biodiversity hot spots, is especially known for 10 or more species of primates, including the rare Iringa Red Colobus and the Sanje Crested Mangabey as well as the bizarre giant elephant shrew. Its constant climate has given rise to a range of flora and fauna, and sometimes called the African Galapagos. For information e-mail [info@tanzaniaparks.com](mailto:info@tanzaniaparks.com)



CLEANER • SAFER • GREENER



- Short or long term rentals
- Self & Chauffeur driven cars

We also organize....

- Camping safaris, tour packages, Hotel & lodge bookings



FOR MORE INFORMATION PLEASE  
CONTACT US ON

Tel: 255 22 2183718, 2182022  
Cell: 255 754 780015, 255 754 780055  
Dar Es Salaam, Tanzania  
Email: [greencars@ruha.com](mailto:greencars@ruha.com)  
or [rdhanji@cats-net.com](mailto:rdhanji@cats-net.com)  
[www.greencars.co.tz](http://www.greencars.co.tz)



## FASHION



# ARUSHA, TANZANIA, THE WORLD'S SAFARI CAPITAL, MAKES ITS MARK IN FASHION, ART AND DESIGN

## African Fashions and Designers Win World Acclaim

By Muguette Goufrani

Africans are painting the world in a kaleidoscope of bold, vibrant color combinations and dazzling patterns. Their rich fabrics and endless selection of turbans and other festive headgear, plus bright scarves, colorful wraps, wearable art and elegant gowns brightened our days and lit up our nights in many African destinations. In our 14 years as publishers, we've met many of the brightest stars in Africa's fashion galaxy, and welcome others to contact us.

### Focus on Fashion

As I've learned, in many African societies, the choice of colors and textiles has special significance to the wearer. While I have lived and worked in several North and West African countries on behalf of airlines and tour operators, my media involvement brought the topic of African fashion into sharp focus. Our magazine's love affair with fashion started in Arusha in 1998 at the Africa Travel Association Congress, where



a Fashion Show at the Impala Hotel featured ATA members as models. We enjoyed an encore in 2008, with two similar events in Arusha, one by Hilu Bara, a well known Tanzanian fashion designer, who was very active in the Miss Arusha program. Being the Safari Capital of Tanzania and the world, Arusha's Maasai culture stands

*Africa Travel Magazine . World Edition*

out in many areas, namely art for display as well as the wearable kind. Thanks to Hilu and her friends we were introduced to Edward Mollell, a Maasai artist whose heritage is expressed in batik tapestries. Batik artists use etching, stencils and various tools for waxing and dyeing fabrics. They work with silk, cotton, wool, leather, paper, wood and ceramics We fell in love with a beautiful tapestry of wildlife with Mount Kilimanjaro as a backdrop. This large batik will make a bold statement at our travel show exhibits in the USA and Canada.

### Kanga-who?

African designers like to make a distinct fashion statement. To create a lasting impression and stand out from the humdrum world, you should consider kanga fabrics, available in dazzling, eye catching colors. A kanga is pure cotton, with a border wide enough to cover you comfortably. It usually features a strong, central design or theme, such as fertility signs, mountains and landmarks, Plus entertainers and sports stars. Many African ladies wear a kanga over their skirts while working in the fields in

order to control the dust. A kanga makes a perfect family gift that is popular throughout Africa thanks to its multiple use as a matching or contrasting head-wrap. Kanga is derived from a Swahili proverb that includes a description for "guinea fowl." Why? Because the original kangas were brightly colored Portuguese handkerchiefs intended for gentlemen traders and officials. These cloths were then sewn together by Africans to create a piece large enough to be worn from head to toe. They are called kangas because their brightness reminded Africans of guinea fowl. As village folks say, "kanga nenda na urembo, shani urembo na shani" - "the kanga struts in style. Kanga cloth is a lightweight loose weave fabric that is versatile and easy to care for.

### What's a Kikoi?

The kikoi, woven from the finest cotton grown in the region, is a rectangle of pure cotton, with a work of art inspired by the vibrant colors of East African Swahili Coast. The traditional way of wearing a kikoi is simply wrapping it around the lower part of your body and tucking it in at the waist. Inspired by a multitude of colors and shapes,

kikoi are woven in thousands of different ways. For more details, visit our website : [www.africa-ata.org/fashion1.htm](http://www.africa-ata.org/fashion1.htm) or e-mail [africa@dowco.com](mailto:africa@dowco.com)

**Photos:** Clockwise from top left. (1) (2) Fashion designer Hilu Bara at Miss Arusha Contest. (2) Nick Gosling of Travel Talk Radio (left) and friends at Gala Fashion Show. (3) Hilu in her booth at the Karibu Fair. (4) Shanga exhibit at Arusha International Conference Center trade show during the ATA 33rd Congress and Leon H. Sullivan Summit in Arusha (5) Trio at Fashion Show during ATA gala dinner. Maria Mmari, Ministry of Tourism, Marketing Director (middle), Djibouti

tour operator Ali (right). (6) Owner of Motherland Creations directing her staff. (7) Batik tapestry of Maasai village scene. (8) Mr. and Mrs. Mollell showing batik of wildlife near Kilimanjaro. Below: (1) the Mollells in Maasai robes. (2) Maasai women's exhibit.







## THE LEON H. SULLIVAN SUMMIT IN ARUSHA, TANZANIA

Following the ATA 33rd World Congress in Arusha, the city was buzzing with talk about the Leon H. Sullivan Summit, one of the largest gatherings of high profile leaders ever held in Tanzania. We saw a grand array of presidents, ministers and dignitaries from Africa and the Diaspora, plus key figures from the USA. Staying at the East African All Suites Hotel, we met Ambassador Andrew Young, a close friend of Martin Luther King, as well as Rev. Jesse Jackson, Hope Masters (daughter of Leon H. Sullivan) and her husband Carl. All four were prominent at the Summit, being its main organizers and speakers. We also spent some quality time with the Tourism Ministers of Namibia and Zambia, among others.

The Summit lived up to its generous advance billing in the local media, and we valued every minute of each session we attended at the Arusha International Convention Center, Photo of Mr. Young (above right) with Manager Wayne Keefer and East African Hotel staff.

### The Geneva of Africa

Tanzania's President, H.E. Jakaya Kikwete opened the event with an uplifting message. "In 2000, when visiting Arusha, President Bill Clinton christened this city the *Geneva of Africa*. I hope you already understand why. I thank the African Heads of State and Government and their representatives for accepting our invitation. I also thank all our guests from the United States, the Caribbean, Africa and elsewhere on this globe for honoring us with your visit. I would like to make very special mention of Secretary Kempthorne, the U.S. Secretary of the Interior for joining us. The fact you are here representing President Bush is highly appreciated. It is very reassuring indeed.

*What President Bush has done for Africa has surpassed any other US President.*

For Tanzanians, to receive so many people from the United States of America just four months after a colorful visit to our country by His Excellency George Bush. Our relationship has never ever been so



### good." Well Earned Praise

The President spoke highly of summit leaders including Ambassador Andrew Young. "You are the philosopher behind this whole enterprise. You are the one who made it all happen. You have been the inspiration and the moral authority that kept everybody

together. Last but not least I would like to thank the Tanzania national preparatory committee, and other subcommittees, for doing a sterling job. Mr. Philemon Luhango, the Chief Secretary, who chaired the committee, played a pivotal role. We thank you, as we do to Ambassador Patrick Mombo, the Permanent Secretary in the ministry of Foreign Affairs and staff in the ministry for a job very well done. I was very happy to note the involvement of local companies in support of the Summit. Vodacom Tanzania Limited and CRDB Bank. Tanzania chose to give this Summit an East African character and Arusha is the headquarters of the East African Community, our regional economic grouping that brings together five East

## ENCOURAGES INVESTMENT IN SUSTAINABLE TOURISM

African nations of Burundi, Kenya, Rwanda, Uganda and Tanzania."

### Marketing Tanzania Tourism

The President then got down to the business of travel and tourism. "As we all know, one of the important themes of this Summit is tourism development in Africa. Arusha is the hub of our tourism. The famous snow-capped Mount Kilimanjaro, which astrides the equator, is only 50 miles (80 km) away from Arusha. Besides that, world renowned nature and wildlife reserves such as the Serengeti National Crater Conservation area are close by and can easily be accessed from Arusha. The Serengeti National Park, recently named the eighth new wonder of the world is famous for the wildebeest migration, a spectacle nothing like it on this planet. The Ngorongoro Crater is a unique caldera 30 km wide and 600 deep, formed by volcanic processes which took place about 2 millions years ago is home to thousands of wild animals on its floor. The other significance of the Ngorongoro Conservation Area is that is indeed the Cradle of Mankind. In 1959 a the Olduvai Gorge a 1.75 million years old skull of the closest ancestor to modern man

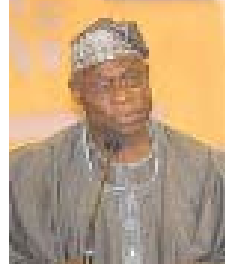
was discovered by a British - Kenya archeologist couple, Dr. Louis and Mary Leakey. Latter in 1978, Dr. Mary Leakey made another important discovery of foot prints of humans estimated to be 3.6 million years at Laetoli, in the Western arm of Olduvai Gorge some 50 km away from where the skull was found. And the ultimate paradise in the Indian Ocean, the beauty Zanzibar."

### Our Time of Challenge

He then spoke of the road ahead. "What we need to do to overcome this challenge of our time is not just to come together on an ad-hoc basis as ha happened in the past. We need to create strong institutional links and mechanisms that join Africa and the Diaspora in addressing the challenges that have affected either or both of us. We need to create a mechanism that will leverage our strengths in numbers and human capacity for shared prosperity."

### African Diaspora

The President was emphatic about a key area, so vital to this summit. "Africa is very proud of the achievements of its Diaspora in all spheres - politics, academia, business, entertainment, sports



and media. We look to the Diaspora for three kinds of support. The first is financial resources, in the form of investments and remittances. I am told together they own some 750 billion U.S.

dollars of investable financial resources. We also look to the Diaspora for human resources, in the form of transfer of skills and technology. The theme of the 8th Sullivan is Tourism and Infrastructure Development. "

*Speakers at the Summit, such as Rev. Jesse Jackson and Former Presidents Obasanjo of Nigeria and Patterson of Jamaica, (photos above) will be profiled in this magazine. For more information visit [www.thesullivanfoundation.org/summit/](http://www.thesullivanfoundation.org/summit/)*







# ATA 33RD CONGRESS BROUGHT THE WORLD TO TANZANIA, LAND OF KILIMANJARO, ZANZIBAR AND THE SERENGETI

by Jerry W. Bird

The World's Safari Capital, Arusha, Tanzania, has undergone an amazing transformation since the city hosted the ATA 23rd ATA Congress in 1998. Some writers call Arusha the "Geneva of Africa," thanks to its record of success in attracting international events. To get a complete handle on this magical change of fortune, our editorial team spent an extra 3 weeks, getting to know the community by participating in several Rotary functions, the Miss Arusha Contest, Leon H. Sullivan Summit and East Africa's Karibu Fair. We expect to return this winter for the Travelers Philanthropy Conference.

## ATA Shines in Tanzania

The Africa Travel Association's 33rd International Congress was a resounding success, for which we congratulate the Tanzania Tourist Board, Ministry of Natural Resources and Tourism, plus an enthusiastic group of volunteers. Who attended? Over 300 tourism industry experts including tourism ministers and boards, hotel and airline executives, travel agents, tour operators, international and local business. They came from Angola, Belgium, Benin, Bermuda, Cameroon, Canada, Central African Republic, Chad, China, Congo, Ethiopia, Ghana, Kenya, Madagascar, Malawi, Malta, Nigeria, Rwanda, Sierra Leone, South Africa, Sudan, Tanzania, Togo, Uganda, the USA, Zambia and Zimbabwe. Outside the Arusha International Confer-

ence Centre, we visited one of the best ATA Trade Shows in our 14 years with the Association. The African fashions and fabrics were outstanding and Africa's active tourism industry was well represented. We returned to the trade show often to purchase crafts, clothing and wearable art.

## Africa's Competitive Edge

Inside the spacious conference centre a varied program kept the delegates in their seats, with topics such as "A Decade of Progress: Showcasing Tanzania," "Africa's Competitive Edge," "Tourism as an Investment Tool," "Packaging Africa," "Africa's Accommodations," and much more. Marking the importance of this event on the national scene, proceedings were opened by Tanzania's President H.E. Jakaya Kikwete, and closed by Zanzibar President Hon. Amani Abeid Karume.

## Land of Many Contrasts

President Kikwete called Tanzania a land of many contrasts, pride of African heritage, rich and diverse natural and cultural resources. He stated that close to 25 percent of the land has been set aside for conservation of wildlife and forests. This vast area includes the Serengeti National Park, where the annual migration of wildebeest draws visitors from near and far. Picturesque Mt Kilimanjaro, the Roof of Africa, is the only permanently snow capped peak in the tropics and is the highest mountain on the continent. On Arusha's doorstep is the

Ngorongoro Crater, world's largest intact caldera forming a natural enclosure for a wide variety of wildlife. With the Olduvai Gorge, and the 3.6 million year-old-human foot prints at Laetoli, all adjacent to it, the Ngorongoro Conservation Area is indeed the Cradle of Mankind and the crater is the Eighth Wonder of the World. President Kikwete mentioned the spice island of Zanzibar, the ultimate paradise in the Indian Ocean, with clear waters, unspoiled beaches, and historical heritage. Throughout Tanzania, there are game reserves, archaeological, historical and cultural sites, plus unexplored pristine southern and western parks, each offering an uncompromising and unique experience."

## Jobs Through Tourism

President Kikwete said that tourism has provided more than 250,000 jobs, and according to the Ministry of Natural Resources and Tourism, the need for more employment in the area is so huge that out of 4325 jobs the ministry advertised only 225 had been filled. He said, "The number and size of protected areas have expanded, and their ecological values are still intact. Tourism and tourism related investments are also growing steadily and the opportunity for further growth

is still available. These improvements have been made possible by our sound political and economic policies as well as programs and plans that are specifically tailored to engender fundamental transformation and modernization of the tourism sector in Tanzania through harnessing existing potentials sustainably."

## New ATA President

Among the many high profile persons was Hon. Shamsa Selengia Mwangunga, Tanzania's Minister for Natural Resources and Tourism, recently elected ATA President. The Minister referred to Arusha as "gateway to the world's finest wildlife areas." To expand on this statement, she said, "Trends indicate that tourists are searching for destinations with unspoiled natural tourist attractions, rich cultures and adventures. These trends, coupled with the friendly and warm hospitality make Africa the most ideal destination for this millennium. This year's theme of Bringing the World to Africa and Africa to the World has come at the right time. During your stay in Arusha you will have an opportunity to visit some of our spectacular tourist attractions, including the visit to Ngorongoro Crater. When you arrive back home you will be our good ambassadors to your countries."

## Partners in Tourism



ATA Executive Director Edward J. Bergman emphasized the close ties between the ATA and Tanzania - a partnership that has gained momentum since the Association's first visit in 1998. Bergman paid tribute to the tremendous effort by Tanzanians, stating that

travel and tourism to Tanzania is booming. He noted that in recent years, Africa has become the leading region in terms of growth in international tourist arrivals, averaging seven percent growth annually since 2000. He expects Africa's position to continue in the same direction due to improving infrastructures, advances in technology and communications, a growing private sector, more direct long-haul flights, and an expanding choice of tour and travel experiences..

## "Bringing the World to Africa and Africa to the World"

Those of us who were at the Arusha International Conference Centre in May, 1998, when Tanzania hosted its first Africa Travel Association World Congress, were in for a pleasant surprise. In one decade, Arusha has grown from a quiet village to a vibrant, booming city with a growing list of amenities. At the same time, Tanzania's Tourism sector has forged ahead by leaps and bounds, setting an example for all of Africa - and earning a favorable spot at

the top of the economic ladder - as the country's number one employer and money earner. Revenue from tourism is expected to top one billion dollars (U.S.) by year end, replacing agriculture as Tanzania's leading economic contributor.

What's equally astounding is the fact that the United States has gained international recognition as the leading single source of tourism trade to this fascinating country.

## Icing on the cake

During two gala evenings, delegates enjoyed fashion shows by Arusha designer Hilu Bara (above right) and Chief Margaret Bola Fabiyi of Nigeria. Host Country Day included a visit to Ngorongoro Crater, while the Media Post Tour featured a visit to Arusha National Park. Both attractions are an easy drive from Arusha, an important reason for its popularity as Safari Capital. Hats off to Wayne Keefer and the East African All Suites Hotel staff, who made us feel so completely at home for over three weeks. With such a spectacular setting, framed by a mountain backdrop, little wonder Tanzania was selected to host the ATA 33rd Annual International Congress. The event was a world-class affair with delegates and guests from over 40 countries participating in a wide range of activities. For 2009 ATA Congress dates, location and program visit: [www.africatravellassociation.org](http://www.africatravellassociation.org)

Photos by Muguette Goufrani, Dean Mac Kasasa and Nick Gosling.



Dhow Race. More about this attraction in our Zanzibar supplement



## TANZANIA'S KARIBU TRAVEL AND TOURISM FAIR CELEBRATES 10TH ANNIVERSARY

East Africa's Largest Tourism Fair Takes Place  
In Arusha, Tanzania, June 5-7, 2009

(March 6, 2009, Arusha, Tanzania) Tanzania's Karibu Travel and Tourism Fair, the largest and most ambitious travel industry event in East Africa, will celebrate its 10th Anniversary, June 5-7, 2009. The Karibu Fair, held just outside of Arusha, Tanzania's safari capital, attracts travel industry partners from around the world. The annual event is organized by the Tanzania Association of Tour Operators (TATO), Tanzania Tourist Board (TTB) and the Ministry of Natural Resources and Tourism (MNRT).

"We are proud that with the success of the Karibu Travel and Tourism Fair, Tanzania is playing a major role in developing tourism to the region," said the Hon. Shamsa Mwangunga, the Minister of Natural Resources and Tourism for Tanzania. "The Fair also provides Tanzania an opportunity to showcase its world famous tourism products, its rich cultural heritage and the warm hospitality of its people."

Part of the uniqueness and excitement of The Karibu Travel and Tourism Fair is that it is an outdoor event that offers a real safari experience. Over 250 exhibitors and thousands of regional and international visitors are expected to attend the 2009 Fair, which is open to the trade on June 5th and 6th, and the public on June 7th. Travel industry suppliers, large and small, including tour operators, tourist boards, hoteliers, and support service representatives and equipment manufacturers are typical participants. International travel trade journalists regularly cover the event along with local media, and "famil-

iarization trips" are being offered to encourage international travel agents to attend.

"Since America is Tanzania's number one source market for tourists, we are making a major effort to attract more travel agents from the US market," said Peter Mwenguo, Managing Director, Tanzania Tourist Board. "There are currently over 1000 qualified Tanzania Travel Agent Specialists in the US, and we hope to encourage them to participate by offering special pre and post safaris. This year, for the first time, Karibu is offering a pre-fair safari for agents to the Southern Circuit."

### 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 32 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. Kilimanjaro; The Serengeti, named in October, 2006, the New 7th Wonder of the World by USA Today and 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 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 information and registration forms for the Karibu Travel and Tourism Fair, please visit [www.karibufair.com](http://www.karibufair.com).

For more information about Tanzania visit [www.tanzaniatouristboard.com](http://www.tanzaniatouristboard.com)

For more information on the Ngorongoro Crater visit <http://www.ngorongorocrater.org>

For more information on Tanzania National Parks visit <http://www.tanzaniaparks.com>

For more information on Zanzibar visit <http://www.zanzibartourism.net>

Photo Attached:

Tanzania's Karibu Travel and Tourism Fair is an outdoor event that offers participants a real safari experience.

Editorial contact:

Karen Hoffman/Fran Levine


The Bradford Group

(212) 447-0027

[Bradfordmktg@aol.com](mailto:Bradfordmktg@aol.com)



MORE PAGES  
TO COME IN  
THIS WORLD  
EDITION



**Tanzania** The Land of Kilimanjaro and Zanzibar

It is a land of superlatives and contrasts, something for everyone: from the majestic Mount Kilimanjaro to the fabled Islands of Zanzibar. The largest and most diverse wildlife concentrations on Earth including the matchless Serengeti plains, Ngorongoro Crater, Katavi and the mighty Selous Game Reserve. The Legacy of the ancient Swahili civilizations, such as Kilwa Ruins once a city of

the Arabian Nights. Wonderful places for swimming, snorkeling, scuba diving, fishing off thousands of kilometers of Indian Ocean coastline and around the Africa's Great Lakes. And then there is Tanzania's greatest asset: its friendly people and cuisines. The country is among the world's leaders in Cultural tourism. This indeed is AUTHENTIC AFRICA.

**TANZANIA**  
The Land of Kilimanjaro and Zanzibar