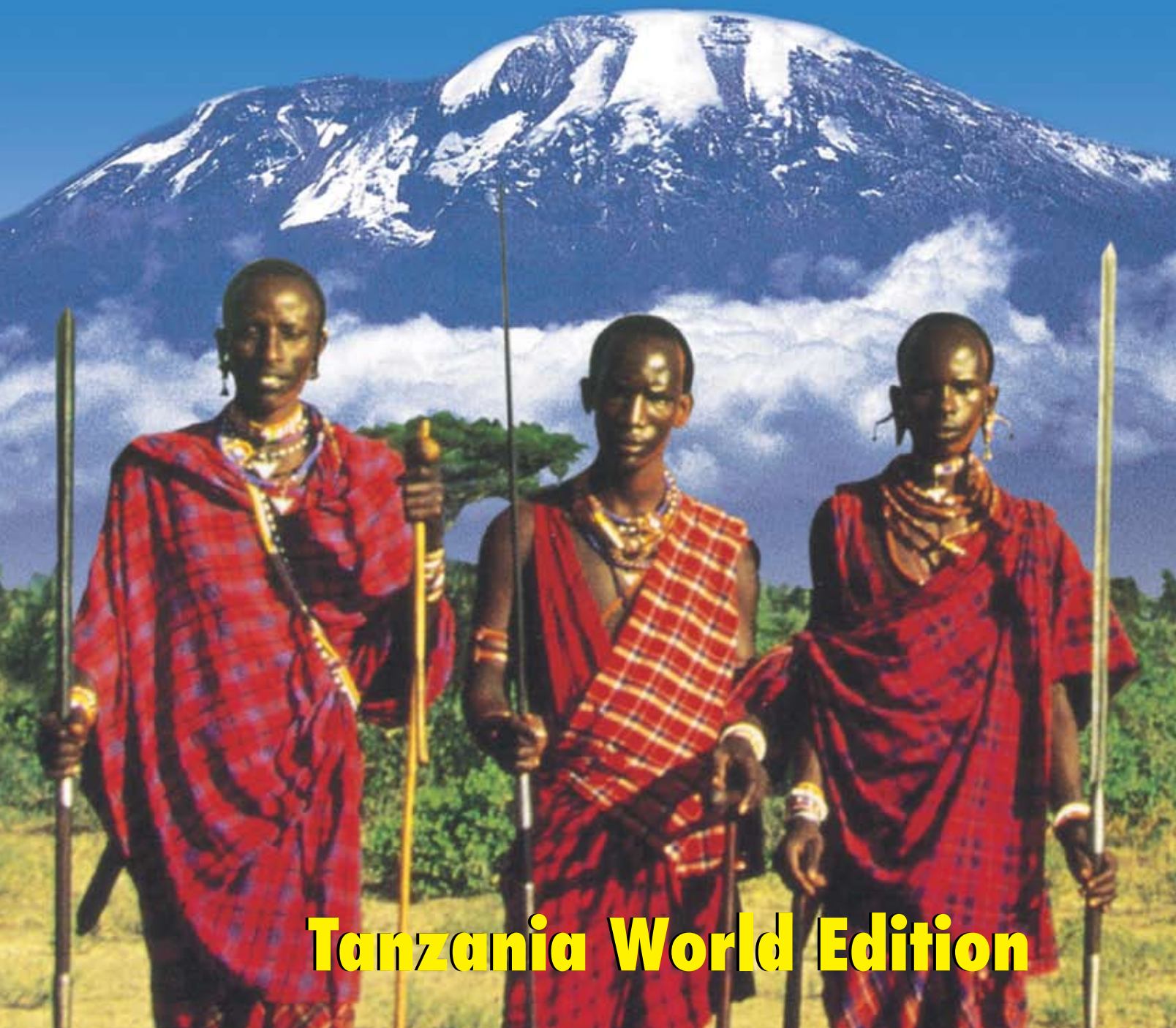


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Africa Travel Magazine

Tanzania World Edition

by Jerry W. Bird
Editor and Publisher



This issue is a work in progress. It will feature the 'Best of Africa' past, present and future and will contain items from Tanzania and the Zanzibar Archipelago in Eastern Africa. Further editing and fine-tuning remains to be done on this project prior to its final presentation, with a DVD and Embossed Souvenir Copies for Tourism Ministers. Our editorial team plans to increase the number of page and add new sections in the coming months.

In honor of all ATA host countries, and our 14th Anniversary as a proud partner of the Africa Travel Association, some articles and advertisements from the archives are included. They serve to tell the history of our exceptional partnership. While this example is in Electronic format, many of these same pages will be appearing in print as part of our Africa Travel Library.

AIR HIGHWAYS TO AFRICA

A key element in our regional World Editions is an area where we have had considerable success. It involves the role of airlines, airports and the world of aviation in all its facets. The other transportation links are part of our coverage when featuring the Air Highways to, from and within Africa. In the early 90s as North America's Open Skies Agreement was being introduced, we worked with our Department of Transport, developing a Supermap of Air Routes. It became a fold-out in our magazine and was in great demand. As a launch venue we staged our 1st Air & Marine Tourism Conference, Air Highway Days and Road Shows. Topics included were airlines, airports, land and sea transport, city profiles and a contacts directory. Our earlier efforts set the pattern for the work we do today, teaming up with the Africa Travel Association at events in North America, Africa and beyond. Examples of effective face-to-face tourism promotion are in our **Venues** World Edition.

Many items from this and other 'Electronic World Editions' will soon appear in our printed publications.

To download the Venues Edition, visit www.africa-ata.org/venues.pdf. For more about our magazine's history and activities, visit www.africa-ata.org/mag.htm or www.airhighways.com

For advertising rates, subscriptions or to provide editorial submissions, e-mail africa@smartt.com

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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 Mwendu, 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 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.tanzaniatouristboard.com.

For more information on Safari Ventures' AfricAwareness programs, visit <http://www.safari Ventures.com>



PRESIDENT OBAMA'S ELECTION SPARKS GREATER INTEREST IN TOURISM TO AFRICA FROM USA

*Africa Travel Association (ATA)
Second Annual U.S.-Africa Tourism
Seminar in Washington, D.C. from
February 19-20, 2009*

WASHINGTON, D.C. The recent inauguration of President Barack Obama is more than a landmark in America's political history, it is also an opportunity for the travel and tourism industry to take a more focused approach to increasing visitors and investment in Africa from the U.S.

"All over Africa, we can see how excited everyone is about President Obama's connection to the continent," said **Edward Bergman**, ATA Executive Director. "We have already seen a surge in interest about travel specials to Africa not only to Kenya, where President Obama traces his roots, but also throughout East Africa."

Surge of Interest

ATA, the world's leading global travel trade organization, is gearing up for its Second Annual U.S.-Africa Tourism Seminar. The two-day event takes place at the Washington Convention Center from February 19-20, immediately prior to the Adventures in Travel Expo (ATE). The seminar's timing and location affords ATA an opportunity to build on the recent historic events, including President Obama's commitment to service.

With travel to Africa on the rise and an emerging interest in Africa as a culture and heritage destination, Africa is garnering more and more attention from American tourists as one of the world's premier travel destinations

Sports, Adventure, Diaspora

Focusing on sports, adventure and diaspora travel and tourism, the seminar will showcase Africa as a top tourism destination from the U.S., as well as a site for investment and business opportunity in one of the world's fastest growing tourism markets. **Manute Bol**, former NBA star and Ethiopian Airlines official spokesperson, will speak about different possibilities for responsible tourism and sports tourism in Africa.

Stephen Hayes, President of the Corporate Council on Africa, and **Edward Bergman**, among other travel professionals, will speak about tourism policy choices at the opening plenary session.

Sthu Zungu, President of South African Tourism-USA, will speak about travel trends, relating to who is traveling to Africa, why they are going, and what can be improved on the travel front to increase



tourism to the continent. Alongside experts in sports tourism in Africa, she will also address how mega sporting events, such as 2010 Soccer World Cup in South Africa, can be leveraged to increase tourism to and within Africa.

Greater Responsibility

The timely topic of responsible tourism and how the industry and the individual tourist can make a difference in local communities will be explored by senior representatives from the Center for Ecotourism and Sustainable Development, Africare, and the African Wildlife Foundation.

Senior representatives from the World Bank, IFC (International Finance Corporation), and US Department of Commerce's Office of Travel and Tourism Industries, will explore entrepreneurship, finance and investment opportunities, as well as travel trends in separate workshops.

SAA Workshop

South African Airways representatives will participate in a workshop on the growth and modernization of travel to Africa and the growth and modernization of intra-Africa air service. Representatives from other airlines serving Africa and Boeing will also participate in the seminar.

Another workshop on African diaspora tourism will examine the role of the diaspora in changing perceptions of Africa in the US market and emerging African diaspora tourism products, such as cultural and heritage tours. Panelists will also explore how the African diaspora and immigrant

communities can serve as Africa's tourism ambassadors in the U.S. tourism markets.

Branding Africa

Panelists will also speak about branding and marketing Destination Africa and Africa's newest travel products, particularly in the areas of sports tourism, and adventure travel.

Tourism experts and industry professionals from the U.S. and Africa, particularly travel agents and tour operators who market, sell and specialize in Africa, are expected to attend the seminar, as well as ministers of tourism, representatives from Washington D.C.'s diplomatic community, and Africa's national tourism offices.

African American Family

Representatives of the Spring Bank, **Virginia Quanders** family (1684), referred to as 'America's oldest documented African American family' by Ebony and Jet magazines, will attend the event. Henderson Travel Services, the first African American travel agency in the U.S. to specialize in sending visitors to Africa, will also participate.

Public relations firms specializing in marketing Africa destinations, such as the Bradford Group, will participate in the seminar, alongside faculty and students from George Washington University. ATA welcomes travel industry professionals to participate in the ATE expo immediately following the seminar. ATA members should contact ATA for discounts to exhibit.

To register and to find more information on the seminar, as well as sponsorship opportunities, visit <http://www.africatravelassociation.org/ata/events/uats.html>.

About the Africa Travel

Association (ATA) The Africa Travel Association, a U.S.-based non-profit, is the world's premier travel industry trade association promoting tourism to Africa and intra-Africa travel and partnership since 1975. ATA members include ministries of tourism and culture, national tourism boards, airlines, hoteliers, travel agents, tour operators, travel trade media, public relations firms, NGOs, and SME's. For more on ATA, visit www.africatravelassociation.org.

Africa Travel Magazine's "Venues Edition" which covers major events promoting Africa Tourism, is produced in both Printed and Electronic formats. This allows us

to reach the greatest number of people worldwide. Many of the pages and topics you will see in the Electronic format will also appear in print. For advertising rates on both options, please contact the Editor africa@smartt.com or visit www.africa-ata.org/mag.htm



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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 experi-

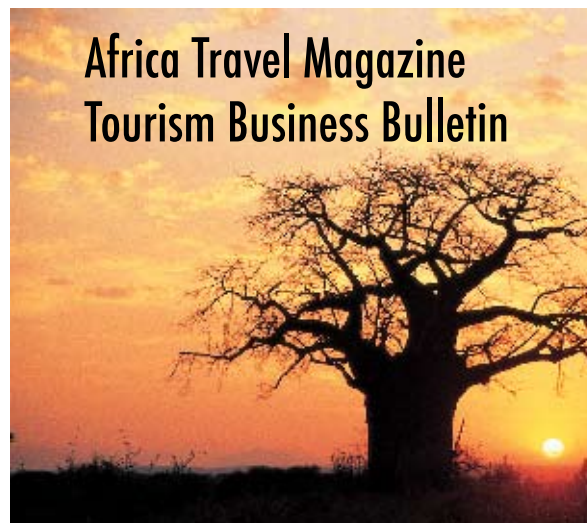
ence. Our bookings for the 1st week of January 2009 are double what they were in 2008 and our website traffic is also up substantially. I think that people are beginning to recognize that the Serengeti is not only the undisputed champion for wildlife viewing and that the overall quality of safari available 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!"

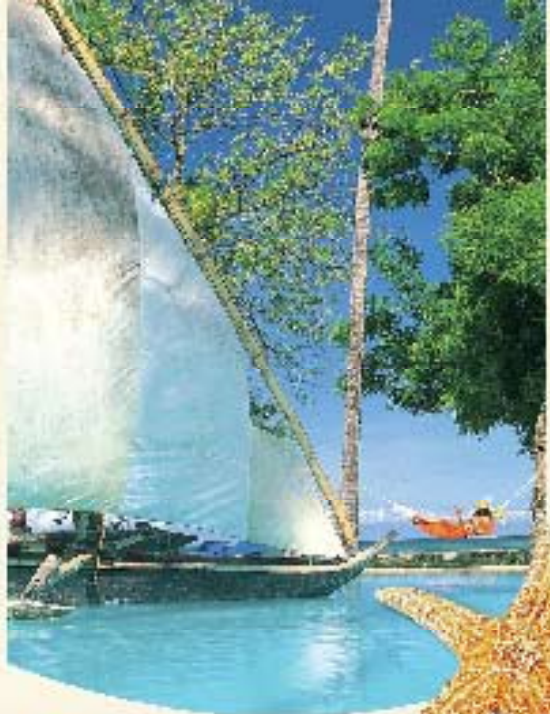
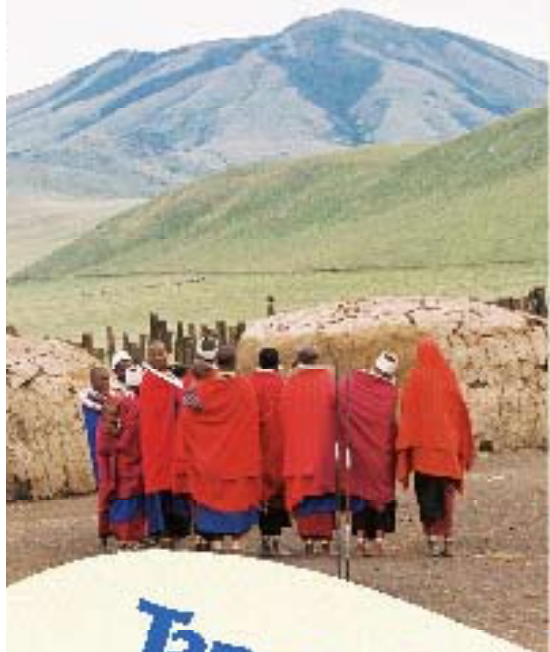
Kent Redding of Adventures in Africa states "...I think bookings are starting to pick up in 2009. From our standpoint, we are cautiously optimistic for 2009--so optimistic that I've hired a Director of Sales and Marketing, and am increasing marketing activities such as the New York Times Travel Show, 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.

Visit www.africa-ata.org/mag.htm for more information on the following page from our Best of Africa World Edition of Africa Travel Magazine.





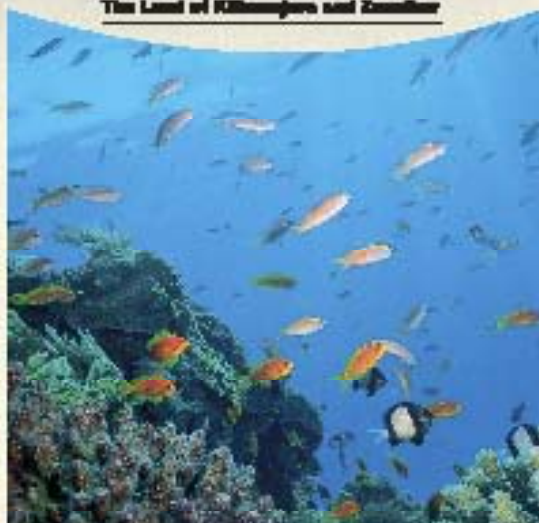
Tanzania *The Land of Kilimanjaro and Zanzibar*

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 trackless 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



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 bougainvillea. 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.

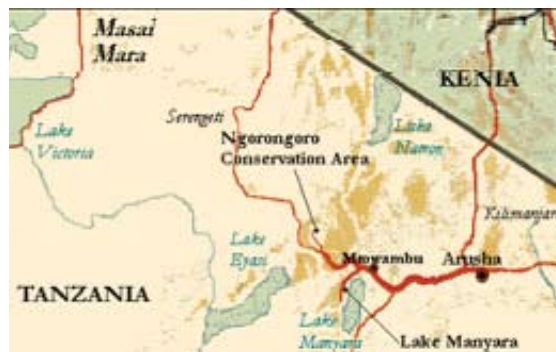


"FROM ARUSHA WE ENTERED THE CRADLE

THE 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 Muguette 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

OF MANKIND, NGORONGORO CRATER"



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 - www.ngorongoro-crater-africa.org - or www.africa-ata.org




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“IN OUR NETWORK OF PARKS AND GAME RESERVES,

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 northeast 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, 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



CONSERVATION IS FIRST AND FOREMOST"

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 Usungu 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 Usungu 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 Usungu 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



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ARUSHA, TANZANIA, THE WORLD'S SAFARI CAPITAL,

African Fashions and Designers Win World Acclaim

By Mugette 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

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

SHANGA



MAKES ITS MARK IN FASHION, ART AND DESIGN

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 kanga 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 or e-mail 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. Mollel showing batik of wildlife near Kilimanjaro. Below: (1) the Mollels in Maasai robes. (2) Maasai women's exhibit.





ZANZIBAR SWINGS YEAR ROUND, WITH ITS ART, FESTIVALS,

Quick now! What are the facts about Zanzibar?

- Zanzibar is popularly known as the “spice islands.”
- Zanzibar is located about 30 K off the coast of mainland Tanzania in the Indian Ocean.
- Zanzibar is actually an archipelago with the two main Islands of Zanzibar (also known as Unguja, the larger one) and Pemba (the smaller of the two).
- Zanzibar was incorporated into the United Republic of Tanzania in 1964.
- Zanzibar, which in 1992 had only 723,300 people, does have its own democratically elected president and government that run the internal affairs of the Islands.
- Zanzibar’s Serena Inn on the Stone Town waterfront is a splendid example of the careful preservation of historic buildings. This project undertaken by the Aga Kahn Fund for Economic Development, owner and manager of the Serena Hotels, involved the restoration and rehabilitation of two historic buildings , the Old Extelcoms Building and the Chinese Doctors’ Residence.
- Zanzibar has the largest number of carved doors in East Africa.
- Zanzibar’s Stone Town has 50 mosques and four Hindu temples.
- The House of Wonders is one of the first buildings in East Africa to have electricity and Stone Town’s oldest existing building. In 1987, the Stone Town Conservation Authority was created to provide strict guidelines for architectural design and materials used in all renovations of public and privately owned buildings.
- Zanzibar is the world’s oldest functioning Swahili city.
- Zanzibar has seen an influx from the

British, Dutch, Portuguese, Egyptian, Phoenicians, Assyrians, Indians, Chinese, Persians, Arabs and Sumerians at various times in its history.

- Zanzibar offers the visitor a variety of pristine beaches and stunning coral reefs.
- Zanzibar’s Muslim worshippers, during daylight hours of Ramadan lunar month, may not eat, drink, smoke or have sex. Exempt only are the sick, young children and travelers .

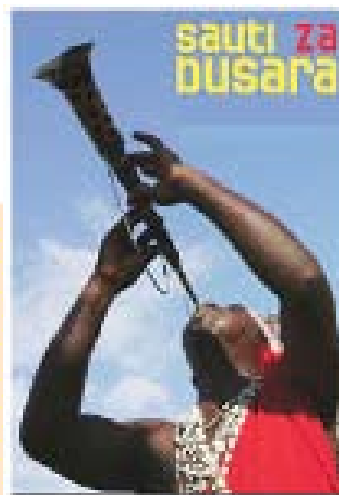
The earliest visitation to Zanzibar was in the 8th century, when the Arab traders arrived.

- Zanzibar’s oldest remaining building is the 11th century mosque at Kizimkazi .
- The name Swahili comes from the Arab word sawahil which means ‘coast’.
- Zanzibar named Best Island Destination in Africa and Middle East
- Zanzibar, the “spice islands” of the Indian Ocean, and part of Tanzania, was named by the Travel+Leisure Magazine’s readers as the highest-ranking Island in Africa and the Middle East in the World’s Best Awards Readers’ Poll.

Zanzibar lures the American traveler, not just because the name itself conjures up a mystical and romantic image, but also because it is known as a peaceful, stable and hospitable island, just like mainland Tanzania.

Festivals Zanzibari Style

“Zanzibar,” the name itself conjures up a mystical and romantic image, consists of Unguja (known as Zanzibar Island), Pemba



and some 50 smaller surrounding island and islets. Already popular for its beaches, water sports, scuba diving (using environmentally-friendly equipment), underwater photography, reef watching, dolphin watching and snorkeling, Zanzibar is now focusing on promoting its many year-round festivals showcasing the diverse cultures and history of Tanzania’s Swahili coastal islands.

“What makes Zanzibar’s

festivals unique and popular with visitors is that they are for the local population as well as for the tourists,” says Mohammed Vuai, Executive Secretary of the Zanzibar Tourism Commission. “There are events and activities that take place in the local communities throughout the islands.”

Swahili Music & Culture

For many years, our editors and colleagues in the Africa Travel Association have been impressed by the Busara Swahili Music Festival in Stone town. So, to answer your question in advance - who is Busara? For the record, Busara Promotions, organizers of the festival, is a non-governmental, non-political, non-profit cultural organization based in Zanzibar. The above photos illustrate the quality of presentation at its popular events.

Mission and Vision

Established in 2003, the company’s mission is as follows: “To promote and develop opportunities for local and international music



CULTURAL TREASURES, SPICES AND SWAHILI HOSPITALITY

and performing artists within the East African region, work to strengthen the local arts infrastructure and build networks internationally, for the social, cultural and economic growth of Africa and the dhow region” Busara’s vision is for Zanzibar to become internationally recognized and valued as a cultural epicentre for Africa and the Indian Ocean region. This is in the context of

a broader cross-regional network which links festivals, venues and promoters, performing artists, music institutions and related organizations around Africa, the Indian Ocean and beyond. Busara Promotions’ main event is the Sauti za Busara Swahili Music Festival, held annually in Stone Town, Zanzibar each February.

Swahili Encounters

Another of Busara’s principal activities is the Swahili Encounters project. The mission of Swahili Encounters is “to encourage audiences to celebrate pluralism of cultural and religious diversity; to promote and develop opportunities for musicians and performing artists along the Swahili coast and islands to connect, learn and perform together; and to develop regional artistic cooperation, for the social, cultural and economic growth of East Africa and the Swahili region.” Keep in touch with events and activities in Zanzibar on www.africa-ata.org/zanzibar.htm

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DISCOVER A SWAHILI SHANGRI-LA ON PEMBA ISLAND.



From Seashore to Safari

By Jerry W. Bird, Editor

Not long ago, thanks to Nicola Colangelo and the Coastal Aviation team in Dar es Salaam, we discovered that East Africa's Swahili Coast is the ideal place for a laid back vacation. In these enchanted islands that have won the raves of our readers and travel industry colleagues from near and far, we learned the true meaning of the Swahili expression 'Pole-Pole,' which we readily adopted as our motto. Together, those catchy words and a local song by the same name, are sure to invoke a feeling of euphoria, Swahili style. Our first-ever Seashore to Safari experience was a rare chance to enjoy the best of two worlds - the many delights of an Indian Ocean Swahili Shangri-la and a world class safari at camps in Selous and Ruaha. Details on these and all Tanzania National Parks can be seen in the "Tanapa" section of this Best of Africa World Edition. Coastal Aviation services the three main islands of the Zanzibar Archipelago - Pemba Island in the North, near the Kenya border - Zanzibar (Unguja) in the middle - and Mafia, Island, southernmost of the chain.

The big three, and dozens of smaller islands off their shores provide an opportunity to explore by canoe, sailing boat, ferry, motor launch or the classic 'dhow,' which has plied these warm, idyllic waters for many centuries.

History and Culture

The dhow is a symbol of the local culture. This traditional Arab sailing vessel has one or more lateen sails, and is seen along the coasts of the Arabian Peninsula, Pakistan, India, and here in East Africa. Some dhows accommodate as many as 30 persons. They are a reminder that while the western world slumbered through the Middle Ages, here on the Indian Ocean coast, trade, commerce and civilization thrived. It became the meeting place for cultures from China, the Indian subcontinent, Persia and Arabia, each adding to the mosaic and fabric of the rich Swahili tapestry. A common sight along the Swahili Coast of East Africa, the dhow is honored by the Festival of Dhow Countries in June and July. (<http://www.ziff.or.tz/>)

Gem of the Indian Ocean

Pemba is a jewel from a sparkling necklace of large and small islands in the famous archipelago, 50 km north of Zanzibar. Most fertile of the 'Spice Island' group, Pemba has been the prime source of most of Zanzibar's famed clove production, in addition to other cash crops. Pemba is also the East African hub of traditional medicine,



where folks from as far away as Central Africa come for healing or to learn the ancient arts. A blessing for today's visitor is the fact that Pemba was closed to all foreigners until the 1980s. That's why the beach areas are so pristine and uncrowded. Pemba is geologically older than Zanzibar Island and was settled earlier than its better known counterpart

Sport and Adventure in the Deep

The sport of Bull Fighting was introduced by the Portuguese, first of the Europeans to become involved in this area. This spectacular activity can be seen in different villages. Of special note, Pemba is earning worldwide notice for its outstanding dive sites, with vertiginous drop-offs, untouched



A PARADISE IN THE EXOTIC ZANZIBAR ARCHIPELAGO

coral and a great variety and abundance of marine life. Chake-Chake, the mid-island capital of Pemba is perched on a hill, with a view of the bay area and the Misali Island, where the tides determine when a dhow can enter the harbor. To its west, on the Ras

most profitable locations for game fishing on the East Africa coast. With a booming tourism industry in Zanzibar and the coast of Mainland Tanzania, many adventure travelers from the USA, UK and beyond, have been attracted to the more pristine, less-crowded Pemba Island. The catalyst is 'dive tourists' who relish the uncrowded and unspoiled reefs the island offers to experienced divers.

Visitors enjoy Pemba's Swahili culture, beach activities, snorkeling, deep-sea fishing, exploratory tours, cruises and world class diving at some of the finest reefs or the deep waters of the Pemba Channel. Where there's great fishing, there's also fabulous seafood - so be prepared to enjoy.

New World Class Project

Over a decade ago Monsoon Empires, The Management company, laid the foundations on northern Pemba Island to create its first land based accommodation.

They knew that their discriminating clients would enjoy the bliss of being alone on an

island and exploring undiscovered reefs, and empty beaches. As they said at the time, "We built simple structures, called them tented rooms, and used a small boat to get around. How simple it was to please people then. Then ambition and competition set in. We did whatever we could to improve our level of accommodation, services and excursions. We moved on to wooden chalets, coral rooms, yachts. A bigger lounge. A bigger verandah. A pool. But still no end in sight." Early this year the resort was acquired by Resort Investor, and the resort is now run by the management company Monsoon Empires. The new owners have developed the first underwater resort, based on a successful concept from Sweden, planned to launch on Pemba during 2009.



Mkumbuu Peninsula, visitors will discover some of the oldest, best preserved ruins in the archipelago. Why is Pemba famous for its rich fishing grounds? Here, between the island and mainland is the deep 20 miles wide Pemba Channel, known as one of the





THE MANTA RESORT, PEMBA ISLAND, ZANZIBAR



Recent Developments

During the period of April to August, the Manta Resort has gone through a major facelift, with new guest rooms and public areas. At the heart of the resort you will find Oxygene Pemba, a PADI 5 star Dive Center, offering a combination of diving, snorkelling, fishing and water sports.

- In the front there will now be six Seafront Villas, dedicated to comfort and romance.

The honeymoon market as well as guests that demand elevated levels of service is a growing segment of business.

- Air conditioned, large bathrooms, private sea side verandahs - all the trimmings.

- The brand new Village are ten cottages nicely set in the gardens with wooden floors, mosquito net covered king size beds, lamu screen floored en-suite bath rooms, and a makuti-thatched verandah – all with views overlooking the Pemba channel.

- The sea side Kipepeo Spa offers all customers soothing massage treatments that have become an expected service in boutique lodges.

- A watersports centre, a swimming pool, and a beach lounge will form the hub of the clients' social life during the day.

- Dining facilities have been increased, as well as the main bar and lounge relaxing area, overlooking the amazing views of the Pemba channel. The Manta Resort has the potential to become the most unique ocean product in the world.

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CHUMBE ISLAND CORAL PARK TOPS ISLANDS MAGAZINE "BLUE LIST"

100 "WAYS TO GO AUTHENTIC"

The award-winning Chumbe Island Coral Park, located off the coast of mainland Tanzania and its spice islands of Zanzibar, received its latest accolade via Islands Magazine. Chumbe Island Coral Park was 2nd on the magazine's first Blue List of 100 eco-conscious islands that will "ensure environmentally and culturally sound" natural beauty "for future generations." The first-ever Blue List issue of Islands, highlighting "100 Ways to Go Authentic" and singling out the most "offbeat, eco-conscious travel adventures" in the world appeared in the December 2007 issue.

Chumbe Island Coral Park is a unique privately managed nature reserve developed and managed by the Chumbe Island Coral Park Ltd. (CHICOP). It is a rare example of a still pristine coral island ecosystem in an otherwise heavily overfished and over-exploited area. The reserve includes a reef sanctuary, and a forest reserve. Approximately 90% of Chumbe Island is covered by one of the last remaining pristine 'coral rag' forests in Zanzibar.

This private, not-for-profit marine reserve, "was one of the first of its kind," says Helen Peeks, Chumbe Island Project Manager. In 1994, it became Tanzania's first marine park, and it has since been registered as a UN recognized Protected Area. "The diverse eco-system here is a perfect example of sustainable conservation and tourism in action together," Ms. Peeks comments. There are only 14 guests per night on the Island. The rest of the tiny population consists of guides and other staff, Park Rangers, and occasional researchers, and local school children on daylong nature trips. The 14 guests stay in one of seven eco-bungalows designed to provide both privacy and a sense of freedom of living in the open. All overlook the sea, a 30 second stroll away from the warm tropical ocean. Dining takes place under a huge palm thatched roof stretching over the ruins of the historical, 100-year-old converted lighthouse keeper's home with sweeping views across the ocean. An historic, elegant mosque, still in use, stands next door. Diners on the Island are a celebrated mixture of Zanzibarian, Arabic, Indian and African tastes and satisfy both vegetarians and non-vegetarians.

During the day, guests may discover the extraordinarily diverse plants, birds and animals on Chumbe Island's magnificent nature trails, or snorkel close to the 400 species of fish in the shallow coral reef. (Due to the shallowness of the reef, the fish are virtually by one's side.) Scuba trips nearby can be easily arranged, and exploring Zanzibar's main city Stone Town, a UNESCO World Heritage Site, is another option.

Truly an authentic and rare eco-travel experience, a stay at Chumbe Island is only 165 \$ per person per night in low season and 220 \$ per person per night in high season. Access is by once a day boat from a location near Stone Town, and guests may arrange to be picked up at the airport or other locations for transport to the boat.

Chumbe Island Coral Park
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AS TANZANIA TOURISM BOOMS, SO DOES THE NUMBER OF

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

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



Nyoni

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) 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 Dorothea 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.

WOMEN IN THE INDUSTRY



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



Simalika



Rose Abdullah



Lydiah Makubo



Mary Lwoga



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

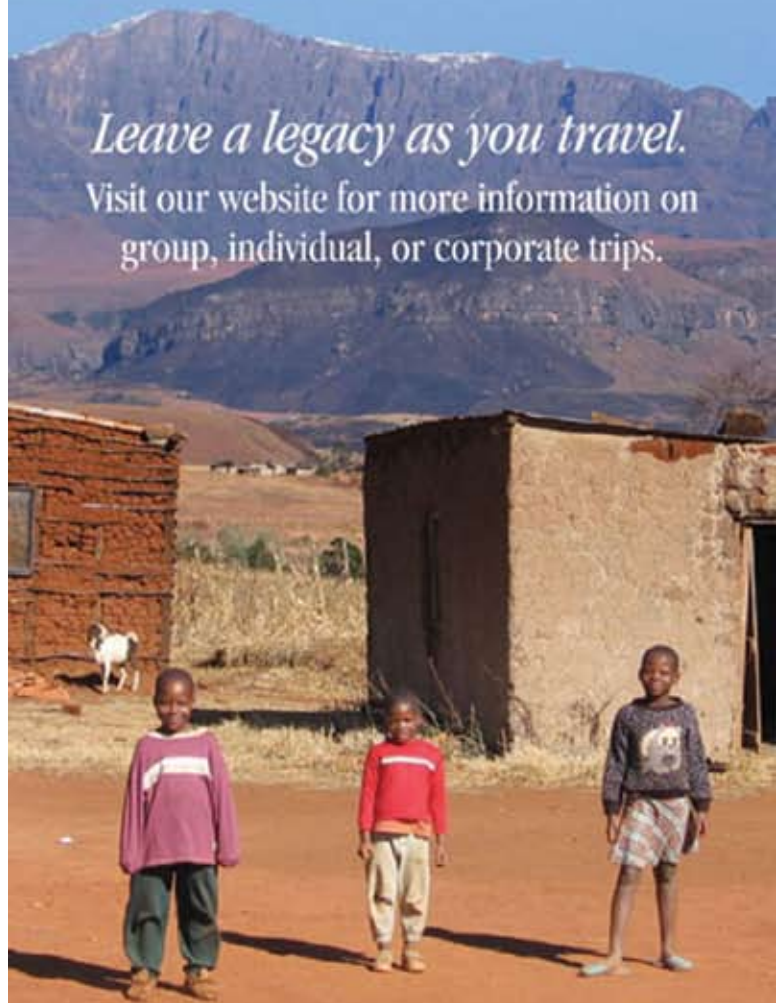
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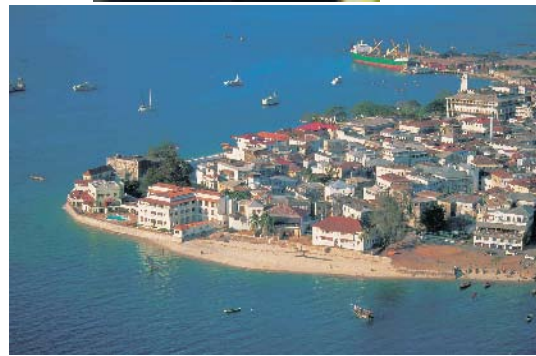


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“MEET THE BEST OF AFRICA ACROSS AMERICA AT THE

Seattle's Washington State Convention Center

Africa Travel Magazine editors and ATA Chapter members continued their support of the Adventures in Travel Expos, this time in the heart of downtown Seattle, September 13 to 14, 2008. Our magazine editions were a top attraction at the ATA booth, which anchored the Africa Section. Supported by the Seattle Times, the Adventures in Travel Expo targeted one of America's largest, most affluent markets, famous as the home of industry giants Boeing Aircraft Company and Microsoft. The area is America's gateway to Asia Pacific markets, Alaska and Western Canada. We expect more North American travelers to consider the Pacific route to Africa, with connections in China and Japan when planning future trips.

2009 Series Starts Early

The 2009 series begins in January with Adventures in Travel Expos in New York and Chicago, followed by Los Angeles, Washington, DC and the next Seattle event.. "Seattle represents a market that research shows will be very receptive to our show - an exciting arena filled with a wealth of interactive exhibits from around the globe. We look forward to experiencing the same success as we have in other markets," said John Golicz, CEO Unicom LLC.

Powerful media support

Part of this success can be attributed to the quality of media partners that the company has assembled over the years, such as the Los Angeles Times, New York Post, Chicago Tribune, and

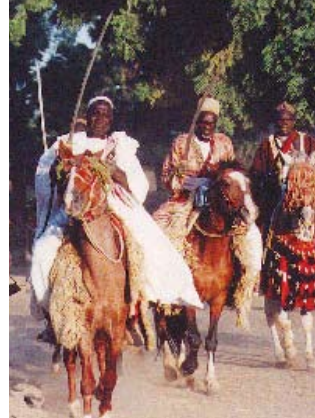
National Geographic. Unicom is an independent business-to-business communications company specializing in originating and managing world-class trade shows and conferences. Located

in Milford, Connecticut, Unicom is led by a seasoned management team possessing over 50 years of events

industry experience and an impressive track record of dozens of successful show launches and hundreds of event productions.

Contact: Andrea Hutchinson
Adventures in Travel Expo 203-878-2577 ex 117 e-mail:ahutchinson@adventureexpo.com





ADVENTURES IN TRAVEL EXPO SERIES FOR 2009"



Africa Photos on this two page spread:

- (1) Elephant from Adventures in Travel website.
- (2) Scuba diver meets a Whale Shark near Djibouti.
- (3) Fantasia in Northern Cameroon.
- (4-5) Scenes from Tanzania's Swahili Coast.
- (6) Herd of zebras at the Ngorongoro Crater near Arusha, Tanzania. (7) Drill Ranch at Calabar, Nigeria.
- (8) Lions at Queen Elizabeth Park, Uganda.
- (9) Maasai ladies welcome visiting delegates to their village on the Massai Mara, Kenya. (10) Stone Town, Zanzibar.
- (11) Snows of Mount Kilimanjaro. (
- (12) Elephant at Ngorongoro Crater.
- (13) Octopus drying in the sun, Zanzibar.
- (14) Crater lake at Ngorongoro.
- (15) View the spectacular annual migration of wildlife herds from the comfort of a baloon when you visit the Serengeti.
- (16) Zebras running, Northern Tanzania.
- (17) Africa section group at the ATA booth, Adventures in Travel Expo, Seattle. (18) Visitors atending the Adventures in Travel Expo at the Jacob Javits Center, New York City, NY.



KARIBU FAIR IN ARUSHA, TANZANIA IS EAST AFRICA'S

by Jerry W. Bird

East Africa's Karibu Fair celebrates its 10th Anniversary

June 5-7, 2009. Having attended last year's show, we are full of enthusiasm and highly recommend it to our readers worldwide. It was held 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 exhibitors 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, includ-





SHOWCASE OF TRAVEL, TOURISM AND HOSPITALITY

ing 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 Mwenduo, 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?

Karibu Fair provides a venue for local and regional tourism products and services. You will not experience it all in a few short hours. We spent most of an entire day - and returned TWICE for an encore. Among the exhibitors are tourist boards, camping and safari companies, tour operators, air and land transport providers, mountain climbing outfitters, wildlife lodges, hotels, camping and equipment manufacturers. We at Africa Travel Magazine are impressed with the 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. Register live on our website. Please click <http://www.karibufair.com/flash/bkstand.swf> to book online. For more information, visit www.africa-ata.org/mag.htm



ATA 33RD CONGRESS BROUGHT THE WORLD TO TANZANIA,

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



LAND OF KILIMANJARO, ZANZIBAR AND THE SERENGETI

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 *zine . World Edition*

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 Interenational 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.africatravelassociation.org

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



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 Luhanjo, 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



ENCOURAGED 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 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/





Modern African Design for the Mövenpick Royal Palm Hotel in Dar es Salaam

The Mövenpick Royal Palm Hotel Dar es Salaam in Tanzania has recently completed an extensive USD 4 million refurbishment. From the impeccable service, the exquisite cuisine to the stylishly redesigned rooms and suites, public areas, conference centre and restaurants, no effort has been spared to enhance the comfort, convenience and enjoyment of the guests. This leading 5-star hotel for corporate and leisure travellers epitomises the finest standards of hospitality, and remains the hotel of choice for top government officials and presidential delegations.

Located in the centre of Dar es Salaam in midst of lush tropical gardens, the Mövenpick Royal Palm Hotel offers marvellous views of the turquoise waters of the Indian Ocean and the greenery of the adjacent sporting club and golf course. The hotel, which has been under the management of the Swiss premium hotel group since February 2005, is owned by Tanruss Investment Ltd, in which Kingdom Hotel Investments is a 96 % shareholder, with the PTA Bank holding the remaining shares.

The warmth of the welcome begins from

the moment one first steps into the extensively renovated lobby area, which is infused with African designs, textures and carvings.

All 230 rooms have been completely upgraded and feature new furnishings and harmonious lighting. 181 spacious Club Rooms, with additional room and bath amenities, are also illuminated with a modern look to enhance the convenience of the guests. A bedroom, a living room, an office,

a private dining room with a fully-equipped kitchen and a guest bathroom are part of the elegant Presidential Suite. The Presidential Suite, as well as three Diplomatic Suites with marble flooring in the entrance area, inspire guests with their turquoise and light and dark beige colour accents.

The Executive level on the 7th floor offers 36 spacious Executive rooms and Junior Suites with a stunning look and an African colour scheme. The Executive Lounge, which is for the exclusive use of 7th floor guests, has been doubled in size, and now offers a private buffet breakfast area, a new bar facility, a private meeting room and two additional lounges, one for smokers and one for non-smokers, each equipped with a flat-screen television, as well as butler service.

Fine dining and an extensive wine list are now provided in the new L'Oliveto à la carte restaurant. The Italian chef spoils his guests with specialities from the heart of Italy, as well as the freshest fish and seafood dishes. The Tuscan-inspired décor is trendy and modern with illuminated glass panels and ever-changing light colours creating various soft moods to enhance the intimate ambiance.

The Serengeti Restaurant has also undergone a facelift and offers guests

varied three-course buffets in cool indoor surroundings. The adjoining Kibo Bar continues its ever-popular live-cooking buffet at lunch hour. An à la carte menu and light snacks are available throughout the day and evening.

Mövenpick Royal Palm Hotel has many years of experience in catering for conferences and baquets, and now offers a full range of newly decorated and refurbished state-of-the-art facilities for up to 440 participants in theatre style. A large outdoor marquee in the garden for up to 600 guests is the ideal venue for special functions and entertainment.

The wide range of facilities is rounded off by a large swimming pool with pool bar, a modern fitness centre with sauna, a shopping arcade and a coffee shop.

Mövenpick Hotels & Resorts (MH&R), a premium hotel management company with over 12,000 employees, is represented in 25 countries with over 80 hotels existing or under construction and focuses on its core markets in Europe, the Middle East, Africa and Asia. The international hotel group with Swiss roots is forging ahead with its expansion and aims to extend its portfolio to include 100 hotels by 2010. MH&R has established a clearly defined presence in the 4 and 5-star segment with two types of accommodation: business and conference hotels, and holiday resorts. In keeping with its slogan "True Excellence in Swiss Hospitality", the hotel chain is renowned for the uncompromising quality of its products

Christian Grage, Vice President Operations and Human Resources

Christian Grage, will be based in Cairo and will assume all Operations and Human Resources responsibility for all Mövenpick Hotels & Resorts properties in: Egypt, Morocco, Mauritius, Tanzania and Tunisia as well as any future projects in Africa.

He was trained at the Swiss Hotel Association from 1994 to 1995 where he gained the SIFV Certified Diploma. Over the following twenty years, Grage gained experience in all areas of hospitality from the kitchens to corporate operations. This led to senior positions with global operator on three continents where his entrepreneurial and interpersonal skills helped him conquer wide-ranging operational and cultural challenges. Prior to joining Mövenpick Hotels & Resorts, Grage held the position of General Manager of the landmark five-star Corinthia Towers Hotel, Prague, Czech Republic.



Tanzania's Positive Message to the World



The following quotations are from featured speakers at the Africa Travel Association 33rd International Congress, Arusha, Tanzania, May, 2008. See pages 26 and 27. The following

two pages introduce another world class event in Tanzania- the Travelers' Philanthropy Conference.

"Tourism is a sector whose importance in the economies of many African countries is ever increasing, but tourism in Africa is still at a very infantile stage of development. With the vast tourism resources available in many nations in Africa, there is still greater potential for growth... what has so far been exploited is a very tiny fraction of the tourism potential that exists. Africa's share in the global tourism marketplace remains small, despite the fact that the continent has an abundance of natural and cultural tourist attractions. Africa needs to tap this potential and leverage it to overcome poverty and increase prosperity. Unfortunately many African nations are yet to benefit proportionately to their resource endowments." H.E. Jakaya Mrisho Kikwete, President, The United Republic of Tanzania.

"In Tanzania, we believe in sustainable development of tourism and are strong advocates of nature conservation. We have taken deliberate efforts at a national level to involve local communities in managing natural resources and tourism development, while strengthening private-public sector partnership. We call on all tourism stakeholders to make sure that tourism promotion goes hand in hand with conservation of the natural resources as well as development of local communities." Hon. Shamsa Selen-

gia Mwangunga, Minister of Natural Resources and Tourism, The United Republic of Tanzania and President, ATA.

Dubai World Africa

"Dubai World Africa has long since held in high regard the work that ATA does in Africa and, it is for this reason, that we are proud to be associated with ATA. From day one of the creation of DWA it searched for an organization that continues to promote Africa. ATA is ensuring that the marketing of our beautiful continent is met with the support which our organization can provide through our presence in Africa. That is why we have become ATA's first Premier Partner and we are honored."

Luis Pinheiro, Dubai World Africa, Director of Hospitality Operations

"Tanzania is an example for African nations to turn to when developing national tourism strategies. When Tanzania opened its doors to ATA for the first time in 1998, the country had re-launched its promotional efforts in the American marketplace. Ten years later, the U.S. ranks second in the number of tourists visiting Tanzania. Tourism has become Tanzania's leading economic sector, expecting to earn \$1 billion in 2008 and to overtake agriculture, the leading contributor to the country's economy for decades." Edward J. Bergman, ATA Executive Director

"Tourism is the largest voluntary transfer

of resources from the rich to the not-so-rich in history, Europeans and Americans take and leave more money in Africa than US and European governments give in aid. At a time when a constricting global economy reduces flows of aid, African nations have a golden opportunity to harness the enormous power of the world's fastest growing industry, to improve the health, wealth, environment and culture of their communities." Lelei LeLaulu, Counterpart International President.

Sponsors: Tanzania Ministry of Tourism and Natural Resources, Ngorongoro Conservation Area Authority, South African Airways, Tanzania Tourist Board and the National Bank of Commerce and Ethiopian Airlines, who served as the Congress's official carrier.

Tanzania National Parks

Gerald Bigrube, Director General, Tanzania National Parks (TANAPA) has seen many exciting changes during his years with the organization. A few examples are: The Southern Circuit - Tanzania's fabulous Off the Beaten Track Safaris. Although first time visitors must see Tanzania's safari icons in the North, the great migration of the Serengeti, the famous Ngorongoro Crater, Mountain Kilimanjaro, Manyara, Tarangire and Arusha National Parks, extended air service has made it possible to include the South in the same itinerary.

A fine network of game-viewing roads follows the Great Ruaha and its seasonal tributaries, where, during the dry season, impala, waterbuck and other antelopes risk their life for a sip of life sustaining water. The risk is considerable with prides of 20 plus lions lording over the savannah, the cheetahs that stalk the open grassland and the leopards that lurk in tangled riverside thickets. Ruaha is also home to over 450 bird species. www.tanzaniaparks.com, or www.africa-ata.org/tanzania.htm



Ngorongoro Conservation Area

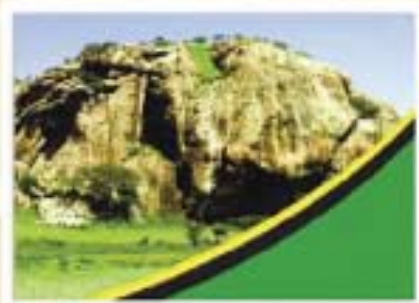
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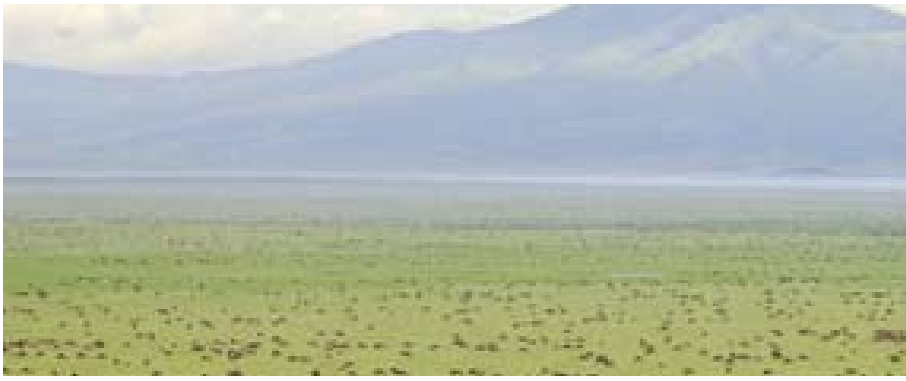
Where natural resources – flora and fauna; and domestic animals are all conserved and developed in order to preserve a maximum sustainable yield for the benefit of humans dependent thereon, without causing deterioration in the habitat-thus maintaining the area's unique tourist attractions, aesthetic value and scientific interest.



For more information contact:

Conservator of Ngorongoro
P.O.Box 1, Ngorongoro Crater, Arusha, Tanzania
Tel: +255 27 253 7006 / 2537019
Fax: +255 27 2537007
Email: ncaa_faru@cybernet.co.tz
Website: www.ngorongoro-crater-africa.org





Photos: (1) Migration on The Serengeti (2) H.E. Jakaya Mrisho Kikwete, President, United Republic of Tanzania, with tour operators and Team Tanzania at CNN launch reception. (3) Diana Williams, ABC-TV News Anchor received TTB Media Award. She climbed Mt. Kilimanjaro with her son in 2007.

1st TV Campaign in USA Market

H.E. Jakaya Mrisho Kikwete, President of the United Republic of Tanzania, announced the launch of the first-ever TV tourism campaign to air in the American Market on CNN, Tanzania – Land of Kilimanjaro, Zanzibar and The Serengeti, at a VIP reception for Tanzania’s travel industry partners in New York City. Among the many Senior Tanzania Government officials present at this VIP reception were H.E. Ambassador Ombeni Y. Sefue, Tanzania’s Ambassador to the US and H.E. Dr, Augustine Mahiga, Tanzania’s Permanent Representative to the UN. The Hon. Professor Jumanne Maghembe, Minister of Natural Resources & Tourism at that time, led the tourism delegation which included Ms. Blandina Nyoni, Permanent Secretary, Ministry of Natural Resources & Tourism (MNRT); Mr. Peter Mwenguo, Managing Director, Tanzania Tourist Board (TTB); Mr. Gerald Bigurube, Director General, Tanzania National

Parks, Mr. Bernard Murunya, Chief Conservator, Ngorongoro Conservation Area Authority (NCAA) and Ms Mary Mmari, Assistant Director of Tourism, MNRT. Also present was Hon. Sameer Suluhu Hassan, Minister for Tourism, Trade and Investment, Zanzibar; The successful CNN campaign, featured on CNN, CNN Headline News, CNN Airports and CNN.com, culminated on March 31, 2008 with a three week Tanzania Safari Sweepstakes which re-

Luxury Hotels and Lodges Expand

By Prof. Wolfgang Thome.
The Kingdom Hotels owned brand, which some time ago acquired Lonrho Hotels in Kenya (Norfolk Hotel, Mt. Kenya Safari Club, Aberdare Country Club, Ark, Mara Safari Club) has now spread its wings to Zanzibar, where they reportedly acquired the former Zanzibar Beach Resort. The renovation of the formerly closed resort is said to cost in excess of US Dollars 10 Million before reopening as the Fairmont Zanzibar. It is the first beach resort for the group but notably not in Kenya but Zanzibar, probably a pointer to further expansion plans for the region.

Kempinski Hotels, the second serious global luxury hotel and resort group in the region after Fairmont, are also said to be monitoring the market carefully while exploring opportunities to further expand into the region beyond their present two properties in Dar es Salaam and Zanzibar. Watch this space for emerging news.

Qatar Airways Transatlantic Service Boosts Tanzania’ Air Access

Amant Macha, Marketing Director, TTB said Tanzania’s transatlantic access will receive a big boost this summer with Qatar Airways launching its new transatlantic service. Qatar will offer daily connections to Dar es Salaam via Doha from Washington DC Dulles International airport, and four flights a week from Newark International Airport. The existing new flights options are added to the International Airport via Addis Ababa, Ethiopia; KLM Northwest’s daily service from all its US gateways into Dar es salaam and Kilimanjaro Airports ; Emirates flights from New York via Dubai; and British Airways flights from US gateways via London to Dar es Salaam. *For more information please contact this magazine- www.africa-ata.org/tanzania.htm*



TRAVELERS' PHILANTHROPY CONFERENCE IN THE HEART OF SAFARI COUNTRY

Travelers' Philanthropy Conference in Tanzania Exceeds Expectations

Africa Travel Magazine had the privilege of full participation at three other major events in Arusha in 2008 - and our editors were impressed with the idea of Philanthropy.

Over 225 delegates attended the 2008 Travelers' Philanthropy Conference held in Arusha, Tanzania, making it the largest and most diverse conference ever held on this theme. The 3-day conference, at which Nobel Laureate Dr. Wangari Maathai, founder and leader of Kenya's Green Belt Movement, gave the opening keynote address, also marked the first time that travelers' philanthropy had been addressed in Africa. Travelers' philanthropy is a relatively new concept, but it is rapidly growing into a worldwide movement and becoming part of the definition of responsible travel. At its core, travelers' philanthropy is about tourism businesses and travelers 'giving back' to tourism destinations by providing financial support, expertise, and material contributions to local projects and community initiatives. Tourism frequently takes place in biodiversity and culturally rich but economically poor regions of the world. "We are thrilled with the results of the conference. Not only did more delegates attend than we had expected, but the conference is also generating a number of new educational materials that will help to strengthen travelers' philanthropy initiatives," says Martha Honey, Co-Director of the Center on Ecotourism and Sustainable Development (CESD) that organized the conference and runs the Travelers' Philanthropy Program. "These materials will help provide, for the first time, the tools to help tourism businesses and host communities initiate and effectively carry out travelers' philanthropy projects."

In the wake of the conference, CESD plans to:

- Produce a new handbook ("How to Create a Travelers' Philanthropy Program") based on a 'short course' given at the conference. This handbook, which is being produced together with the Basecamp Foundation, will be launched in March at the ITB Berlin, the world's major travel show.
- Create a CD with the conference proceedings, presentations, photos, and other documents, as well as post them online.
- Promote and distribute the first ever documentary on travelers' philanthropy ("Giving Time, Talent, and Treasure") which was

premiered at the conference.

- Launch a new discussion board and blog for conference participants and others interested in travelers' philanthropy.
- Expand the Experts Bureau to include more professionals who can work with companies, community organizations, NGOs, and others to develop travelers' philanthropy projects.
- Develop a list of 'best practices' for both tourism businesses and travelers involved in supporting projects in the host communities.
- Incorporate additional companies and their travelers' philanthropy projects into the Travelers' Philanthropy website which has the capacity to receive online, tax deductible donations.

The Venue

Participants to the conference, which was held December 3-5, 2008 at the Ngurdoto Mountain Lodge, came from over 20 countries. Nearly half received full or partial scholarships to attend, thanks to funds provided by the Ford Foundation, USAID, the United Nations Foundation, and the United States Institute for Peace. "The conference provided an important opportunity for the east African tourism industry and local community-based enterprises to engage with developments related to responsible and sustainable forms of tourism, with roughly half of all participants coming from Kenya and Tanzania," says Fred Nelson, the lead local organizer for the conference.

The conference included 18 workshops on topics such as serving local development priorities through travelers' philanthropy; the responsibility and response of the travel industry to climate change; moving travelers' philanthropy from a charity model to social empowerment and entrepreneurship; and bad practices and best practices for engaging travelers.

In addition, the conference examined several issues critical to Africa, including the failure of many tourism businesses to adequately address the HIV/AIDS pandemic. At the conference, several delegates pledged that their companies would, within the next year, develop HIV/AIDS policies and programs for staff and visitor education, as well as initiate travelers' philanthropy projects to support HIV/AIDS clinics, orphanages, education and other types of programs in the host communities.



Y, ARUSHA, TANZANIA, THE GENEVA OF AFRICA, NEAR MOUNT KILIMANJARO

Keynote Topics

In his keynote address at the conference, Dr. David Western, founder of the Africa Conservation Centre and former director of the Kenya Wildlife Service, described travelers' philanthropy as an effort to "marshal the well intentioned impulses of the traveler" to support needs in the local community. He said it derives from the concept of the Good Samaritan, "the wayfarer who helped even those who he did not know." He added that "Africa wants trade, not aid," and "tourism represents the largest transfer of wealth from the North to the South."

The conference was endorsed and supported by a wide range of sponsors. These include 31 companies, organizations, and development agencies. In addition to CESD, the leading partners in organizing the conference were the Honeyguide Foundation in Tanzania, Basecamp Foundation in Kenya, and the African Safari Lodge Foundation in South Africa.

"Making Travelers' Philanthropy Work for Development, Business, and Conservation" Tanzania, a world leader in ecotourism, and Arusha as the gateway to Mt. Kilimanjaro and the Northern Safari Circuit including the Serengeti and Ngorongoro Crater, provide an ideal venue for this conference. The Tanzania conference builds upon the initial international Travelers' Philanthropy conference held at Stanford University in the USA in 2004. High on the agenda is an exclusive half-day Short Course on how to establish and manage a travelers' philanthropy program and the premier of a new documentary film. The newly released conference program includes 27 workshops

on a wide range of current topics as well as plenary sessions. The workshops feature three main streams which include: Travelers' Philanthropy: Contribution to Conservation; Travelers' Philanthropy: Investing in Communities and Development; and Travelers' Philanthropy: Trends and Cross Cutting Issues. Eight optional, pre- and post- conference safaris that combine game viewing and other tourism activities with visits to community projects supported by tour operators will also be available at a discount for participants, friends, and family.

Doing it Right

"This conference marks the most comprehensive examination to-date of travelers' philanthropy; the growing global initiative by which tourism businesses and travelers are helping to support local schools, clinics, micro-enterprises, job training, conservation, and other types of projects in tourism destinations around the world," says Dr. Martha Honey, Co-Director of the Center on Ecotourism and Sustainable Development (CESD) which is organizing the conference. "We have chosen to hold the conference in East Africa both because there are many fine examples of responsible tourism businesses that are practicing travelers' philanthropy and because there are many pressing local and regional social and environmental needs which tourism, done well, can help to address." The keynote address will be given by Nobel Laureate Professor Wangari Maathai, founder and leader of Kenya's Green Belt Movement. Other plenary sessions include a panel discussion on "HIV/AIDS: Responses from

the Travel Industry", "Creating a Strong Corporate Commitment & Model: Vision for the Future", and an address on "Benefiting Host Communities: Lessons from East Africa," by Dr. David Western, former head of Kenya Wildlife Service and founder of the African Conservation Centre.

A Powerful Concept

The specially designed Short Course on the 'nuts and bolts' of travelers' philanthropy, will be held on Wednesday afternoon, December 3, just before the official opening of the conference. "We have created this course because many people are unfamiliar with the concept of travelers' philanthropy, its different models, and its growth as a new form of development assistance," explains Fred Nelson, CESD's conference coordinator in East Africa. In the course, we will give step-by-step instruction on how to create a travelers' philanthropy program," adds Nelson. The instructors include representatives from leading international and African tour companies and other experts in the field of travelers' philanthropy.

Contact: Center on Ecotourism and Sustainable Development 1333 H St NW, Suite 300 East Tower, Washington, DC 20005

Tel: 202-347-9203
Fax: 202-775-0819
450 Serra Mall, Building 50, Room 51D,
<http://www.traveler->



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* Above photo is the United Nations Conference Centre in Addis Ababa, Ethiopia, home of the African Union

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2009: Cairo, Egypt
 2008: Arusha, Tanzania
 2007: Addis Ababa, Ethiopia
 2006: Accra, Ghana
 2005: Nairobi, Kenya
 2004: Douala, Cameroon
 2003: Lusaka, Livingstone, Zambia
 2002: Conakry, Guinea
 2001: Cape Town, South Africa
 2000: Addis Ababa, Ethiopia
 1999: Accra, Ghana
 1998: Arusha, Tanzania
 1997: Cotonou, Benin
 1996: Windhoek, Namibia
 1995: Nairobi, Kenya
 1994: Accra, Ghana
 1993: Lusaka, Zambia
 1992: Ivory Coast
 1991: Cairo, Egypt
 1990: Casablanca, Morocco
 1989: New York, New York
 1988: Harare, Zimbabwe
 1987: Douala, Cameroon
 1986: Atlanta, Georgia
 1985: Nairobi, Kenya
 1984: Banjul, The Gambia
 1983: Cairo, Egypt
 1982: Lome, Togo
 1981: Lusaka, Zambia
 1980: Libreville, Gabon
 1979: Tangier, Morocco
 1978: Sousse/Monastir, Tunisia
 1977: Abidjan, Ivory Coast
 1976: Nairobi, Kenya

ATA Ecotourism Symposium

2009: Lome, Togo
 2007/08: Djibouti City, Djibouti
 2006: Calabar, Nigeria
 2005: Luanda, Angola
 2004: Kampala, Uganda
 2003: Zanzibar, Tanzania
 2002: Fez, Morocco
 2001: Yaounde, Cameroon
 2000: Abuja, Nigeria
 1996: Marrakech, Morocco
 1994: Cape Town, South Africa
 1992: Saly/Dakar, Senegal



Conference Centre, Cairo, Egyptian Tourist Authority: Bertrand/hemis.fr

Our Travel Show Activity 2009

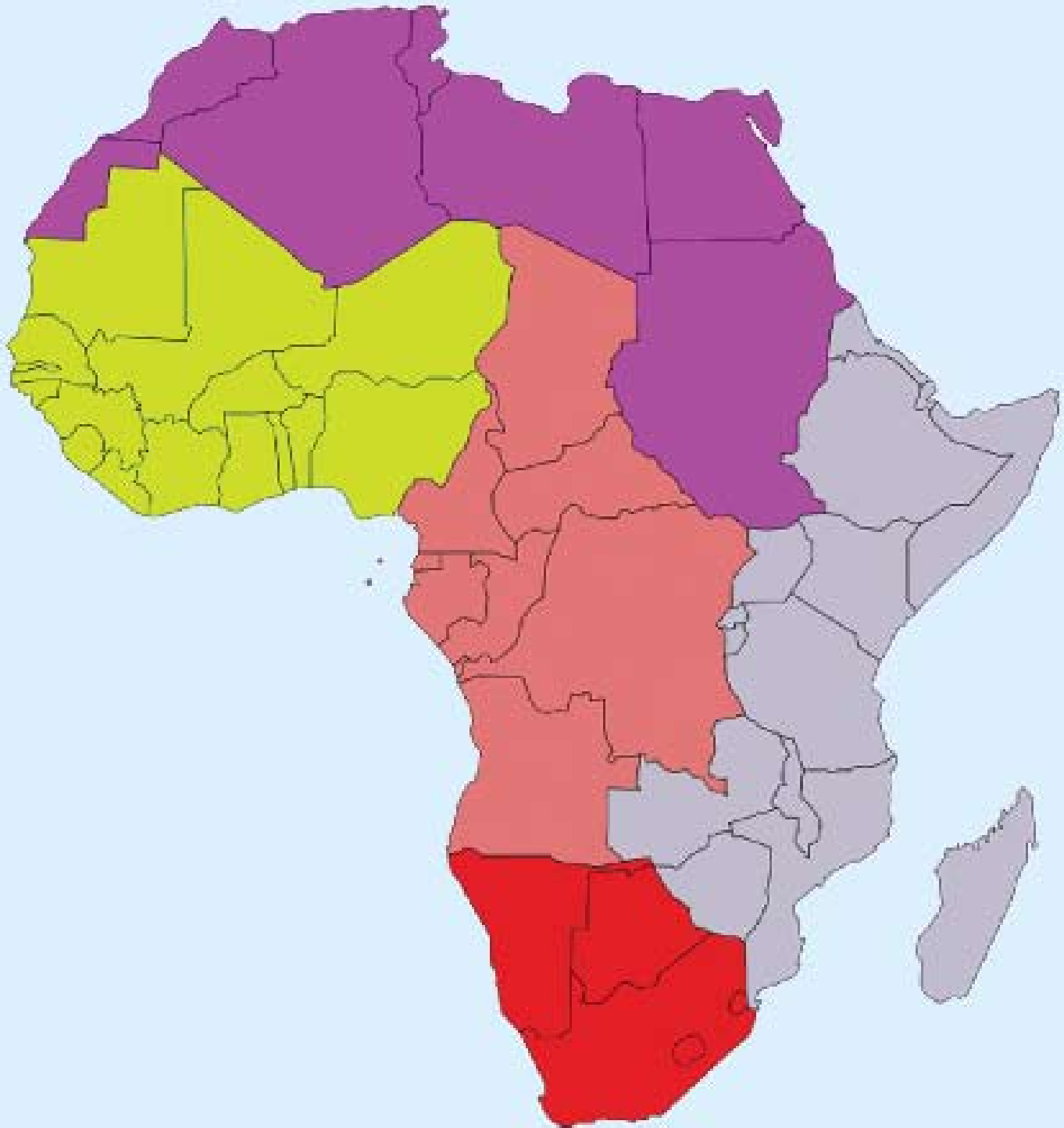
- ATA 34th World Congress, Cairo, Egypt
- ITB Travel Trade Show, Berlin, Germany
- World Travel Market, London, UK
- Indaba 2009, Durban, South Africa
- Adventures in Travel Expos: New York, Washington, Chicago, Seattle, Los Angeles
- TheTradeShow by ASTA, Las Vegas
- New York Times Travel Show
- Boston Globe Travel Show
- Los Angeles Times Travel Show
- Atlanta Travel Expo
- Palm Beach, Florida Travel Expo
- Houston International Festival
- NBC 5 Travel Expo
- Leon H. Sullivan Summit
- World Religious Travel Expo
- Travelers' Philanthropy Conference
- Toronto Ultimate Travel Show
- Ottawa Travel Show
- World Adventure Travel Summit, Quebec
- Montreal International Travel Show
- East Africa Karibu Fair, Arusha

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