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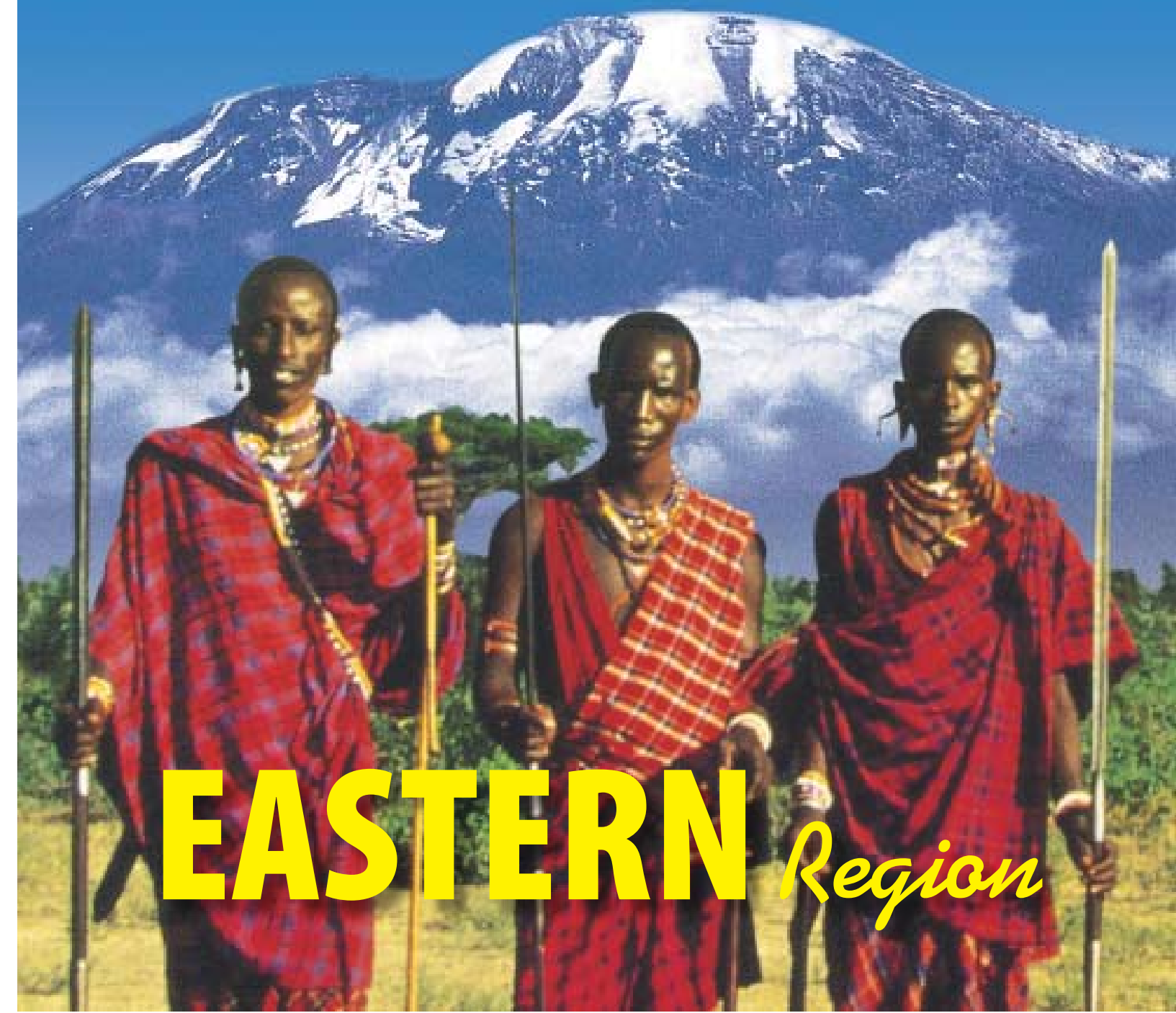
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AFRICA

Travel Magazine



EASTERN

Region

Eastern Africa, the Swahili Coast and Islands of the Indian Ocean



THIS EDITION IS IN A WORK IN PROGRESS. Until we begin our full subscription program, this version is available for preview at no charge. Before any pages from this edition appears in print, all photos and advertisements appearing in this preview that are not of highest resolution will be replaced. Before our final editing, several new pages and supplements will be added.

“The western media needs to focus more on success stories in Africa. We are doing so many good things out here which do not get enough publicity.” President Kikwete, Tanzania,

Testimonials from our supporters in Africa, the UK, USA and around the world are solid proof that we have heeded President Kikwete’s request by providing positive publicity for the past 15 years. The results are showing up in meaningful, measurable ways, as we move ahead in building a library of books and magazines that showcase the Best of Africa. Our “Faces of Africa” are smiling for good reason - their stories in print, online and on air are many, varied and well received. For over 100 examples visit: www.africa-ata.org/faces1.htm



THE SWAHILI COAST



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

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



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

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.





THE MANTA RESORT, PEMBA ISLAND, ZANZIBAR



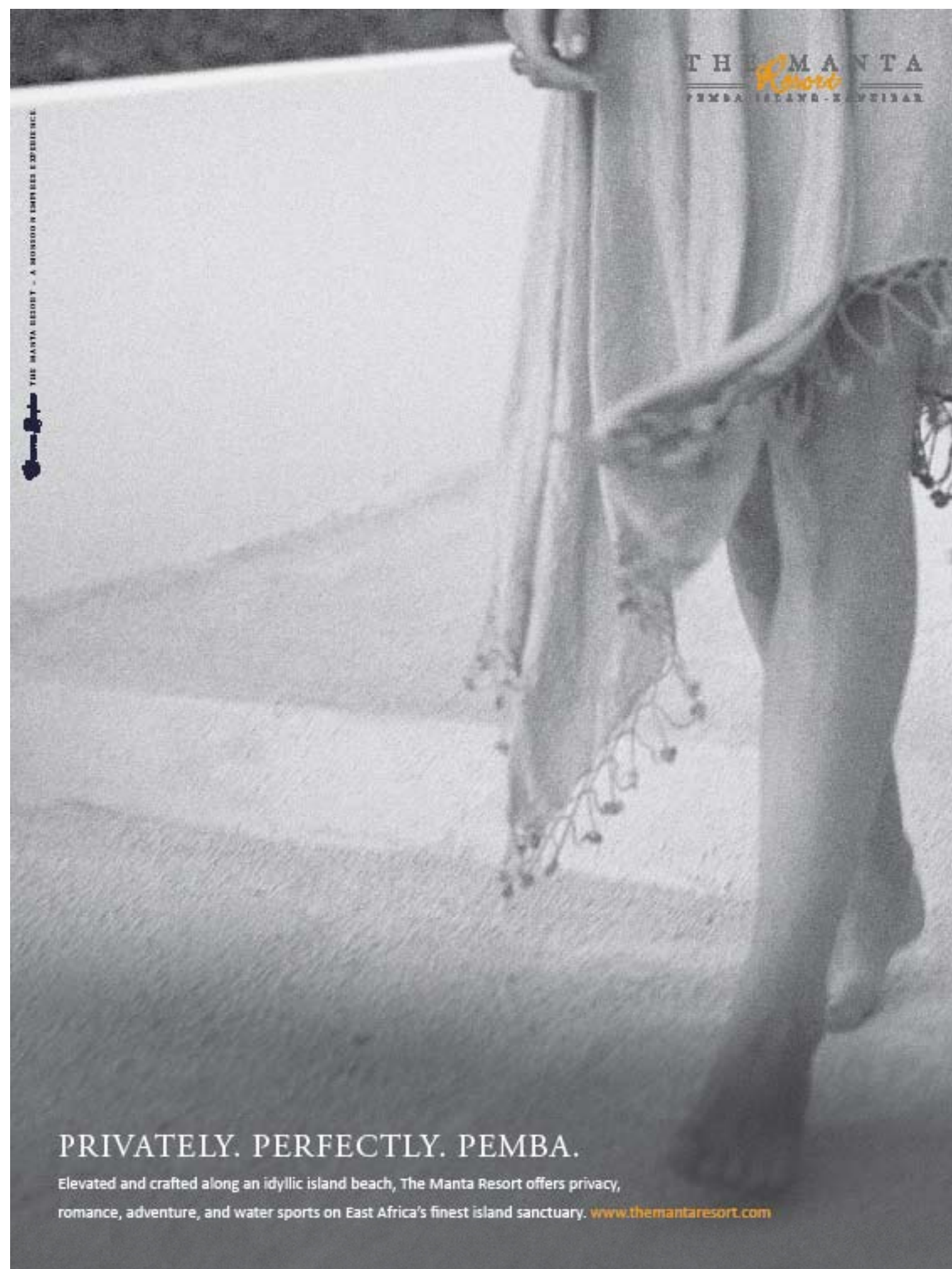
Recent Developments

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, snorkeling, 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.

The Manta Resort,
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THE COAST



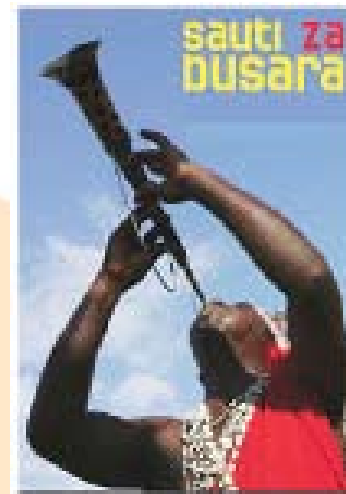
ZANZIBAR SWINGS YEAR ROUND, WITH ITS ART, FESTIVALS, CULTURAL TREASURES, SPICES AND SWAHILI HOSPITALITY

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 Brit-

ish, 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 .



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 devel-

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

op opportunities for local and international music 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

SOUNDS OF WISDOM (Sauti za Busara) MUSIC FESTIVAL TOUR:

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<http://www.zanzibarfestivaltours.com>

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Recommended Links

www.busaramusic.org

www.ziff.or.tz

www.fotograferen.net

www.africa-ata.org/zanzibar.htm

www.fairmont.com

www.236hurumzi.com

TANZANIA

www.tanzaniatouristboard.com

www.tanzaniaparks.com

www.serengeti.org

AFRICA

www.africatraselassociation.org

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based on the fact that it is a “fine example of the Swahili coastal trading towns of East Africa. It retains its urban fabric and townscape virtually intact and contains many fine buildings that reflect its particular culture, which has brought together and homogenized disparate elements of the cultures of Africa, the Arab region, India, and Europe over more than a millennium.” Retaining much of its 16th Century architecture, one can walk winding streets and stroll to the former Sultan’s Palace, the House of Wonders Museum, the Portuguese Fort and Gardens, and the Turkish Baths. Working plantations outside of the city produce spices including vanilla, nutmeg and cinnamon.

Founded in the 16th century as a Portuguese trading post, Stone Town was given to the Sultan of Oman in the 19th Century. It became a major center of the East African ivory and slave trade. In 1890, it became the capital of the new British protectorate of Zanzibar, which also included the island of Pemba. In 1963, Zanzibar became an independent republic, with Stone Town remaining its capital.

ZANZIBAR INTERNATIONAL FILM FESTIVAL’S SPECTACULAR SETTINGS SHOWCASE HIGH QUALITY AFRICAN CINEMA, MUSIC AND ARTS

World class films with an African focus and international music at the 12th annual Zanzibar International Film Festival.

Stone Town, the Festival’s venue in Zanzibar, a UNESCO World Heritage Site, provides an exotic setting for the 10 days of festivities. ZIFF has captivated serious followers of International film and music, students of African culture past and present, and travelers interested in arts’-centered fun for over a decade. Originally called the Festival of the Dhow Countries, ZIFF is now not only the largest annual event in East Africa, it is truly one of the most

unique in the world. The Festival events in Stone Town typically attract 7,000 foreign visitors and more than 120,000 local guests; while the total number of people attending all the Festival events held throughout Zanzibar and Pemba is 220,000.

Galaxy of Stars

Stars attending the festival included Danny Glover, whose film “Toussant” opened the Festival, Charles Burnett, star of the expected hit “Namibia,” and Mexican acting sensation Gael Bernal Garcia. The event’s theme this year was “Media, People and Environment.” For the first time ever at a film festival, ZIFF

2009 presented four feature films directed by African women directors (from Zambia, Uganda, Sudan and South Africa). In total, 24 African directors and 8 festival directors from world film festivals were expected to come together in Stone Town. In the musical realm, there was a “Reggae Sunsplash” theme, with bands from the African continent combining with those from Australia and the Netherlands in a tribute to the late Jamaican reggae artist, Bob Marley.

Tourism Minister Hassan

The Hon. Samia Hassan, Zanzibar’s Minister for Tourism, Trade and Investment said, “The Zan-

zibar International Film Festival and its rich cultural diversity reflects the essence of Zanzibar itself, a Zanzibar of dreams, of journeys yet to be undertaken and the Zanzibar of history impregnated by traces of thousands of visitors.”

“Visitors are attracted to the Zanzibar International Film Festival for its outdoor setting and to celebrate the unique cultural heritage of Africa and the Dhow countries of the Indian Ocean region and their global Diaspora,” says ZIFF’s Chief Executive Officer, Dr. Martin Mhando. “And then to enjoy the charm of Stone Town and the miles of

white sandy beaches of Zanzibar and Pemba.” ZIFF’s major outdoor performances took place in the city’s Old Fort, featuring an ancient amphitheatre; others occurred in the House of Wonders and Zanzibar’s Museum of History and Culture. There were also street performances, including story telling, live music and dance, art exhibits, and a range of film and video industry workshops, seminars, screenings, and social events.

About Stone Town

Stone Town is a place of festivals, from music to movies to dance. It was selected as a UNESCO World Heritage Site,

When Zanzibar then merged with Tanganyika in 1964, it became part of today’s democratic United Republic of Tanzania.

Zanzibar Festival Tours

The official tour operator for ZIFF is Zanzibar Festival Tours. It offers a 12-night program to the Festival, including expert guides, festival performances, exploration of Stone Town, trips to Prison Island beach, with its century old tortoises, spice plantations, Jozani Forest, home to rare monkeys, antelopes and birdlife, the Mbweni ruins, which includes an exotic botanical garden and the famed Mbweni Ruins Hotel.

Sultan's Palace Zanzibar



Popularly known as the “spice islands.” Located about 30 K off the coast of mainland Tanzania in the Indian Ocean.

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Largest number of carved doors in East Africa.

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est 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.

About Stone Town:

From Karen Hoffman’s article

- World’s oldest functioning Swahili city.
- Has seen an influx from the British, Dutch, Portuguese, Egyptian, Phoenicians, Assyrians, Indians, Chinese, Persians, Arabs and Sumerians at various times in its history.
- Offers the visitor a variety of pristine beaches and stunning coral reefs.
- Muslim worshippers, during daylight hours of Ramadan lunar month, may not eat, drink, smoke or have sex.
- Earliest visitation was in the 8th century, when the Arab traders arrived.
- Oldest remaining building is the 11th century mosque at Kizimkazi .
- The name Swahili comes from the Arab word sawahil which means ‘coast’.

Stone Town

by Karen Hoffman

Following the Africa Travel Association’s annual World Congress in Tanzania, I had planned a few days visit to the nearby Island of Zanzibar. Leaving Arusha, we rushed to the airstrip, sure that a presidential traffic tie-up had caused us to miss the flight. The 20 or so passengers calmly seated in the tiny terminal building indicated to us that the plane coming from Dar Es Salaam was going to be late. The more than an hour delay led to casual conversations with fellow passengers. And so it was fortuitous that we met Paul Oliver, owner of Oliver’s Camp near Tarangire National Park. Learning that we were to disembark at Zanzibar he recommended that we try and locate John de Silva, a local artist/historian, an excellent tour guide who could provide us with a more intimate ‘portrait’ of the history of Stone Town, the oldest section of Zanzibar Town, a bustling Swahili (Arabic influence) port.

Zanzibar, for me, was always one of those ‘far off’ places

whose very name conjured up a romantic, mystical image. The reality, although on the brink of new development, in no way spoiled the dream. 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). 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. We checked in at the Zanzibar Serena Inn, a 51-room world-class property on the Stone Town

waterfront. The hotel, a splendid example of the careful preservation of historic buildings provided a perfect base for exploring on foot. 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.

Finding De Silva proved to be all part of the Stone Town adventure. Not expecting quick results, we started our inquiry with the Serena’s Duty Manager, Rahim Azad. “Of course, I know him well,” he responded with a smile. “But since he does not have a phone,

I will take you there in the afternoon.” The five minute walk to De Silva’s flat through twisting and turning casbah-like alleys, was immediately intoxicating. At every turn, a new vista. Swahili-clad people mixed with those of western dress. Old buildings in juxtaposition with recent renovations. At once, provincial yet cosmopolitan, a reflection of its history as a cross roads of the trade routes. De Silva lived on the third floor of an old Arab style house.

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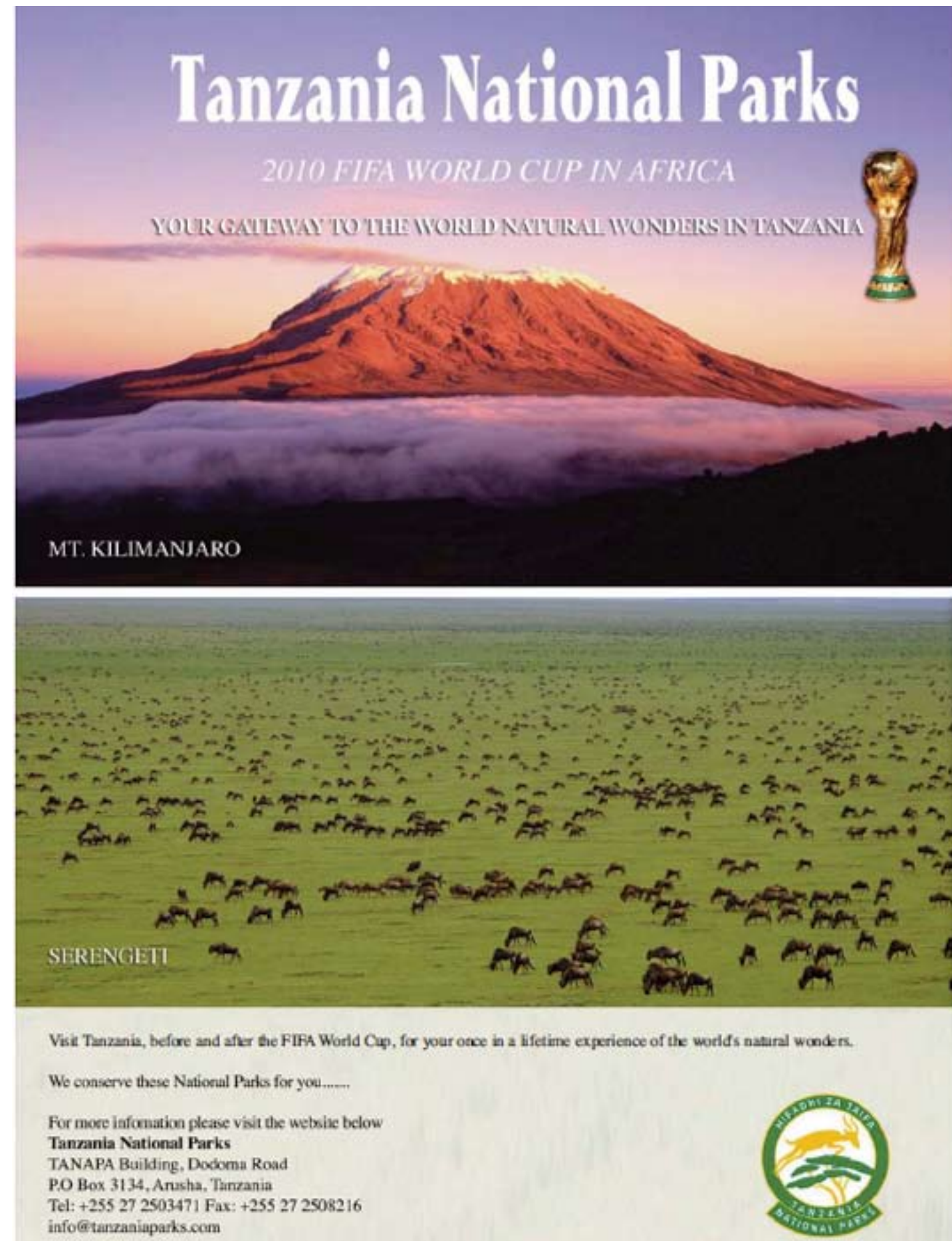
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Tanzania

Land of Kilimanjaro, Zanzibar and Serengeti

“The western media needs to focus more on success stories in Africa. We are doing so many good things out here which do not get enough publicity.”

President Kikwete, Tanzania,



Tanzania National Parks

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BRINGING NORTHERN AND SOUTHERN TANZANIA CLOSER TOGETHER



RUAHA TO SERENGETI FLIGHTS: Coastal Travels Ltd. is bringing Northern and Southern Tanzania “closer” together. As of June 2010, they are rescheduling their flights to connect Serengeti National Park in the North and Ruaha National Park in the South via Arusha. The more convenient and easier for a Tanzania Safari to include both the Northern Circuit and the Southern Circuit, ensuring a fuller, more diverse travel experience.

The Serengeti National Park, named the new 7th Wonder of the World and a UNESCO World Heritage Site, is host to the largest and longest overland animal migration in the world. Since it is a world renowned icon, and adjacent to the Ngorongoro Crater, it is the most popular and most traveled destination on the Safari circuit. Ruaha, the 2nd largest National Park in Africa, is one of Tanzania’s “undiscovered jewels,” receiving far fewer visitors than Parks in the North, yet providing a totally different and richer Safari.

Peter Mwenguo, Managing Director, Tanzania Tourist Board said “Until recently, most first time visitors only had time to see Tanzania’s famous Icons in the North, Kilimanjaro, Serengeti, Lake Man- yara, and Tarangire. Now, as flight service improves between the North and South, the visitor can also discover in the same visit, the excitement and beauty of the South – Ruaha, the Selous, Mikumi, Kitulo.” For Coastal’s Arusha to Ruaha flight, the aircraft takes off at 1:30 pm. This gives plenty of time for guests to land in Arusha before transferring to Ruaha flying via Tarangire. The flight lands in Ruaha around 4:00 pm. As for the return flight, the flight takes off from Ruaha at 9:45 am and arrives in Arusha around midday, connecting to Serengeti at 12:30 pm.

About Tanzania

Tanzania, the largest country in East Africa, is focused on wild- life conservation and sustainable tourism, with approximately 28 % of the land protected by the Government. It boasts 15 National Parks and 32 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. 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 Cra- ter, often called the 8th Wonder of the World; Olduvai Gorge, the cradle of mankind; the Selous, the world’s largest game reserve; Ruaha, now the second largest National Park in Africa; the spice is- lands 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.

Tanzania: www.tanzaniatouristboard.com

Ngorongoro Crater: www.ngorongorocrater.org

Tanzania National Parks: <http://www.tanzaniaparks.com>

Zanzibar: <http://www.zanzibartourism.net>

THE PARKS



"IN TANZANIA'S NATIONAL PARKS AND RESERVES, WILDLIFE CONSERVATION IS FIRST AND FOREMOST"

Walking tours are popular in the Empakaai Crater.

Ngorongoro Fascination

by Stephen Lelo

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

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

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

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

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

the West.

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

The walk takes a mere 30 minutes to the caldera floor. Another half an hour of trekking around the grassy plains brings the hiker to the edge of two small beautiful ponds. Several species of large mammals are visible year-round, with the most common ones being bush-buck, 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 the centerpiece of the new National Park, Mkomazi is joined with the Uмба Forest Reserve, and shares a border with Tsavo National Park. Tanzania's 15th National Park plays a key role within the greater ecosystem as safe migratory routes and dispersal areas for herds of elephants, oryx and zebras during the wet season and as a protected area for giraffes and many other birds and animals year round.

Mkomazi

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

The South

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

The Selous Game Reserve, at 55,000 square km is the largest in Africa and larger than the country of Switzerland. It is also a UNESCO World Heritage Site. Along the Rufiji River, Selous offers the tourist different game viewing experiences, boat safaris, as well as walking safaris. In addition to its masses of elephants, hippos, buffalo, it is the remaining home of the Black Rhino and is also home to 25% of the continent's wild dog population.

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

The Usangu Game Reserve includes the Ihefu Wetland, the natural water reservoir for the Great Ruaha River. Other parks in the South include Mikumi, set between the Uluguru Mountains to the north and the Lumungu 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



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THE TANZANITE MINE CENTRE NEAR ARUSHA: BRIGHT NEW SUPERSTAR IN TANZANIA'S GALAXY OF TOURISM



In the Shadow of Mount Kilimanjaro.

In each of our visits to Tanzania, I have had a fond fascination for that country's exclusive gemstone. While in Arusha attending the East Africa Karibu Fair, Sullivan Summit and Africa Travel Association Annual Congress, we had an opportunity to view an attractive display of Tanzanite in a local jewellery shop and were dazzled by the beauty of this rare and precious gemstone. Now in a brief interview with Justine Glen, Sales and Marketing Manager of The Tanzania Experience we are able to shed more light on this fascinating topic.

Jerry W. Bird, Editor

Editor: Please describe Tanzanite briefly.

Justine: Only found in the foothills of Mount Kilimanjaro Tanzania, Tanzanite is a unique precious gemstone which has a variety of the mineral zoisite, due to the unusual presence of vanadium, the colour red. It is trichroic in its rough form which means it radiates 3 different colours from each of its crystallographic axes. Like a secret treasure Tanzanite is approximately 600 million years old which remained buried so it is known as the "new gemstone".

Editor: Why Tanzanite and not some other gemstone?

Justine: Tanzanite is a thousand times rarer than a diamond, due to tanzanite's unique geology and unusual formation. The charm, warmth and deep blue colour of Tanzanite you cannot help admire its beauty. The rarity of Tanzanite

has the appeal as an heirloom to be handed down to future generations to come.

Editor: What are the features of Tanzanite, such as hardness, etc?

Justine: Tanzanite measures 6.5 - 7.0 on the Moh's scale of hardness in comparison to a diamond which is rated 10. The Tanzanite rating is very similar to an emerald however slightly less brittle than an emerald.

Editor: What is its value?

Justine: The price per carat can range anywhere from \$200 per



carat to \$1000] depending on the quality of the stone required.

Editor: Is it a good investment at this time?

Justine: Yes, as the higher quality grade stones are becoming harder to find and we are seeing that more of the lower quality stones are being found at present for a fair price. Also due to higher demand of tanzanite growing, people are buying more to put aside for investment purposes in hope that the market prices will rise to a higher value.

Editor: How are you marketing Tanzanite?

Justine: The Tanzanite Experience markets Tanzanite locally and internationally to the people of Tanzania and to tourists all over the world. Travel magazines, Trade Fairs, Website and reciprocal links, Tour Operators, Overseas agents and word of mouth.

Editor: Who buys Tanzanite?

Justine: Tanzanians, Jewellers, Site holders buying rough Tanzanite, local working residents in East Africa and tourists.

Editor: Where do most of your customers come from?

Justine: Our customers are mainly tourists from all over the world and local residents.

Editor: How extensive is the supply of Tanzanite?

Justine: The supply of Tanzanite is finite which has only 15 to 20 years remaining, this being dependant on how much tanzanite is being found and mined on a regular basis.

Editor: Is this gem exclusive to Tanzania?

Justine: It is found only in a thin strip of land 7 km long by 10 km



wide in Merelani, Tanzania and nowhere else in the world. Experts maintain that the chance of Tanzanite being found elsewhere is "one in a million".

Editor: When was Tanzanite discovered - and where?

Justine: Tanzanite was discovered in 1967 by a Masaai tribesman Ali Juuyawatu who shared his find with Manual De'Souza a tailor by profession. The first piece of Tanzanite was found in Merelani at the foothills of Kilimanjaro.

THE TANZANITE MINE CENTRE NEAR ARUSHA



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PRESIDENT KIKWETE INAUGURATES BILILA LODGE KEMPINSKI IN SERENGETI NATIONAL PARK,

Further Expanding Tanzania's Luxury Accommodations

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

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



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

flight from Arusha, the nearest international airport.

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

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

Continued on page 42

SOARING OVER THE ENDLESS SERENGETI PLAIN OF TANZANIA



Story and photography by Barbara Penny Angelakis

The wakeup call came at 3:30 A.M. and jarred me out of a sound sleep. “Good Morning and how are you today Ms. Barbara... did you sleep well?” a friendly voice inquired replacing the usual crisp “it’s your 3:30 wake-up call” automated message I’ve grown used to in my travels. But, regardless of the warmth of the caller, it was chilly out of the cozy down coverlet; pitch black outside; and hardly morning! Still, I bounded out of bed in anticipation of my first adventure in Tanzania... a hot air balloon ride over the Serengeti Plain... certainly a worthy cause for a little sleep deprivation. We were over-nighting at the deluxe Bilila Lodge Kempinski, a cluster of individual villas and

suites set right in the Serengeti National Park.

Coastal Airways

A short flight brought us from the Dar es Salaam domestic airport to Seronera via Arusha and Lake Manyara, - where we got our best view of Mount Kilimanjaro showing off above the clouds with its perfect conical shaped snow capped peak - on Coastal Airways new executive 8-seater air conditioned plane. Coastal Airways has made hip-hopping between National Park reserves in Tanzania relatively painless with their frequently scheduled service and talented pilots able to land even on the most primitive air strips. But this morning I was looking forward to an even more intimate experience with flight.

I quickly dressed and with the aid of a flashlight made my way from my luxurious quar-

ters, along the boardwalk linking the separate villas, into the central lobby to meet up with my fellow adventurers. Downing some coffee and sweet breads baked fresh for our early morning departure; we were on our way by 4:30 A.M. bumping along the unpaved road towards the Serengeti Balloon Safaris launch sight.

Safari by Starlight

As we made our way in the blackness of the African night, relieved only by the brilliant stars above, the headlights of our Land Rover reflected eyes up ahead and we slowed in time to see a pack of yellow spotted hyenas crossing the road just in front of us. We stopped to give them the right of way and like the other animals we later encountered in the Serengeti; they appeared to be unafraid of the large, noisy, rapidly moving “animal” with big round unblinking eyes or the curious stares from inside the belly of that beast.

Further along the road we encountered a pod of hippos that also wanted to cross the road... there is a joke in there somewhere but it was too early to think of one and right after the hippos, we turned off-road and had to concentrate our attention to holding on for dear life... now at the mercy of the uneven terrain more rutted even then the road.

Still dark outside we could just make out the massive shapes of the balloons laid out on the ground, three in all, with tender lines attached to what appeared to be large rectangular devices, not the round shaped baskets that I had expected. As the light lifted slightly we could make out that the curious baskets were not open at the top but to the side. When first light finally broke along the horizon, we were separated into groups and directed to one of the three balloon sites. Our designated Captain Jaõa Rodriguez explained that each basket was large enough to hold 16 people in 8 separated compartments, 4 on either side. He explained how to grab the handles attached to the inside of each compartment and flip feet first into it, 2 persons per section, with the people assigned to the top level entering first lying down. Afterwards the people on the bottom level swung in and held on until the green and gold striped balloon was fully inflated and we were jerked upright and with a shout lifted straight up over the Endless Plain.

Siringitu is the Maasai word for “endless plain” and contrary to the popular verbalization of the word Serengeti, the emphasis should be on

the first syllable. The Serengeti is 5,700 square miles of grassland, savanna, woodland and forest and is home to over one and a half million wildebeest and more than 200,000 zebra along with lions, elephants, hippos, giraffes, impala, gazelle, rhinos, cape buffalo, ostrich, baboons, monkeys, leopards, cheetahs, warthogs, and over 500 species of birds and water fowl. Serengeti is also home to the staggering annual wildebeest migration that takes the animals from their breeding ground in the grasslands of the south, westward past the swampy savanna and across the crocodile infested Grumeti River, into the northern woodlands; an often recounted intense journey that challenges the survival of all but the heartiest of animals.

Spectacular Views

Captain Jaõa controlled our ascent into the picture perfect blue sky with flame bursts from the powerful state-of-the-art whisper burners aimed into the balloon and took us from tree level, where we got a bird’s eye view of hippos lazing in the river-fingers swollen from the early rains, to high over the herds of wildebeest so as not to frighten them into a stampede. Silently we soared over thousands of wildebeest, giraffe and impala; silent that is except for the squeals, oohs and aahs involuntarily emanating from me and my fellow passengers, and the whoosh of the burner spewing fire.

The day was delightful, warm and sunny with a refreshing breeze and only the shadow of our balloon racing across the ground to indicate the speed we were traveling. It is mid-March and the rains began early this year leaving the savannah a carpet of green grass broken only by fields of colorful wild flowers. We glided over the Seronera Valley and the Western Corridor the better part of an hour until we spied the chase vehicles below and slowly descended upright onto a flat field, happy to be able to climb out with the help of the balloon handlers. We had been instructed that depending on the winds, the basket might land on its side and we would have to quickly scramble out on hands and knees to allow the top level of passengers to disembark without stepping on us. Our drivers collected us and took us to where tables had been set-up for the Champagne toast, a tradition dating back to the first balloon flight. As a colorful version of the story goes, in 1782 Joseph Montgolfier, son of a prosperous French paper manufacturer, discovered that if you filled a conveyance with hot air, it would float upwards. He theorized that if it was large and strong enough it might carry a man. Along with his younger brother Etienne, he constructed a silk balloon and sent a trial flight aloft with a duck, a sheep, and a rooster... of course, pigs don’t fly! They followed the balloon until it landed in a farmer’s field but by the time they arrived at the landing site the balloon was in shreds and the animals dead. Initially fearing their experiment a failure, they finally connected the disaster to the fright-

ened farmer and villagers standing nearby with pitchforks at the ready. In defense of the villagers, having never seen anything other than birds in the sky, their natural assumption was that it was the devil in disguise as farm animals. Joseph concluded that if man was to attempt an ascent, to make his landing sans pitchfork attack, he would have to have a peace offering for the villagers that could not be mistaken for demonic activity. Being French, Champaign came to mind! And thus was born the tradition of the celebratory Champaign toast after every balloon flight, and one that enriches the experience to this day. After the story and the toast we were whisked off to tables set with bone china and silver cut-

lery under a spreading umbrella tree and served a hearty English breakfast by turbaned stewards in traditional Swahili dress. The food was prepared while we were aloft and consisted of eggs as you liked them, roasted potatoes, grilled sausages and tomatoes, sautéed mushrooms, baked beans and freshly baked rolls. Volumes of hot coffee, fresh orange juice and Champaign accompanied our meal and there was even a loo setup out in the field modestly enclosed for privacy. When we were sated, we received congratulations and certificates of hot air balloon ride survival, hugged all around, and boarded our vehicles to continue our Safari

Odyssey in Tanzania “The Land of Kilimanjaro, Zanzibar and The Serengeti”. Asante Sana for making this trip possible: (Swahili words for many thanks)
 Tanzanian Tourist Board www.tanzaniatouristboard.com
 Africa Adventure Consultants www.adventuresinafrica.com
 South African Airways www.FlySAA.com
 Coastal Air “The flying safari company” www.coastal.cc
 Bilila Lodge Kempinski www.kempinski.com
 Serengeti Balloon Safaris www.balloonsafaris.com
 Serengeti National Park www.tanzaniaparks.com
 Asilia Africa www.asiliaafrica.com



Chumbe Island Coral Park

The award-winning Chumbe Island Coral Park, off the coast of mainland Tanzania and its spice islands of Zanzibar, received an accolade via Islands Magazine’s Blue List of 100 eco-conscious islands that will “ensure environmentally and culturally sound” natural beauty “for future generations.” The first-ever Blue List highlights “100 Ways to Go Authentic” and singles out the most “offbeat, eco-conscious travel adventures” in the world.

Privately Managed
 Developed and managed by the Chumbe Island Coral Park Ltd., 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.

Coastal Lifestyle
 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. Dinners 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. 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.

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www.chumbeisland.com
chumbe@zitec.org
www.zanzibartourism.net



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

by Jerry W. Bird

East Africa's Indaba

While East Africa's popular Karibu Fair celebrates its 10th Anniversary June 4-7, 2009, the most recent version could not have been held at a more opportune time - on the heels of two major events that brought the world to Arusha. We arrived on the scene in mid May to cover the Africa Travel Association's 33rd World Congress, with its focus on Marketing Africa Tourism. **Karibu means Welcome** Following the ATA Congress and Leon H. Sullivan Summit, we scored a "triple whammy," by covering the Karibu Fair for three exciting days. Karibu is Swahili for "welcome" and the Karibu Fair has become a powerful magnet of travel, trade and tourism, attracting visitors from near and far. Among the several hundred exhibi-

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

Fly-In or Drive to Karibu

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

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

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

Solid Foundation

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

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

What's Next for Karibu?

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

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

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

Download from www.africa-ata.org/eastaf.pdf



DJIBOUTI: A WAY OF LIFE THAT STANDS THE TESTS OF TIME



Googled Djibouti lately?

By Jerry W. Bird.

Photos by Muguette Gofrani

In our efforts to sing the praises of travel and tourism to Africa, our magazine's staff and I rely on Google as a foolproof guide and fast, accurate measuring stick. Like magic, it confirms whether our message is getting through to readers worldwide. The good news? We lead the pack in a variety of Africa topics, beating out media rivals and giants of the travel tourism scene. So when it came to Djibouti - we asked Google to search its vast domain for "Marketing Djibouti Tourism?" Voila - our web site was #1 and #2 from 270,000 entries. Having traveled on Djibouti's doorstep during the past seven years with tours and ATA World Congresses in Ethiopia, we are excited about the region's potential for positive, unbridled growth. So we asked Google about Djibouti becoming another Dubai thanks to its climate and strategic location. Once again - our site was sitting in the #1 position. With our pioneer visit to Djibouti comes the opportunity to produce this souvenir edition

as a showcase of positive views and scenes of this rapidly emerging country. So, by way introduction, we're letting Djibouti tell its own story.

I am Djibouti ...

Some call me "Africa's Red Sea Miracle." Why? For starters think of the familiar line - location, location and, location. I am a former French colony situated on the Red Sea in Africa's farthest corner, bordered by Ethiopia, Eritrea and Somalia, with Yemen across the way in the Arabian Peninsula. My coastline extends from the Red Sea to the Gulf of Aden, the same route taken by traders and explorers since early times. Lonely Planet describes me as an ideal place to recharge one's batteries before or after an overland trip to Ethiopia or Eritrea. The Africa Travel Association (ATA) chose me as host



country for its 11th Annual Eco Cultural Symposium in January, 2008, which became an opportunity to showcase my travel, trade and tourism attractions to influential contacts from North America, Africa and points beyond. Some say I have the location and potential of becoming another Dubai, which time will tell. Among my most popular visitor attractions is year round diving and snorkeling in the Gulf of Aden with denizens of the deep including Whale Shark. I

compare in size to Massachusetts and my three main regions, include the coastal plain and volcanic plateaus in my central and southern regions and mountain ranges to the north.

Djibouti City, my strategic seaport, has a half million population. Do you enjoy warm weather? You will find me a great

including a fully equipped fitness center, mountain bikes, outdoor swimming pool, mini club, restaurants and bars. Djibouti Palace Kempinski redefines luxury service in the Land of Gods."

The Djibouti Scene

I am Djibouti, strategically located on the Red Sea in East Africa's farthest corner. I am bordered by Ethiopia to the north and northwest, Eritrea to the north and Somalia to the southeast. Lonely Planet describes me as an ideal spot to recharge one's batteries before or after an overland trip to Ethiopia or Eritrea. Some say I have the location and potential of becoming another Dubai, which time will tell. Among my most popular visitor attractions are year round diving and snorkeling in the Gulf of Aden with denizens of the deep including the Whale Shark, whose enormous mouth appears to be as wide as the keyboard of a grand piano.

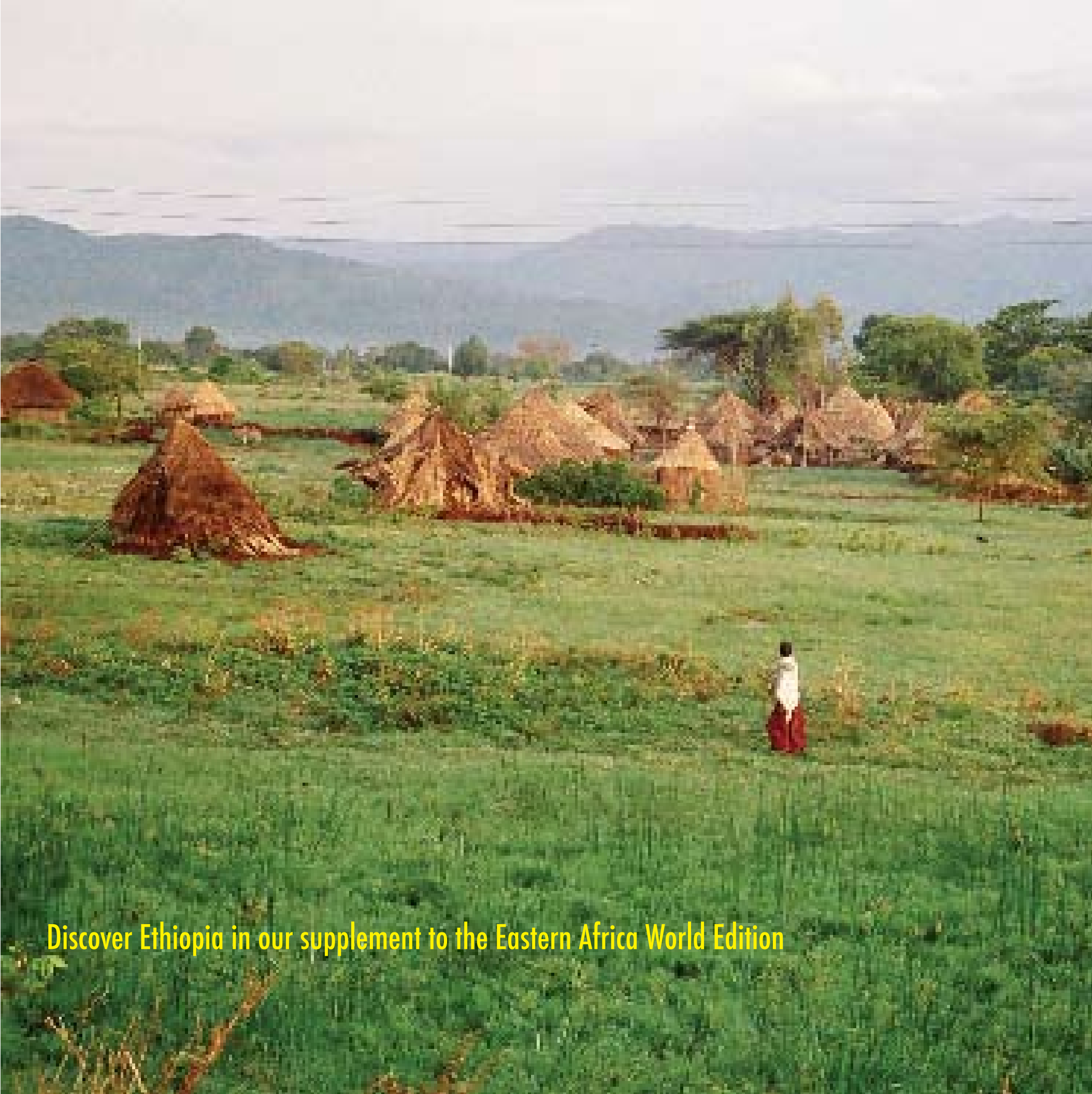
I compare in size to the state of Massachusetts, and my three main regions, include the coastal plain and volcanic plateaus in my central and southern regions and mountain ranges to the north.

While Djibouti City, a strategic seaport, has a half million population, two other communities, Ali-Sabieh and Tadjoura are much smaller. If you like warm weather, you will find me a great vacation spot, with November to mid April the best time to visit. Being at the mouth of the Red Sea, with my status as a free trade zone in northeast Africa I serve as an important transshipment location for trade goods entering and

leaving the highlands of East Africa. My two official languages are French and Arabic, however Somali and Afar are spoken throughout the country. I have two main population groups, the Issa (Somali) and the Afar, with Europeans, Arabs and Ethiopians in lesser numbers.

For more about Djibouti visit www.africa-ata.org/djibouti.htm





Discover Ethiopia in our supplement to the Eastern Africa World Edition

Journey to Omo Valley in Southern Ethiopia

Photos and article by Muguette Goufrani

I am Ethiopia. Long before the Queen of Sheba, King Lalibela and other icons from the pages of history walked my sacred land, an area many call the “Cradle of Civilization,” visitors from near and far arrived to sample my diverse culture and mingle with over 80 ethnic groups that form a unique mosaic. Most Ethiopians speak Amharic, my official language, however many are very much at ease in English, Italian and Arabic when doing business. Friendly and fiercely proud of their ancient heritage, my indigenous people are an exotic blend of African, Judaic and Egyptian influences. I am Ethiopia, land of many rivers. The culture of my Omo people is steeped in rich tradition and colorful history. Many of them live along the Omo River. To those who love adventure the Omo is famous for white water rafting, as it tumbles its way through a steep valley before entering Lake Turkana. From the water, varied scenery, with forests of tamarind, alive with Colobus monkeys and flocks of colorful birds confronts the visitor. On the savannah slopes against a brilliantly lit mountain backdrop, you will find waterbucks and bushbuck. At a riverside camp, you will encounter water fowl, hippos, antelope, baboons and even lions. Such a river adventure also provides an opportunity to visit indigenous tribes along the way, at places such as Tumele, one of the larger Karo villages.



Karo, Muguji and Mursi

The Karo people are outstanding in face and body painting, a common practice in preparation for dances and ceremonies. They combine pulverized white chalk and yellow rock, reddish iron ore and black charcoal to decorate their bodies. You can boat to visit the Muguji tribal area for an immersion in Muguji culture. The Muguji trap small game and collect honey and wild fruits. Great fishermen, one of the Muguji specialties is hunting crocodiles. The Mursi tribe is famous worldwide for the clay lip dishes, originally worn by the women, as a means of avoiding capture as slaves. Just so you know, they remove the clay plates at meal time. Surrounded by mountains

and three rivers, the Mursi homeland is one of my most isolated regions. Like the Maasai of neighboring Kenya, the Mursi have a fierce reputation as guardians of their precious grazing lands. The men often wore light scars on their shoulders after killing an enemy and have geometric patterns on their heads. For dances and ceremonies they adorn their bodies with white chalk. The Nyagatom live on the Omo River’s western banks near the Kenya border. Numbering over 7,000, they have a war-like history. Small groups living along the Omo specialize in hunting crocodiles, usually from a light dugout canoes, using harpoons. The men wear a blue and ochre clay hair bun with ostrich feathers. The elders of both sexes wear a plug on their lower lip - the female version is made from copper.

Hamar Mountain Country

The final chapter of an ideal river adventure would be a visit to the Hamar Mountains, home of my Hamar Koke people. Numbering around 30,000, the Hamar Koke are well known for their attractive body adornment and the practice of wearing an abundance of colorful beads. Women adorn their necks





(c) Angela Fairbank

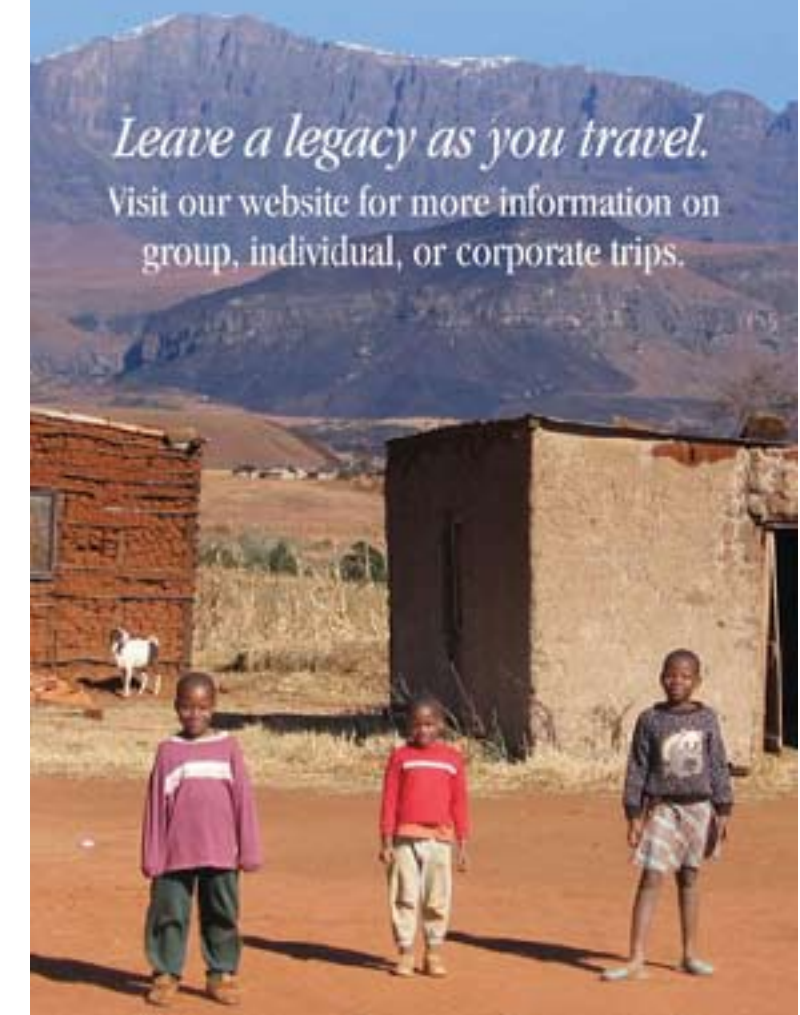
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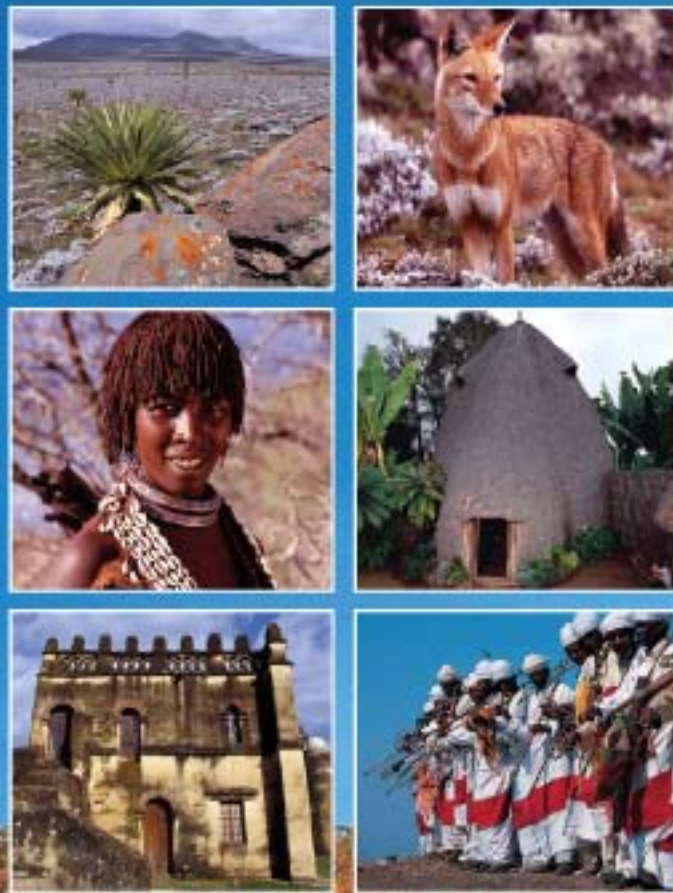
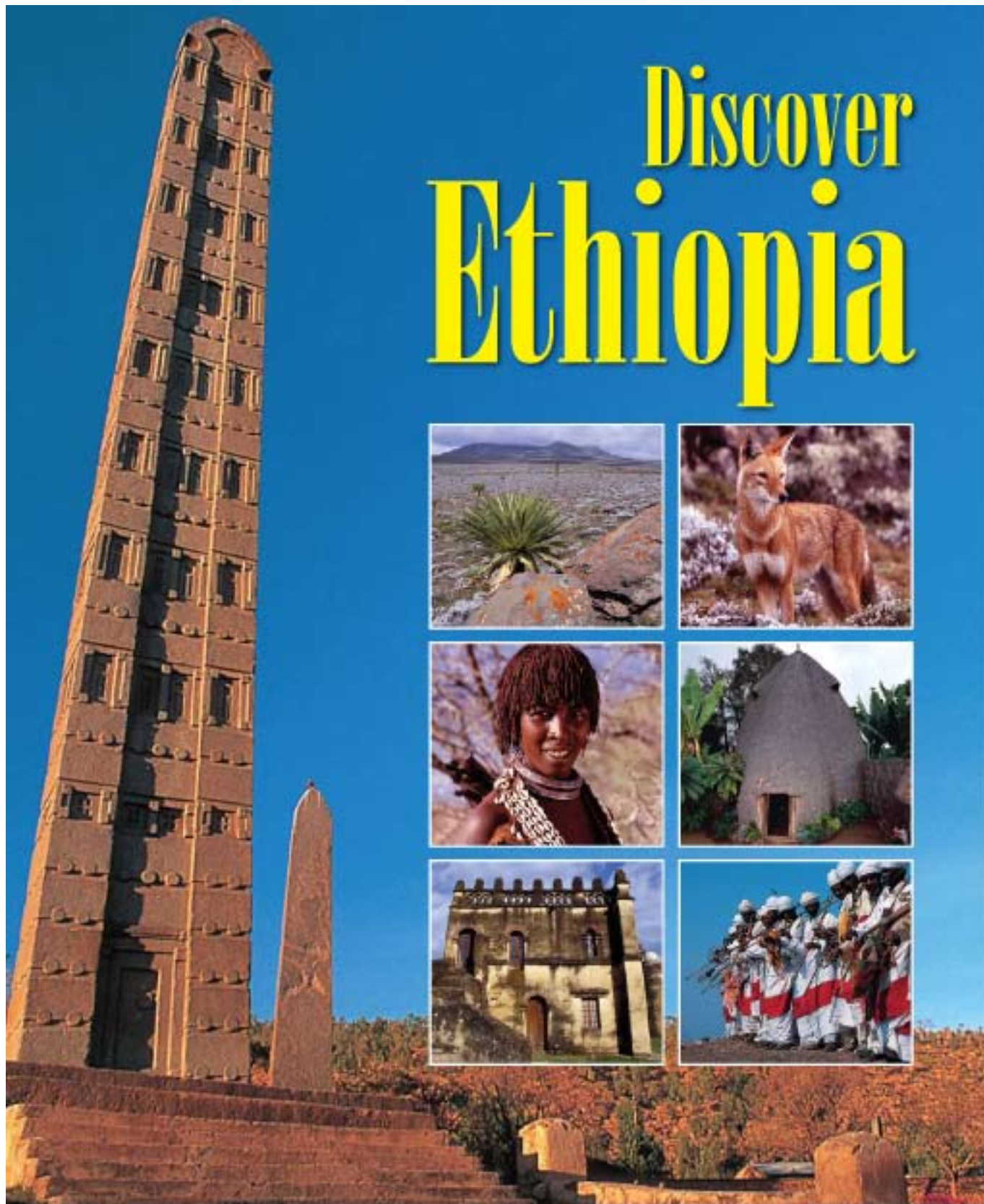
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Discover Ethiopia



Ethiopia celebrates its Millennium*
on September 12, 2007

*The Ethiopian calendar is seven years and eight months behind the Western calendar

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with heavy polished iron jewelry. Getting to know and understand my indigenous people is a life-enriching experience, that if combined with an adventure safari along the mighty Omo River, will be a double blessing. You can learn much more about my people and their traditions at various web sites listed in this magazine starting with <http://www.africa-ata.org/ethiopia.htm>.

Overland to Omo Valley

Ethiopia's lower Omo Valley near the Kenya border is home to a remarkable blend of ethnic groups. With lifestyles as varied as the tribes themselves, each finds unique ways in which to develop and express its own artistic flair. Our journalist team of Ogo Sow, Mary Ellen Schultz and Sylvia Mracky from the USA and myself representing Canada, had been anticipating this trip for months. As a reward we were amazed by the fascinating ethnic treasures discovered and friendships formed during this week long tour arranged by Her Excellency Tadelech Dalacho State Minister for Tourism, our gracious host. Heading south from Addis Ababa, one of the first attractions on our tour agenda was a visit to the Crater Lakes at Debre Zeit and the three Rift Valley Lakes of Shala, Abyata and Langano, teeming with bird life - a colorful array from pelicans and flamingos to storks and assorted waterfowl. Later on we were impressed by the homes and cultural displays presented by the Sidamo tribe. Another popular attraction was Arba Minch, which means 40 springs in Amharic, a tribute to the bubbling streams that spring up amid the undergrowth of a luxuriant groundwater forest. Here the Wolayta people welcomed us to their village, where they cultivate cereal crops, cotton and tobacco. Their large, beehive-shaped huts are adorned with one or more large ostrich eggs perched near the roof as fertility symbols.

Dorze

In the afternoon we entered the town of Chenchu for a friendly visit with the Dorze people. This well known tribe is famous for weaving and for their bamboo homes, each with its own small garden surrounded by beds of spices and cabbage and tobacco sorghum and the false banana. Should their dwellings begin to rot or become attacked by an army of termites, the villagers dig them up and sew bamboo struts around the base to preserve the shape. The Dorze name is synonymous with the best in woven cotton cloth, a good reason why

Chenchu is famous for its fine cotton gabbis or shawls.

Our tour group enjoyed dinner at Swaynes Hotel, with spectacular views of the Chamo and Abaya lakes and the Netch Sar Park. Owned and operated by the Greenland Group, this attractive hotel offers 40 guest rooms, each furnished with artistically designed Dorze furniture. The exterior of each bungalow is constructed of bamboo and patterned after the Dorze tribal homes with their high roofs. Each unit is covered with bamboo and the roof is thatched with leaves from the false banana tree. The design in front resembles an elephant trunk, as typical Dorze style. We were impressed with the interiors which reflect the richest elements of Ethiopian Culture. Materials used are all ecological, natural and originate entirely from the surrounding area. There is also a naturalist pathway to the underground springs, ideal for bird watching and scenic views.

The lake shores and islands of Abaya and Chamo are populated by farming communities of the Ganjule and Guji, both of whom also have developed ancient traditions for hunting hippos. The Guji ply the waters of Lake Abaya in the curved high prowed ambatch boats, similar to those craft depicted on the tombs of the ancient Egyptian pharaohs. Surprisingly, an ambatch is capable of transporting several full sized cattle at one time and sturdy enough to withstand attack by large crocodiles, which are present in both lakes. Lake Chamo is a good place to view crocodiles lounging in the sandy beaches and sun with clear blue water of its northern shores. Lake Abaya waters are reddish-brown in color due to heavy mineral deposits. As we soon discovered, the rainy season can bring sudden flash flooding at low spots on the highway and side roads.

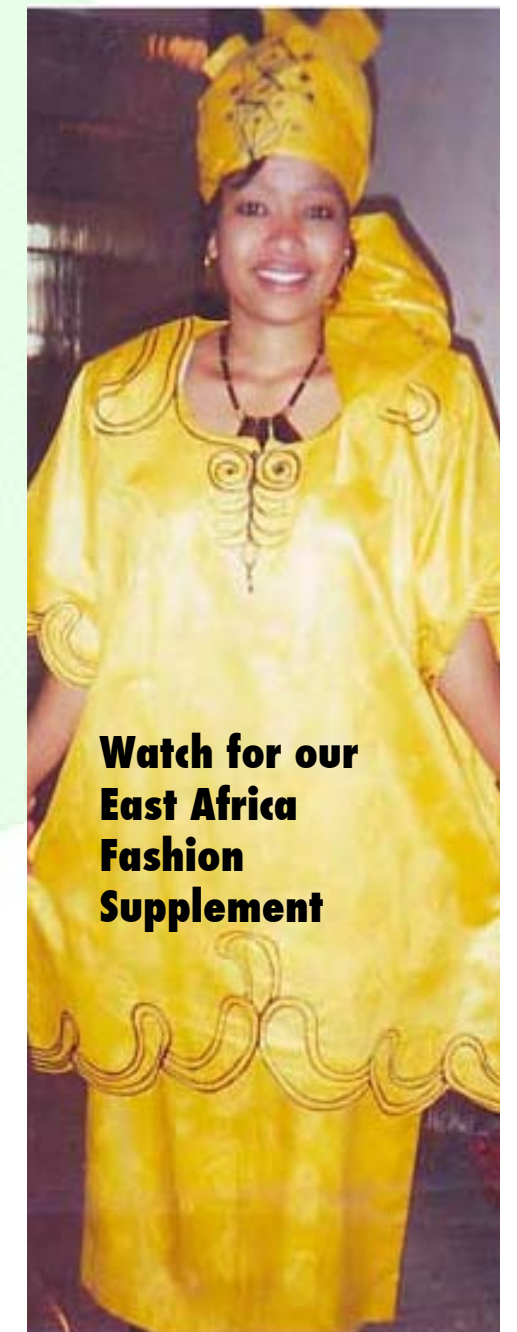
Flash Flood

Our media team had a minor incident when one of the Awassa Ministry of Tourism vehicles was swept away by the swift water. Fortunately a small group of Hamar villagers arrived in time to retrieve the vehicle from the rushing current and help carry our luggage across the river. These colorful young men and women were fantastic, friendly and attractive. It was a memorable moment.

Next morning's visit to Netch Sar Park provided spectacular views of the lake, with its variety of wildlife such as Swaynes Hartebeest, Zebras, Kudu, Burchil's Zebra and various species of birds. Lunch was served in Arba Minch. We also enjoyed a visit with the Erbare people, noted for their

extensive use of jewelry. In our afternoon boat trip on Lake Chamo we had a close encounter with hippos, and had a wary look at the local crocodiles, which are among the longest in Africa, over 6 meters. We enjoyed dinner and a comfortable night's sleep as guests of the Swaynes Hotel. My special thanks to our driver Teshome Kebede, guide Abdi Tenna Awassa, Green Land Tours and the Swaynes Hotel. This article will be continued in the next update of this edition and on our powerful web site: www.africa-ata.org/ethiopia.htm/ You can download this complete issue and others

To obtain a copy of the Ethiopia Edition supplement to Eastern Africa World Edition, visit www.africa-ata.org/et1-26.pdf



Watch for our East Africa Fashion Supplement

The place to ride horses in Ethiopia

By Yves Strranger

Love horses? Come and see us. Just curious? Come and see us!

Once off the ring road to the west of Addis Ababa, follow the new Ambo road for roughly 16 kms. You'll then see the first sign for the Menagesha Cheshire Centre on your right (before the first greenhouses). At the second Cheshire sign, turn off the main road and follow the little asphalt track which winds up towards the Cheshire Centre. As soon as you enter the gate, Menagesha Stables is the whitewashed building to your left.

Menagesha Stables is the creation of Yves Stranger, a Franco-British graft on the old soil of Ethiopia. Yves has been working as a teacher in Ethiopia for five years and has been riding since the age of ten, when he developed a passion for all things equestrian. He is also a free lance journalist and photographer, with credits in CNN Traveler, African Geographic and The Guardian.

Having developed a passion for Ethiopia, Yves Stranger has decided to combine the best of both worlds in these stables: horse riding at the heart of Ethiopia.

At Menagesha Stables you can go for a two hour jaunt in the surrounding countryside, among the local people at work with the cycle of the seasons and their crops. You can also come on our two day rides to the forest of Menagesha Suba, founded by the 15th century emperor Zara Jacob, or ride out to the old imperial capital of Ancobar on the edge of the Ethiopian escarpment during one of our week long treks.

The stables, just twenty kilometers from the capital, but already embedded in the rolling Ethiopian countryside, are housed in the grounds of the Cheshire polio centre for children. The children ride with Menagesha Stables several times a week. This is a fun activity for them and also a time in which they can forget their legs and be proud of striking out, two meters above ground. The Cheshire centre is a superbly run place in a superb setting, which you can also visit when you come to the stables.

Menagesha Stables mean to become a centre of excellence in horsemanship as well as a breeding centre, and the place to go for equestrian tourism in Ethiopia. The Stables have ten permanent horses, all of which are well cared for, well fed and well trained. They are a mix of Abyssinian Pony and of Emperor Haile Selassie's stables in which one found a cocktail of Lipizzaner, Arab



and race horse.

Whether you prefer a short ride to see Ethiopia at a leisurely pace, or you'd like the charm of an overnight in a century old forest, or the adventure of a week long trek to Ethiopia's 19th century capital on the escarpment, if you want to mix horses and Ethiopia, Menagesha Stables is the place to go.

Short horse rides

These horse rides are taken in the rollicking hills around Menagesha town, just twenty kilometers from Addis Ababa. You're only thirty minutes from the capital on a good asphalt road but already in some of Ethiopia's most beautiful countryside. The volcanic plug of Menagesha, with its orthodox churches, juniper forest and wildlife –much easier to get closer to on horseback– is one destination. The lake of Gefersa and its migrating birds, even the Entoto hills above the city, are all a short gallop away. And then, there are the unlimited vistas of the highlands, perfect horse riding country, where you can ride out to a cattle market or take a break in the local version of the country pub.

Availability: immediate and on-going; a phone call or email is recommended.

Recommended Riding Level: beginner to proficient.

- Two day treks, with an overnight in the medieval forest of Menagesha Suba Ride out over the Ethiopian Highlands above the small town of Holeta, through fields of teff, corn and barley. Stop to chat with peasants plowing and harvesting their crops and have a drink of tella –local brewed beer– or a munch of kollo –roasted barley grain: you'll discover the passing of the seasons that govern people's lives at the suitably slow pace of a horse. We'll be spending the night in one of Ethiopia's best kept secrets: the forest of Menagesha Suba

The forest is part commercial plantation –dominated by Eucalyptus– but the core of the forest is made up of century old junipers. It's Ethiopia's medieval conservationist, the 15th century emperor Zara Jacob, alarmed at the deforestation

of his realm, who planted its first saplings. The forest has an abundant wildlife with Giant African Forest Hog, Vervet Monkeys, baboon, leopards and antelope. It also boasts a diverse birdlife with several Ethiopian endemics.

We'll spend the night here –getting up at the crack of dawn for those who'd like to try to spot some animals– before setting of over the ridge of an ancient volcano and setting our sights on the church of Menagesha Maryam, where we'll have a picnic, before reaching the stables in the afternoon. **Availability:** available on demand or by program. Please email or phone.

Recommended Riding Level: proficient or some knowledge. Total beginners not advised.

Long treks

Our long treks will take place between Menagesha and Ancobar. This is the route 19th century travelers took as they made their way up from the Red Sea by way of the Sultanat of Tadjourah, through the Danakil Depression, before reaching the crisp heights of Ancobar, only to discover that the emperor... had moved his capital: first to Entoto, then to Addis Ababa proper, as we now know it.

The route will take us over hill, along river, and across plains where everybody goes on foot or horseback to this day. This has to be some of the most perfect riding country in the world, similar to the plateaus of Mongolia in their depth, vastness and ever changing light. Vast plains of grass, full of vaster herds of cattle, will be the atypical Ethiopian landscape to which we'll set our hoof beat. We'll pitch our tents under the Abyssinian skies and set off at dawn for the ever expanding horizons.

The horses, a hardy mix of Abyssinian Pony and of Emperor Haile Selassie's stable, are

well accustomed to the altitude –close to 3 000 meters high– and energetic and brave horses with a good heart. On the way, we'll see orthodox churches, and the rhythms and mores of the true Ethiopian countryside with its inhabitant's simple life. The horse, here the most normal form of transport, is the ideal way to slowly penetrate the aged beauty of a millennia old way of life.

Availability: first one week treks starting in January. **Recommended Riding Level:** proficient.

Contact Details: Menagesha Tours

Contact person: Yves Stranger

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Po Box 409 27, Addis Ababa

Fossils of Oldest Human Ancestor Discovered in Ethiopia

An international team of scientists working in Ethiopia's Afar Depression recently announced the discovery of hominid fossils that belong to the oldest human ancestor ever found. The fossils which date back between 5.2 and 5.8 millions years ago, are significant because they indicate that the ancestors of present-day humans split evolutionary company with apes more than 5 million years ago. The specimens are recognizable as early hominids and distinguishable from early chimpanzees, because some of their teeth characteristics are shared exclusively with later hominids. In addition, the bones have a distinctive feature found only in primates that walk upright on two feet, unlike apes, which do not walk bipedally. This new fossil discovery also supports Darwin's theory that hominids arose in Africa.

The first of the eleven specimens (which include a jawbone, several hand and foot bones, arm bone fragments and a partial collar bone) was discovered in December 1997 by Yohannes Haile-Selassie, an Ethiopian doctoral candidate in paleontology at the University of California at Berkeley. Haile Selassie found the jawbone with teeth while working in Ethiopia's Middle Awash area, approximately 140 miles northeast of Addis Ababa. The area is about 50 miles south of Hadar, where the 3.2 million year-old "Dinknesh" or "Lucy" skeleton was found nearly thirty years ago, which was previously believed to be the oldest human fossils ever found nearly thirty years ago. Paleontological research has been conducted in the Middle Awash

study area since 1981 under the direction of an international team of scientists led by Professor Desmond Clark and Tim White of U.C. – Berkeley, Dr. Giday WoldeGabriel of Los Alamos National Laboratory and Drs. Berhane Asfaw and Yonas Beyene of Addis Ababa.

The discovery of these Ethiopian fossils, named *Ardipithecus ramidus* Kadabba (root man ancestor), when coupled with even older remains reportedly discovered in Kenya, have brought scientists tantalizingly close to determining what the earliest human ancestors looked like at the point in the ancient past – somewhere between 5 and 10 million years ago – when apes and humans diverged from a common ancestor to take separate evolutionary paths. Distinctly hu-

man species arose in Africa about 2 million years ago, while modern humans are only about 100,000 years old.

For more information about this discovery, read the July 12, 2001 issue of Nature Magazine

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Kenya Grand Tour Part One .

As editors and publishers of Africa Travel Magazine, our recent 40-day stay in Magical Kenya was the grand finale of a two-year effort that will result in 3 new issues designed to shatter the media myths and set the record straight on Kenya's return to world prominence as a tourism superstar. Our photographic profiles of people, places and events are linked from the selections on the navigation bar at the top of each page. Like National Geographic, Africa Travel Magazine issues are "keepers, still in demand up to five years after publication date. This demand has been proven at our series of travel expos in the USA and Canada, some attracting up to 22,000 enthusiastic visitors. Africa Travel Magazine's exhibits anchor the Africa Section at shows across the USA and Canada starting the first week of January every year. Features from our new Showtime Edition, the Africa Yearbook, Air Highways to Africa, and Sports Tourism Edition are previewed on the ATA web site and following publication, complete issues will be available in downloadable pdf files. The opening capsules on this and succeeding pages are from visits to Kenya in May and June 2004 and 2005, the most recent of which included the ATA 30th World Congress.. by Jerry W. Bird
UN World Urban Forum: Africa's Cities-Gateways to Tourism

Lake Naivasha, Hell's Gate and the Great Rift Valley

Quick Now! What location in Kenya is a favorite weekend escape and holiday retreat for families and their guests from Nairobi? The nearby parks and lakes such as Naivasha are a natural, and facilities are quickly being upgraded. We considered ourselves fortunate to have enjoyed the attractions of Lake Naivasha and the Great Rift Valley Lodge on two separate occasions - our first visit was with the ATA Congress media group, and the encore was at the invitation of Phyllis and Dave Mwangi of Speedbird Travel, who own several residences facing the 18-hole golf course. They are introducing some exciting golf and tour packages this season. It is a pleasant one hour trip on excellent roads, via Nairobi's upscale residential areas, then stopping at a marvelous viewpoint on higher elevation before descending into the lush farmland of the Rift Valley, where we noticed a pleasant rise in temperature. Photo right: Attractive and spacious lobby at the Great Rift Valley Lodge. More photos of Lake Naivasha area and spectacular Hell's Gate. Several things I loved best about the lodge is the panoramic view from the dining room, most especially the broad patio that overlooks the golf course, with Lake Naivasha on the horizon. From here we enjoyed several day trips. One was a cruise along the shores of Lake Naivasha, where we encountered hippos and a variety of wa-

terfowl. We stayed at the Great Rift Valley Lodge, followed by two additional nights at one of the private golf course residences owned by the Mwangis. It was an unforgettable experience, and there's much more to come on this topic. Speedbird Travel and Safaris is in Nairobi's Westlands area. Contact /www.speedbirdsafaris.com

Kenya Wildlife Service

One of the important visits we made while in Kenya was to the Kenya Wildlife Services headquarters in Nairobi. Here our editors learned first hand of the many great works this worthy organization is doing. They left the offices with a wealth of material for Africa Travel Magazine library and photo archives. We take pleasure in publishing the latest KTS news releases which cover a variety of topics related to conservation and so many areas that impact on Ecotourism, one of our magazine's main topics. Currently there is a story on reforestation with a photo of Hon. Morris Dzoro, Minister of Tourism and Wildlife watering a newly planted tree. See KWS page.

"This congress has achieved its main objective, which is to enhance cooperation in the promotion and marketing of our African destinations in the United States of America. I believe it would be a great idea to have an umbrella tourism organization such as the Africa Travel Association that can supplement our promotion and marketing efforts in other tourist-generating markets such as Europe and Asia." Hon. Morris Dzoro, MP, Minister of Tourism and Wildlife, Kenya /

Stop and smell the roses.

Talk about Aromatherapy! During our first tour, the scent of roses filled the vehicle and gave our spirits an added lift. Should you ever pass this way, be sure to breath deeply - it's one of the most delightful natural perfumes one could imagine. And here at the Central Kenya greenhouses, the scent is free. Thanks to a recent marketing effort, we are proud to report that Kenya is a major exporter of fresh, cut roses for the markets of Western Europe. It's a promising sign of the times for this agriculturally based country. On our second visit to Kenya we visited several of the large greenhouse complexes designed for the care and feeding of beautiful, sweet-scented African roses.

Lake Nakuru - Birds & Buffalo

Approaching Lake Nakuru from the National Park gates, I had little idea of the unforgettable sight awaiting us. Some call it the "World's Greatest Bird Spectacle," and I can agree, having never experienced such a large concentration of pink flamingos on

one body of water. Since the Lake Nakuru Lodge, our destination for the day, was on the opposite shore, we circled the lake and our driver soon discovered a relatively dry area where we could motor along the shore. We were soon positioned in the midst of a sizable flock -- an ideal photo op. Like a typical beachcomber, I spotted a sun-bleached buffalo skull lying in the sand, and by the time our photo session began, one very large buffalo presented himself directly in front of the camera lens. In the background, like a chorus line from the Follies, dozens of white pelicans took center stage and began their parade for the camera's waiting eye. We discovered that the reason flamingos are pink because their consumption of the blue-green algae in the lakes. Lake Nakuru Park is home to over 400 species of birds, from the more numerous flamingos and pelican, to herons, egrets, fish eagles, grebes and more. (see Birds of Kenya)

Ark of the Aberdares

We arrived at the Ark Game Lodge before dinner after a pleasant afternoon at the Aberdare Country Club, a 45-minute drive away. Aptly named, with reference to Noah, the Ark is located in Aberdares National Park, and seems to operate around the clock, as it overlooks a floodlit water hole. Being a salt lick, the area attracts a passing parade of wildlife, which seem to come in bunches, as if each group was allotted its own time on stage. For example, a horde of frisky baboons might be followed by a family of elephants, a herd of bushbuck, or a combination of characters. The management kept us informed by an en-suite buzzer system if anything unusual was happening at the water hole. Guests can watch the action from one of three observation decks. A bunker at ground level, offers the photographers among us an unobstructed view. The lodge, with its cabin style rooms, reminds me of some of my favorite hide-aways in Northern Canada, and we felt at home immediately. As expected, the food in the dining room was outstanding, and I later assumed a position by the large stone fireplace. What a life!

Photo - click for blow up

Amboseli National Park

Minutes after our Kenya Airways jet touched down at Nairobi International Airport, following a cross-continent flight from Cameroon -- we were Amboseli bound. Spectacular sights on the route south included a panoramic 'passing parade,' with a backdrop of grassy fields and rolling

hills covered with a blanket of lily white blossoms as far as the eye could see. In the foreground, every few miles stood Maasai herdsmen, alone or in pairs. From nine year olds to great grandfathers, they were guarding their mixed herds of cattle, sheep and goats. Clusters of wildlife mingled with the herd as we drew nearer to the park gates. One of the most enduring, endearing and colorfully garbed of African tribes, the Maasai culture has flourished since earliest times. Directly south of Nairobi in the shadow of the legendary, snowcapped Mount Kilimanjaro, Amboseli National Park was first on our list of Kenya's must-see attractions. The most compelling reason is its large concentrations and wide variety of wildlife. Little time was wasted in getting us out 'on Safari,' as no sooner than we checked in at the Amboseli Serena Safari Lodge, like Dr. Doolittle, we were off to see the animals.

The first Safari stop was at a nearby Maasai village, where we met and mingled with the chief and villagers; visiting their lodges, watching a fire-making demonstration, capturing some unique photos and bargaining for a seemingly endless selection of craft items. We ventured inside one of the dwellings, made entirely of indigenous materials, including dried elephant dung. This mixture keeps the homes cool in summer and protected from rain and biting winds in winter, as it has for generations. (see blowup map) At one point during our evening game drive from Serena's Amboseli Lodge, I was struck by the fact that you could look in every direction - 360 degrees -- and see some form of wildlife. A family of elephants on the horizon at 12 o'clock -- several frisky giraffes to the right - a herd of buffalo



grazing on our left - and other grassland creatures bringing up the rear. George, our driver stopped for fifteen minutes as we watched two large Crested Cranes in attack mode. One was hopping about, spreading his wings and hunching his back defiantly as he approached a cobra, which lay by the side of the road totally unperturbed by all the cavorting and saber rattling.

On the Road Again:

Early in life, being a Boy Scout brought about my proudest moments, and each proficiency badge I earned was cherished like a purple heart. So heading north that afternoon from Nairobi, as we passed Nyeri, we learned that this beautiful agricultural area was the final resting place of Lord Baden-Powell, who founded the Scout movement. Knowing this fact brought a flood of gratitude for the great man and his legacy. We need heroes and he is one of mine. Our next trip's agenda will include a visit Baden-Powell's grave site, gardens and Paxtu cottage, which now houses a museum in his honor.

East African Wild Life Society

During our editorial team's recent 40 day visit to Kenya, we were fortunate to arrange a meeting with the East African Wild Life Society, one of the pillars of conservation and ecotourism throughout a vast and highly important sector of Africa. We consider this one of the most important interview sessions in our fact finding mission. Here in brief capsule form is a profile of this worthy organization, which invites you to get involved. The East African Wild Life Society, EAWLS, was formed in 1961. The Kenya and Tanzania Wildlife Societies, both started in 1956, joined together with wildlife enthusiasts from Uganda, and thus EAWLS was born. EAWLS was established as a membership organization, as reflected in its constitution, and is registered as a Non-Governmental Organization, NGO, under the NGO Act of 1990. For over forty years now, EAWLS has been at the forefront of efforts protecting endangered and threatened species and habitats in East Africa. More details on this site., E-mail: info@eawildlife.org . Website: www.eawildlife.org-

Alliance Hotels & Resorts

When Africa Travel Magazine's editors paid their second visit to Kenya in the last two years, they became acquainted with the Alliance Hotels Group and will be writing about this fine selection of resort hotels and lodges in our next three issues. www.alliancehotels.com

Tanzania The Land of Kilimanjaro and Zanzibar

It is a land of superlatives and contrasts, something for everyone: from the majestic Mount Kilimanjaro to the fabled Islands of Zanzibar. The largest and most diverse wildlife concentrations on Earth including the matchless Serengeti plains, Ngongoro 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

UGANDAN ADVENTURES: FROM ITS RAGING RIVERS AND MOUNTAIN MAJESTY TO GORILLA COUNTRY

Adrift on the White Nile

By Cam McLeay,

Downstream, the river raced swiftly out of sight and another huge rapid thundered a warning to our vulnerable rafts. Wisps of spray sparkled with the colors of the rainbow where the river disappeared and a menacing crocodile charged our rafts from the far bank. Sanctuary was a small eddy on the south bank of the river where hippos jumped on top of each other wary of the strange intruders. I shivered at the idea of running a rapid we had never seen, didn't fancy the idea of facing a crocodile longer than our raft and so opted to upset the hippos. A large bull rose out of the water, opened his huge mouth in warning and then crashed into the pool and disappeared. Seconds later, I pulled hard on the oars and spun the heavily laden raft into the eddy hoping he would not surface beneath me. We hit the bank, tied off the raft and watched the crocodile hold his ground behind a little rock island mid-stream. No-one had ever rafted these rapids before.

More than four thousand miles in length, the mighty Nile is the longest river on earth. The great waterway has played a monumental role in history. It traverses an incredible variety of landscapes, a colorful medley of cultures and since the beginning of time has enthralled civilizations with its power and mystery. Ancient Egyptian kings sent armies in search of the source of the great river and explorers from Herodotus to Speke have sought to chart its course. Until very recently no one dared challenge the White Nile at its source – some of the most powerful and sustained rapids on earth.

Adrift made an historic first descent of the Victoria Nile (the first section of the White Nile) in July 1996. BBC news featured this incredible 10-day descent at prime time viewing. Both the Royal Geographic Society and the National Geographic Society have recognized this as one of the most challenging river descents ever. The 80 km section of river between Karuma Falls and Murchison Falls in the Murchison Falls National Park is the steepest section of the entire Nile and provided the biggest



challenges. The Adrift team were charged eight times by large crocodiles, drifted through pools holding hundreds of hippos and were watched over on one portage by a pride of lions. In over 20 years of rafting worldwide, for the Adrift guides, this river is the ultimate challenge.

However, today Adrift have diversified into much 'softer' options to cater for the wide range of tourists the country now attracts. The company cater for rafters from ages 2-72 years and there is certainly no pre-requisite regarding swimming. On average, several dozen non-swimmers raft the river every month and the wonderful thing about the Nile in Uganda is that it can meet the a variety of needs, desires and expectations. For those who want to challenge some of the biggest rapids on the planet then towering waves rise to meet the highest expectations. For 72-year old grandfathers who want to share the experience with their grandchildren then the Nile in Uganda offers a wonderful experience. There are no hippos and very few crocodiles in this section of river so swimming in the calm pools between the rapids is safe. Young children delight in leaping from the rafts to ride on safety kayaks who accompany every trip down the river, they marvel at the fish lying in the bottom of the dugout canoes the fishermen use and watch eagerly as troops of red-tailed monkeys fly through the trees alongside the river. For the older children, the surf waves at Nile Special and Malalu provide huge excitement. Using boogie boards and fins the expert guides from



<http://www.serene-excursions.com/>

Adrift instruct the children in the use of the foam boards to ride the waves. Incredibly these boards race down the face of waves and give the ride a thrill that brings a smile to both the kids and anyone who can see how much fun they are having. The waves behave much the same as an ocean

wave and break every day of the year in much the same way. This is part of the reason the Nile is unique among rivers throughout the world. Lake Victoria and the dam at Owen Falls mean that the river level of the Nile remains relatively constant year-round so regardless of the time of the year, the Nile offers the ride of one's life.

Perhaps most importantly, the Adrift presence in Uganda has created employment in an area where there was relatively little before. Over forty families from villages in the area are supported directly from a wage from the company. The volume of tourist traffic in the area has grown substantially and looks set to expand with the attraction of Uganda as a tourist destination. The Adrift presence in the area is attracting other investors and the goal of the company now is to increase the visitor nights to the area or increase the amount of time visitors spend in Kayunga District. In no small part this is only possible with the support and cooperation of the local community. Adrift recognizes that the future of tourism in Uganda and in Kayunga in particular is dependent on the continued partnership between the company and the communities with which it comes into contact. Neither Adrift or Uganda as a whole have to market Uganda as probably the most exciting destination in Africa. Those who come here marvel at the friendliness of the people, the beaming smiles and the warmth of the reception. Despite the reputation of the country and the tyranny of the past, today a visitor can expect one the warmest receptions they could find anywhere in the world. Couple this with a diverse range of exciting activities and a wonderful climate and you have a country that should be at the top of your 'to visit' list.

Mountains of the Moon

by Cam McLeay

I pulled my sleeping bag over my head and tightened the drawstring around my face. I have been living in Uganda for over 3 years and couldn't remember the last time I had actually climbed into my sleeping bag, let alone pulled the hood over my head - we live on the equator and we are not used to feeling that cold. The next thing I knew it was morning and light crept through the window of the Guy Yeoman hut. I ventured outside and mist swirled around in the valley below. A brisk wind dispelled any ideas I had of an early morning swim. Smoke poured from beneath the roof of the porters huts - a good sign that the fire was warm and the day had begun. Putting on the porridge seemed as good a start as any but not before that first cup of tea. On my way to the creek to fill the teapot a mostly grey streaked between the giant heather and I was able to make out clearly at the end of the streak a Ruwenzori Turaco. Even while half awake, I knew that this would



cause your most enthusiastic twitcher to wet his pants with excitement. I stood still to watch this remarkable bird preen himself only meter's away and reveled in the again in the magic of the Ruwenzori and mystery that still surrounds the Mountains of the Moon. I had climbed Mt. Stanley 17 years earlier from the Congo side but this was my first time to climb the mountains from Uganda. The Mountains of the Moon have lost none of their charm. The mighty forest giants are as majestic as when the first explorers ever saw them, elephant trails still cross the foot highways in the lower forests, chimpanzees make their home near giant fig trees, one is never far from the sound of running water and the dramatic peaks are obscured from view for most of the year. Our team from Hima Cement had been in training for months beforehand to get in shape for what is probably the toughest climb on the dark continent; third highest (Margherita 5189m) but physically the greatest challenge. Charles had grown up in the foothills of the Ruwenzoris but had never ventured beyond the village trails, Christian had flown in from La Farge - Hima's parent company in France and Pal had joined us from Bamburi Cement (another La Farge company) in Kenya. The local team had underestimated the importance of footwear. Despite my detailed advice on what kind of boots to search for in the 'Owino' of Kabale, they had turned up with shoes more suited to a night on the dance floor at Club Silk. What were they thinking? They were making this too much of a challenge for themselves. It was challenge enough to wade through the Bigo bog in gortex boots let along the 'silk slippers'. But I had to remember they had never seen snow before. Bosco could not imagine beyond his wildest dreams how difficult it is to balance on wet and greasy logs knowing if you slipped you would have to extract yourself from knee deep mud renown for claiming the shoes of intrepid hikers.

We had chosen to attempt the Ruwenzori in August when the clouds should be near their thinnest and the rain should be somewhere down in Zambia. However, it seemed like someone forgot to pass the message on. Swirling clouds of mist swallowed our views of the peaks for most of our trek and the bogs of the Uganda Ruwenzori were overflowing with water. A huge amount of work has been done on the trails and without the thousands of logs laid across the swamps, I shudder to think of how much greater our challenge would have been. This was a team building exercise and it certainly brought all of us closer together. Each day, we dragged tired limbs from our sleeping bags, wrestled with wet boots and climbed at a steady pace toward those elusive peaks that we glimpsed occasionally in the clouds. The

trails were littered with large rocks and we spent a great deal of time clambering over these on all fours, large sections of the trail were sodden from heavy rains and the bogs ruled supreme. My gortex boots and gaiters feared well but those porters really put on quite the show. Carrying large loads, they were a wonderful advertisement for gum boots (Wellingtons) as they leapt nimbly between rocks, hauled themselves over tree trunks fallen on the trails or skillfully balanced in the bogs. We had about 30 porters to support our team and they were enjoying the experience as much as we were.



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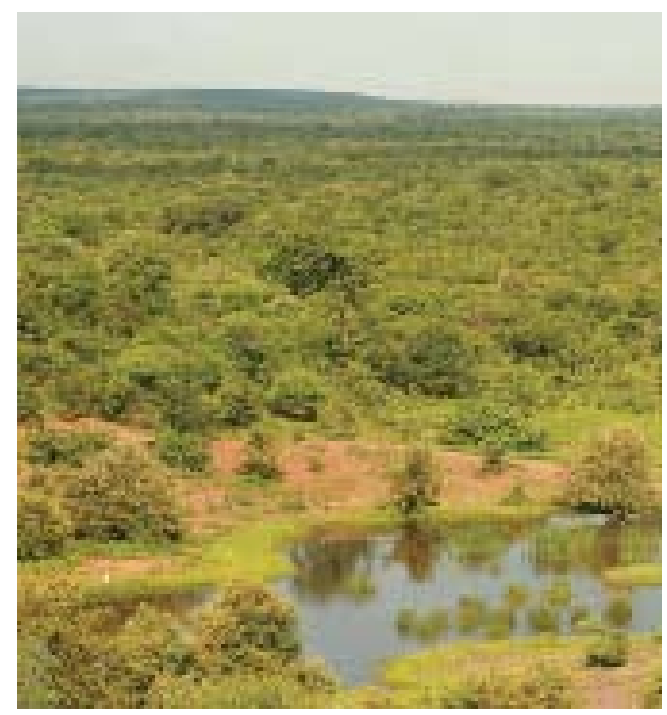
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Aside from the sound of squelching boots, distinctive bird calls and thundering waterfalls, one of my endearing memories from the climb is the constant banter of the porters. These little men of the mountains seemed really at home here dashing ahead of our team of climbers each day, pausing occasionally to suck on some battered cigarette or huddling together around the fires in the evening for warmth. At Bujuku Hut, our hopes of reaching the summit of Margherita peak rose and fell with the brightness of the stars. Each time I dashed outside, a sky full of stars made me hopeful we could summit in clear weather. The promise of the summit had me excited for myself but especially for my new Ugandan friends who would see snow for the first time. We departed for the summit of Mt. Stanley in the dark and it wasn't long before our feet were wet and our heads were pounding from the altitude. The pace had slowed considerably and there was plenty of time to take in the magnificent views. *Continued* down the mountainside to Lake Bujuku. A fresh dusting of snow had settled into the wet moss and ice cold streams trickled beneath the giant groundells. I had forgotten the simple pleasure of filling my mouth with fresh snow crystals and gazing down on the clouds from above. One foot up, balance, then place the next. My breathing was becoming shorter and my steps closer. I always feel that a large part of the magic of the mountains is that my mind wanders, I wonder what lies behind that large cloud or over the next ridge ...



OUR POPULAR CHOICE IN VICTORIA FALLS, ZIMBABWE IS THE SAFARI LODGE

By Gill Staden

I had a bit of work to do in Victoria Falls Town last week, so I used it as an excuse to stay over for the night instead of rushing back through the border to Zambia. It was a bit of a lame excuse because the border doesn't close until 10pm, but I used it anyway. I wanted to spend the night at Victoria Falls Safari Lodge. Victoria Falls Safari Lodge, 'Saf Lodge' as it is affectionately called, is high up on a hill overlooking miles of African bush.

Below the lodge is a water hole which is home to crocodiles and provides much needed water for animals during the dry season. At lunchtime every day meat scraps from the kitchens are scattered into the bush below the deck; the vultures,

kites and marabous wait patiently around the water hole and in the trees for their midday feast.

Saf Lodge, I think I can safely say, is the most popular lodge in Victoria Falls Town, Zimbabwe. Not only does it have an amazing view but the food and service would be

difficult to beat. Docotori, my waiter during dinner and breakfast, was chatty and quite a performer, entertaining us all. And it is not just Doctori; all the staff are friendly and efficient.



Amazing Transformation

Saf Lodge was built about 14 years ago. Then, the site appeared a bit uninspiring, being an old gravel pit and a rocky lump of hill. The architect, Josh Ward, and the landscaper, Errol Tarr, though, had plans for the site. And, within two years, they had transformed the barren landscape into this amazing lodge. Errol even brought in young, but large, baobab trees all the way from Hwange, 100 km away, to plant at the entrance to the lodge. I can only imagine the expressions on the faces of the people as this tree was transported by truck along the highway. The interior designer, Belinda Jones, then came in to decorate

and furnish the lodge to her usual high standards. The effect is stunning. There are 72 rooms in the main lodge and 39 timeshares. They all range along the hill overlooking the waterhole. The timeshares have their own pool and recreation area near the Boma. The Boma is a traditional restaurant, where guests of the lodge and other visitors to Victoria Falls Town can enjoy a traditional Zimbabwean meal and entertainment. The entertainment includes drumming and dancing. It is a complete evening's entertainment and great fun. My stay at Saf Lodge last week was relaxing and

enjoyable - a good book, a view to die for and excellent food. My only shame was that I left a glass on the veranda of my room... In the morning after I returned from breakfast, I found a small furry face looking through the glass doors into the room. The face bobbed from side to side as the eyes peered inside. It was a young vervet monkey. It soon scurried when I went to greet it through the glass. But then its mother came for a squizz and knocked over the glass, leaving a broken glass, bits everywhere. Oh dear. So sorry, Saf Lodge.

For more about this property and features in our magazine by Gill Staden, contact the editor - airhwy@smartt.com

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"ARCHAEOLOGY LOVERS' TRIP" TO TANZANIA



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

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

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

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

the Leakeys' famous discovery. We are confident that this showcase at the AIA /Archaeology Magazine gala event will create a new awareness of Oldupai Gorge as the "Cradle of Mankind".

In commemoration of the Anniversary of this crucial find, the Tanzania Tourist Board and Ethiopian Airlines Journeys have joined together to auction off a Tanzania/Ethiopia trip for two, which includes a visit to Axum, Ethiopia, site of the "lost" Ark. This Ethiopia/Tanzania trip is also being offered to the public as a special archaeological tour. Tanzania was represented at the dinner by H.E. Ambassador Dr. Augustine Mahiga, Tanzania's Permanent Representative to the UN, Karen Hoffman, TTB USA, and Renny Hunt, Asante Safaris.

Highlights of the Tanzania "Archaeology Lovers' Trip"

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

For booking information visit www.seeyouinethiopia.com/archeology.

ABOUT TANZANIA

Tanzania, the largest country in East Africa, is focused on wildlife conservation and sustainable tourism, with approximately 28 % of the land protected by the Government. It boasts 15 National Parks and 32 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. Kilimanjaro; The Serengeti, named in October, 2006, the New 7th Wonder of the World by USA Today and Good Morning America; the world acclaimed Ngorongoro Crater, often called the 8th Wonder of the World; Olduvai Gorge, the cradle of mankind: the Selous, the world's largest game reserve; Ruaha, now the second largest National Park in Africa; the spice islands of Zanzibar; and seven UNESCO World Heritage Sites. Most important for visitors, the Tanzanian people are warm and friendly, speak English, which together with Kiswahili, are the two official languages; and the country is an oasis of peace and stability with a democratically elected and stable government.

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

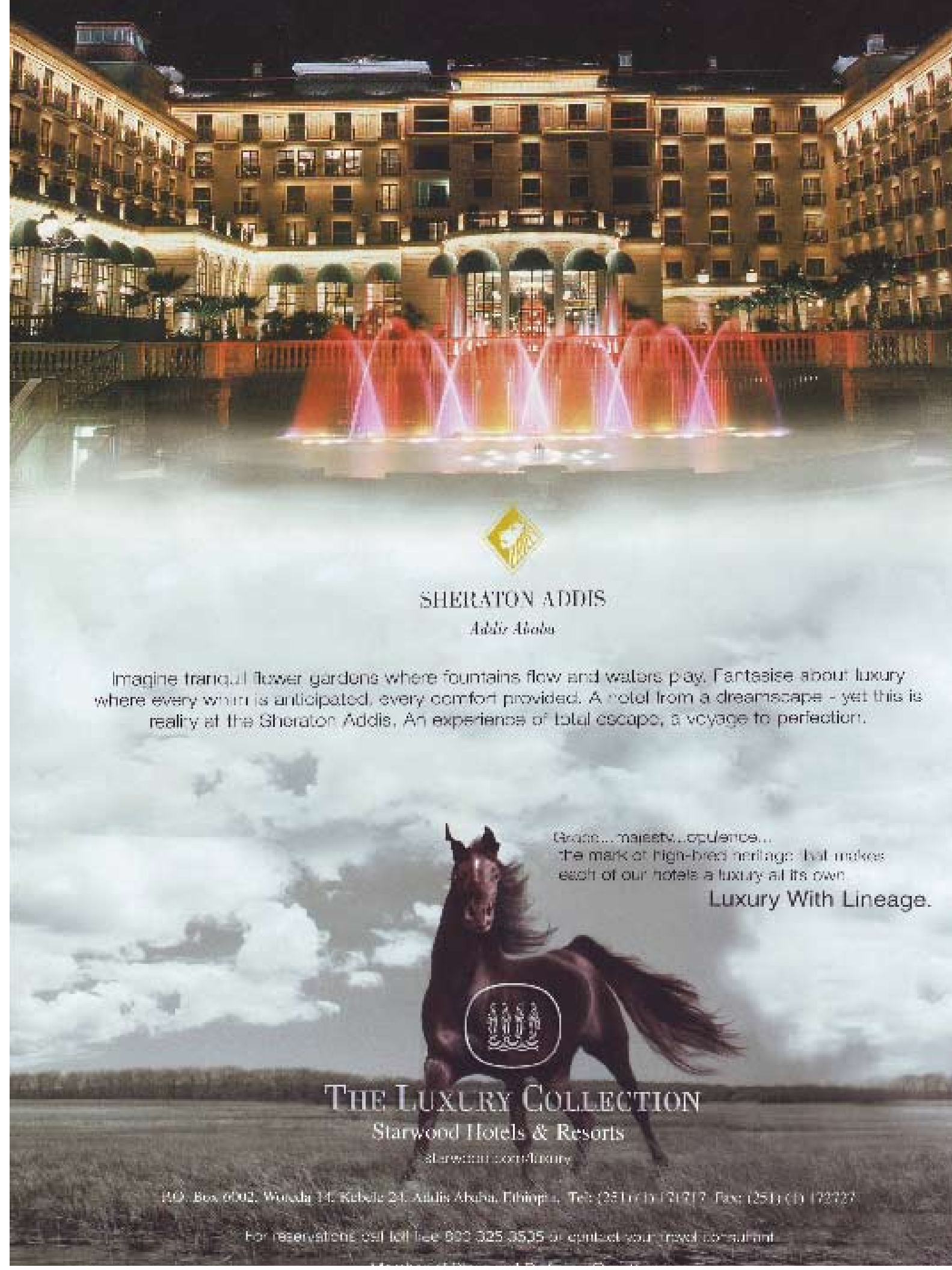
For more information about:

Tanzania: www.tanzaniatouristboard.com.

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FASHION



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

African Fashions and Designers Win World Acclaim

By Muguette Goufrani

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

Focus on Fashion

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



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

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

Kanga-who?

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

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

What's a Kikoi?

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

kikoi are woven in thousands of different ways. For more details, visit our website : www.africa-ata.org/fashion1.htm 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.



SONGEA TOWN IN TANZANIA'S RUVUMA REGION DECLARED A HISTORICAL TOURIST SITE



CELEBRATING a hundred and three years since the end of infamous Maji Maji rebellion, Songea town in Ruvuma region has been declared a historical tourist site in southern highlands of Tanzania. The sprawling business town of Songea has been promoted into a tourist site after the three-day festival to commemorate the end of the Maji Maji wars.

The festival that climaxed on February 27 in Songea town, has been organized jointly by the regional administration and the National Museum of Tanzania. It also commemorated the Maji Maji heroes hanged in Songea town on February 27, 1906, organizers said.

Maji Maji Museum

Activities earmarked for this special event included the launch of the Songea tourism circuit as well as declaring the town as the historical and heroic town for tourist adventure, and the special launch of the Maji Maji Memorial Museum. The core function of the Museum will include facilitation of research

and preservation of national history. Preservation of historical data will help Ruvuma Region to continue attract tourists and to assist the government with revenue.

It will be the only museum in the region that conserves and preserves some

of the original tools and weapons used by the Ngoni and Matengo warriors during the Maji Maji war. The Museum stands at the burial place where Ngoni and Matengo warriors were buried in a mass grave behind the museum building. Ruvuma region has been identified by its rich tourist attractions, mainly cultural heritage, historical sites and scenery.

Among such attractions are the Matongo Forest Reserve, Luhira Game Reserve, the German Boma, originally built in Songea town in 1902 and the Maji Maji warriors hanging place.

The Maji Maji rebellion came about as a result of local tribes in the south eastern part of the country, notably the Matumbi, Yao, Ngoni and Mwera tribesmen rejecting the German colonial occupation of this part of Africa at the turn of the 19th century.

The Germans who took control of a large chunk of land in what is present day Tanzania, Rwanda and Burundi, ruled the native citizens

with an iron fist land.

The Germans selected local chiefs from within the tribesmen and turned them into German government agents, forcing them to collect taxes for the German government.

Annual Event

Every year on February 27, the Ngoni people in Ruvuma commemorate the hanging of their freedom fighters including their chiefs who resisted German colonialism of the then Tanganyika in early 1906, in their full rights to oppose the German rule.

The Maji Maji rebellion in German East Africa started in 1905 and ended in 1907 in southern parts of Tanzania. The local African warriors believed that magic water (maji) could make them immune to bullets.

German settlers, missionaries, and traders were murdered, and the towns of Liwale and Kilosa sacked. The Germans adopted a scorched-earth policy, which ended the rebellion but greatly retarded economic development.

The Maji Maji Rebellion was actually an uprising by several African tribes in German East Africa against the German colonial rulers.

Plus some details on the rinderpest famine that spread through Africa in the 1890s, and some other Second Reich colonial deprivations, As a result of the Scramble for Africa

among the major European powers in the 1880s, Germany had ended up with several colonies on the "Dark Continent".

These were German East Africa (now Tanzania, Rwanda, Burundi, and part of Mozambique), German Southwest Africa (present-day Namibia), Cameroon, and Togoland (today split between Ghana and Togo).

They had a relatively weak hold on German East Africa, but they did maintain a system of forts throughout the interior of the territory and were able to exert some control over it. Since their hold on the colony was weak, they resorted to using violently repressive tactics to control the population.

They began levying head taxes in 1898, and relied heavily on forced labour to build roads and accomplish various other tasks.

In 1902 the governor also ordered

villages to grow cotton as a cash crop. Each village was charged with producing a common plot of cotton.

The Headmen of the village were left in charge of overseeing the production; a position that left them vulnerable to criticism and rage from the population.

The use of regular villagers, who had other things to do, to produce cotton was extremely unpopular across Tanzania. In many places the villagers simply refused to work the land, or refused payment. These German policies were not only unpopular, they also had serious effects on the lives of Africans.

The social fabric of society was being changed rapidly. The social roles of men and women were being changed to face the needs of the communities. Since men were forced away from their homes to

work, women were forced to assume some of the traditional male roles.

Not only had that, but the fact that men were away strained the resources of the village and the peoples' ability to deal with their environment and remain self sufficient. These effects created a lot of animosity against the government at this period. In 1905 a drought threatened the region.

This, combined with opposition to the government's agricultural and labour policies, led to open rebellion against the Germans in July. The natives turned to magic to drive out the German colonizers and used it as a unifying force in the rebellion.

A spirit medium named Kinjikitile Ngwale claimed to be possessed by a snake spirit called Hongo. Ngwale began calling himself Bokero and developed a belief that the people of German East Africa had been called upon to eliminate the Germans.

German anthropologists recorded that he gave his followers war medicine that would turn German bullets into water. This "war medicine" was in fact water (maji in Swahili) mixed with castor oil and millet seeds.

Empowered with this new liquid, Bokero's followers began what would become known as the Maji Maji Rebellion. The followers of Bokero's movement were poorly armed with cap guns, spears, and arrows, sometimes poisoned.





DOCUMENTARY OF RAP STAR KENNA'S CELEBRITY CHARITY CLIMB OF KILIMANJARO IN TANZANIA TO BE AIRED ON MTV IN MARCH

Photos::Tanzania Tourism Officials from Tanzania National Parks (TANAPA) congratulate Kenna on the successful Celebrity Climb and on the success of his Clean - Water awareness and fundraising campaign. Opposite page: From Left: Johnson Manase, Manager Tourism Services, TANAPA; Edward Kishe, Acting Director General, TANAPA; Kenna ; Catherine Mbena, TANAPA Celebrities on top of Kilimanjaro, photo credit : Michael Muller

(February 2, 2010, New York, NY) MTV will air a documentary on the "Summit on the Summit" Celebrity Charity Climb of Kilimanjaro in Tanzania on March 14 at 9:00 p.m. The project was initiated by award-winning rap star, Kenna, to focus world attention on the need for clean water in developing countries. The team, including fellow celebrities Lupe

Fiasco, a musician and the actors Jessica Biel and Emile Hirsch, successfully summited Kilimanjaro, Africa's highest Mountain, at 19,340 feet.

Man with a mission

This mission carried a personal significance for Kenna as his family was affected by water-borne illnesses in Ethiopia. At the end of their summit, Kenna

Africa Travel Magazine

was greeted at the Arusha Coffee Lodge by Tanzania Tourism officials headed by Mr. Edward Kishe, Acting Director, Tanzania National Parks (TANAPA). Mr. Kishe thanked the Celebrities, stating "Tanzania is honored that Kenna and the 'Summit on the Summit' team selected a Kilimanjaro climb as the vehicle to focus world attention on the criti-



cal need for clean water in so many countries, including villages here in Tanzania."

In a statement to the press, Kenna offered his thanks to the people of Tanzania for their warm hospitality and specifically thanked H.E. President Jakaya Mrisho Kikwete, the Hon Shamsa Mwangunga, Minister of Natural Resources & Tourism and her staff, the Tanzania Tourist Board, Tanzania National Parks, the Tanzanian Embassy in the United States, and all of the guides and porters from Thomson Safaris, the award-winning ground operator for the climb, for all of their support and assistance.

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 16 National Parks and 32 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. Kili-

manjaro; The Serengeti, named in October, 2006, the New 7th Wonder of the World by USA Today and Good Morning America; the world acclaimed Ngorongoro Crater, often called the 8th Wonder of the World; Olduvai Gorge, the cradle of mankind: the Selous, the world's largest game reserve; Ruaha, now the second largest National Park in Africa; the spice islands of Zanzibar; and seven UNESCO World Heritage Sites. Most important for visitors, the Tanzanian people

are warm and friendly, speak English, which together with Kiswahili, are the two official languages; and the country is an oasis of peace and stability with a democratically elected and stable government.

For more information on Tanzania, visit <http://www.tanzaniatourist-board.com>

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

For more information on Summit on the Summit project, visit <http://summitonthesummit.com>

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I am Uganda

I am Uganda, gifted by nature; a land painted in 1,001 shades of green, a friendly land whose balmy temperatures are matched only by the warmth and hospitality of its people. While I straddle the equator, thanks to an average altitude of 4,000 ft. above sea level, instead of blistering days and hot steamy nights, you'll enjoy an amazingly mild and pleasant climate all year round. In fact, I am one of only three countries in the world that is located on the equator and has similar geographic conditions with respect to altitude. One can enjoy my endless attractions and activities without wearing a jacket or sweater, even in the mid December.

Location

My borders are shared with Sudan on the north, Congo on the west, Tanzania and Rwanda on the south and Kenya on the east. Immediately south is Lake Victoria, world's second largest fresh water lake- and a phenomenal asset for tourism growth. It's waters teem with fish; its shoreline and islands are a paradise of wildlife, with an abundance of boating, water sports and cruise possibilities. This immense waterway is the major source of the Nile, world's longest river. From Uganda, the Nile flows north via Sudan and Egypt to the Mediterranean Sea. My history as a tourism destination goes back over a century, being one of the first popular destinations on the African continent. Speaking of my diverse people and varied cultures, who else could have performed such a miracle in the past decade. Through their faith, dedication and perseverance, I have become an example of progress, and a showcase for all of Africa. What do today's visitors' have to say about me?

Personal Experiences

According to Muguette Goufrani, who made a return visit after several decades, "So many highlights marked our month long stay in Uganda, one hardly knows where to begin. The Kampala portion had its own high spots, such as our flight by army helicopter to President Museveni's ranch followed by dinner at the State House. Some say that Museveni knows every one of his several hundred Ankole long-horned cows by name. I wouldn't doubt it for a minute. At the Skal 10th Anniversary gala, we shared a table with the newly formed ATA Ugan-



Uganda marks Idi Amin Overthrow

by Prof. Wolfgang Thome

April 11, 1979 saw the eventual overthrow of Uganda's most notorious dictator Idi Amin Dada take place, when Tanzanian troops and Ugandan exile forces, amongst them President Museveni, took Kampala and forced the remaining troops of Amin out of the capital city. Amin has passed on but remains strongly identified with Uganda like a lingering cloud, owing to his notoriety for gruesome crimes committed against Uganda's citizens and his support for Palestinian terrorists who held a planeload of passengers hostage at Entebbe International Airport (before a successful rescue mission by Israeli commandos). Amin's regime was then eventually replaced with an almost equally dictatorial second term of the very Milton Obote whom Amin had overthrown, after the rigged and stolen elections of 1981. It was this event which made current President Museveni take to the bush to start a 5 year liberation war, which ended in defeat for the last of Uganda's dictators and has since allowed for the emergence of a vibrant democracy and brought economic progress and development to the country.

Oscar winning film 'The last King of Scotland' was filmed on location in Uganda about the cruel and despotic aspects of life under Amin and drew much attention to the 'new Uganda' as an investment and tourism destination. Photo: Oscar winning actor Forest Whitaker in Kampala during the filming with Mrs. Thome, who also acted in the film as an extra.

da Chapter and met many of the country's active and growing travel-tourism fraternity. The event was held in a huge tent on the lush grounds of the Serena Kampala Hotel, headquarters for the ATA 8th Cultural and Ecotourism Symposium, which proved to be one of the most rewarding events hosted by ATA in recent years.

Getting There

Many friends asked about the long haul from Western Canada? Our flight via American Airlines and SN Brussels Airlines says a lot for their new alliance, which allows access to the heart of Africa from over 30 U.S. locations alone. We boarded at Vancouver International Airport (YVR)

on Canada's Pacific Coast and had one of the most perfect, seamless trips ever, even though we touched down in Dallas and Chicago en route to Brussels. U.S. customs was cleared in Vancouver, and our luggage was checked through all the way to Entebbe, a further convenience, especially when we were carrying a precious supply of Africa Travel magazines just off the press."

Uganda is home of Entebbe International Airport, a hub of commerce and activity in East and Central Africa thanks to its adjacency to other strategic gateways on East Africa's Air Highway.

More information available on www.africa-ata.org/uganda.htm

I am Zambia ...

I am Zambia, a name derived from the Zambezi River, which forms my southern boundary, and flows down my Northwest border with Angola. My other neighbors are Congo, Tanzania, Malawi, Mozambique, Zimbabwe, Botswana and Namibia. My three great natural lakes are Lake Tanganyika, second deepest natural lake in the world, plus Bangweulu and Mweru. Lake Kariba on my southern border, is the largest man made lake in Africa, and flows from the historic, spectacular Victoria Falls. My generally high elevation provides a more pleasant climate than that experienced in most tropical countries Here are some comments from Africa Travel Magazine's editors during their visit..

Our Observations: Mighty Mosi-O-Tunya, "the smoke that thunders," was an awesome sight, and our travels on the Zambezi river beyond Victoria Falls by canoe safari, motor launch, car ferries and the African Queen, left an impression we will remember vividly and talk about for years. Our ATA delegates experienced two great destinations in one country, many enjoying post congress tours and safaris. One factor that stood out in my mind immediately, was the wide selection of quality operators, representing wilderness camps, lodges and game reserves throughout the land, once known as Northern Rhodesia. Thanks to the Zambia National Tourism Office, we had the opportunity of visiting several camps and game lodges, with such musical names as Chaminuka, Protea, Mfuwe, Kanyemba and Chiawa. Profiles of Zambia in World Media Africa Travel Magazine's Zambia "Success Story" will continue to grow in length and depth all year, as our reams of notes, treasured photos and mementos become transformed into words and pictures for broadcast, print and Internet media. The message (below) from Zambia's genial Minister of Tourism and Natural Resources,



Zambia is a fabulous place to get around, thanks to its regional airlines and highways system This meant we covered much more territory than expected and saw more of the sights. The country's elevation allows for a more pleasant climate than one would expect in a tropical country - all the more reason to plan an encore.

Zambia as an ATA member

Zambia hosted successful ATA

events in 1981 and 1993 - however the Africa Travel Association's 28th International Congress in May, 2003 was the first "double-header," with Lusaka and Livingstone -Victoria Falls sharing the honors. There's something magical about any ATA event, and our Zambian friends added their own zest to the menu. We call it going for the gusto! For business, networking and professional presentation, the Trade Show at Lusaka's InterContinental Hotel was a sure winner. More information on Zambia Tourism visit www.africa-ata.org/zambia.htm

Hon. Patrick Kalifungwa (right) sets the stage for "Ethno Tourism." His warm personality combined with his ministry staff's dedication, won friends and influenced people before, during and after the congress. These efforts signal greater rewards to come for Zambia Tourism, as ATA members spread the word about this exciting destination near and far.

Zambia adds Zest

Who wouldn't be awed by their first sight of Mosi- O-Tunya, the smoke that thunders, or by the denizens we encountered up close on, eye to eye on our Lower Zambezi canoe safari.

The Garden Hotels Group

Established in the mid 80s, the Garden Group is one of the oldest hotel groups in Zambia. Offering affordable accommodation in Lusaka and Siyonga and specializing in Conferences and Workshops, the Group's hotels are all set in large, spacious, well kept gardens.

- **The Ndeke Hotel** is well situated near the embassies in central Lusaka.
- **The Kafue Road Hotel** is 20 minutes south of Lusaka on the Kafue Road.
- **The Garden House Hotel** is just 4-km out west of town on the Lumumba Road.
- **The Leisure Bay Lodge** is on the banks of vast Lake Kariba, a scenic two hour drive from Lusaka.

Head Office: Box 30815, Lusaka, Zambia. Tel. 00 260 (0) 1 251734, Fax 00 260 (0) 1 251760 . E-mail: gardengroup@zamtel.zm

RWANDA NEWS UPDATE

The Office for National Parks and Tourism under the Rwanda Development Board has now informed that they have acquired a 24 seater 'comfort' boat for Lake Kivu to offer a new product to visitors coming to the area. Serena Hotels operates the nearby Lake Kivu Hotel, assuring visitors of international standards and quality and the new boat service is aimed to allow tourists to spend more time in the area, exploring the lake shores for birds.

The boat is also providing a new route between the gorilla national park and the Nyungwe Forest National Park according to the statement received from ORTPN, which makes visits to Rwanda more exciting than ever before. While gorillas can be tracked at the 'Parc de Volcanoes' the Nyungwe park is home to some 13 species of other primates, including chimpanzees and a variety of other game, birds and a unique flora. The annual gorilla naming ceremony 'Kwita Izina', an absolute highlight in the tourism activities calendar in Rwanda, is provisionally set for 20th June 2009 and at least a dozen new born gorillas will be 'baptized' on that day. The festival itself however will span several days prior and after the naming day to allow for a range of additional activities to take place. Rwanda had a record tourism year in 2008 and expects to do even better in 2009, now that more products and services are available.

A Tourism Destination

Rwanda is popularly known as 'the "Land of a Thousand Hills"' (French: Pays des Mille Collines) Kinyarwanda: (Igihugu cy'Imisozi Igihumbi). It has incredible and beautiful landscapes, and is separated from the Democratic Republic of the Congo by Lake Kivu and the Rusizi River valley to the west; it is boarded on the north by Uganda, to the east by Tanzania, and to the south by Burundi. The capital city, Kigali, is located in the center of the country. It is a very small country yet the most densely populated (approximately 10.1 million people) on the continent of Africa, with an area of 26,338 sq km (10,170 sq mi). Most of her population is engaged in subsistence agriculture.

The transport system in Rwanda centers primarily around the road network, with paved roads between the capital, Kigali and most other major cities and towns in the country. Rwanda is also linked by an important road for trade, with other East African countries. The country has an international airport at Kigali, serving domestic and several Inter-

Rwanda: A new frontier of opportunity

national destinations

Rwanda's countryside is covered by grasslands and small farms extending to over-rolling hills, with areas of rugged mountains that extend southeast from a chain of volcanoes in the northwest. The divide between the Congo and Nile drainage systems extends from north to south through western Rwanda at an average elevation of almost 9,000 feet (2,740 m). On the western slopes of this ridgeline, the land slopes abruptly toward Lake Kivu and the Ruzizi River valley, and constitutes part of the Great Rift Valley. The eastern slopes are more moderate, with rolling hills extending across central uplands at gradually reducing altitudes, to the plains, swamps, and lakes of the eastern border region. Rwanda is made up of five Provinces, that is, the Northern, Southern, Eastern, Western and Kigali City - and each Province has several districts. Musanze district, found in the Northern Province, and bordering Uganda at Chanika outlet, is dominated by high mountains and over hanged by a chain of volcanoes with the climax being Kari-simbi summit with 4507 meters of altitude. With average altitude of 2000m, the entire Northern Province abounds in varied diversity of fauna and flora. Musanze district is the home of home of the rare mountain gorilla - and bamboo forests. Also within the district, are lovely Lakes, and these include; Lakes Burera, Ruhondo and Karago. Musanze offers a good selection of reasonably-priced small and medium hotels and guest houses. The natural beauty of Musanze District has made it the most

avored location, for both local and international tourists. Every year, the district hosts a very important ceremony of naming new born gorillas, commonly known as KWITA IZINA.

The increasing numbers of tourists visiting the district has encouraged a number of potential investors, to invest in the tourism and hospitality related facilities and services. The Diocese of Shyira, under the leadership of Bishop John Rucyahana, has made considerable investment by putting up Ishema Hotel. Ishema is a Kinyadwanda word, meaning; "We pride in excellence". Ishema Hotel has 60 living rooms (ranging from twin, double, Junior and Executive Suites, and altogether with a maximum capacity of 100 pax. Equipped function rooms for meetings, workshops and parties are also available as well as well designed and homely gardens for outdoor functions, one of the gardens situated at the swimming pool. Other facilities and services include; restaurants, coffee shop, business center transport and tour services.

Ishema Hotel Make it Your Home in Rwanda

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Africa Travel Magazine

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 Mwendu, 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.



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

A DECADE OF PROGRESS

By Karen B. Hoffman



Mwangunga

As Tanzania tourism booms, and officially becomes the #1 Economic Sector for the Country, it should come as no surprise that the number of women playing a dynamic role in their country's amazing progress has also grown dramatically. In the past decade the door has been wide open with opportunities for women to excel as professionals in Tanzania's rapidly expanding travel industry.

And it all starts from the top. In May, 1998, as Tanzania hosted its first ATA Conference, it was a woman Minister of Natural Resources and Tourism (MNRT), Hon. Zakia Hamdani Meghji, who was at the helm. She was only the second woman to hold that post (the first was Hon. Gertrude Mongella 1985-88). Hon. Meghji, the longest serving Tourism Minister to date, was elected President of ATA's International Board of Directors in 2001 and led the organization until 2004.

Now, a decade later, Tanzania's second ATA Congress was hosted by yet another dynamic lady, the Hon. Shamsa S. Mwangunga, who was appointed as Minister of Natural Resources & Tourism in February, 2008 and also elected President of the Africa Travel Association, the second Tanzania Minister

to be named to that post. But this time, the Minister will also have a strong female team to support her, including the Ministry's second woman Permanent Secretary, Blandina S. J. Nyoni (the first was Rose Lugembe in 1996-98) and the second woman Director of Tourism, Maria Mmari (the first was the late Madina Muro, 1987-92). Zanzibar's tourism industry is also led by a woman, the Hon. Sameer Suluhu Hassan, Minister for Tourism, Trade and Investment.

In 2008, Ms. Nyoni, announced that there were a record number of appointments of women by H.E. President Jakaya Mrisho Kikwete, to fill leadership positions in the Ministry of Natural Resources and Tourism. In the Tourism Division, this included Maria Mmari, Promoted to Director of Tourism; and Miriam Zacharia and Nebo M.J. Mwina, Assistant Directors in the Wildlife Department which plays a major role in conservation in a country that protects more than 25% of its land.

Accomplished women can now be found in all sectors of the travel industry. In Tanzania National Parks (TANAPA), there are a growing number of National Park Chief Wardens who are women, including two ladies Elizabeth Loibook, Chief Park Warden and Manager of Tourism Services, Sandy and Anna Grace Kyoma, Chief Warden for the TANAPA Outreach Program, which ensures that the local communities around the Parks also derive a financial and social benefit from Tourism. In fact, in TANAPA's new group of Park Rangers, 13 out of 50 of the recruits are women, quite a sizeable

increase from only 8 female Park Rangers. The Ngorongoro Conservation Area Authority also has female ranger/guides as well as several women game wardens. Veronica Ufunguo, whom I wrote about in 2003 as one of the rising stars of Tanzania Tourism, is now Head of the Marketing Section.

In the private sector, Saada Juma, is British Airways first woman manager in Tanzania. There are now even lady pilots for some of the domestic airlines. At trade shows, or tourism events for Tanzania, one cannot help but notice how many

Tanzanian-owned tour companies have women presidents and managing directors. The Hospitality Industry also reflects the increasing number of managerial roles filled by women, thanks in part to the access to training through the National College of Tourism, led by a woman, Agnes R. Mziray, and the Arusha Hotel Training Institute, also headed by a woman, Flora Hakika. These talented women, together with their male colleagues, portray the professionalism and creativity that has boosted tourism to become the number one industry in Tanzania.

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



Nyoni



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

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.africatraselassociation.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 Doroth Massawe, Head of Tourism Division, Arusha, Sub-Office. From the Wildlife

Division, Miriam Zacharia, Assistant Director and Nebo M. J. Mwina, Assistant Director. From the Tanzania Tourist Board, Serena Shao, Tourism Services Manager and Severa Massawe, Legal Advisor and Judy Gumbo, Managing Director's Office. From Tanzania National Parks, TANAPA, Elizabeth Loibook, Manager Tourism Service, Anna Grace Kyoma, Chief Warden, Out-Reach Program, Steria Ndaga, Chief Park Warden, Rubondo Island National Park, Marietha Kibasa, Chief Park Warden Tarangire National Park, Noelia Mayonga, 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.



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

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TANZANIA'S KILIMAJARO MARATHON UNLIKE ANY OTHER IN THE WORLD

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



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

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

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

"The race was much more interna-



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

around the world. In fact, the only major change we will make next year will be a redesign of the course for people with disabilities. It will include runs of varying length next time."

Peter Mwenguo, Managing Director, Tanzania Tourist Board, congratulated both the event organizers and the participants on the great success of the 2009 Kilimanjaro Marathon and its contribution to helping put Tanzania on the global map of Sports Tourism. "The increasing popularity of this marathon is helping Tanzania raise its profile as a Sports Tourism destination, a rapidly growing market segment that brings people of all cultures together in a friendly atmosphere sharing that special comradere found in sports competitions."

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

Under the backdrop of the fabled Kilimanjaro, Africa's largest mountain and the world's highest freestanding mountain, the Marathon is divided into a full race (42.2 km), a half race (21.1 km) and a fun run. In each category, the Marathon course begins at the sports stadium in the town of Moshi, winds into rural villages and farms, veers through uphill paths, plunges into a swatch of forest, and whirls through coffee and banana plantations. At every juncture, African music, meals and entertainment, (including tribal dancers), make the event a wholly unique experience. Kathy Loper, of Kathy Loper Events, a California-based tour company specializing in Marathons, brings a group of American runners every year to participate in the Kilimanjaro Marathon. "Many of these runners have participated in marathons around the world, but there is something special about this marathon that continues to draw them back. Its not just the unique and beautiful set-



ting at the foot of Kilimanjaro, or the opportunity to also climb Africa's highest mountain or go on a safari to Tanzania's famous

National Parks. It is that special connection with the Tanzanian people, the enthusiasm and excitement of the crowds who greet the runners with music and dancing all along the marathon route"

For the first time, the top three male and female Tanzanian winners in both the half and full marathons will be supported financially for one year after the Marathon, during which time they will be trained to meet international standards for future races within and outside of Tanzania. Current winning total prizes for men and women in the full marathon are \$12,000 (US\$) and for men and women in the half marathon (\$6,000 US\$).

Donations from sponsors and individuals are being directed to numer-

ous schools and community projects in the town of Moshi. Donations will also be made to Tanzania Athletics for their annual projects in other sports. This year the emphasis will be on support for local schools, as spearheaded by Wild Frontiers Ltd. and the Keys Hotel.

ABOUT TANZANIA

Tanzania, the largest country in East Africa, is focused on wildlife conservation and sustainable tourism, with approximately 28 % of the land protected by the Government. It boasts 15 National Parks and 32 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. Kilimanjaro; The Serengeti, named in October, 2006, the New 7th Wonder of the World by USA Today and Good Morning America; the world acclaimed Ngorongoro Crater, often called the 8th Wonder of the World; Olduvai Gorge, the cradle of mankind; the Selous, the world's largest game reserve; Ruaha, now the largest National Park in Africa; the spice islands of Zanzibar; and seven UNESCO World Heritage Sites.

Most important for visitors, the Tanzanian people are warm and friendly, speak English, which together with Kiswahili, are the two official languages; and the country is an oasis of peace and stability with a democratically elected and stable government. For more information about Tanzania visit www.tanzaniatourist-board.com For more information on the Ngorongoro Crater visit <http://www.ngorongoro-crater.org>

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

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

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

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

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

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

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

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

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

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

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

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

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

For more information about Tanzania visit www.tanzaniatouristboard.com.

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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 Mwenguo, Managing Director, Tanzania Tourist Board. The Babson College Off-shore Elective on "Tanzania: Business and Poverty in Sub-Saharan Africa" selected Tanzania because it has one of the fastest growing economies in Africa and its private sector has great potential to play a pivotal role in eliminating still existing poverty. Tanzania's stable government, free capital markets, and successful reputation at the World Bank offer unique opportunities for economic growth.

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

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



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

Safari Ventures

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

As their main grading point for the course, students were asked to prepare and present

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

About Tanzania

Tanzania, the largest country in East Africa, is focused on wild-life conservation and sustainable tourism, with approximately 28 % of the land protected by the Government. It boasts 15 National Parks and 32 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. 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

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For more information about Tanzania visit www.tanzaniatouristboard.com.

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

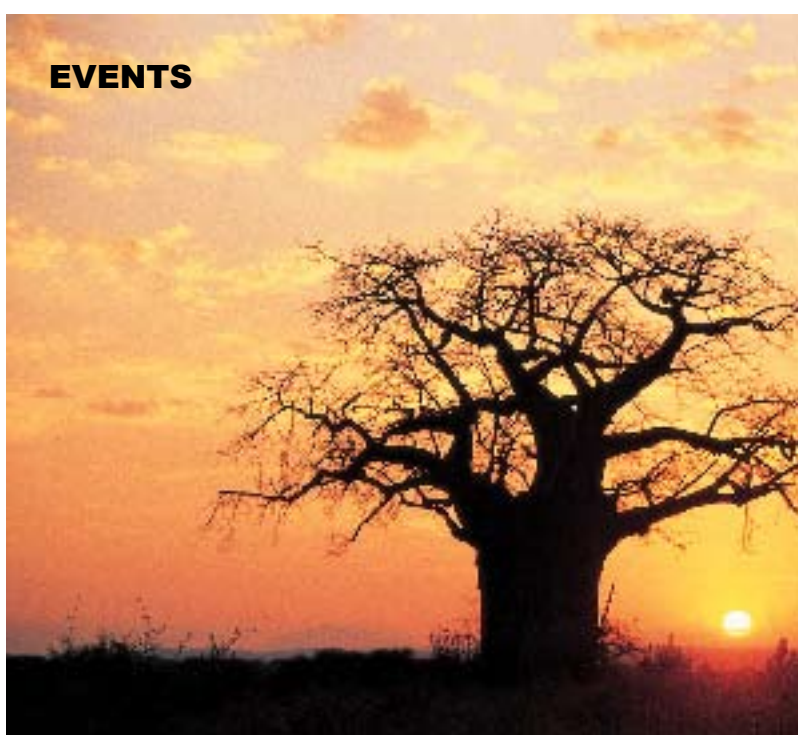


Tanzania The Land of Kilimanjaro and Zanzibar

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 untouched 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



TRAVELERS PHILANTHROPY CONFERENCE IN THE HEART OF SAFARI COUNTRY, ARUSHA, TANZANIA, THE GENEVA OF AFRICA, NEAR MOUNT KILIMANJARO

Flashback: December 3 to 5, 2008 marked Africa's first Travelers' Philanthropy Conference, rounding out a landmark year for Arusha, Tanzania, the world's Safari Capital. Africa Travel Magazine had the privilege of full participation at three prior events in 2008 and can vouch for how well Tanzanians support such events. The whole idea of "Philanthropy in Tourism" excites us - and this outstanding event brings it all together.

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 built upon the previous international Travelers' Philanthropy conference held at Stanford University in the USA in 2004. Here is a wrap-up and outline of what is planned for the future:

Conference in Tanzania Exceeds Expectations

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 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.

From over 20 Countries

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.


Kenya Wildlife Service

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 African Safari Lodge Foundation in South Africa.


*We thank all of our sponsors for their support of the 2008 Travelers' Philanthropy Conference! Contact: Whitney Cooper
Phone: 202-347-9203 ext. 414
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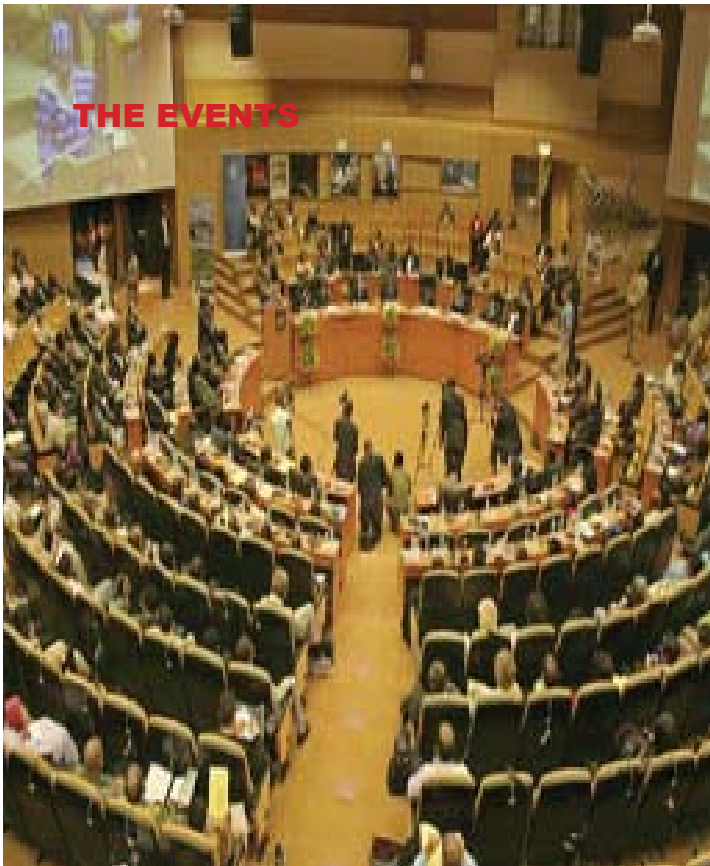
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ATA 33RD CONGRESS BROUGHT THE WORLD TO TANZANIA, LAND OF KILIMANJARO, ZANZIBAR AND THE SERENGETI

by Jerry W. Bird

The World's Safari Capital, Arusha, Tanzania, has undergone an amazing transformation since the city hosted the ATA 23rd ATA Congress in 1998. Some writers call Arusha the "Geneva of Africa," thanks to its record of success in attracting international events. In 2007, to get a complete handle on this magical change of fortune, our editorial team spent an extra 3 weeks in the community, participating in Rotary functions, the Miss Arusha Contest, the 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 Conference 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 an western parks, each offering an uncompromising and unique experience."

Jobs Through Tourism

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

as well as programs and plans that are specifically tailored to engender fundamental transformation and modernization of the tourism sector in Tanzania through harnessing existing potentials sustainably,"

ATA President from Tanzania

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

Partners in Tourism

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

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

Bringing the World to Africa and Africa to the World

Those of us who were at the Arusha International Conference Centre in May, 1998, when Tanzania hosted its first Africa Travel Association World Congress, were in for a pleasant surprise. In one decade, Arusha has grown from a quiet village to a vibrant, booming city with a growing list of amenities. At the same time, Tanzania's Tourism sector has forged ahead by leaps and bounds, setting an example for all of Africa - and earning a favorable spot at the top of the economic ladder - as the country's number one employer and money earner. Revenue from tourism is expected to top one billion dollars (U.S.) by year end, replacing agriculture as Tanzania's leading economic contributor.

What's equally astounding is the fact that the United States has gained international recognition as the leading single source of

tourism trade to this fascinating country.

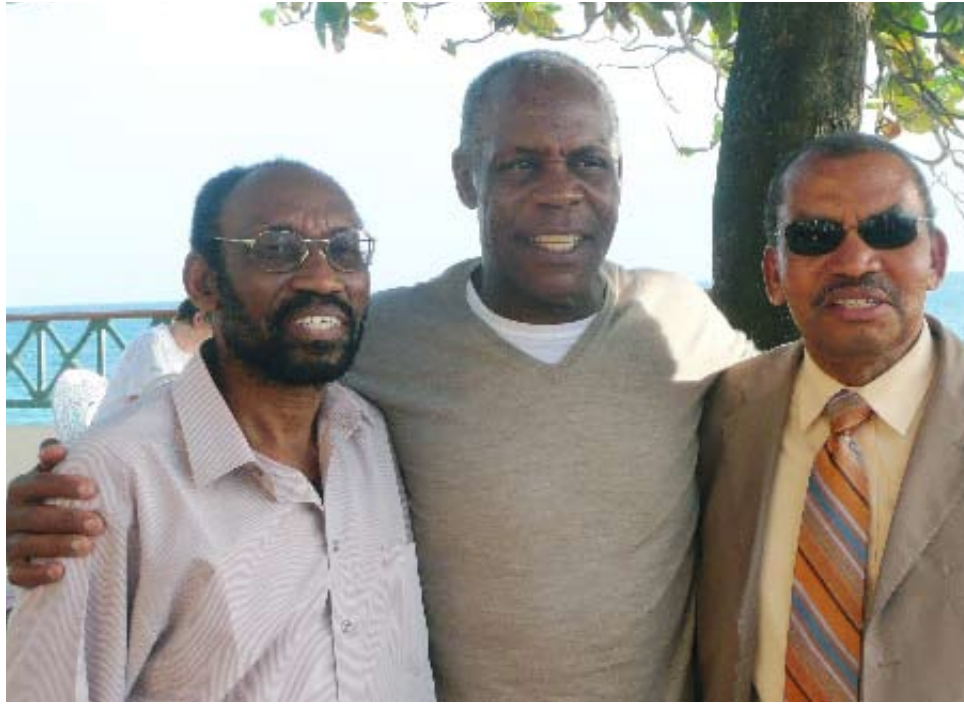
Icing on the cake

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

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



DANNY GLOVER HONORED GUEST AT ZANZIBAR INTERNATIONAL FILM FESTIVAL (ZIFF)



From Left, Dr. Martin Mhando, Festival Director, ZIFF; Danny Glover, Actor and Filmmaker and UNICEF Goodwill Ambassador; Peter Mwenguo, Managing Director, Tanzania Tourist Board.

New York, NY: Danny Glover was an Honored Guest at the 2009 Zanzibar International Film Festival (ZIFF) in Stone Town, June 27-July 4, 2009, where he spoke at Zanzibar's first Sustainable Tourism Forum, organized as part of the 10 day Festival. *GOSPEL HILL*, Glover's most recent film, was one of the featured films screened in the outdoor amphitheater that is part of Stone Town's historic Old Fort. Stone Town, a UNESCO World Heritage Site, provides an exotic setting for the 8 days of film, music and dance performances from all over the world. The Forum took place at the Serena Zanzibar Inn.

ZIFF, now in its 12th year, has put Zanzibar on the map for African film makers and enthusiasts and has captivated serious follow-

ers of International film and music, students of African culture past and present, and travelers interested in arts-centered fun for over a decade. Also called the Festival of the Dhow Countries, ZIFF is now not only the largest annual event in East Africa, it is truly one of the most unique in the world. The festival celebrates the spirit of communication symbolized in the single sail dhow, a marine vessel used for thousands of years in the Indian Ocean. The Festival events in Stone Town typically attract 7,000 foreign visitors and more than 45,000 film and music enthusiasts attended the Old Fort and House of Wonders events this year. This year, Dr. Martin Mhando, ZIFF Festival Director, launched another unique element to the festival, the first Zanzibar Forum

Africa Travel Magazine

on Sustainable Tourism. "This was a natural outgrowth of ZIFF because the festival representing the film, culture and arts of the region is very much a part of the Zanzibar Tourism Product. The challenge is how to expand and build on this product to ensure that the stakeholders can all benefit from the Festival and a growing African Film Industry."

In talking about the role of film in enhancing the tourism chain, Peter Mwenguo, Managing Director of the Tanzania Tourist Board, spoke about the need for African countries to make a greater effort to create the right climate and conditions to attract more international film makers to use Africa as the location for their films. "The financial benefits and outcomes to the local communities can be huge," he said. "It can also contribute to the growth of the local film industry, infrastructure, skills development and national identity and pride. The film producers help trigger other advantages as well to countries that are able to do host film productions. The rise in tourism to countries following major feature film shoots is well documented."



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MORE PAGES TO COME

There is so much material from the Eastern region of Africa that we will issue this edition in two separate parts.

Watch for the second half soon.

