PLEASE ALLOW TIME FOR THIS PDF FILE TO DOWNLOAD. SAVE IT TO YOUR DESKTOP FOR MORE CONVENIENT VIEWING AND PRINTING.

ABOUT US: We’ve a 15 year success record in serving clients marketing Africa Travel, Trade and Tourism. Our Website reflects this success as we constantly appear #1 on both Google and Yahoo for many topics.


Hotel and Resort clients: Sheraton, InterContinental, Moevenpick, Meridien, Corinthian, Kempinski, Serena Hotels, Nairobi Safari Club Hotel, Sunset Hotels, Caesar’s, RAS Hotels, Axum Hotels, Ghion Hotels, Nyali Beach Resort, Manta Reef Resort, Comfort Inns, New Stanley Hotel, Hilton Hotels, Kijani House, Golden Tulip Hotels, Riads of Morocco, TVS Hotels Group.

African Tourism Ministries and Boards: Our ATA host country partners in marketing. To date they include Angola, Benin, Cameroon, Djibouti, Egypt, Ethiopia, Ghana, Guinea, Kenya, Morocco, Namibia, Nigeria, South Africa, Tanzania, The Gambia, Uganda and Zambia.

Who else? National parks, tour operators, travel agencies, auto rental, banks and financial institutions, conglomerates, such as Midroc Technology and Coca Cola, shipping companies and couriers.

Our magazines and bulletins are available from exhibits and partners at events in Africa, plus Berlin, Paris, London, New York, Washington, Chicago, Boston, Los Angeles, Los Angeles, Houston, Las Vegas, Seattle, Orlando, Toronto, Montreal and Vancouver. We invite you to be part of our latest program now underway.

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

“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
**DISCOVER A SWAHILI SHANGRI-LA ON PEMBA ISLAND.**

**PARADISE IN THE EXOTIC ZANZIBAR ARCHIPELAGO**

**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, words and a local song by the same name, that have won the raves of our readers and tourists alike. In these enchanted islands the Swahili Coast is the ideal place for a laid back vacation. In these enchanted islands the Swahili Coast is the ideal place for a laid back vacation.

**History and Culture**

The Swahili Coast is the ideal place for a laid back vacation. In these enchanted islands the Swahili Coast is the ideal place for a laid back vacation. In these enchanted islands the Swahili Coast is the ideal place for a laid back vacation.

**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 a 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 to the more pristine, less-crowded 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 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. The sport of Bull Fighting was introduced to the more pristine, less-crowded 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.
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, Pemba Island, Tanzania
www.themantaresort.com
+254 (0) 41471771/2
info@themantaresort.com
Coastal Aviation
safari@coastal.cc
Tanzania Tourist Board
ttb@ud.co.tz
Tanzania National Parks (Tanapa)
info@tanzaniaparks.com
Festival of Dhow Countries.
www.ziff.or.tz

Africa Travel Magazine
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 km 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 oldest remaining building is the Doctors’ Residence.
- Zanzibar’s oldest existing building is the Serena Hotels, involved the restoration and rehabilitation of two historic buildings, the Old Extelcoms Building and the Chinese Mission and Vision.

Zanzibar is popularly known as 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 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 Vuul, Executive Secretary of the Zanzibar Tourism Commission. “There are events and activities that take place in the local communities throughout the islands.”

Swahili Music & Culture

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

Mission and Vision

Established in 2003, the company’s mission is as follows: “To promote and develop opportunities for local and international music 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 Swahili 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 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: Zanzibar Festival Tours
http://www.zanzibarfestivaltours.com
TOLL FREE (U.S. & CANADA): 877-818-6877
GLOBAL TOLL FREE: +800-8186-8770
Email: info@zanzibarfestivaltours.com
Recommended Links
www.busaramusic.org
www.ziff.or.tz
www.fotogramen.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.africatravelassociation.org
www.goafrica.about.com
www.afropop.org
www.nationalgeographic.com
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, the 12th annual Zanzibar International Film Festival, Charles Burnett, star of the expected hit “Namibia,” and Mexican acting sensation Gael 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 Zanzibar 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 0f 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, 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 town-scape 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. 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. 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.

In 1992, Zanzibar had only 723,300 people, does have its own democratically elected president and government that run the internal affairs of the Islands.

The Serena Inn on the Stone Town waterfront is 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 every turn, a new vista. Swahili-clad people mixed with those of western dress. Old buildings in juxtaposition with recent renovations.

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 Tanganigre National Park. Learning that we were to debark 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.

Monda Tours & Travel
PO Box 2008
Old Stone Town Malindi
Zanzibar, Tanzania
Tel: Fax : 255 24 2225434
Email: monda@zanlink.com
info@mondatours.com
Web: www.mondatours.com
Direct Contacts (Cell Nos)
Attn Mr. Jabbar: 255 777 478 558
Attn Mr. Willy: 255 777 453 563

Africa Travel Magazine
7
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,
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 Manyara, 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, Kitiolo.” 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 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.

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

8TH WONDER OF THE WORLD

One of Tanzania’s seven World Heritage sites, the Ngorongoro Crater is located in Northern Tanzania, and is part of the famous Serengeti. It is a deep Volcanic crater, the largest unflooded and unbroken Caldera in the world at 19.2 km in diameter, 610m deep and 304sqkm in area. UNESCO declared it an International Biosphere Reserve and World Heritage Site because of its wildlife and Cultural Heritage. It is also home of the world famous archaeological site, Oldupai (Olduvai) Gorge, often referred to as the “Cradle of Mankind,” because some of the oldest humanoid remains, dating back 2,000,000 years ago, have been found there.

In order to protect this unique blend of scenery, wildlife, human culture and pre-history, the Ngorongoro Conservation Area Authority is not a national park, but a unique multiple use area with an indigenous population sharing the area with the wildlife.

Rare Species

The rich pasture and permanent water of the crater floor supports a large concentration of wildlife of up to 25,000 large mammals, predominantly grazing animals. “The Ngorongoro Crater is one of the few places in East Africa where visitors can be certain of seeing black rhinoceros in a natural setting,” said Stephen Lebo, Tourism Manager. “And for the adventure traveler, there are walking safaris in special areas such as the Olmoti and Empakaai Craters; to the Great Rift Valley, the Northern Highlands Forest Reserves and the Eastern Serengeti Plains.” One of the lures of Ngorongoro, besides witnessing the breathtaking sunrise and sunset from the Crater’s rim, is that it is a dynamic and constantly changing ecosystem and the numbers and proportion of some animals there have fluctuated considerably over the past 30 years.

Safari Contact:

Looking for a company that is familiar with Ngorongoro Crater and all prime locations in Tanzania? Look to Predators Safari Club. Their fleet includes 36 Safari vehicles all 4x4 combinations, specially modified for safaris with pop-up roofs and sliding windows for unrestricted viewing. Visit www.predators-safaris.com OR www.ngorongoro-crater-africa.org OR www.africa-ata.org
“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 (NCAAs) in Northern Tanzania, the lesser 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 craters slowly filled in with water and sediments and eventually became the caldera. Although little or less known to tourists, 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 lie directly across 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 2,510 m on the East to about 3,260 m on the West.

The best hiking trails are situated along the lowest point of the eastern rim and descend through forest to the eastern shore of the alkaline lake. The scenery within the caldera is spectacular at every point and one can occasionally see the distant snow cap of Mount Kilimanjaro on the far eastern side of the Rift Valley. The walk takes a mere 30 minutes to the caldera floor. Another half an hour of trekking around the grassy plains brings the hiker to the edge of two small beautiful ponds. Several species of large mammals are visible year-round, with the most common ones being bushbuck, blue monkey and buffalo.

Walk for Health and Education

Short hikes can be organized with tour operators, lodges, or the NCA 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 NCA 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 NCA 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: ncafur@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 Umba 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 dog; 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 Rufijii 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 remains the same, it will make Ruaha the largest National Park in Africa. According to Gerald Biguruge, 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 18,000 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 livelihood is the Great Ruaha River which courses along the Eastern boundary of the park. The Usangu Game Reserve includes the Ihefu Wetland, the natural water reservoir for the Great Ruaha River. Other parks in the South include Mikumi, set between the Uluguru Mountains to the north and the Lumango mountains to the south-east and within a short flight from Dar es Salaam, Mikumi is teeming with wildlife and 300 species of birdlife. Udzungwa Mountains National Park, one of the world’s “hotspots,” is especially known for 10 or more species of primates, including the rare Eringa Red Colobus and the Sanje Crested Mangabey.
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 Masai 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: 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.

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 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.
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, the service and talented pilots able with their frequently scheduled air service and experienced pilots able to give them the right of way and slowed in time to see a pack of noisy, rapidly moving “animal” spilled across the road… there is a joke in thinking of one and right after the hippos 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 belarge 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 José 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, assigned to the top level entering first with their compartment and flip feet first into it, with tender lines attached to the devices, not the round shaped baskets. Then we were separated into groups and directed to one of the three balloon sites. Our designated Captain José 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, assigned to the top level entering first with their compartment and flip feet first into it, with tender lines attached to the devices, not the round shaped baskets.

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 José 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.

Safaris by Starlight
As we made our way in the blackness of the African night, relieved only by the brilliant stars above, the headlamps of our Land Rover reflected eyes up ahead and we slowed in time to see a pack of yellow-studded 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. 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 Serengeto 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.

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 balloon 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 assent, 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 cutlery 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 loop setup 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 Safari www.balloonsafaris.com
Serengeti National Park www.tanzaniaparks.com
Asilia Africa www.asiliaafrica.com

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 celebrates 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.

Chumbe Island Coral Park
Phone/Fax: 255 (0)24 2231040
Telephone: 255 (0)777 413582
Fax UK: blossom@home.com
Mobile: 255 (0)777 413582
Website: www.chumbeisland.com
chumbe@ztec.org
www.zanzibartourism.net

Bilila Lodge Kempinski
Company” www.coastal.cc

www.tanzaniaparks.com

www.tanzaniatouristboard.com
www.adventuresinafrica.com
www.FlySAA.com
KARIBU FAIR IN ARUSHA, TANZANIA IS EAST AFRICA’S SHOWCASE OF TRAVEL, TOURISM AND HOSPITALITY

by Jerry W. Bird

East Africa’s Indaba

While East Africa’s popular Karibu Fair celebrates its 10th Anniversary June 4-7, 2009, the most recent version could not have been held at a more opportune time - on the heels of two major events that brought the world to Arusha. We arrived on the scene in mid May to cover the Africa Travel Association’s 33rd World Congress, with its focus on Marketing Africa Tourism, attracting visitors from near and far. Among the several hundred exhibitors at the ATA Congress and Leon H. Sullivan Summit, we scored a “triple whammy,” by covering the Karibu Fair for Africa Travel Magazine’s editorial staff and our magazine, which is distributed in North America, Africa and around the world.

Karibu means Welcome

Following the ATA Congress and Leon Sullivan Summit, we scored a “triple whammy,” by covering the Karibu Fair for the Africa Travel Association's 33rd World Congress, with its focus on Marketing Africa Tourism. The travel agents and tour operators we met with our friends at the Tanzania Tourism Board and the Tanzania Association of Tour Operators. Having completed 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 Pepsis with two Russian tour operators who specialize in safaris. Our ATA colleagues Peter Mwenguo, CEO and Amant Macha, Marketing Director of the Tanzania Tourism Board made sure we were introduced to the right people.

Fly-In or Drive to Karibu

The travel agents and tour operators we met or were acquainted 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 the Air and Marine Travel Shows in Canada since the early 90s, it was a joy to watch the 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 Pepsis with two Russian tour operators who specialize in safaris. Our ATA colleagues Peter Mwenguo, CEO and Amant Macha, Marketing Director of the Tanzania Tourism Board made sure we were introduced to the right people.

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

Solid Foundation

Based on the theme “Get Connected,” the Karibu Fair’s goals are as follows: Raise the show’s regional profile by promoting East African tourism to the global marketplace; Produce the premiere travel and tourism trade fair in East Africa; Bring all key industry stakeholders in East Africa together in one place, at one time; Build alliances with neighboring East African countries and key tourism stakeholders, through combined efforts to promote regional tourism; 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.
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 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 the 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.

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

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—we were sitting in the #1 position 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.
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 waterfowl, 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 clair 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.
Travel that makes a difference.

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

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

Leave a legacy as you travel. Visit our website for more information on group, individual, or corporate trips.

(c) Angela Fairbank

The Cultural Explorer
Cultural and Philanthropic Travel South Africa
www.TheCulturalExplorer.com
Phone: 415.387.1335

New Advertisement to come for above half page.
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 Mackay 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 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, Abaya 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 Chencha 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 woven cotton cloth, a good reason why Chencha 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 Guji 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 am-batch 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 red-dish-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, Burchell’s Zebra and various species of birds. Lunch was served in Arba Minch. We also enjoyed a visit with the Erbore 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.
Love horses? Come and see us. Just curious? Come and see us!
Once off the ring road to the west of Adis 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 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 nestled in the grounds of the Cheshire polo 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 superb 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 horse breeding 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 candlelit 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 rolling 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 ortho- dox 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 the fields of teff, corn and barley.

The forest is part commercial plantation — dominated by coffee — 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 off over the ridge of an ancient volcano and setting our sights on the church of Menage- sha 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 trekks will take place between Menangesha 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. 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 Kenya, have brought scientists tantalizingly close to determining what the earliest hu- man ancestors looked like at the point in the ancient past — somewhere between 5 and 10 million years ago — 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.

Embassy of Ethiopia
3506 International Drive, NW Washington, DC 20008
Tel: (202) 364-1200, Fax (202) 866-9551

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 loadable pdf files. The opening capsules on the navigation bar at the top of each page. Like National Geographic, Africa Travel Magazine issues are “keepers, still

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? Near 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 the Mashariki Kilimanjaro and Safari Club, our favorite weekend escape and holiday retreat for families and their guests from Nairobi.

Lake Nakuru - Birds & Buffalo
Approaching Lake Nakuru from the National Park gates, I had little idea 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 waterlining a newly planted tree. See KWS page.

Lake Nakuru - Birds & Buffalo
Approaching Lake Nakuru from the National Park gates, I had little idea 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 waterlining a newly planted tree. See KWS page.

Lake Nakuru - Birds & Buffalo
Approaching Lake Nakuru from the National Park gates, I had little idea 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 waterlining a newly planted tree. See KWS page.
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-blessed 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, gribes and more. (see Bird’s 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, the Ark African Wildlife Lodge, the Ark is located in Aberdare 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, are in the shape of a ship — the Ark. Each cabin is complete with a large stone fireplace. What a life!

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 Wildlife Society. The East African Wildlife 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 for is a profile of this worthy organization, which invites you to get involved. The East African Wildlife 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@eawlifelife.org , Website: www.eawlife.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
UGANDAN ADVENTURES: FROM ITS RAGING RIVERS AND MOUNTAIN MAJESTY TO GORILLA COUNTRY

African Travel Magazine

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 as the waters poured over the rocks where the river disappeared and a menacing crocodile charged our rafts from the far bank. Sanctuary was a small island and a menacing crocodile knew it was too late. “Holy Crocodile!” shouted the expert guides from Adrift while the bellowing crocodile crashed into the pool and disappeared. 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 it would not surface again. I tied the oars to the bank, tied off the raft and watched the crocodile hold his ground behind a little rock island mid-river. No one had ever rated these rapids before.

More than four thousand miles in length, the mighty Nile is the longest river in the world. 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 in its source in the mountains of the same name – 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. No news featured this incredible 10-day descent at prime viewing time in the Big Four. The Royal Geographic Society and the National Geographic Society had seen the river first hand. The photographic evidence was overwhelming. The most challenging river of the Nile had been tamed by the courage and determination of the Adrift team. A team of 30 porters to support our team and they were all four to sixteen years old. Large sections of the trail were sodden, all fours, large sections of the trail were flooded, and we are not used to feeling that cold. The porters had trained for months beforehand to get in shape – some of the Adrift team were suited to a night on the dance floor at Club Silk.

I pulled my sleeping bag over my head and tried to remain calm. The mountains seemed to be somewhere down in Zambia. We had chosen to attempt the Rwenzori in Uganda 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 had swallowed our view of the peaks for most of our trek and the bogs of the Uganda Rwenzori were overwoven with fog. A huge amount of work had been done on the trails and without the thousands of logs laid across the streams, I shudder to think of how much greater our challenge would have been. This was a team building exercise and I certainly brought all of our friends 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 would never see. The trails were littered with large rocks and we spent a great deal of time clambering over these. 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 revealed in the again the magic of the Rwenzori 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 5198m) but physically the greatest challenge. Charles had grown up in the foothills of the Rwenzoris but had never ventured beyond the village trails, Christian had flown in from La Farge - Hima’s parent company in France and Pat had joined us from Bamburi Cement (another La Farge company) in Kenya. The local team had underestimated the importance of footwear. Everyone asked the same question: what kind of boots to search for in the ‘Owino’ of Kabale, they had turned up with shoes more appropriate to a dance floor than to a hike up the Big Sill. What were they thinking? They were making this too much of a challenge for themselves. It can meet a variety of conditions – from the Big Bog in gortex boots let along the ‘slipper’. But I had to remember they had never seen snow before. Bosco could not imagine being among his wildest dreams how difficult it is to balance on wet and grey legs knowing that he might be left to die with you would have to extract yourself from knee deep mud renowned for claiming the shoes of intrepid hikers.

Aside from the sound of squelching boots, distinctive bird calls and thundering waterfalls, one of my enduring memories from the climb is the contrast between the tall and bare trees on the top of the peaks and the thick forest of the mountain sides. It seems like the mountain scenery seemed fittingly at home here dashing ahead of our team of climbers each day, passing occasionally such as the battered cigarette or huddling together around the fires to keep warm.

At Bujuka Hut, our hopes of reaching the summit of Margherita peak rose and fell with the brightness of the clouds. Each day I stared up at the sky and saw my hopes dashed. At Bujuka Hut, our hopes of reaching the summit of Margherita peak rose and fell with the brightness of the clouds. Each day I stared up at the sky and saw my hopes dashed.

Nile Ivy African Safaris

Nile Ivy African Safaris is a specialist safari and travel operator with a major presence on the continent. Our focus is on providing travel solutions, ranging from luxury packages to exclusive travel programs. Our team of experts will ensure that your African experience is unforgettable. Whether you are planning a once-in-a-lifetime trip or simply looking for an adventure, we have the knowledge and expertise to make your journey a reality. Our team of experts will ensure that your African experience is unforgettable. Whether you are planning a once-in-a-lifetime trip or simply looking for an adventure, we have the knowledge and expertise to make your journey a reality.

Nile Ivy African Safaris specializes in travel to, Southern Africa, East Africa and the Indian Ocean Islands. Our specialist countries include South Africa, Namibia, Botswana, Zimbabwe, Zambia, Mozambique, Tanzania, Zanzibar, Kenya, Uganda, Rwanda, Seychelles, Mauritius and Madagascar. As a bulk buyer of direct product from supplier, Nile Ivy African safaris effectively cuts out the middlemen. Nile Ivy African safaris are committed to making the experience, knowledge and ability to offer our clients exceptional product at competitive pricing.
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 i t 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 Vic 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 scarpered 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
The Honorable Shamsa S. Mwan-unga, Tanzania’s Minister of Natural Resources & Tourism said “Many people don’t think of Tan-zaania in terms of its archaeological impor-tance. We are grateful to all our partners who helped create this first Archaelogical-fo-cused tour to Tanzania to commemorate the 50th Anniversary of the Leakey’s 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 Tan-zania 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 Ma-higa, Tanzania’s Permanent Represen-tative 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 Ser-ena Hotels & Lodges. For booking information visit www. seeyouinethiopia.com/archeology.

ABOUT TANZANIA
Tanzania, the largest country in East Africa, is focused on wildlife conser-vation and sustainable tourism, with approximately 28% of the land pro-ected 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 Amer-ica; 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 stabil-ity 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 archaeol-ogist 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.


50th Anniversary of Leakeys’ Discovery of First Humanoid Skull “ZINJ”

Tanzania Tourist Board, together with Ethiopian Airlines Journeys. Asante Saf-aris, 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 Anni-versary 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 previ-ously 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.
Imagine tranquil flower gardens where fountains flow and waiters play. Fantasize about luxury where every wish is anticipated, every comfort provided. A retreat from a dreamscape — yet this is reality at the Sheraton Addis. An experience of total escape, a voyage to perfection.

Luxury With Lineage.

The Luxury Collection
Starwood Hotels & Resorts

Imagine tranquil flowers gardens where fountains flow and waiters play. Fantasize about luxury where every wish is anticipated, every comfort provided. A retreat from a dreamscape — yet this is reality at the Sheraton Addis. An experience of total escape, a voyage to perfection.

Luxury With Lineage.

THE LUXURY COLLECTION
Starwood Hotels & Resorts
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 we 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 Molley, a Maasai artist whose heritage is expressed in batik tapestries. Batik artists useetching, 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 background. 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 clothes 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.”

**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) 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 Kariba 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 bloodiest famine that spread through Africa in the 1890s, and some other Second Reich colonial depredations. 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 Kinjikiti 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.
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 was greeted at the Arusha Coffee Lodge by Tanzania Tourism officials headed by Mr. Edward Kische, Acting Director, Tanzania National Parks (TANAPA). Mr. Kische 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 critical 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. 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.

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

Editorial contact in the US:
Karen Hoffman/Crystal Chan
The Bradford Group,
Tel: (212) 447-0027; Fax: (212) 725

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 Kische, Acting Director General, TANAPA; Kenna; Catherine Mbena, TANAPA Celebrities on top of Kilimanjaro, photo credit: Michael Muller
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 perennial 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 cruising possibilities. This immense waterway is the major source of the Nile, world’s longest river. Flowing 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 to the rest of the continent. 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 and future generations who have never been fortunate enough to visit me can enjoy the true horror of life under Amin and his support for Palestinian terrorists who held a plane load 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. 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 plane load 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 despicable aspects of life under Amin and drew much attention to 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.

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’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 despicable aspects of life under Amin and drew much attention to 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.

I am Zambia...

I am Zambia, a name derived from the Zambezi River, which forms my southern boundary, and flows down my Northeast 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 Africa from 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 Chamimuka, Protea, Mfuwe, Zangwila 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, mementos become transformed into words and pictures for broadcast, mementos become transformed into words and pictures for broadcast. Thanks to Zambia’s genial Minister of Tourism and Natural Resources, 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.

Zambia is a fabulous place to get around, thanks to its regional air lines 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.html.

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 Sambia 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

Africa Travel Magazine

More information available on www.africa-ata.org/zambia.htm
For trade, with other East African countries. Rwanda is also linked by an important road to the interior of the country where the Malian capital of Bamako is located. It is a very small country yet the most densely populated in the world, with a population of over 12 million people. Rwanda is surrounded by Burundi on the south and west, Tanzania to the east, and the Democratic Republic of the Congo (DRC) to the north. Rwanda is located in the eastern part of the African continent, between 9° 30' N and 1° 50' S, and 30° 10' E and 29° 30' E. The capital city of Kigali is situated on an elevation of 1,950 meters. Rwanda's climate is characterized by a tropical climate with a significant variation in temperature between day and night. The country has a high rainfall, with an average of 1,500 mm per year, and the vegetation is tropical forest. Rwanda is one of the most biodiverse countries in the world, with a rich variety of flora and fauna, including the rare mountain gorillas. The country has made significant efforts to protect its natural resources, and tourism has become an important source of revenue.
As Tanzania Tourism Booms, So Does the Number of Women in the Industry

By Karen B. Hoffman

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 Tourism 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, Blndunda 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). Tanzanian’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 Wardens 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 sizable 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. Miray, 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. Shamza M. Mwangunga, Minister of Natural Resources and Tourism and President, ATA (left) - Blandina S. J. Nyoni Permanent Secretary (right).
TANZANIA’S KILIMAJARO MARATHON UNLIKE ANY OTHER IN THE WORLD
Marathon Attracts more than 3000 Runners from 25 Countries
Including People with Disabilities

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 Tourism 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 Tanzania 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

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 race was much more international and in 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 and 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 Tourism 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 comradery found in sports competitions.”

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

Under the backdrop of the fabled Kilimanjaro, Africa’s largest mountain and the world’s highest freestanding mountain, the Marathon is divided into a full race (42.2 km), a half race (21.1 km) and a fun run. In each category, the Marathon 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 whirs 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, Kathy Loper Events, a California-based tour company specializing in Marathons, brings a group of American runners every year to participate in the Kilimanjaro Marathon. “Many of these runners have participated in marathons around the world, but there is something special about this marathon that continues to draw them back. Its not just the unique and beautiful setting of the Marathon route and cheering crowds. Also included was a special course for people with disabilities which produced some of the most dramatic and heartfelt moments in the race. "The race was much more international and inclusive in every way this year,” commented John Addison of Wild Frontiers Ltd., the key driving force behind the unique marathon. “Clearly word is getting out in both the serious global running community and also in the circles of people with disabilities and 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 Tourism 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 comradery found in sports competitions.”

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

Under the backdrop of the fabled Kilimanjaro, Africa’s largest mountain and the world’s highest freestanding mountain, the Marathon is divided into a full race (42.2 km), a half race (21.1 km) and a fun run. In each category, the Marathon 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 whirs 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, Kathy Loper Events, a California-based tour company specializing in Marathons, brings a group of American runners every year to participate in the Kilimanjaro Marathon. “Many of these runners have participated in marathons around the world, but there is something special about this marathon that continues to draw them back. Its not just the unique and beautiful setting of the Marathon route and cheering crowds. Also included was a special course for people with disabilities which produced some of the most dramatic and heartfelt moments in the race. “The race was much more international and inclusive in every way this year,” commented John Addison of Wild Frontiers Ltd., the key driving force behind the unique marathon. “Clearly word is getting out in both the serious global running community and also in the circles of people with disabilities and 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 Tourism 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 comradery found in sports competitions.”

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

Under the backdrop of the fabled Kilimanjaro, Africa’s largest mountain and the world’s highest freestanding mountain, the Marathon is divided into a full race (42.2 km), a half race (21.1 km) and a fun run. In each category, the Marathon 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 whirs 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, Kathy Loper Events, a California-based tour company specializing in Marathons, brings a group of American runners every year to participate in the Kilimanjaro Marathon. “Many of these runners have participated in marathons around the world, but there is something special about this marathon that continues to draw them back. Its not just the unique and beautiful setting of the Marathon route and cheering crowds. Also included was a special course for people with disabilities which produced some of the most dramatic and heartfelt moments in the race. “The race was much more international and inclusive in every way this year,” commented John Addison of Wild Frontiers Ltd., the key driving force behind the unique marathon. “Clearly word is getting out in both the serious global running community and also in the circles of people with disabilities and 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 Tourism 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 comradery found in sports competitions.”

“Juma Maulia, winner of the tri-cycle category.” (Photo supplied by Wild Frontiers, Ltd.)
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 Mwengu, 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 travel is slow worldwide 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, 00, 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 “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.

Ira Steinhilber, Manager of Sales and Marketing, at the Boston-based Thomson Safari, 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 Mchta, Director of Business Development in New York City, feels that many Americans are fulfilling a dream in keeping with 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.
Boston’s Babson College sends MBA Students to Tanzania

The East African Country Attracts High level Academic Travel Programs

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 Mwewango, 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 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 untapped 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 Labin 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 Bilita in Dar-Es-Salama; government agencies, including TASAIF; 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, 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 Dauid 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 safari to Tarangire—one of Tanzania’s National parks in the North. As their main grading point for the course, students were asked to prepare and present a recommendation to help three women who had been granted micro-finance loans to increase their small businesses. These presentations will be filmed and sent to the three women, who will help assess how useful the recommendations are and grade the presentations accordingly.

About Tanzania

Tanzania, the largest country in East Africa, is focused on wildlife conservation and sustainable tourism, with approximately 28% of the land protected by the Government. It boasts 15 National Parks and 32 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. Kilimanjaro; The Serengeti, named in October, 2006, the New 7th Wonder of the World by USA Today and Good Morning America; the world acclaimed Ngorongoro Crater, often called the 8th Wonder of the World; Ol Doinyo Lengai, 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 Kiwahili, are the two official languages; and the country is an oasis of peace and stability with a democratically elected and stable government.

For more information about Tanzania visit www.tanzaniatouristboard.com. For more information on Safari Ventures’ AfricAwareness programs, visit http://www.safariventures.com

Zanzibar

It is a land of surprises and contrasts, something for everyone from the majestic Mount Kilimanjaro to the idyllic islands of Zanzibar. The largest and most diverse wildlife concentrations on Earth including the untouched Serengeti plains, Ngorongoro Crater and the mighty Selous Game Reserve. The Legacy of the ancient Swahili civilisations, such as Kilwa Kisiwani once a city of the Arabian Nights. Wonderful places for swimming, snorkeling, scuba diving, fishing off thousands of kilometres of idyllic coasts around the island’s Great Barrier Reef. And then there is Zanzibar’s greatest asset in friendly people and cuisine. This country is among the world’s leaders in Cultural tourism. This indeed is AUTHENTIC AFRICA.
Travelers’ Philanthropy Conference in the Heart of Safari Country, Arusha, Tanzania, the Geneve 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 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:

1. 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.
2. Create a CD with the conference proceedings, presentations, photos, and other documents, as well as post them online.
3. Promote and distribute the first ever documentary on travelers’ philanthropy, “Giving Time, Talent, and Treasure,” which was premiered at the conference.
4. Launch a new discussion board and blog for conference participants and others interested in travelers’ philanthropy.
5. Expand the Experts Bureau to include more professionals who can work with companies, community organizations, NGOs, and others to develop travelers’ philanthropy projects.
6. Develop a list of “best practices” for both tourism businesses and travelers involved in supporting projects in the host communities.
7. 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 Ngorudo 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 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 “martial 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 Email: wcooper@ecotourismcesd.org www.travelersphilanthropyconference.org
ATA 33RD CONGRESS BROUGHT THE WORLD TO TANZANIA,

by Jerry W. Bird

The World’s Safari Capital, Arusha, Tan-
zanía, has undergone an amazing transfor-
mation 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 interna-
tional 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 Ro-
tary 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
Tanzania’s Minister for 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,
Malaysia, Malta, Nigeria, Rwanda, Sierra Leone, South Africa,
Sudan, Tanzania, Togo, Uganda, the USA,
Zambia and Zimbabwe.

Outside the Arusha International Confer-
ence Centre, we visited one of the best
ATA Trade Shows in our 14 years with the
Association. The African fashions and
fabrics were outstanding and Africa’s active
tourism industry was well represented. We
returned to the trade show often to purchas-
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 Invest-
ment Tool,” “Packaging Africa,” “Africa’s
Accommodations,” and much more. Mark-
ing 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 Aheid Karume.

Land of Many Contrasts

President Kikwete called Tanzania a land
of many contrasts, pride of African heri-
tage, rich and diverse natural and cultural
resources. He stated that close to 25 percent
of the land has been set aside for conserva-
tion of wildlife and forests. This vast area
includes the Serengeti National Park, where
the annual migration of wildbeest 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
wonderful 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.

Trends indicate that tourists are searching
for destinations with unspoiled natural tour-
ist 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 ambassa-
dors to your countries.”

Land of Kilimanjaro, Zanzibar and the Serengeti

as well as programs and plans that are spe-
cifically tailored to engender fundamental
transformation and modernization of the
tourism sector in Tanzania through harness-
ing 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 Presi-
dent. The Minister referred to Arusha as
“gateway to the world’s finest wildlife ar-
eas.” To expand on this statement, she said:
“Trends indicate that tourists are searching
for destinations with unspoiled natural tour-
ist 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 ambassa-
dors 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 boom-
ng. 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

These 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
Hili Bara (above right) and Chief Marga-
ret 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 Tan-
zanía 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 Maggiette Goufrani, Dean Mac
Kasasa and Nick Gosling.
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 10th year, has put Zanzibar on the map for African film makers and enthusiasts and has captured 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 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 Mwengu, 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.”

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