

# AFRICA

Travel Magazine



**Zimbabwe: A World of Wonders hosts ATA 37th Congress**

Profiles of other African Countries

**Includes Democratic Republic of Congo**

**to host Francophone Summit**



# Zimbabwe says many happy



## Africa Travel Magazine

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**By Muguette Goufrani**

Before adding our personal comments, let's set the stage by having the host country speak for itself.

I am Zimbabwe. "Houses of Stone" A land that holds great promise in the many avenues of travel, tourism and hospitality. Proud host country of the Africa Travel Association 37th Annual Congress, I am a land-locked country of southern Africa, bordered by five countries: Mozambique to the east, South Africa to the south, Botswana to the southwest, Zambia to the northwest, and Namibia at the western tip where, interestingly, the borders of Zimbabwe, Zambia, Botswana and Namibia meet at Kazungula. My great Zambezi River flows along its northwestern border with Zambia and the Limpopo along the southern border with South Africa. My country is completely in the tropics and consists largely of plateaux between 610 meters and 1525 meters.

I am unique, my country when it comes to natural beauty, has many national parks:

Victoria National Park, Matusadona National Parks, Mana Pools National Park, a UN World Heritage Site, Hwange's largest national Park, Zambezi, Nyanga, Mutirikwi, Chizarira, Chimanimani, Gonarexhou, Matopos, chinoyi Caves Recreational Park, and the Great Limpopo Trans frontier Park. The wildlife adds to the beauty of my country and the exciting safaris are unparalleled. My waterfalls and lakes are the perfect tourists destinations and the jungle safaris can be life time experiences, as they always call for thrill and fun.

A former British Colony, I became independent in 1980. As Tourism Minister, H.E. Walter Mzembi stated concerning my promising future,

"The latest figures from WTTC show that tourism's contribution to Zimbabwe's GDP would average 8.2% for the next decade. This makes Zimbabwe the second fastest growing tourism industry in the world but we have to work hard to maintain a favourable rating"

## MY EHTNIC ROOTS

Many Americans know about me thanks to New York based travel writer Douglas Rogers "Last Resort" and Sekai shand "Story of





# returns to the “World of Wonders”

Zimbabwe. My population of about 12,619,600 includes the Shona, Ndebele, Batonka, Shangaan, Venda, Asian and White. My people of all nationalities live in harmony and are widely recognized for their genuine friendliness and hospitality. English, Shona and Ndebele are three official languages. About 85% of my population are Christian, with 33% protestants 1% muslims and others. My capital, is Harare (2 million population) located in northeastern, Zimbabwe.

## MY ECONOMY

Agriculture is the mainstay of the economy with various crops. There is also a large livestock industry which exports high-quality beef. Agriculture and mining will remain the major contributor to overall growth, with other sectors such as tourism, transport and communication.

## MY INDUSTRIES

Manufacturing, agricultural, food, mining, chemicals, steel, handmade textiles, gold, silver, leather working offer opportunities for expansion.

## MY RICH HERITAGE

The World Heritage Committee has inscribed the following properties on the World Heritage list:

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- 1986 Great Zimbabwe National Monument

1986 Khami Ruins National Monument

2003 Matobo Hills

1989 Mosi-oa-Tunya/Victoria Falls (Jointly with Zambia)

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Elephant Hills Resort - Victoria Falls Zimbabwe



**ZIMBABWE'S NATURE AND RESORTS ARE A PROUD EXAMPLE OF ECOTOURISM IN ACTION**



**Photos: 1. Victoria Falls 2. Mana Pools National Parks 3. Matobo Hills Lodge 4. The Chiremba Balancing Rocks 5. Singita Pamushana Lodge 6. Hippo in Zambezi River 7. Victoria Falls Hotel 8. Mana Pools National Park**

ZIMBABWE HOSTS ATA DELEGATES AND WORLD JOURNALISTS WITH AN EXCITING ARRAY OF EVENTS AND ACTIVITIES



Photos 1. Opening Ceremony with cultural entertainment 2. U.S. Ambassador to Zimbabwe Charles A. Ray, applauds ATA's vision in opening the world's eyes to what Zimbabwe has to offer. 3-4-5. Tourism Minister's roundtable on Public and Private Sector Investment in Tourism, focus on Hotels and Airlines, issues facing hotel and airline investment and ways to move forward in building strategic partners. 6-7. Women's Engagement in Tourism. Women Delegates said it was high time they were offered better opportunities of owning tourism companies. African women need to approach financial institutions for support, said Dr. Dawid De Villier (UNWTO) and Adele Black (Hospitality Group). 8. Trade and Investment. 9. Culinary Travel in Africa, visiting Chefs, Pierre Thiam and Eric Simeon, shared their ideas on how to build a Culinary Travel product for African destinations. 10. ATA Delegates 11. ATA delegates celebrated Outdoor Concert with one of Zimbabwe's most revered musicians, Oliver "Tuku" Mtshudzi. 12. Hon. Walter Muzembi elected ATA President. 13. Host Country Day Tree Ceremony to offset the carbon footprint of the Congress and Mpsvi Village. 14. Cultural Entertainment and Luncheon in Livingstone provided by the Zambia Tourist Board. 15. ATA Annual Award presented to individuals who have inspired the Trade Association. 16. ATA Delegates hopped on a Sunset River Cruise on the Zambezi River to conclude the 37th Annual World Congress.

## ATA COMBINES BUSINESS WITH PLEASURE IN ACHIEVING A RECORD OF SUCCESS IN TOURISM



## UNFORGETTABLE AFRICAN GASTRONOMIC DINING ADVENTURE



Photos 1. This session provided a hands-on learning experience for those looking to broaden their horizons in the many facets of the tourism industry. 2. Marketing and Promoting African Destinations & Properties: How to Stand Out. Speakers included Diego Lofeudo of Expedia and Ross Borden of Matador Network. 3. ATA organized a two-part session on Africa's Travel Market Position. The first part of this session focused on the role of tourism associations in forging partnerships for tourism. In addition to ATA's Edward Bergman, Nigel Vere Nicoll and Anita Powell of Atta, African Travel and Tourism Association, participated in the discussion. 4. ATA organized a two-part session on Africa's Travel Market Position. The second part of this session focused on how to market to travel trade. Moderated by ATA Vice President Karen Hoffman, speakers included Jorge Cazenave of the National Tour Association and General Manager of Cazenave in Argentina and Gregg Truman, VP of Marketing for South African Airways. 5. Outlook for Travel to Africa. 6. Over 100 students and young professionals from the tourism and hospitality sector in Zimbabwe and abroad came together to discuss the most pressing issues for youth. 7. ATA held two general membership meetings—one on Saturday, May 19 and one on Monday, May 21. The meetings included chapter updates, ATA business reports, and general elections. 8. Media and Tourism Exchange. 9. The Rainbow Tourism Group sponsored a welcome reception for the delegates at the A'Zambezi River Lodge. 10. Artisans from Zimbabwe shared their art and sculpture with the ATA delegates in a special marketplace. 11. ATA's young professionals hosted the 3rd Annual "Celebrate Africa" Social Night. This evening was a time for all to revel in African music, cuisine, dancing and Zimbabwean culture. 12. Zimbabwe Tourism Authority organized a special concert with the country's leading entertainers during the congress. The delegates were joined by more than a thousand Zimbabweans at the Elephant Hills Resort. Photo credit Matt Andrea and Andrea Papitto.



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# Africa Travel Association's hallmark international event

By: Sharon Roling



The Africa Travel Association, the world's leading travel industry trade association promoting tourism to Africa, held its 37th Annual Congress in Victoria Falls, Zimbabwe, May 18-22, 2012. More than 500 delegates from government, business, and the non-profit sectors gathered at ATA's hallmark event in Africa.

The theme, "Africa Tourism: Partnering for the Future," focused on how tourism, with growth rates in emerging markets outperforming more established destinations, is one of the most promising industries on the African continent for development. South African Airways served as Presenting Sponsor and Official Congress Carrier, and Arik Air served as Official Media Carrier.

"Our 37th Congress has been a real success with significant outcomes that will have a positive impact on the tourism industry in Zimbabwe and across Africa," said Edward Bergman, ATA Executive Director, "Now more than ever, the tourism industry has a greater ability to affect lives and contribute to positive growth and development, and ATA is pleased to be at the heart of this process."

Delegates included five tourism ministers from Central African Republic, Ghana, Namibia, Uganda, and Zimbabwe, along with government representatives from Angola, Egypt, Ethiopia, Kenya, Tanzania, Togo, and Zambia, and hundreds of participants from around the world.

The Congress was hosted by the Zimbabwe Tourism Authority (ZTA) under the auspices of the Honorable Minister of Tourism and Hospitality Industry, Walter Mzembe. ATA government members elected Minister Mzembe as the new President of the association at the ATA board meeting on the final day of the congress.

**ZIMBABWE IS OPEN FOR BUSINESS** - On the first day of the congress, Ambassador of the USA to Zimbabwe, Charles A. Ray, conveyed that "Zimbabwe is open for business." He said that US business representatives were coming to Zimbabwe because the economy was growing, and trade and investment links between the two countries were improving.

Speaking about the importance of building better cooperation and understanding between the USA and Zimbabwe, the Ambassador said, "Zimbabwe, even with its political uncertainty, represents a potentially huge market for Americans... it has the highest literacy rate in sub-Saharan Africa, and a population that when opportunities are available, they're very hard working and very organized and get things done."

In an interview with one of the congress media delegates, Ambassador Ray said, "You have to look at what's going on, on the ground, in order to understand the reality. There is a gap between the perceived risk here and the real risk. The real risk, in most cases, is far less than the perceived risk caused by the image the country has."

Building on these themes, a special congress session, featuring Ambassador Ray and US Ambassador to Zambia, Mark C. Storella, was held on the second to last day of the congress. The two Ambassadors spoke about prospects for US trade and investment in the tourism

sector in the neighboring countries, along with the role the US embassies play in improving relations and facilitating exchanges.

**PROGRAM HIGHLIGHTS** - The Congress kicked off with ATA's third annual Young Professionals Program Forum at the Elephant Hills Hotel. Students, young professionals and industry leaders from the tourism and hospitality sector came together to discuss the most pressing issues for young professionals in the industry. Topics included harnessing social media to promote African tourism, rural tourism development, and the ethics of sustainability and ecological integrity.

Ministers from Central African Republic, Ghana, Namibia, Togo, and Zimbabwe participated in the Tourism Ministers' Roundtable. Everyone agreed that the benefits of tourism could be strengthened if African governments collaborated more closely with each other and the private sector over a number of issues, including connectivity, visas, branding, and packaging products. The importance of integrating local community into tourism programs was also stressed.

Inspired by the Japanese television cooking show, Iron Chef, ATA held the first "ATA Culinary Experience." Delegates enjoyed a luncheon prepared by culinary students from the Bulawayo School of Hospitality and Tourism Studies and chefs from Victoria Falls hotels. Visiting chefs from the USA, Chef Pierre Thiam, Senegalese cookbook author, Yolele!, and Eric Simeon, E&E Grill House Executive Chef, judged the competition, along with Ambassador Ray; Dr. Nancy Scanlon of Florida International University; Chef Christopher Gonzo, Chief Executive of the Zimbabwean Culinary Association; and Chef Johnson, Chief Technical Coordinator of ZTA.

Sessions on social media strategies with RS Social and the role of film in marketing destinations with "Thinking Forward Media" provided participants with practical tools for more effective media relations and marketing. An Expedia representative discussed the importance of bringing Africa's products to market through social media, mobile technology, and the Internet. A Matador Network representative discussed how to leverage content from dozens of partners to create a unified strategy for promoting your destination on the Web. Group IST also presented on the pros and cons of volun-tourism.

Delegates explored several new tourism topics at the congress, including "Women's Engagement in Africa's Tourism Industry," which brought together representatives from Affluent Hospitality Group, Amalinda Collection, United Nations World Tourism Organization, and ZTA to discuss the challenges and opportunities facing women in the tourism industry today.

Leading travel trade and mainstream media representatives explored the relationships between tourism and the media at one of the sessions. Participants spoke about how to develop more effective media relations and how to move travel news to the front pages. The participants spoke about how the negative and the positive play a role in creating perceptions of Africa and stressed the potential role of the media in communicating tourism's contribution to development and achieving political stability.

At Zimbabwe Culture Night, ATA announced the recipients of ATA's annual awards. The recipients of the Outstanding Service to the Association awards were Hon. Mzembe (MP), Minister of Tourism and Hospitality Industry of Zimbabwe; Karikoga Kaseke; Chief Executive of the Zimbabwe Tourism Authority (ZTA); Tesa Chikaponya, Executive Director of Destination Marketing at ZTA; and Evelyn Chidyausiku, US Representative of ZTA. Robert Brunner, Vice President of the Americas for Arik Air International Ltd. received the Outstanding Leadership Award; and Dr. Yohannes Zeleke, President of the ATA Mid-Atlantic Chapter, received the ATA Founder's Award. Chef Pierre Thiam and Chef Eric Simeon received the Development of Responsible Tourism in Africa awards and ATA outgoing President, Hon. Fatou Mas Jobe-Njie, Minister of Tourism and Culture of The Gambia, received the Promotion of Responsible Tourism to Africa Award. Finally, Andrea Papitto, Vice President of Thinking Forward Media, received the Young Professionals Leadership award.

**SHOWCASING DESTINATION ZIMBABWE** - As soon as they arrived in Victoria Falls, delegates enjoyed a tour of Victoria Falls, one of the world's seven wonders. Many also participated in activities around the falls, including bungee jumping, gorge swing and ziplining over the Zambezi, lion and elephant encounters, and helicopter rides and safaris in Zimbabwe and Botswana during the congress.

On the first host-country day, ATA delegates visited a community-based tourism project in Mposi Village, where they enjoyed local cuisine, traditional music, and dance. En route to the village, delegates participated in the annual ATA tree planting ceremony to offset the carbon footprint of the congress.

The Zambia Tourist Board co-sponsored the second host-country day. Delegates crossed the Zambezi River into Livingstone for lunch and cultural entertainment. They also visited several hotel properties, including the Chrismar and Royal Livingstone hotels, and toured the Royal Livingstone Express, a luxury rail experience. The day wrapped up in Zimbabwe with a sunset river cruise on the Zambezi.

During the congress, delegates also enjoyed two special evening events. Sponsored by Rainbow Tourism Group, the first was a cocktail reception with live music and food at the A'Zambezi River Lodge. The next was held at The Boma Restaurant at the Victoria Falls Safari Lodge, hosted by Africa Albida Tourism. ATA delegates also celebrated with over one thousand music fans at an outdoor concert with one of Zimbabwe's most revered musicians, Oliver "Tuku" Mtshakazi.

ATA's young professionals hosted the third annual "Celebrate Africa Social Night," a time for the delegates to enjoy Zimbabwean music, cuisine, and dancing and culture. The night began with a traditional braai dinner in the garden of The Kingdom Hotel, followed by dancing at The Wild Thing Action Bar. At a press conference during the congress, Karikoga Kaseke, Chief Executive of the Zimbabwe Tourism Authority (ZTA), announced that Zimbabwe will form an ATA Young Professionals chapter to "...advance the interests of our young professionals in the industry."

**CONGRESS SPONSORS** - South African Airways, Presenting Sponsor and Official Airline of the 2012 ATA World Congress, organized special discounts for delegates attending the Congress. Arik Air served as Official Media Carrier of the World Congress. Media sponsors included Afrique Expansion, eTurboNews, RS Social, and Travel World News.

ATA, in partnership with Arik Air and ZTA, organized a diverse media delegation, including representatives from Africa.com, Afrique Expansion, Bloomberg Business, Essence Magazine, Jax Fax, Matador Network, Network Journal, Ogo Sow Communications, RS Social, Travel World News, and VOA News. eTurboNews also covered the event.

Most delegates stayed at the official congress venue in Victoria Falls, Elephant Hills Resort, along with Adventure Zone Lodge, The Kingdom Hotel, Victoria Falls Safari Lodge, Victoria Falls Hotel, Victoria Falls Rainbow Hotel, and the A'Zambezi River Lodge.

ATA is a member of the International Council of Tourism Partners (ICTP), a new and fast-growing grassroots travel and tourism coalition of global destinations committed to quality service and green growth.

**About the Africa Travel Association (ATA)** - The Africa Travel Association (ATA) is the leading global trade association promoting travel and tourism to Africa and strengthening intra-Africa partnerships. Established in 1975, ATA serves both the public and private sectors of the international travel and tourism industry. ATA membership comprises African governments, their tourism ministers, tourism bureaus and boards, airlines, cruise lines, hotels, resorts, front-line travel sellers and providers, tour operators and travel agents, and affiliate industries. ATA partners with the African Union Commission (AU) to promote the sustainable development of tourism to and across Africa. ATA's annual events bring together industry leaders to shape Africa's tourism agenda. For more information about ATA, visit [www.Africa-TravelAssociation.org](http://www.Africa-TravelAssociation.org).

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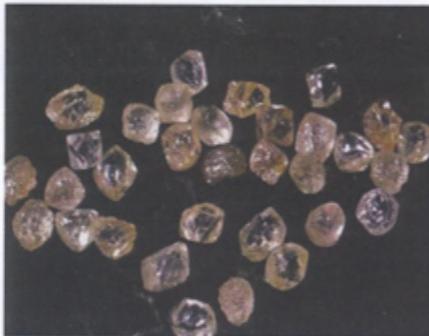
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# WEST AFRICAN COOPERATION URGED ON MARINE TOURISM. A HUGE OPPORTUNITY AWAITS



## Introduction by Jerry W. Bird

As founders of the successful Air and Marine Tourism Conference, first held in Vancouver, BC, Canada in 1997, we are proud to present the following article by Lelei LeLaulu, a regular speaker at African Travel Association events. Africa Travel Magazine is a strong supporter of Marine Tourism and our Air Highways Magazine of Open Skies has been active since 1995. Our grand experience on Moevenpick's Royal Lily following the ATA 34th World congress in Cairo featured in our northern Africa Yearbook Edition.

## Visit Africa's Exotic Ports

During her career as a Travel Agent in Tahiti, Muguette Goufrani, our Associate Editor, worked for Matson Lines. Later, visiting West Africa on a cruise from Europe along the Gold Coast and Ivory Coast, she ended up working there for several years. Muguette Goufrani's views on Cruising Africa will appear in this section and in print. She lives in Vancouver B.C. Canada, one of the world's finest ports and centre of the famous Love Boat Cruises to Alaska. In my late teens I worked aboard the paddle wheeler SS Keno on the fabled Yukon River system. Together we can give you

some sound advice based on experience. If you have news of a cruise experience, please e-mail: [airhwy@smartt.com](mailto:airhwy@smartt.com).

For information on our previous Air and Marine Conference visit <http://www.airhighways.com/air&marine.htm>

## West Africa Comments by Lelei LeLaulu

SUPPORT AFRICAN MARINE TOURISM



Senegal and the Gambia should invest more in developing Marine Tourism, together, before the big cruise lines increase arrivals in West Africa, urged a development expert. "Once the big cruise companies start sailing into West Africa - which they will because of rising fuel prices and the need for fresh destinations," predicted Lelei LeLaulu, co-chairman of Innovation for Sustainable Development Centre, "if there are no local arrangements for their passengers, they are likely to build their own on-shore facilities, thereby decreasing cruise revenues for the host countries. "West Africa should learn from the Caribbean experience where cruise lines have built their own destinations with beaches, shops and touristic activities where infrastructure was absent" stated LeLaulu, a director of the Caribbean Me-

dia Exchange for Sustainable Tourism (CMEx), who admitted marine and cruise tourism can be good for Africa if managed sustainably.

Speaking to reporters at Senegal's first "Salon TICCA," showcasing tourism, cultural industries and art from Africa, LeLaulu, an adviser to the Africa Travel Association, said the Gambian River "should be developed to enhance the tourism offerings of the West African region."

For example, you should be able to fly from the heart of the ancient desert kingdom of Timbuktu, in Mali, onto a traditional, or modern fishing boat, and sail between Dakar and Banjul in a matter of hours," asserted LeLaulu, who also advises CDC Development Solutions, a Washington DC agency which links tourism to business development in several African countries. The marine, river and coastal assets of West Africa offered "huge opportunities for multi-day cruises which both Senegal and The Gambia can jointly develop there are well over 500 species of birds and an abundance of wildlife to draw visitors to the river and its many waterways," he opined.

"Gambian and Senegalese companies have the means to really turn the Gambian River into an attractive destination - it has rich human assets with several culturally distinct peoples sharing the waterway, as well as the architectural heritage of the

Portuguese, French and English colonial periods," LeLaulu asserted. And for those yearning for the fruits of the deep, it has some of the best fishing on the continent, with record deep water catches recorded off the West African coast," he reported, "while the Gambian river delta and waterways boast a cook's seafood delight. "LeLaulu also urged more marine transportation, for the reason that it is one the most important key to success. "there are high-speed boats in Senegal and Gambia which can ferry passengers between the two West African capitals in two hours for those people who wish to avoid driving and airports for the short Dakar-Banjul flight"

For further information, Contact: Peter Simons, [press@innovation4sustainabledevelopment.org](mailto:press@innovation4sustainabledevelopment.org)



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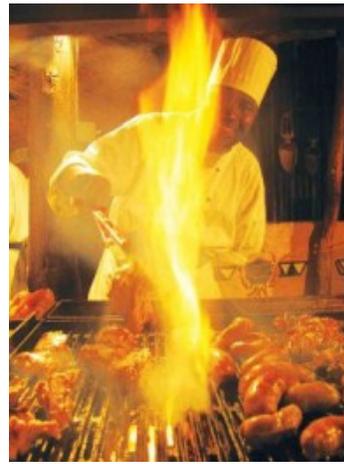
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## THE BOMA MOST IMAGINATIVE DINING EXPERIENCE

By Jerry W. Bird

Partially open to spectacular Africa night skies, the Boma offers a unique experience that bombards the senses with the tastes, sights, sounds and smells of Africa - together with the warmth and hospitality of Zimbabwe and its people. Styled in the traditional manner, the thatched boma has an open fire to enhance the vibrant atmosphere which is clearly evident from the moment you step across the threshold. The decor places an emphasis on traditional Ndebele colours and style, while subtle lighting enhances natural trees, rocks and grasses.

Specializing in a superb selection of traditional Zimbabwean dishes, The Boma offers a four-course meal combining a mouth watering choice of starters from the kitchen, soup from the campfire and a substantial barbecue buffet served on cast iron plates.

Specialities on the main course buffet include grilled warthog, ostrich, kudu as well as buffalo curry, crocodile, guinea fowl, impala and bream. The specialities are delicious.

Everyone's tastes are catered for and whilst the adventurous are enticed with local delicacies

such as Mopani worms and game stews, those wishing to enjoy beef, pork, fish and chicken or a variety of vegetarian meals are welcome to do so. The Boma is renowned for its warthog fillet buffet area and offer a wide variety of salads from the salad bar and to follow a choice of delicious desserts from the Guests are welcomed with a traditional greeting in the local languages, Shona and Ndebele.

When you enter this unique restaurant, you will be met and greeted by a traditionally dressed Zimbabwean who will drape you in a shawl "chitenges" (traditional robes). Then your faces will be painted to look like warriors. On reaching your table, a staff member will bring you a cast iron pot with water to wash your hands before sampling traditional beer and snacks, as a prelude to dinner. You can taste a wide range of delicious food - a lamb or crocodile tail on spit together with a selection of interesting accompaniments such as peanut flavoured rice. You will be introduced to the famous Fried Mopani Worms in peanut butter if you want to embark to a wild gastronomy journey. Those brave enough to sample the Mopani worm will receive a signed certificate from the restaurant manager!

Energetic entertainment will be provided by colorful Shangaan and Ndebele dancers and an exuberant drumming competition where each couple will be given a drum similar to the Bongo drum to beat on. You will find that it is fantastic to see drums being beaten then you will be invited to the dance floor to join the other guests in doing the traditional dance.

After the meal, you can try a special Boma cocktail to aid your digestive juices and enhance your sleep.

Steeped in mystery, a witchdoctor can predict your future while the restaurant's very own sangoma (traditional story teller) explains the country's folklore, culture and heritage.

Truly the Boma is a world-class event says delighted Africa Travel Association.

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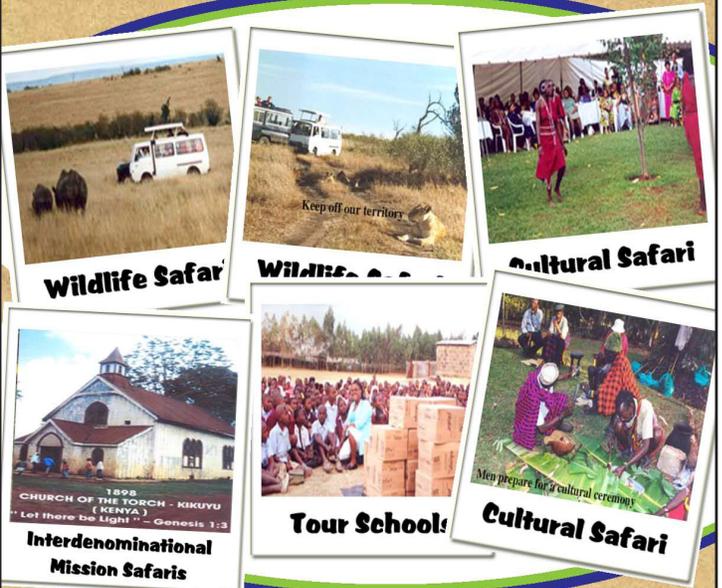
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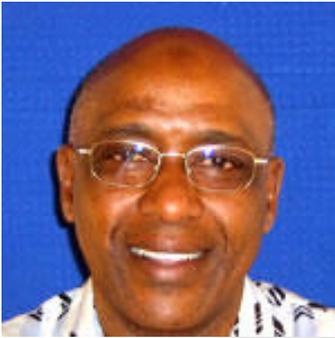
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# Tanzania promotes Treasures of the North, Gems of the South and West



Hon. Khamis Kagasheki  
Minister of Natural Resources and Tourism

Dear Travel Agents, In this special ATA Congress edition of Africa Travel Magazine, we want to take this opportunity to introduce you to a part of Tanzania few people know National Park, the Selous Game Reserve, Pangani, Tanga and Songea. Even if you have not yet been to Tanzania, most of you are familiar with some of our famous icons and World Heritage sites, Kilimanjaro, the tallest mountain in Africa, Serengeti National Park, famous for the great wildebeests migration, as well as the Ngorongoro Crater, which is often called the 8th Wonder of the World. But in the south, with fewer tourists, the experience is different, some say even more authentic. Ruaha National Park is now the largest park in East Africa and the second largest national park in all of Africa. The Selous Game Reserve is the largest in the world. Now, as the air connections between North and South expand with Coastal Aviation offering scheduled flights between the Serengeti and Ruaha National Parks starting June 2010, and as the choice of accommodation increase in the South, your clients can have a diversified safari experience not forget the opportunities for total relaxation on the miles of white sandy beaches along the Indian Ocean. Marine parks, water sports and world class diving sites are found off the shores of mainland Tanzania, its coastal islands like Mafia, as well as on the exotic spice islands of Zanzibar. The most frequently heard comment from first time visitors to home the memories of the warm hospitality Program, Visit the People, which currently comprises 26 villages in the North, offers visitors a rare opportunity to meet the local people and participate in a diverse range of daily activities such as cooking, fishing and making handicrafts We look forward to saying Karibuni Tanzania (welcome to Tanzania) to you and your clients.

## TREASURES OF THE NORTH, GEMS OF THE SOUTH

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: 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.

## TREASURES OF THE NORTH

Tanzania is most famous for the icons of what is known as the Northern Circuit. Arusha, the Safari capital of Tanzania, is the jumping off point for the North. International flights to Arusha fly into Kilimanjaro Airport, most domestic and safari flights are from Arusha Airport.

### Ngorongoro Crater

A visit to the world renowned Ngorongoro Crater is an integral part of any first time Safari to Tanzania. But too often it is just an overnight, where visitors only come to see the Ngorongoro Crater, which in fact is only one of eight craters, and miss the excitement and diversity of the entire Ngorongoro Conservation Area. There is so much to experience beyond the Ngorongoro Crater that we encourage visitors to incorporate at least two or three night stays in the NCA. It is one of the World's most unique ecosystems because it is the only conservation area where man and wildlife co-exist in harmony and one of the reasons that NCA was accorded the status of a World Heritage Sites and listed as one of the International Biosphere Reserve by the UNESCO's Man and Biosphere Reserve Program. Kilimanjaro is the highest mountain in Africa. The ultimate in adventure travel, scaling the peak of Mount Kilimanjaro is a heavy challenge, more from the rigors of altitude than the actual difficulty of the hike itself. The climb, which takes on average five days, takes hikers through thick forests and

alpine grasslands, desolate rockface and brilliant white glaciers.

### Serengeti National Park

Serengeti National Park is easily Tanzania's largest and most famous park because of the annual animal migration of over one million and a half white bearded wildebeest and zebras; it has 5,700 square miles of protected area. Large prides of lions laze easily in the long grasses, plentiful families of elephants feed on acacia bark and trump to each other across the plains, and giraffes, gazelles, monkeys, eland, and the whole range of African wildlife is in awe-inspiring numbers. One of the highlights of the Serengeti National Park is the opportunity to take a hot-air balloon safari, organized by Serengeti Balloon Safaris. The journey takes off flying low over the plains as the sun comes up and turns the grasslands from blue to gold. After landing, guests have a champagne breakfast complete with crystal glasses and white linen tablecloths in the middle of the African bush, as zebra and antelope graze nearby.

## GEMS OF THE SOUTH

Southern Circuit! The sheer vastness of southern Tanzania, still undiscovered by many, makes for some spectacular game viewing and opportunities off the beaten track. Dar es Salaam, the commercial capital of Tanzania, is the jumping off point for the South. Ruaha National Park Ruaha, which boasts 10,000 elephants, the largest population of any East African national park, protects a vast tract of the rugged semi-arid bush country that characterizes central Tanzania. Its lifeblood is the Great Ruaha River which courses along the Eastern boundary of the park. A fine network of game-viewing roads follows follows the Great Ruaha and its seasonal tributaries, where, during the dry season, impala, waterbuck and other antelopes risk their life for a sip of life sustaining water. The risk is considerable with prides of 20 plus lions lording over the savannah, the cheetahs that stalk the open grassland and the leopards that lurk in tangled riverside thickets. Ruaha is also home to over 450 bird species and now includes the Ihefu Wetland, the natural water reservoir for the Great Ruaha River.

### The Selous Game Reserve

The Selous Game Reserve is Africa's largest game reserve and covers more than 5% of Tanzania's total area. Its rivers, hills, and plains are home to roaming elephant

populations, the area's famous wild dogs, and some of the last black rhino left in the region. Due to its natural diversity and untouched state, the Selous Game Reserve was proclaimed a World Heritage Site in 1988 and today continues to live up to its esteemed status. The Selous offer tourists the added attractions of boating safaris on the Rufiji River and walking safaris.

**Katavi National Park**

Isolated, untrammelled and seldom visited, Katavi is a true wilderness, providing the few intrepid souls who make it there with a thrilling taste of Africa as it must have been a century ago. Tanzania's third largest national park, it lies in the remote southwest of the country, within a truncated arm of the Rift Valley that terminates in the shallow, brooding expanse of Lake Rukwa.

**Saadani National Park**

Saadani is where the beach meets the bush. Located on the Indian Ocean beachfront, it is the only marine/bush national park in East Africa. The beach possesses all the attributes that make Tanzania's tropical coastline and islands so popular with sun-worshippers. Yet it is also the one place where those idle hours of sunbathing might be interrupted by an elephant strolling past, or a lion coming to drink at the nearby waterhole! About a three hour drive from Dar es Salaam, it is also a popular day trip from beach resorts scattered along Tanzania's northern coast.



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**Mbeya Region**

The city of Mbeya, near the Zambesi deep in the southern border highlands, is the major agricultural capital in the country's south-west region. The Mbeya mountain range lies to the north, and the Poroto mountain range lies to the south-east. Lake Nyasa, that serves as a boundary for Tanzania and Malawi, is among the leading tourist attractions in the southern highlands. The 800-metre deep lake and shoreline offer pristine beaches for water sports and sun bathing. The lake is the third largest body of water bordering Tanzania, 500 kilometres long and 50 kilometres wide. From the Lake Nyasa Shores, are the Uporoto Ranges, Kipengere and Livingstone mountain ranges and the Rift Valley features; all of which the Tanzania Tourist Board (TTB) and the Tourism Division in the ministry of Natural Resources and Tourism have identified for development and marketing. At the Chimala and Matamba escarpments, a road with 52 hair-pin bends (sharp corners) has been constructed and a thrilling, panoramic and breathtaking drive as it snakes through nine kilometers of spectacular waterfalls.

**Songea**

Songea town in Ruvuma region has been declared a historical tourist site in southern highlands of Tanzania. Ruvuma region has been identified for 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. Since the end of infamous Maji Maji rebellion in 1906, a festival to commemorate the Maji Maji heroes hung in Songea takes place every February. The new Maji Maji Memorial Museum was inaugurated during the 2010 Songea Festival.

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# WELCOME ! BIENVENUE TO THE AFRICA'S BIGGEST FRANCOPHONE STATE !

By Muguette Goufrani



We are hoping that the following outline of my country's attractions will put you in the mood to explore this great country even more than you originally intended. I thought how wonderful it would be should La Francophonie have a great opportunity to stage an event in this exciting french speaking country.



I am the Democratic Republic of Congo, a land that holds great promise in the many avenues of travel, tourism and hospitality - growth industries destined to employ and involve an increasing number of my citizens as time marches on. An emerging great giant taking its rightful place on the world stage as one of over 54 countries on the African continent and its offshore islands. Blessed by nature's bounty, I have another vast treasure, the energy, natural talent and creativity of my people. Among the first to recognize Africa's unbounded potential for tourism and tourism investment was the International Organization of La Francophonie. It is a vast Central African country that has immense natural resources and home to the large Congo River, diverse rainforests with gorillas, okapis and pygmy chimpanzees, as well as volcanoes and lakes of the the Rift Valley in the east of the country. Its capital Kinshasa is the second largest French-speaking city in the world.

## MY MULTI -ETHNIC ROOTS

About half the population are Roman Catholic and 20 % protestant. French is widely spoken and the local language is Lingala (a Swahili dialect). My total population is 52 million. About 6 million people live in Kinshasa (formerly Leopoldville) I am a multi-ethnic state with over 200 ethnic groups and 242 local languages.



## MY DESTINATION

My land is the heart of Africa, an enormous country with immense potential for exploration and adventure on a scale rarely seen. As one of our most exciting destinations, Amani Safaris offer a range of group tours through this magnificent country, all of them pioneering and truly ground breaking journeys. As guests, you can visit pygmy villages tucked away in the rainforest where traditional customs are still more important than the modern world, travel by dug out canoe along rivers to reach isolated settlements, and hike through pristine rainforest in search of the Congo's incredible wildlife. Or, on one of our most incredible journeys yet, cruise on the mighty Congo River on an epic trip that takes you right to the heart of this nation, meeting local people and experiencing the very essence of the Congo. The Congo is not for everyone, but for those willing to take the plunge it offers immense rewards and a truly amazing adventure. It has a great potential for adventure and nature tourism . Located in both sides of the Equator in Central Africa, I am a large country with a vast central basin crossed by the Congo River. Formerly known as Belgian Congo, Congo or Zaire, my country is also called Congo-Kinshasa, in distinction to the neighbouring Republic of Congo, known as Congo-Brazzaville.



## RAINFOREST, WILDLIFE, RIVERS AND CULTURE

My vast country's culture was born out of a myriad of traditional cultures and the biggest biodiversity in Africa and it is also the home of one of the greatest rivers in the world, the Congo River also called the Zaire river. It



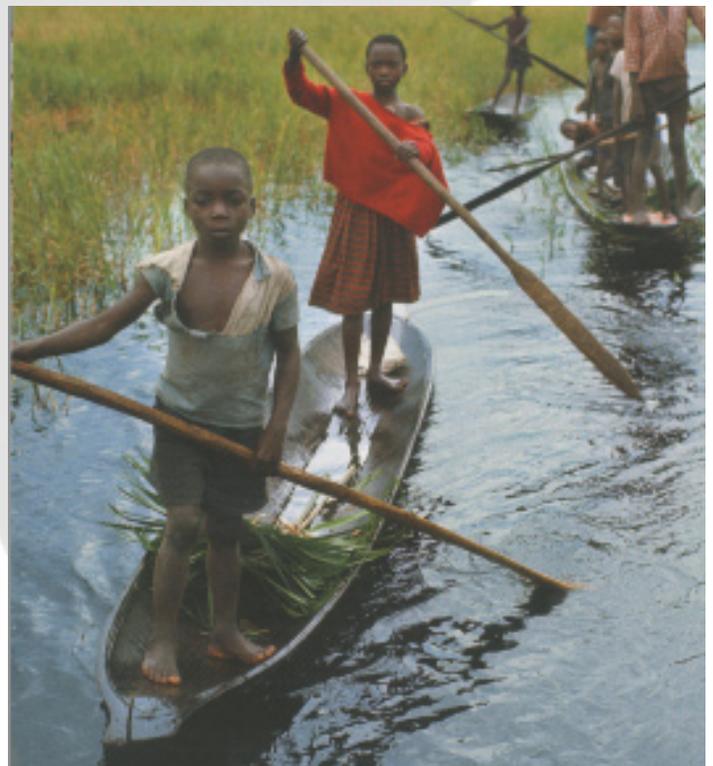
National Park was created to rescue its small White rhino population from extinction. Forest elephant and the crocodile are also found here. Do you know, that a quarter to a half a million pygmies live in the great rainforests of the Congo basin! Having the chance to trek into the forest to visit these remarkable hunter-gather descendants in their own territory and share their traditions, represents an opportunity to learn more about one of the most ancient of African cultures.

### GETTING TO DEMOCRATIC REPUBLIC OF CONGO

There are several daily ferries between Brazzaville and Kinshasa. You can also enter the country by bus from Uganda, or by train from Zambia or Tanzania. The main way to travel to the Democratic Republic of the Congo is by air. There are four international airports in DRC, of which the main one is in the capital Kinshasa. You can also fly to the east of the country from Uganda. There are flights to Kinshasa from a few European and many African cities.

I greet you and invite you to explore all corners of my land, where you will meet a cross section of my people, whose warmth and friendship will remain in your hearts and minds for a lifetime. You can't know the wonder of a true equatorial rainforest until you have camped, cooked and slept at its very heart. It is real source of amazement and wonder who goes there. Very few people know about travel in this part of the world, but my country offers tourists many unique opportunities to see wildlife, indigenous cultures, and geological wonders not found easily or anywhere else in Africa. Tourists from overseas have been coming in growing numbers to enjoy its attractions.

is the world's second largest, after the Amazon. Its course runs for 2,920 miles, cutting through the planet's second largest area of primary rainforests. The Congo River plays a very major and important part of the ecological balance of the entire continent of Africa. A wide variety of wildlife make their home along the river too. The countryside is wait to be the most spectacular in Africa. Over there-quarters of the land is densely forested, with teak, ebony, mahogany, iroko, redwood and African cedar trees dominant. In the north and east the forests are close canopied, luxuriously vegetated and practically impenetrable. In the south-east are extensive open woodlands. Indigenous wild rubber trees have been profitably exploited since the late 1800s. My country hosts a great cultural diversity that is witnessed in the burgeoning capital city Kinshasa, located along the great Congo River. It is an important centre of Congolese culture and economy, and has many nightlife options as well. My Congolese popular music has become popular across Africa, with soukous being the most popular music. Virunga National Park near the city of Goma in the east of the country contains high mountains, volcanoes, jungles, savannas and the famous Mountain Gorillas that made Goma the touristic capital of the country. Apart from gorilla tracking, climbing the adjacent Nyiragongo volcano is the main activity in Goma. The rainforests are home to many rare and endemic species that can be found only here. The spectacular wildlife includes Chimpanzees, Mountain Gorillas, Okapis, Hippos and White Rhinos. Five of the national parks in my land are listed as UNESCO World Heritage Sites. The World Heritage listed Garamba National Park is a large area with savannas and forest areas, hosting Elephants, Giraffes, Hippos and the extremely rare White Rhinos. The Okapi Wildlife Reserve in the Northeast of DRC protects parts of the famous Ituri Forest with its many threatened animal species. It also hosts beautiful waterfalls and indigenous pygmy hunters, and has organized activities and camping possibilities. I will be in the future the finest locations for viewing the great apes and the elusive forest elephants. The congo's great apes include the Bonobo chimpanzee of the central congo Basin, and both the Western lowland and Eastern mountain gorilla. The red colobus monkey and the Black mangabey monkey are also found in the congo Basin forests. Mountain gorilla live in the Virunga National Park and the Western lowland gorilla is found in the Kahuzi-Biega National Park. Garamba



For more information about The Democratic Republic of Congo you can visit the following website: <http://www.rdcongo-tourisme.webs.com> or <http://www.amarisafaris-congo.com>. Credit Photos Flickr-Sean Rorison-amaris afaris.

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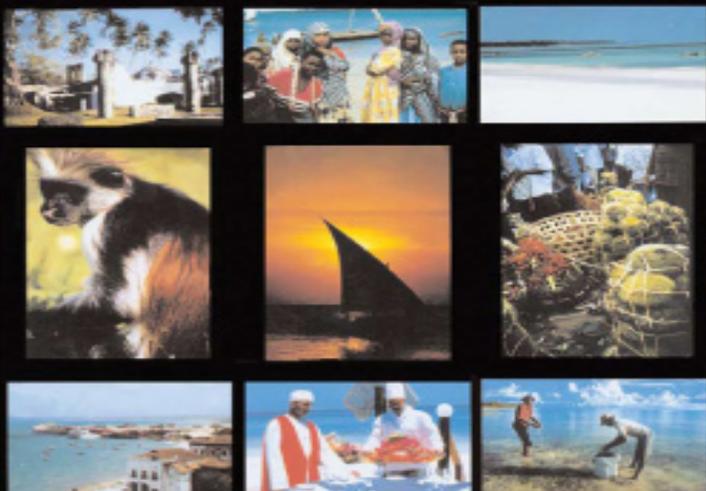
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