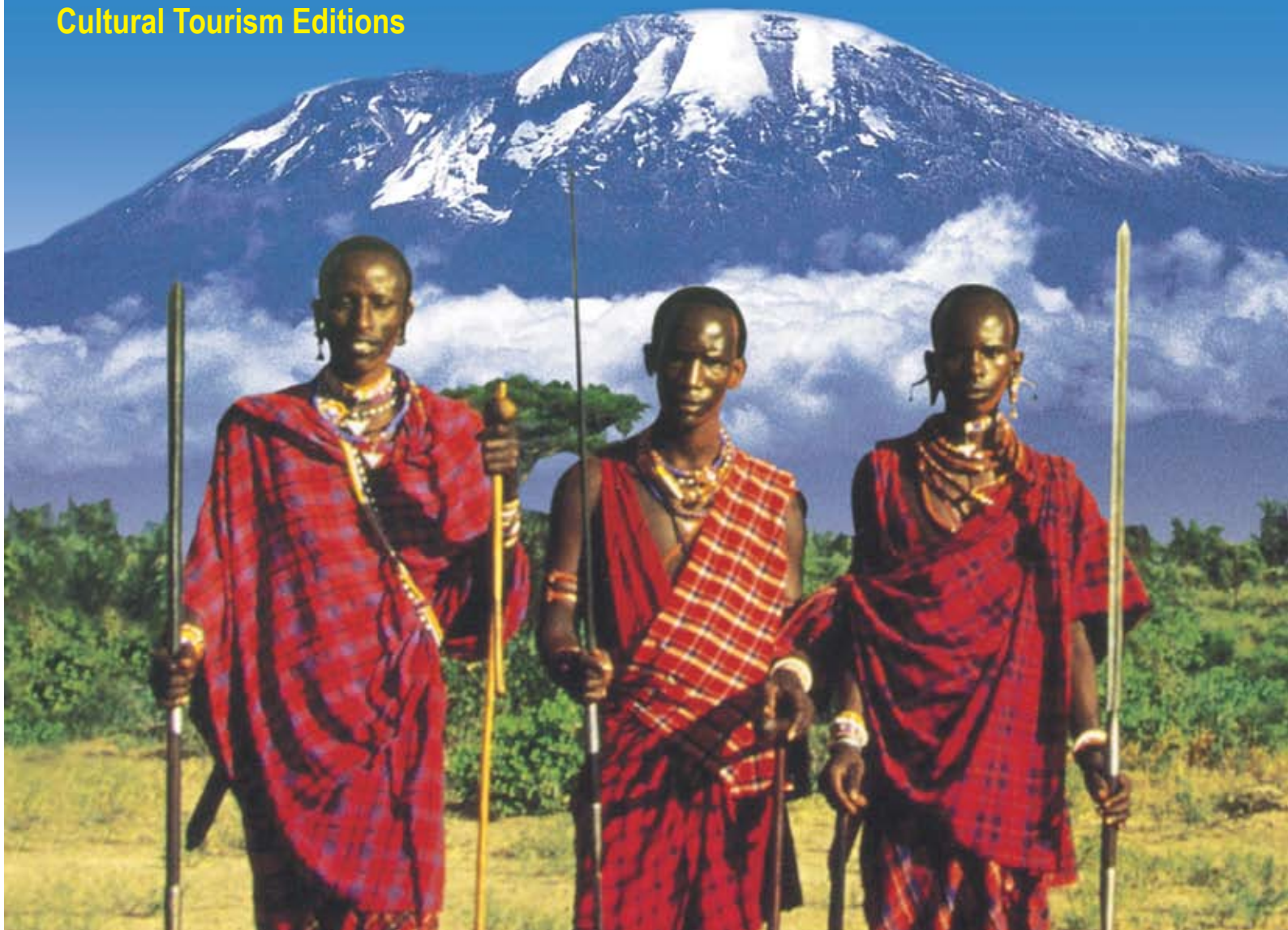


# AFRICA

*Travel Magazine*

## PREVIEW

Pages from Tanzania,  
Djibouti and ATA Eco  
Cultural Tourism Editions



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

## A DECADE OF PROGRESS

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 conference will also be hosted by yet another dynamic lady, the Hon. Shamsa S. Mwangunga, who was appointed as Minister of Natural Resources & Tourism in February, 2008. But this time, the Minister will also have a strong female team to support her, including the Ministry's second woman Permanent Secretary, Blandina S. J. Nyoni (the first was Rose Lugembe in 1996-98) and the second woman Director of Tourism, Maria Mmari (the first was the late Madina Muro, 1987-92). Zanzibar's tourism industry is also led by a woman, the Hon. Sameer Suluhu Hassan, Minister for Tourism, Trade and Investment.

This year, 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, and Anna Grace Kyoma, Chief Warden for the TANAPA Outreach Program, which ensures that the local communities around the Parks also derive a financial and social benefit

from Tourism. In fact, in TANAPA's new group of Park Rangers, 13 out of 50 of the recruits are women, quite a sizeable increase from only 8 female Park Rangers. The Ngorongoro Conservation Area Authority also has female ranger/guides as well as several women game wardens. Veronica Ufunguo, whom I wrote about in 2003 as one of the rising stars of Tanzania Tourism, is now Head of the Marketing Section.

In the private sector, Saada Juma, is British Airways first woman manager in Tanzania. There are now even lady pilots for some of the domestic airlines. At trade shows, or tourism events for Tanzania, one cannot help but notice how many Tanzanian-owned tour companies have women presidents and managing directors. The Hospitality Industry also reflects the increasing number of managerial roles filled by women, thanks in part to the access to training through the National College of Tourism, led by a woman, Agnes R. Mziray, and the Arusha Hotel Training Institute, also headed by a woman, Flora Hakika.

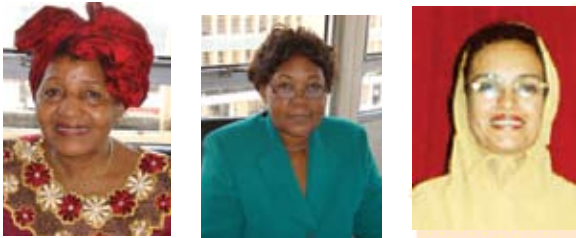
These talented women, together with their male colleagues, portray the professionalism and creativity that has boosted tourism to become the number one industry in Tanzania.

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

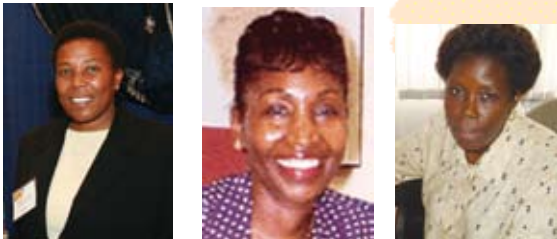
The following is only a partial list of women in key leadership roles in Tanzania's Ministry of Natural Resources & Tourism, its Wildlife Department, Tanzania National Parks and Ngorongoro Conservation Area Authority. We apologize to the many women who are not mentioned because we did not have their names in time for the publishing deadline. However, we will gladly recognize them and expand this list for the story with photos for the Africa Travel Magazine web site ([www.africatravellassociation.org](http://www.africatravellassociation.org)) Starting from the top leadership in Tanzania's Ministry of Natural Resources & Tourism (MNRT), the Hon. Shamsa S. Mwangunga, Minister for Natural Resources & Tourism and Blandina S. J. Nyoni, Permanent Secretary. Also in MNRT, Editha Beda, Ag. Director of Administration & Personnel, Maria Mmari, Director of Tourism, Uzeeli Kiangi, Assistant Director, Tourism Division and and Doroth Massawe, Head of Tourism Division, Arusha, Sub-Office. From the Wildlife Division, Miriam Zacharia, Assistant Director and Nebo M. J. Mwina, Assistant Director. From the Tanzania Tourist Board, Serena Shao, Tourism Services Manager and Severa Massawe, Legal Advisor and Judy Gumbo, Managing Director's Office. From Tanzania National Parks, TANAPA, Elizabeth Loibook, Manager Tourism Service, Anna Grace Kyoma, Chief Warden, Out-Reach Program, Steria Ndaga, Chief Park Warden, Rubondo Island National Park, Marietha Kibasa, Chief Park Warden Tarangire National Park, Noelia Myonga, Chief Park Warden, Gombe National Park, Haika Bayoma, Chief Park Warden Sadaane National Park. From Ngorongoro Conservation Area Authority (NCAA), Veronica Ufunguo, Head of Marketing Section. Also, Agnes R. Mziray, Chief Executive, National College of Tourism and Flora Hakika, Principal Arusha Hotel Training Institute.



Hon. Sameer S. Hassan    Hon. Halima Mamuya    Maria Mmari



Serena Shao    Severa Massawe    Fatima Tapyia



Miriam Zacharia    Saada Juma    Judy Gumbo



Elizabeth Loibooke    Simalika



Rose Abdullah    Lydiah Makubo    Mary Lwoga



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

## First World Tourism University for Africa to be established in Tanzania



H.E. President Jakaya Mrisho Kikwete, President of the United Republic of Tanzania, and Honorary Global Chair of the 2nd World Tourism Marketing Summit in Beijing, China, Oct 28-30, 2007, met with Mr. Sujit Chowdhury, Secretary General of the Summit and President of the organizing body, the World Trade University Global Secretariat, prior to the Summit in China to finalize the MOU for the First World Tourism University for Africa to be located in Tanzania. From Left: H.E. President Jakaya Mrisho Kikwete and Mr. Sujit Chowdhury.

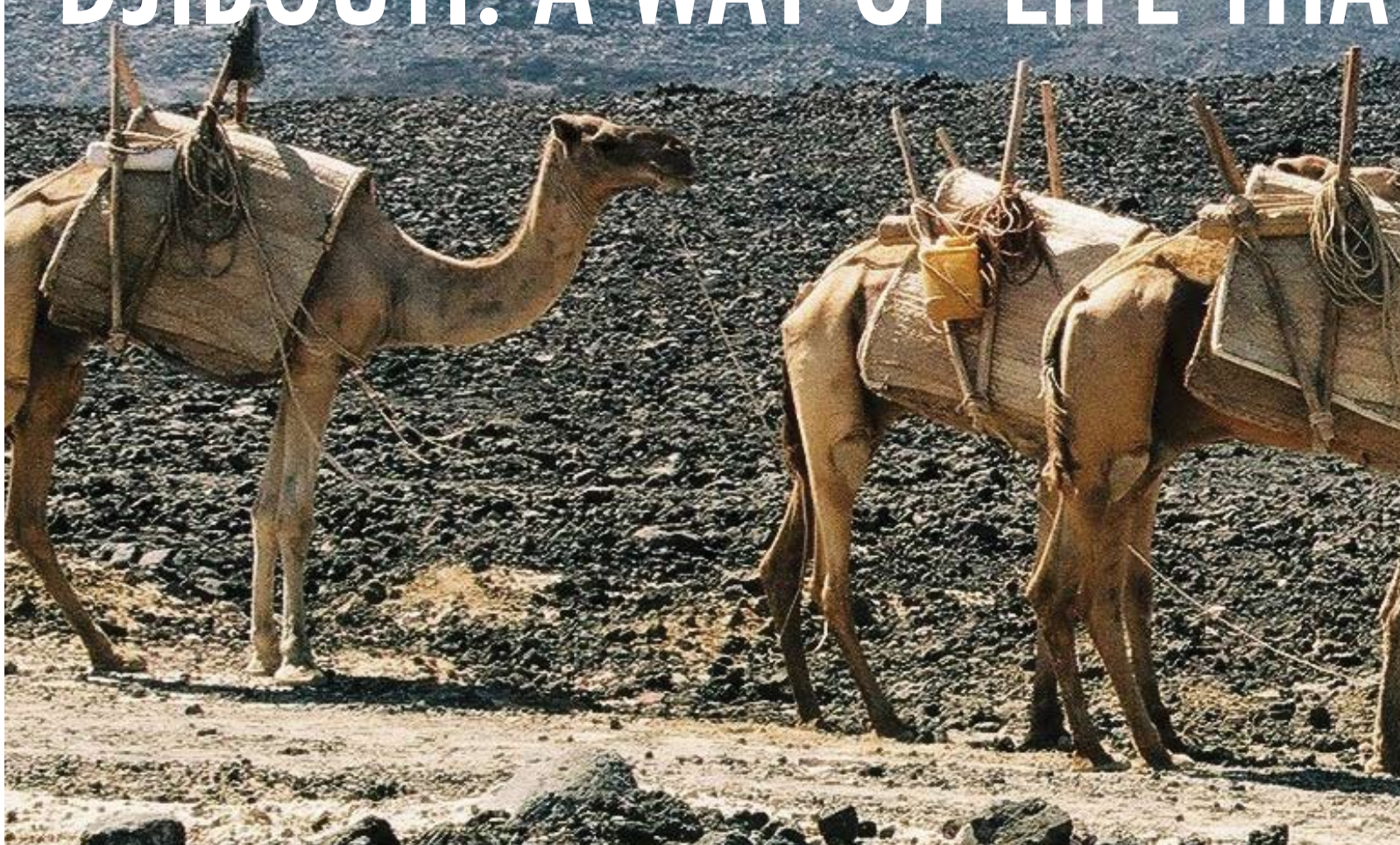


## Kilimanjaro Named by New York Times Top Destination for 2008

Tanzania's Mt. Kilimanjaro, the highest mountain in Africa at 19,336 feet, was named by The New York Times, the U.S. "Newspaper of Record" as one of the must-see destinations for 2008. Titled "The 53 Places to Go in 2008" the list ran in the Sunday New York Times Travel Section December 10, 2007 with a circulation of more than 1 million affluent and well-educated readers around the world. The list also appears on the New York Times web site [www.newyorktimes.com](http://www.newyorktimes.com).

The article refers to the "Snows of Kilimanjaro," made famous by American literary legend Ernest Hemingway, and predicts that there will be "more adventure seekers to tackle the climb next year (2008)." Mt. Kilimanjaro, one of the world's most accessible peaks, is not only the tallest mountain on the African Continent, it is also the tallest free-standing mountain in the world. According to Tanapa National Parks, an average of 30-35,000 annual visitors attempt the climb. Kilimanjaro, the name itself is a mystery wreathed in clouds. It might mean Mountain of Light, Mountain of Greatness or Mountain of Caravans. Or it might not. The local people, the Wachagga don't even have a name for the whole massif, only Kipoo (now known as Kibo) for the familiar snowy peak that stands imperious, overseer of the Continent, summit of Africa. One thing is sure, Kilimanjaro by any name, is a metaphor for the compelling beauty of East Africa. For more information about Tanzania visit [www.tanzaniatouristboard.com](http://www.tanzaniatouristboard.com)

# DJIBOUTI: A WAY OF LIFE THAT



## Have you Googled Djibouti lately?

By Jerry W. Bird. Photos by Mugnette Gofrani

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

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

### I am Djibouti ...

This magazine's editors call me "Africa's Red Sea Miracle." Why? For starters think of the familiar line - location, location and, location. I am a former French colony situated on the Red Sea in Africa's farthest corner, bordered by Ethiopia, Eritrea and Somalia, with Yemen across the way in the Arabian Peninsula. My coastline extends

from the Red Sea to the Gulf of Aden, the same route taken by traders and explorers since early times. Lonely Planet describes me as an ideal place to recharge one's batteries before or after an overland trip to Ethiopia or Eritrea. The Africa Travel Association (ATA) chose me as host country for its 11th Annual Eco Cultural Symposium in January, 2008, which became an opportunity to showcase my travel, trade and tourism attractions to influential contacts from North America, Africa and points beyond. Some say I have the location and potential of becoming another Dubai, which time

will tell. Among my most popular visitor attractions is year round diving and snorkeling in the Gulf of Aden with denizens of the deep including Whale Shark. I compare in size to Massachusetts and my three main regions, include the coastal



# T STANDS THE TESTS OF TIME



plain and volcanic plateaus in my central and southern regions and mountain ranges to the north.

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



## Djibouti Palace Kempinski

What can I say about the miracle that took place when Dubai World financed and built this remarkable 5 star hotel? What's more they did it in record time. Away from the busy districts, yet only few minutes from my international airport, Djibouti Palace Kempinski is ideally located at a prime beach front between the Red Sea and the Indian Ocean. At the moment now, there are further signs of activity

as construction cranes and tradesmen are erecting a multi story extension, casino and private beach. It is a secluded and peaceful setting of palms and bougainvillea. As the brochure says, "The vanilla colored Hotel's silhouette etch against the turquoise blue of the African sky and the deep Ocean. Dji-

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

## Will Lion of Judah's Railway Engines Roar Again?

As Muguette Goufrani says, "Sometimes I feel as if "Railways of the World" a travel magazine series we launched in 1989, started a renaissance in rail travel. Perhaps it was ESP, because since then, many famous routes have been upgraded or restored, and new lines installed, as countless visitors rediscover the romance of the rails. Like me, these people savor the fact that getting there is more than half the fun. Given Aladdin's 3 wishes, we would restore Emperor Haile Sellasie's 'Lion of Judah' railway engine, hook it up to the prized set of French and British coaches, and operate luxury tours on the Franco-Ethiopian Railway. Continued.

# AFRICA'S RED SEA MIRACLE BLOSSOMS WITH



By Muguette Goufrani

I am Djibouti. Being located in an area that offers summer weather all year round, my ladies and gentlemen of all ages and races make a special effort to look their finest for all occasions, or no occasion at all. My location at the

crossroads of the world beyond Suez to the Indian Subcontinent and Cathay, lends itself to variety of influences in costumes, hair styles, jewelry and wearable art. The examples on this page were taken at the new five star Djibouti Palace Kempinski Hotel and during host day activities for the delegates, speakers and guests at the Africa Travel Association's 11th Eco Cultural Symposium. Day trip sites included Lake Assal, where the camel caravans transport bags of salt to the markets in Ethiopia, then venturing beyond my harbor to the Island of Moucha a short and pleasant boat ride, where they could taste the salt spray. Here's where those who love the thrill of snorkeling and scuba

diving come from near and far - these adventurous souls are much more aware of me than the average visitor who has yet to learn of my charms and hidden treasures of the deep -- and ashore as well.

At Moucha, one of my most popular retreats, after a refreshing swim and a relaxing stroll around the island, the ATA members enjoyed a spread of seafood fresh from the Gulf of Aden, and were entertained by dancers dressed in colorful costumes of Arabic design. Visitors will love shopping at my Central Market (Marché Central) and other places in Djibouti city for a wide array of textiles and jewelry, decorative weaving and needlework, shawls and turbans, unique Djibouti hats and hair ornaments, plus bracelets and necklaces made of local materials.

Here's what one researcher had to say about my lifestyle and fashion. "Unlike women in many other Muslim countries, women in Djibouti do not wear veils, although married Afar women wear a black headscarf. City dwellers wear Western-style clothing, while those in rural areas wear the loose clothing of desert dwellers. The traditional outfit of the Afar is a garment called a sanafil, consisting of a

cloth tied around the waist and reaching to the calves, with a knot at the right hip for men and at the left for women. The wealthier Afars wear another piece of cloth, the harayto, slung over the shoulder. Afar men are known for the long, sharp, double-edged dagger, called a jile, that they wear at the waist. Among the nomadic Somali in rural areas, the men wear a garment similar to the sanafil of the Afars, while the women wear a long, brightly colored cloth called a guntina, wound around the torso and knotted at the right shoulder."

## **Africa Travel Fashion is sweeping the world!**

Guess who's sweeping the web? Who would have thought when we launched Africa Travel Magazine 12 years ago, it would become such a popular resource for fashion. Try "Googling" for Africa Travel Fashions or other Africa topics sometime, and you'll find our website at or near the top. Ditto for Yahoo and MSN. According to Webtrends statistics month after month, we get more hits for fashion than any other topic - which tells us what features attract a growing majority of our readers. The Editor and I wear African attire almost daily at



# A BURST OF COLORS FOR ALL SEASONS

home or away, and we pay close heed to the simple effective ways Africans make a distinct fashion statement. To create a lasting impression and stand out from the humdrum, everyday world, consider kanga and kikoi fabrics in dazzling, eye catching colors.

## **Kanga Who?**

A kanga is a pure cotton, with a border wide enough to cover you comfortably. It often features a strong, central design or theme, such as fertility signs, mountains, landmarks, soccer stars or popular singers. Many African ladies wear a kanga over their skirts while working in the fields in order to control the dust. A kanga is a perfect family gift that is extremely popular throughout Africa thanks to its other option - multiple use as a matching or contrasting head wrap. You may see a Swahili proverb on some kanga that is derived from the words "guinea fowl." Why? Because the original kanga were brightly colored Portuguese handkerchiefs intended for gentlemen traders and officials. These items were then sewn together by Africans to create a piece large enough to be worn head to toe - and



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. The kanga cloth is a lightweight loose weave fabric, it's versatile and easy to care for.

## **What's a Kikoi?**

The kikoi, woven from the finest cotton grown in the region, is a rectangle of pure cotton with a work of art inspired by the vibrant colors of East African Coast. The traditional way of wearing 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, the kikoi are woven in thousands of different

## **Getting to Djibouti**

I am Djibouti - connected by road and rail, major sea lanes and airport gateways of the world. Most passengers arriving at my modest, but soon to be expanded airport for the ATA Symposium, flew here on Daallo Airlines, now operated by Dubai World in joint venture with the Djibouti Government, founders of the airline, which has a fleet of 10 aircraft including Boeing 757 and 737 aircraft. Interline agreements are in place with leading world carriers such as Emirates, Qatar Airways, Saudia, Delta Airlines, Srilankan, Alitalia and Ethiopian Airlines.

The airline has 16 years of experience operating scheduled passenger flights, cargo and charter flights to major destinations in Africa, Middle East, Asia and Europe. It has been flying to the UAE since 1992, to Paris since 2001 and London since 2002.

Mr. Sultan Ahmed Bin Sulayem, Chairman Dubai World said 'Africa's aviation industry can play a major role in the socio-economic development of the countries. In an environment where most air



## The Devil's Elbow at Obudu Ranch, Nigeria



In travel and tourism as in life, there are more than one ways to get to the top! In Cross River State, Nigeria there's the long and winding way up the Devils's Elbow. Then there's the high speed gondola - and for the high

and mighty there's a helicopter pad near the conference center. You can also land at a nearby airfield. My first visit to Nigeria was in the fall of 2006, and as luck would have it, the city that won the opportunity to host our ATA Eco Cultural Symposium was Calabar in Cross River State. What is so unique about Calabar? For one thing it is an example of good management, zero tolerance in some key areas and a spirit of optimism far ahead of most destinations we have visited. Credit must go to our host for the event, Governor Donald Duke, who introduced and championed a number of creative ideas. One of them is pictured on this page - a state-of-the-art gondola lift that whisks visitors up to the high

plateau where the Obudu Cattle Ranch, established decades ago, has been transformed into a spectacular tourism and world class attraction for important meetings and summits. The lodge operated by South Africa's Protea Hotels group has been resorted and, as expected, the hospitality is outstanding. More information? Please visit <http://crossriverstate.com/obudu.htm> - or [www.africa-ata.org/nigeria.htm](http://www.africa-ata.org/nigeria.htm)

### Tinapa - Birth of a Super Oasis

In fall of 2006, our magazine's editorial team was part of an ATA group that was privileged to visit and inspect Calabar's exciting Tinapa project that was in its final stages at the time. Our current mandate is to make sure Africa Travel Magazine's readers and internet viewers in North America and around the world know the true facts about Nigeria's newest treasure of cooperative enterprise. Tinapa is a resort that means business - the business of combining business, pleasure and leisure! Tinapa is the resort that means business - the business of combining business, pleasure and leisure! This will be the first time that anything

like this has been experienced in West Africa. No longer will you need to go to Europe, the Far East or America to enjoy the best entertainment, shopping and leisure facilities the world has to offer!

The total Tinapa complex is massive - 80 000 m2 of retail and wholesale emporiums alone. The emporiums feature a borderless, seamless shopping environment - a unique concept that unfolds a new dimension in retailing for the first time in Africa's history! These massive 21st century shopping emporiums will be supported by a vast array of retailers offering everything from exclusive bookshops, specialty CD and DVD outlets, pharmacies to beauty salons, banks and jewellery stores! Plus an incredible entertainment centre including cinemas, food court, internet cafe and games arcade! There will be a dazzling range of six hotels to choose from - accommodation to suit a variety of lifestyles and budgets. The magnificent waterfront development incor-

CREATIVE CONCEPTS DESIGNED TO ENHANC



porating a Fisherman's Wharf, will showcase even more restaurants, bars and tourist kiosks. Imagine, after an endless night of fun, enjoying a champagne breakfast whilst watching a beautiful sunrise over the azure waters of the Calabar River! And as if that's not enough entertainment there'll be added attractions to indulge in, including a golfer's paradise with driving range and putting green, a jungle carting track, quad biking route, plus a clay pigeon and archery course! Water activities, including water-skiing, parasailing, rowing and canoeing will take place in a luxurious oasis environment! Agri and eco tourism attractions will include a sizeable exotic bird sanctuary, a crocodile farm, a tropical fish farm, a primate rehabilitation centre and much,

much more in the sun-drenched waterways of Tinapa! It is the ultimate shop and party till-you-drop leisure centre - a world that is alive twenty-four a day with a never-ending choice of activities to choose from. Tinapa will provide visitors with a unique tourism experience and the development will fast track growth of the tourism sector in Calabar, Cross River State and Nigeria.

*"Tinapa will Regenerate Lost Trading History of Old Calabar,"* President Olusegun Obasanjo.

#### **Governor Donald Duke**

We thank our host from the ATA Eco and Cultural Tourism Symposium, Governor Donald Duke for a week of surprising and delightful experiences - and for welcoming us to the Governor's mansion for a wind up dinner.

Recent Events: Nigerian Minister of Tourism, Culture and National Orientation, Prince Adetokunbo Kayode (San), invited ATA delegates to participate in the launch of the country's Tourism Master Plan October, 2007 in Abuja, the capital city. The plan aims to position Nigeria as the continent's leading cultural, historical and business tourist destination. Minister Kayode said the plan "was borne out of the Government's firm conviction on the opportunities offered by the sector for sustainable development, especially at the grass roots level, its high potential for enhanced foreign exchange earnings and the environment friendly nature of tourism programmes". He emphasized that tourism provides a variety of new opportunities for improving socio-economic conditions, diversifying the economy, and achieving stability. For more information fax 604 681 6595 or visit our web site: <http://www.africa-ata.org/nigeria.htm>



# AFRICA'S TOURISM INFRASTRUCTURE

# DISCOVER DYNAMIC DJIBOUTI

## Have you Googled Djibouti lately?

By Jerry W. Bird. Photos by Muguette Goufrani

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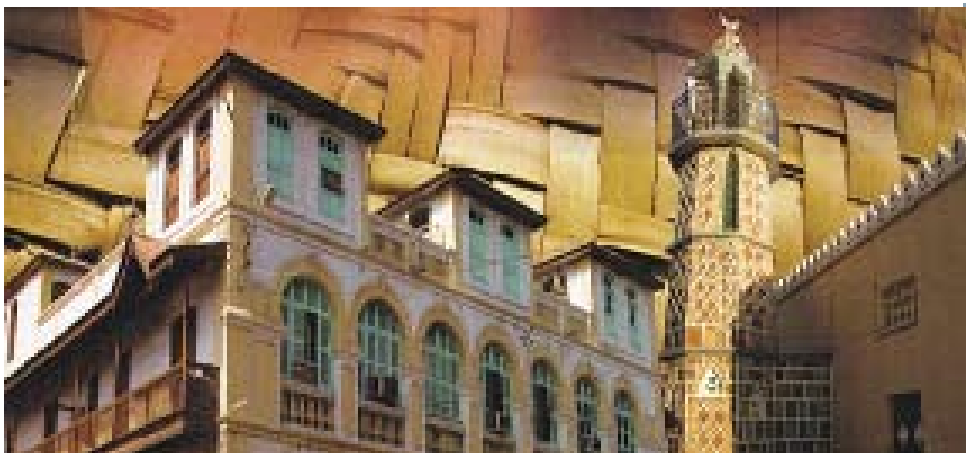
Our Dynamic Djibouti edition will be a showcase of positive views and scenes of a rapidly emerging African country. So, by way introduction, we're letting Djibouti tells it's ow story.

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regions, include the coastal plain and volcanic plateaus in my central and southern regions and mountain ranges to the north. Do you enjoy 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.



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## Will the Lion of Judah's Railway Engines Roar Again?

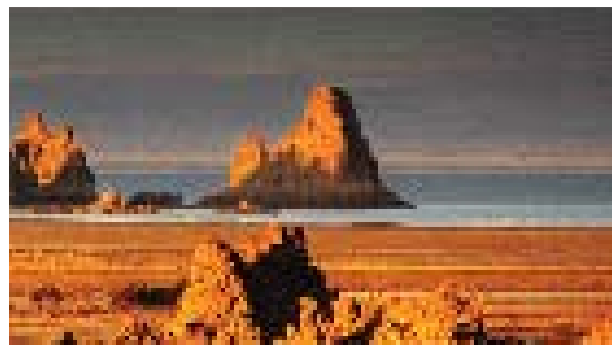
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stretches from Addis Ababa, via Nazaret, the Rift Valley and Dire Dawa, to Djibouti, a French protectorate on the Gulf of Aden. Think of the income such a tour would generate. After a visit to Addis Ababa's ornate railway station and a recent visit to

Djibouti we're even more upbeat about promoting such an historic journey. Yes, the lordly Lion of Judah's engine lacks wheels, and the dust covered coaches show neglect from being shunted aside for decades - however, with some good old fashioned TLC (tender loving care) each museum piece would soon be in shining order."

Info: <http://www.africa-ata.org/addis> ,  
[http://www.airhighways.com/adventure\\_rails.htm](http://www.airhighways.com/adventure_rails.htm) , E-mail:

[africa@dowco.com](mailto:africa@dowco.com)



# Cameroon

## Africa in One Country: Cultural Mosaic and Ecotourism Paradise



Cameroon's theme, "Africa in One Country," says it all - cultural variety, pageantry, panoramic scenery, and wildlife in its natural habitat. Serendipity brings a pleasant surprise around every corner, from Mount Cameroon and the balmy beaches of Kribi and Limbe, to Waza National Park and Lake Chad in the far north, on the doorstep of Africa's Great Sahara desert. Cameroon is the home of colorful festivals year round. The Ngondo Festival in Douala, Cameroon's largest city, is held

annually for ten days, ending on the first Sunday in December. In the photo (left) two tribal experts collect and read a message from the water spirits. The scene opposite features a 65 man dugout race canoe, 30m in length. The canoe portrayed is the winning entrant from 2005. The smaller dugout carries divers, about to descend into the Wouri river waters to retrieve a message from the spirits. The spirit message, after being interpreted by the experts, is then delivered to a group of chieftains from Douala and area, sitting under a special canopy.

The Ngoun Festival is held every second year in December. The Sultan-King of Bamoun is sitting on his ornate throne, framed by huge elephant tusks. On the page opposite (lower row) the guard's shield features a double headed serpent, which depicts the kingdom's continuing vigilance in keeping its enemies at bay in a two front war. The next photo is of

local officials in their colorful regalia. The final photo shows the guards and guests in line with the Bamoun palace in the background.



**Venez découvrir le Cameroun:  
Toute l'Afrique dans un pays -  
une mosaïque culturelle et un paradis  
écotouristique**

Yaoundé et Douala, deux principales villes du Cameroun, ont déjà abrité les rencontres de l'Africa Travel Association; et le slogan du Cameroun "Toute l'Afrique dans un pays," en dit long. Ce slogan décrit la diversité culturelle, l'apparat, les paysages panoramiques et la faune dans son habitat naturel. Le don de faire des trouvailles vous gratifie d'un plaisir agréable d'un coin du pays à un autre; du Mont Cameroon et des plages douces de Kribi et de Limbé au Parc National de Waza, ainsi qu'au Lac Tchad dans l'Extrême-Nord, aux portes du grand désert africain du Sahara.

Notre équipe de rédaction prépare actuellement un tiré-à-part de Africa Travel Magazine, qui présentera la culture camerounaise ainsi qu'un ensemble de photographies sur le festival du Ngoun et sur d'autres manifestations pittoresques qui se déroulent annuellement - c'est une raison suffisante pour laquelle cette édition aura un aspect conservateur.

### Cameroon Ministry of Tourism

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Ngondo Festival Douala  
The Ilimbe Ilimbe Canoe Race  
Pirogue de Course Ilimbe Ilimbe  
Photo- Koffi Joseph



**Hon. Shamsa Selengia Mwangunga, MP Newly appointed Minister of Natural Resources & Tourism, The United Republic of Tanzania**



The Hon. Shamsa Selengia Mwangunga was appointed the new Minister of Natural Resources & Tourism for the United Republic of Tanzania in February 2008. Prior to this post, Mwangunga served as Deputy Minister of Water for two years, and

has been a Member of Parliament, Special Seat, from 2000-2008. Earlier, she held various posts within the public and private sector of Tanzania, including Tanzania-Swiss Trust Fund Executive Secretary, Business Care Services Projects Manager and Small Industries Development Organization-SIDO Manager Coordinator. The Hon. Minister began her career as a teacher, and later was acknowledged for her highly successful roles as an engineer, champion of women's rights and Member of Parliament.

Hon. Mwangunga has an extensive and impressive educational background spanning the globe. She attained her first college diploma in Education and her initial graduate degree in Business Communication in Tanzania; a Post Graduate Diploma in Industrial Management from Delft University in Holland, and another post graduate degree in Electrical Engineering from Dar es Salaam Technical College. Mwangunga also has a Diploma in Education with option in Mathematics and Physics, took part in Executive Training in AOTS Tokyo, Japan, and trained in Electrical and Measuring Instruments in St. Albans-Marconi Industries, U.K.

**Hon. Ezekiel Magolyo Maige, MP. Deputy Minister of Natural Resources & Tourism, The United Republic of Tanzania**

Hon. Ezekiel Magolyo Maige, MP, was appointed Deputy Minister of Natural Resources & Tourism also in February 2008. Hon. Maige is a trained Accountant and Business Manager. Born in Tanzania, he has also lived and worked in London, Kenya, Ghana and Cameroon. Hon. Maige holds an MSc in Finance from the University of Leicester, the United Kingdom, which he attended from 2002-2004. He is also a CPA. Prior to his appointment, Mr. Maige was a Member of Parliament from the Msa-lala Constituency, Shinyanga and Senior Consultant to MGK. Prior to that, he held executive Accounting and Finance positions for BP Tanzania, Plan International and the British Council. He is fluent in English, French and Swahili.



Photo: H.E. President Jakaya Mrisho Kikwete, The United Republic of Tanzania, with tour operators and Team Tanzania at CNN launch reception.

**Blandina Sallome Joseph Nyoni Permanent Secretary, Ministry of Natural Resources & Tourism The United Republic of Tanzania**

Blandina Sallome Joseph Nyoni was appointed Permanent Secretary, Ministry of Natural Resources & Tourism in May, 2007. Along with her many responsibilities, she oversaw the implementation of Tanzania's successful 2007 tourism initiatives. A native born Tanzanian, Mrs. Nyoni has an extensive background in the Accounting Profession serving in multiple high-level government positions. In 1995, she was designated Best Foreign Service National for USAID in Africa and currently serves on the Boards of Directors of various financial institutions. She is a CPA and CGFM (Certified Government Financial Manager) and has an advanced diploma in Certified Accountancy. For more information on Tanzania visit [www.tanzaniatouristboard.com](http://www.tanzaniatouristboard.com)

**"Tanzania: Land of Kilimanjaro, Zanzibar and The Serengeti"- 1st Ever TV Campaign in USA Market**

H.E. Jakaya Mrisho Kikwete, President of the United Republic of Tanzania, announced the launch of the first-ever TV tourism campaign to air in the American Market on CNN, Tanzania – Land of Kilimanjaro, Zanzibar and The Serengeti, at a VIP reception for Tanzania's travel industry partners in New York City. Among the many Senior Tanzania Government officials present at this VIP reception were H.E. Ambassador Ombeni Y. Sefue, Tanzania's Ambassador to the US and H.E. Dr. Augustine Mahiga, Tanzania's Permanent Representative to the UN. The Hon. Professor Jumanne Maghembe, Minister of Natural Resources & Tourism at that time, led the tourism delegation which included Ms. Blandina Nyoni, Permanent Secretary, Ministry of Natural Resources & Tourism (MNRT); Mr. Peter Mwendu, Managing Director, Tanzania Tourist Board (TTB); Mr. Gerald Bigurube, Director General, Tanzania National Parks, Mr. Bernard Murunya, Chief Conservator, Ngorongoro Conservation Area Authority (NCAA) and Ms Mary Mmari, Assistant Director of Tourism, MNRT. Also present was Hon. Sameer Suluhu Hassan, Minister for Tourism, Trade and Investment, Zanzibar; The successful CNN campaign, featured on CNN, CNN Headline News, CNN Airports and CNN.com, culminated on March 31, 2008 with a three week Tanzania Safari Sweepstakes which resulted in more than 39,000 plus entries.



DIANA WILLIAMS, ABC-TV NEW YORK NEWS ANCHOR RECEIVES TANZANIA TOURISM MEDIA AWARD 2008, Ms. Williams climbed Kilimanjaro with her son in 2007.



Walking tours are popular in the Empakaai Crater.

## Another Fascination Within Ngorongoro

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

Photos and story by Stephen Lelo

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

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

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

The caldera is about 7km in diameter and the floor contains a saline-alkaline lake that is about 79 m deep and is fed by several freshwater streams. The average elevation of the caldera floor at the shore

of the lake is about 2,230 m above sea level varying from an elevation of about 2,510 m on the East to about 3,260 m on the West.

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

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

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

Empakaai Crater is best known for its large concentrations of the pink Lesser flamingoes that feed on the blue-green algae known as Spirulina. Thousands of ducks and other water birds inhabit the lake and its shores. Myriads of other colorful and inter-rolling forest and savanna-dwelling bird species also abound around the lake.

The best time for hiking is around 6 a.m. in the morning to 10 a.m. and 4:00 p.m. to 6:30 p.m. in the evening. However, since buffalos and lions can occasionally be dangerous, it is advisable that visitors be accompanied by an armed ranger.

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

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

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

Currently there are no tourist facilities at Empakaai. However, public campsites are situated along its rim. All campsites are situated adjacent to the road and water can be obtained from local springs. However, visitors are advised to carry their own drinking water for health precautions.

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

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





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

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

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

The warmth of the welcome begins from the moment one first steps into the extensively renovated lobby area, which is infused with African designs, textures and carvings. All 230 rooms have been completely upgraded and feature new furnishings and harmonious lighting. 181 spacious Club Rooms, with additional room and bath amenities, are also illuminated with a modern look to enhance the convenience of the guests. A bedroom, a living room, an office, a private dining room with a fully-equipped kitchen and a guest bathroom are part of the elegant Presidential Suite. The Presidential Suite, as well as three Diplomatic Suites with marble flooring in the entrance area, inspire guests with their turquoise and light and dark beige colour accents.

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

Fine dining and an extensive wine list are now provided in the new L'Oliveto à la carte restaurant.



The Italian chef spoils his guests with specialities from the heart of Italy, as well as the freshest fish and seafood dishes. The Tuscan-inspired dé-

cor is trendy and modern with illuminated glass panels and ever-changing light colours creating various soft moods to enhance the intimate ambiance.

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

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

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

Mövenpick Hotels & Resorts (MH&R), a premium hotel management company with over 12,000 employees, is represented in 25 countries with over 80 hotels existing or under construction and focuses on its core markets in Europe, the Middle East, Africa and Asia. The international hotel group with Swiss roots is forging ahead with its expansion and aims to extend its portfolio to include 100 hotels by 2010. MH&R has established a clearly defined presence in the 4 and 5-star segment with two types of accommodation: business and conference hotels, and holiday resorts. In keeping with its slogan "True Excellence in Swiss Hospitality", the hotel chain is renowned for the uncompromising quality of its products and services. The hotel group is owned by Mövenpick Holding (66.7 %) and the Kingdom Group (33.3 %).

### Mövenpick Hotels & Resorts Announce Appointment of Christian Grage as Vice President Operations and Human Resources



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

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





## Conservation, Conservation, Conservation

“In all of the wildlife countries, Tanzania has the greatest percentage of protected land,” said Peter Mwenguo, Managing Director, Tanzania Tourist Board (TTB). “Close to 30% of our land is dedicated to the preservation of wildlife, flora and fauna.” With the addition of Mkomazi in the North, Tanzania now has 15 National Parks, 32 Game Reserves and the world famous Ngorongoro Crater, which is part of its own unique 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. According to Gerald Bigurube, Director General, TANAPA, “Tanzania is constantly working on upgrading its game reserves to National Parks. In a National Park there is no consumptive use of resources and this allows for the multiplicity of species, increasing the wildlife in the parks.”

### Mkomazi

The transformation of Mkomazi into a National Park has served three major purposes: the re-securing of its land as a haven for wildlife, including the reintroduction of the critically endangered (and once extinct in East Africa) black rhino and the hunting dogs; the upgrading of the entire infrastructure of 500 miles of road, an airfield, and dams and water sources within the new area; and the introduction of an innovative outreach program to villagers living in surrounding areas. Construction of schools and clinics, new boreholes and water pumps, the formation of women’s groups and a soccer team, and the introduction of cultural tourism are all part of the program meant to benefit the people of Tanzania as well as its wildlife. The Southern Circuit – Tanzania’s Fabulous Off the Beaten Track Safaris Although first time visitors must see Tanzania’s safari icons in the North, the great migration of the Serengeti, the famous Ngorongoro Crater, Mountain Kilimanjaro, Manyara, Tarangire and Arusha National Parks, extended air service has made it possible to include the South in the same itinerary.

### The South

Whereas Arusha is the safari capital of the North, Dar es Salaam, the exotic port city and commercial capital of Tanzania, is the jumping off point for the South. “Since

Tanzania’s tourism strategy is to encourage high quality, low volume tourism, the Southern Circuit creates more diversity in the safari circuits and helps avoid mass tourism,” said Amant Macha, Director of Marketing, TTB.

**The Selous Game Reserve**, at 55,000 square km is the largest in Africa and larger than the country of Switzerland. It is also a UNESCO World Heritage Site. Along the Rufiji River, Selous offers the tourist different game viewing experiences, boat safaris, as well as walking safaris. In addition to its masses of elephants, hippos, buffalo, it is the remaining home of the Black Rhino and is also home to 25% of the continent’s wild dog population. Ruaha National Park will soon be combined with Usangu Game Reserve, and expected to increase its size by over 15,000 square kilometers; if this expected size remain the same, it will make **Ruaha** the largest National Park in Africa.

According to Gerald Bigurube, Director General, Tanzania National Parks (TANAPA), one of the aims of the government in annexing Usangu to Ruaha is in part to save the biodiversity of that area as well as to increase tourism to the region. This can best be accomplished if the area is administered and marketed by TANAPA”. Ruaha, which boasts 10,000 elephants, the largest population of any East African national park, protects a vast tract of the rugged semi-arid bush country that characterizes central Tanzania. Its lifeblood is the Great Ruaha River which courses along the Eastern boundary of the park. A fine network of game-viewing roads follows the Great Ruaha and its seasonal tributaries, where, during the dry season, impala, waterbuck and other antelopes risk their life for a sip of life sustaining water. The risk is considerable with prides of 20 plus lions lording over the savannah, the cheetahs that stalk the open grassland and the leopards that lurk in tangled riverside thickets. Ruaha is also home to over 450 bird species. The Usangu Game Reserve includes the Ihefu Wetland, the natural water reservoir for the Great Ruaha River. Other parks in the South include Mikumi, set between the Uluguru Mountains to the north and the Lumango mountains to the south-east and within a short flight from Dar es Salaam, Mikumi is teeming with wildlife and 300 species of birdlife. Udzungwa Mountains National Park, one of the world’s key biodiversity hot spots, is especially known for its 10 or so species of primates, including the rare Iringa Red Colobus and the Sanje Crested Mangabey as well as the bizarre giant elephant shrew. Its constant climate has given rise to a range of flora and fauna, and sometimes called the African Galapagos.

## Chumbe Island Coral Park Wins Top Recognition



The award-winning Chumbe Island Coral Park, located off the coast of mainland Tanzania and its spice islands of Zanzibar, received its latest accolade via Islands Magazine. Chumbe Island Coral Park was 2nd on the magazine’s first Blue List of 100 eco-conscious islands that will “ensure environmentally and culturally sound” natural beauty “for future generations.

## TANZANIA ... A DECADE LATER

The USA has now taken its place for the first time as the number one source market for visitors to Tanzania worldwide. This is definitely an indication that Tanzania Tourism is booming.



Pilots play a critical role in TANAPA's (Tanzania National Parks) conservation efforts, in such key activities as poaching patrols and tracking wildlife population. And the leadership starts from the top: Gerald Bigurube (above left), TANAPA'S Director General, is also a trained pilot. Photo (above right): Veteran TANAPA pilot Pius Kajwangya (left) with Elizabeth Loibook, Manager Tourism Services, TANAPA.



Former President Bill Clinton visits Tanzania's World Famous Ngorongoro Crater, often called "8th Wonder of the World."

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## Vivienne Willison, Sales Director, Corinthia Hotels International



Ms. Willison was appointed to fill Corinthia's seat on the Africa Travel Association's (ATA) International Board of Directors. ATA, based in New York, is the premier professional travel industry association promoting tourism to the continent of Africa. Willison participates in her first ATA Board meeting at the upcoming 33rd International Congress of the Africa Travel Association, May 19-23, 2008 in Arusha, Tanzania



## Kempinski Hotels Dar es Salaam-Launches 'HUG' Program

The Kilimanjaro Hotel Kempinski in Dar es Salaam has launched their social responsibility program dubbed 'Help Us Give' (HUG) the children in Dar es Salaam. The program is aimed at giving back to the children, namely the SOS Children's Villages of Tanzania, humanitarian support to raise their social and life status. The Area Director of Kempinski Hotels in Tanzania, Lena Kasfiki Livanidou, underscored the importance of the program to the society. She said, "Kempinski Hotels, being a forward-looking company, believes that beyond any ethical mandate, corporate giving builds a higher level of trust in the communities where we operate, it creates new opportunities and brings progress." "We are very proud and happy that we found a way to participate in our community's important issues, and most importantly as this effort is related to children," she added. HUG the Children is a social responsibility initiative of Kilimanjaro and Zamani Kempinski Hotels. The program supports the SOS Children's Villages in Tanzania, in collaboration with SOS Children's Villages Tanzania Trust, and participates in the efforts made to find ways and help children in need. The support takes place through a collection of funds which will be used by SOS Children's Villages, for either new projects or for the purpose of improving existing villages. Kempinski Hotels, www.kempinski.com

## Team Tanzania at New York Times Travel Show



Team Tanzania's attractive display booth



Kibo Travel Bureau- Antelope Safaris/Peacock Hotel

The Tanzania Tourist Board (TTB) had their largest delegation ever at the New York Times Travel Show, including for the first time nine private sector Tanzania-based safari companies. The delegation was led by Peter Mwenguo, Managing Director, Tanzania Tourist Board (TTB) and Amant Macha, Marketing Director, TTB. Team Tanzania also included representatives from Tanzania National Parks, Mr. Dominican Njau; from the Ngorongoro Conservation Area Authority (NCAA), Hon. Pius Msekwa, Board Member, Bernard Murunya, Chief Conservator, Stephen Lelo, Principal Tourism Officer; and Karen Hoffman, Marge Dillon, TTB USA. H.E. Ambassador Ombeni Y. Sefue, Tanzania's Ambassador to the US, and Joseph Sokoine, First Secretary at the Tanzania Embassy in Washington, also joined Team Tanzania at the New York Times Show. The Tanzanian companies joining Team Tanzania in New York were Antelope Safaris, Ahsante Tours & Safaris, Globeinter Safaris, Kibo Travel, ML Tours and Safaris, Nature Beauties Tanzania, Park East Africa and Peacock Hotel.



## DECAN TO THE RESCUE: SAVING ONE OF EAST AFRICA'S MOST PRECIOUS NATURAL RESOURCES

by Jerry W. Bird

I am Djibouti, a country where concerned citizens are taking the initiative to preserve, protect and provide a new life for our precious wildlife. A shining example of this dedication is the Decan Animal Refuge, a short drive beyond city limits, not far from my border with Somalia. Just beyond the park gates is a lookout building which gives the visitors an overview of this exciting and worthwhile project that provides a temporary home in natural setting for animals that were the unfortunate victims of poachers and smugglers. It is a protected zone of 30 hectares, of which over half of the total area has been fenced to allow the growth of vegetation. According to founder and operator Bertrand Lafrance of the many activities carried on by his worthy nonprofit operation is a reproduction program for the East African Cheetah. The family of six cheetah currently living at the DECAN Refuge have all been seized from the illegal smuggling trade thanks to cooperation with the Djiboutian police. This program is followed by the UICN.

**In the beginning**  
The DECAN Association, which stands for "discover and help nature," was

created in May 2001 and is approved by the Ministry of Environment. Its goal is to protect wildlife and develop the knowledge of nature throughout Djibouti. The program started with an important campaign on the protection of sea turtles. As Bertrand Lafrance stated, "We first drew up a list of the restaurants that offer turtle meat on their menu - then we printed posters and posted the in key public places. This year we will apply the same method to denounce the illegal commerce of antelopes. We estimate there are 100 to 200 gazelles in captivity in the capital."

The following topics have been covered in DECAN literature: sharks, gazelles, birds, sea turtles, ostriches and natural reserves. Deeply concerned by lack of attention to environmental concerns by locals, Lafrance wrote an article on the collection of garbage, which he considers an important matter in Djibouti.

The DECAN Animal Refuge is open to the public two day a week. Each visitor is informed of the association's concept and method, which is very different from a zoo's approach in the sense that most animal species present at the center are provided at no charge, such as birds, squirrels, mongoose, genets and hares. DECAN works closely with the local schools. Prior to opening the refuge, Lafrance and his colleagues presented as many as 40 conferences in classrooms

using posters and movies of the region's fauna and flora. Their objective was to increase the youngsters' awareness of the environment and ecological issues. When students come to the refuge in order to experience nature, they find themselves immersed in an ecological rehabilitated area. The operators noticed that few teachers were capable of giving a lecture on ecology, and as a result, the Association has scheduled training for teachers.

To begin the construction of the refuge, DECAN received financial help from the French Cooperation amounting to two payments of 10 000 euro each. Opening the refuge to visitors allows them to ensure the salaries of employees from the nearby village. As Lafrance concludes "At the moment, our biggest concern is lack of time, for we are all volunteers. The DECAN association tries to highlight the natural resources of Djibouti with the objective to develop public awareness of the incredible environmental diversity of the country and of the necessity to protect it."

For more information E-mail: [b.lafrance@internet.dj](mailto:b.lafrance@internet.dj) or visit [www.africa-ata.org/djibouti.htm](http://www.africa-ata.org/djibouti.htm)



# DJIBOUTI TOURISM ENTERS THE WORLD SCENE

Quick Now! When you think of Africa, what image comes to mind? Our image of Djibouti, a land I call Africa's Red Sea Miracle grew immensely as our ATA 11th Eco and Cultural Symposium delegates discovered its old world charms combined with the energy of a place where exciting things are happening at this very moment. The state of the art facilities in hotels and resorts, such as the Djibouti Palace Kempinski, a miracle in itself thanks to Dubai World, shatters the myths and blows away preconceived notions. So does the Trans Ocean service of Africa bound airlines. Another monster myth is the price tag. Thanks to fleet expansion and new alliances, getting to Africa from the USA is easier and cheaper than ever. We had the pleasure of flying with Djibouti's own carrier, Daallo Airlines.

## Djibouti Tourism Advance Road Show Visits USA



Djiboutian Minister of Youth, Sports, Recreation and Tourism H. E. Hassan Farah Miguil launched a four-day/four-city visit at the Princeton Club in midtown Manhattan, where he said that despite its vast and diverse tourism offerings, Djibouti

is relatively unknown to North American travelers. "Djibouti is a new African travel destination in the U.S. and Canada and we are honored to work with ATA to put the country on the North American tourism map," he said. "We are positive that once the word gets out about our amazing country, we will see a huge increase in the number of incoming visitors." The Minister was joined by senior representatives from the Djibouti National Tourism Office, the International Chamber of Commerce and Industry, the Djibouti Palace Kempinski Hotel, and Daallo Airlines. In his opening remarks, ATA Executive Director Eddie Bergman assured the audience that a trip to Djibouti would "last a lifetime." He also said. "Djibouti is also an incredibly safe country. Most of all, traveling to the country is easy for tourists and travelers alike since visas can be issued upon arrival at the airport."



In Washington, DC, Stephen Hayes, President of the Corporate Council for Africa and ATA chapter members, greeted the visitors "Djibouti's natural resources are unprecedented. Our small country is well-known for its amazing scuba diving, fishing, and water activities," said Djibouti National Tourism Director Mohamed Abdillahi Wais. "Visitors can also visit Lake Assal - the lowest point on the African continent."

## Djibouti Comes to Canada

The Congress Center in Ottawa was the next stop, where the delegation was accompanied by Ambassador Roble Olhaye, who represents Djibouti in Canada and the U.S.

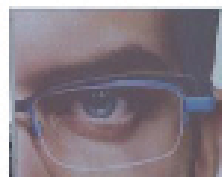
"We are honored to invite all of our Canadian and American friends, as well as all the Africans living on the continent, to come home to Africa, beginning with Djibouti," Ambassador Olhaye. The final stop was the Courtyard by Marriott in Montreal, where a French-speaking audience of more than 40 guests, mainly media

and tour operators, as well as Montreal-based Djibouti Honorary Consul Elisabeth Dembil, came together to learn about destination Djibouti.

"Tourism is one of our economic priorities and we are investing heavily in its growth by building strong partnerships with the private sector," said Omar Moussa, President of Djibouti's International Chamber of Commerce and Industry. "Djibouti has a solid tourism infrastructure and our airport is one of the best in the region."

Both Montreal and Ottawa are home to organized Djibouti Diaspora communities, who were highly enthusiastic about meeting the Djibouti minister and delegation for the first time in Canada. "This Diaspora community can play a leading role in terms of marketing and promoting Destination Djibouti in North America," said Bergman.

In addition to Minister Hassan Farah Miguil, among the delegates were Mohamed Abdillahi Wais, Director, Djibouti National Tourism Office; Saïd Omar Moussa, President, International Chamber of Commerce and Industry; and Bugra Berberoglu, Director General, Djibouti Palace Kempinski Hotel. Djibouti's North American Ambassador Honorable Roble Olhaye accompanied the delegates to Canada. Ogo Sow, ATA Senior Advisor on Diaspora Affairs, and Nathalie Philippe, ATA Associate Director on Membership and Development Services, accompanied the delegates on behalf of ATA. *For more visit [www.africa-ata.org/](http://www.africa-ata.org/)*



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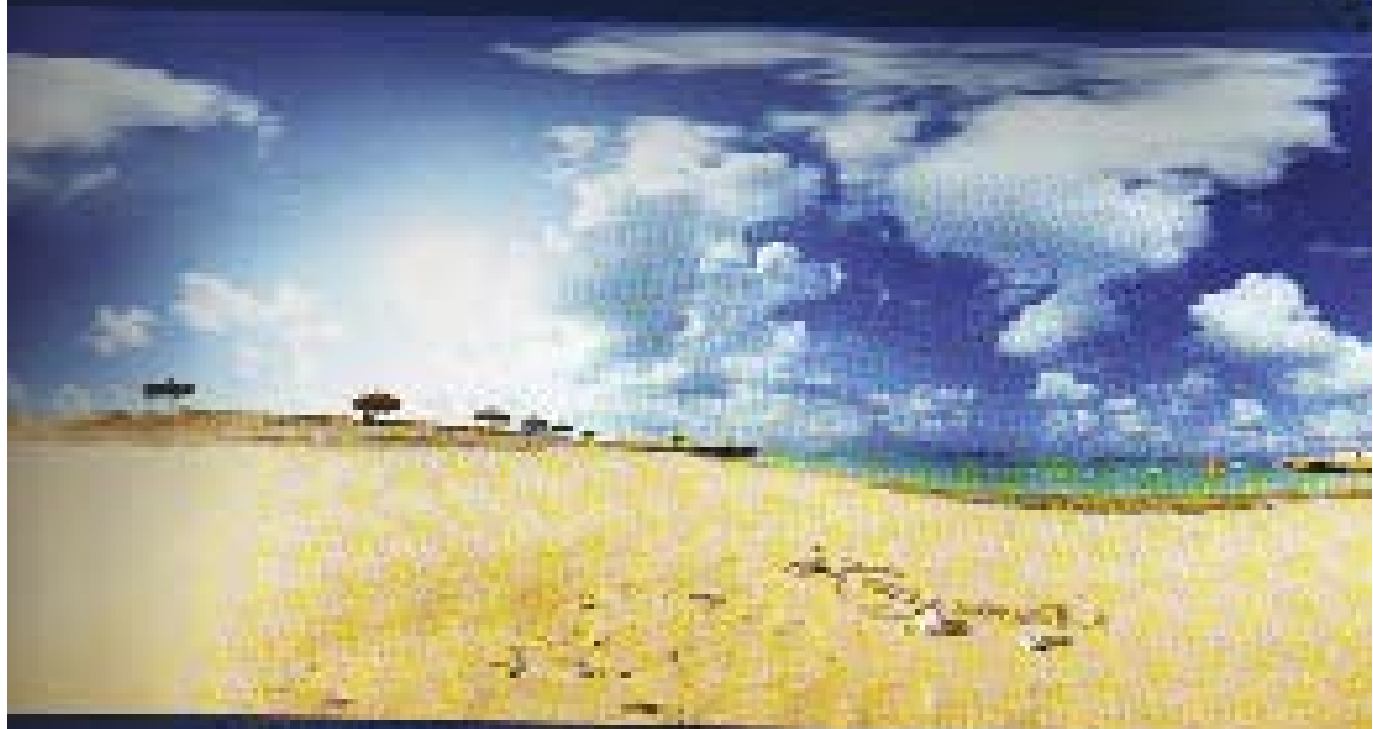


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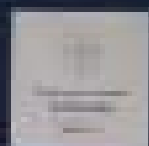
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