



Above: Mwelwa Kapilikisha (centre) of Zambia Airways in a business discussion with some of the travel trade in Johannesburg during the ZNTB Road shows held in South Africa and Namibia in August 2006.

## Road shows Held in SA

As its deliberate marketing strategy, Zambia National Tourist Board has this year been conducting road shows in key source markets. The recent road show was held in August 2006 in South Africa (Johannesburg and Cape Town) and Namibia (Windhoek). South Africa is one of Zambia's leading tourist source markets.

The objectives of the road shows are to increase the levels of awareness among the travel trade in the markets and to link the Zambian operators with the foreign tour operators selling tourist destinations.

ZNTB attended the road shows with 10 companies from the private sector namely Holiday Inn, Alendo Travel, Safari Par Excellence, Sun International Dreams, Zambia Airways, Mulungushi Village Complex, Wilderness Safaris, Protea Hotels, Mulungushi International Conference Centre and Rovos Rail.

Cape Town and Johannesburg attracted 88 travel trade attendees each while Namibia attracted 45 travel trade. This was the first time road shows were conducted in these countries.

Other road shows have been held in Australia, USA and Canada.

## WORLD TOURISM DAY

Zambia joins the rest of the world in commemorating the World Tourism Day on Wednesday 27th September 2006 whose theme this year is 'Tourism: Enriches'.

## Technical Committee Approves 34 New Applications

The 73rd Development and Technical Committee meeting held 8th August 2006 approved 34 new applications and normalised 9 enterprises.

The 34 projects account for K38.4 billion in pledged investments and will create 512 new skilled and unskilled jobs in the tourism sector. The projects consist of 15 accommodation units, 7 tour operations, 7 car hire, 5 travel agencies, 1 hunting safaris, 1 boating operation and 1 air charter.

The accommodation sector had the highest number of investment pledges worth K30 billion followed by air charters and car hire at K4 billion and K1 billion respectively. The locations of the new enterprises are as follows: -

Lusaka - 19 projects  
Siavonga - 3  
Petauke, Nyika, Chipata, Serenje, Kasempa, Mfuwe, Nyika, Livingstone, Msoro GMA, Mufulira, Kasanka and Kafue North Hunting block - one project each

During the same meeting, 9 enterprise operations were normalised - 2 accommodation units, 6 nights clubs and 1 restaurant.

## Royal Livingstone in Africa's Top 25

Sun International's Royal Livingstone has been placed 10th in a poll identifying 25 Top hotels in Africa and the Middle East by a US magazine - Travel + Leisure. The poll is conducted annually.

The hotel was also named among the world's Top 100 hotels in another poll conducted by the same magazine.

Respondents were required to rate hotel spas in areas such as rooms/facilities, location, service, restaurants/food and value.

Last year the Royal Livingstone was ranked 12th in the same poll.



## Maramba Cultural Village Construction On Course

The construction of the Maramba Cultural Village in the tourist capital, Livingstone, is progressing well with phase 1 nearing completion. The cultural village which will consist of an art gallery, open air theatre, 9 model villages and a 200-people capacity conference facility is being funded through the Poverty Reduction Program (PRP). The village is located next to the Livingstone showgrounds.

In an interview with the Provincial Cultural Officer Mr Vincent Kamwanya, he said that the construction of the cultural village began in March this year and phase 1 consisting of the open air theatre is expected to be completed in November 2006. The open air theatre consists of a dancing arena with a seating capacity of 450 people. The other facilities of the village will be completed under phase 2 & 3. Mr Kamwanya said Government policy is to have cultural infrastructure in all the provinces and so, this initiative is by the Ministry of Community Development and Social services through the Department of Culture (whose mandate is to promote culture and art) in compliance with the policy.

It is envisaged that when the cultural village is fully operational, both local and foreign tourists will be privileged to sample Zambia's rich cultural heritage through art, music, dance and food.

## ZNTB Supports Ladies Circle Bid to Host the 2009 International Conference

The Ladies Circle Zambia Chapter is bidding to host the Ladies Circle International conference in 2009. Through the current Ladies Circle International president Mrs Sylvia Mwansa, the Zambia circle will be putting up a strong bid to host the 2009 conference at this year's conference taking place this month in Holland. Zambia National Tourist Board has co-sponsored three traditional dancers from the Amaombe cultural group to perform during the bid the conference in support of the bid.

In addition, ZNTB will be making a tourism presentation to the Circle and will distribute tourism promotional materials to the participants. Since assuming office as Ladies Circle International President in 2005, Mrs Mwansa has managed to influence some of the members to holiday in Zambia.

Good Luck to Mrs Mwansa!

## ZNTB TO ATTEND THE JATA WORLD TOURISM CONGRESS & TRAVEL FAIR

Zambia National Tourist Board will be attending the JATA World Tourism Congress and Travel Fair to be held in Tokyo, Japan from 21st to 24th September 2006.

JATA World Tourism Congress & Travel Fair comprises two separate but complementary events. The JATA World Tourism Congress is a marketing conference while the Travel Fair features a dedicated day for exhibitors to meet one-on-one with the Japanese travel trade and consumers to showcase their travel offerings and appeal directly to potential Japanese travelers.

## Zambian Lady Becomes First Grade 2 Safari Guide

After five years of total commitment and dedication, Rose Jere has become the first ever Zambian lady to qualify as a Grade 2 Safari Guide.

This is an extremely difficult examination, requiring the candidate not only to have a detailed knowledge of all the wildlife in and around the park, but also to be able to communicate that knowledge; to be a good mechanic and to be a first aider. Rose works for Norman Carr Safaris in South Luangwa National Park.

*Heartfelt Congratulations to Rose!*

## TRADITIONAL CEREMONIES CALENDAR

VINKAKANIMBA of the Tumbuka people of Muyombwe District in Northern Province.

KAZANGA of the Nkoya people of Chief Mutondo Kanongesha.

BWILILE of the Bemba people of Chief Puta of Chiengi District.

ICHIBWELA MUSHI of the Bisa/Swaka/Lala people of Mkushi.