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The Swahili Coast.

3 Introduction

4–7 Pemba Island

8-9 Zanzibar Island

10-11 Chumbe Island

More pages and spreads will be added to this supplement prior to printing.

Separate Cover for Tanzania World Edition.

All Best of Africa World Editions will be available on ATA Website and Corporate Press Display, world’s largest magazine and newspaper kiosk.
The big three, and dozens of smaller islands off their shores provide an opportunity to explore by canoe, sailing boat, ferry, motor launch or the classic ‘dhow,’ which has plied these warm, idyllic waters for many centuries.

**History and Culture**
The dhow is a symbol of the local culture. This traditional Arab sailing vessel has one or more lateen sails, and is seen along the coasts of the Arabian Peninsula, Pakistan, India, and here in East Africa. Some dhows accommodate as many as 30 persons. They are a reminder that while the western world slumbered through the Middle Ages, here on the Indian Ocean coast, trade, commerce and civilization thrived. It became the meeting place for cultures from China, the Indian subcontinent, Persia and Arabia, each adding to the mosaic and fabric of the rich Swahili tapestry. A common sight along the Swahili coast of East Africa, the dhow is honored by the management company Monsoon Empires. The new owners have developed a larger boutique hotel by the beach. The hotel is now run by the management company Monsoon Empires. Over a decade ago, the first land based resort was opened on Pemba Island. The catalyst is the fact that Pemba was closed to all foreigners until the 1980s. That’s why the beach areas are so pristine and uncrowded. Pemba is geologically older than Zanzibar Island and was settled earlier than its better known counterpart.

**Sport and Adventure in the Deep**
The sport of Bull Fighting was introduced by the Portuguese, first of the Europeans to become involved in this area. This spectacular activity can be seen in different villages. Of special note, Pemba is earning worldwide notice for its outstanding dive sites, with vertiginous drop-offs, untouched
A PARADISE IN THE EXOTIC ZANZIBAR ARCHIPELAGO

coral and a great variety and abundance of marine life. Chake-Chake, the mid-island capital of Pemba is perched on a hill, with a view of the bay area and the Misali Island, where the tides determine when a dhow can enter the harbor. To its west, on the Ras

Mkumbuu Peninsula, visitors will discover some of the oldest, best preserved ruins in the archipelago. Why is Pemba famous for its rich fishing grounds? Here, between the island and mainland is the deep 20 miles wide Pemba Channel, known as one of the most profitable locations for game fishing on the East Africa coast. With a booming tourism industry in Zanzibar and the coast of Mainland Tanzania, many adventure travelers from the USA, UK and beyond, have been attracted to the more pristine, less-crowded Pemba Island. The catalyst is ‘dive tourists’ who relish the uncrowded and unspoiled reefs the island offers to experienced divers.

Visitors enjoy Pemba’s Swahili culture, beach activities, snorkeling, deep-sea fishing, exploratory tours, cruises and world class diving at some of the finest reefs or the deep waters of the Pemba Channel. Where there’s great fishing, there’s also fabulous seafood - so be prepared to enjoy.

New World Class Project

Over a decade ago Monsoon Empires, The Management company, laid the foundations on northern Pemba Island to create its first land based accommodation. They knew that their discriminating clients would enjoy the bliss of being alone on an island and exploring undiscovered reefs, and empty beaches. As they said at the time, “We built simple structures, called them tented rooms, and used a small boat to get around. How simple it was to please people then. Then ambition and competition set in. We did whatever we could to improve our level of accommodation, services and excursions. We moved on to wooden chalets, coral rooms, yachts. A bigger lounge. A bigger verandah. A pool. But still no end in sight.”

Early this year the resort was acquired by Resort Investor, and the resort is now run by the management company Monsoon Empires. The new owners have developed the first underwater resort, based on a successful concept from Sweden, planned to launch on Pemba during 2009.

Africa Travel Magazine. World Edition
**Recent Developments**

During the period of April to August, the Manta Resort has gone through a major facelift, with new guest rooms and public areas. At the heart of the resort you will find Oxygene Pemba, a PADI 5 star Dive Center, offering a combination of diving, snorkeling, fishing and water sports.

- In the front there will now be six Seafront Villas, dedicated to comfort and romance. The honeymoon market as well as guests that demand elevated levels of service is a growing segment of business.
- Air conditioned, large bathrooms, private sea side verandahs - all the trimmings.
- The brand new Village are ten cottages nicely set in the gardens with wooden floors, mosquito net covered king size beds, lamu screen floored en-suite bath rooms, and a makuti-thatched verandah – all with views overlooking the Pemba channel.
- The sea side Kipepeo Spa offers all customers soothing massage treatments that have become an expected service in boutique lodges.
- A watersports centre, a swimming pool, and a beach lounge will form the hub of the clients' social life during the day.
- Dining facilities have been increased, as well as the main bar and lounge relaxing area, overlooking the amazing views of the Pemba channel. The Manta Resort has the potential to become the most unique ocean product in the world.

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Tanzania National Parks (Tanapa)
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Festival of Dhow Countries
www.ziff.or.tz
THE MANTA RESORT, PEMBA ISLAND, ZANZIBAR

Recent Developments

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PRIVATELY. PERFECTLY. PEMBA.

Elevated and crafted along an idyllic island beach, The Manta Resort offers privacy, romance, adventure, and water sports on East Africa's finest island sanctuary. www.themantaresort.com
Quick now! What are the facts about Zanzibar?

- Zanzibar is popularly known as the “spice islands.”
- Zanzibar is located about 30 K off the coast of mainland Tanzania in the Indian Ocean.
- Zanzibar is actually an archipelago with the two main Islands of Zanzibar (also known as Unguja, the larger one) and Pemba (the smaller of the two).
- Zanzibar was incorporated into the United Republic of Tanzania in 1964.
- Zanzibar, which in 1992 had only 723,300 people, does have its own democratically elected president and government that run the internal affairs of the Islands.
- Zanzibar’s Serena Inn on the Stone Town waterfront is a splendid example of the careful preservation of historic buildings. This project undertaken by the Aga Khan Fund for Economic Development, owner and manager of the Serena Hotels, involved the restoration and rehabilitation of two historic buildings, the Old Extelcoms Building and the Chinese Doctors’ Residence.
- Zanzibar has the largest number of carved doors in East Africa.
- Zanzibar’s Stone Town has 50 mosques and four Hindu temples.
- The House of Wonders is one of the first buildings in East Africa to have electricity and Stone Town’s oldest existing building. In 1987, the Stone Town Conservation Authority was created to provide strict guidelines for architectural design and materials used in all renovations of public and privately owned buildings.
- Zanzibar is the world’s oldest functioning Swahili city.
- Zanzibar has seen an influx from the British, Dutch, Portuguese, Egyptian, Phoenicians, Assyrians, Indians, Chinese, Persians, Arabs and Sumerians at various times in its history.
- Zanzibar offers the visitor a variety of pristine beaches and stunning coral reefs.
- Zanzibar’s Muslim worshippers, during daylight hours of Ramadan lunar month, may not eat, drink, smoke or have sex. Exempt only are the sick, young children and travelers.
- The earliest visitation to Zanzibar was in the 8th century, when the Arab traders arrived.
- Zanzibar’s oldest remaining building is the 11th century mosque at Kizimkazi. The name Swahili comes from the Arab word sawahil which means ‘coast’.
- Zanzibar named Best Island Destination in Africa and Middle East
- Zanzibar, the “spice islands” of the Indian Ocean, and part of Tanzania, was named by the Travel+Leisure Magazine’s readers as the highest-ranking Island in Africa and the Middle East in the World’s Best Awards Readers’ Poll.
- Zanzibar lures the American traveler, not just because the name itself conjures up a mystical and romantic image, but also because it is known as a peaceful, stable and hospitable island, just like mainland Tanzania.

Festivals Zanzibari Style

“Zanzibar,” the name itself conjures up a mystical and romantic image, consists of Unguja (known as Zanzibar Island), Pemba and some 50 smaller surrounding island and islets. Already popular for its beaches, water sports, scuba diving (using environmentally-friendly equipment), underwater photography, reef watching, dolphin watching and snorkeling, Zanzibar is now focusing on promoting its many year-round festivals showcasing the diverse cultures and history of Tanzania’s Swahili coastal islands.

What makes Zanzibar’s festivals unique and popular with visitors is that they are for the local population as well as for the tourists,” says Mohammed Vuai, Executive Secretary of the Zanzibar Tourism Commission. “There are events and activities that take place in the local communities throughout the islands.”

Swahili Music & Culture

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

Mission and Vision

Established in 2003, the company’s mission is as follows: “To promote and develop opportunities for local and international music
and performing artists within the East African region, work to strengthen the local arts infrastructure and build networks internationally, for the social, cultural and economic growth of Africa and the dhow region.”

Busara’s vision is for Zanzibar to become internationally recognized and valued as a cultural epicentre for Africa and the Indian Ocean region. This is in the context of a broader cross-regional network which links festivals, venues and promoters, performing artists, music institutions and related organizations around Africa, the Indian Ocean and beyond. Busara Promotions’ main event is the Sauti za Busara Swahili Music Festival, held annually in Stone Town, Zanzibar each February.

**Swahili Encounters**

Another of Busara’s principal activities is the Swahili Encounters project. The mission of Swahili Encounters is “to encourage audiences to celebrate pluralism of cultural and religious diversity; to promote and develop opportunities for musicians and performing artists along the Swahili coast and islands to connect, learn and perform together; and to develop regional artistic cooperation, for the social, cultural and economic growth of East Africa and the Swahili region.” Keep in touch with events and activities in Zanzibar on www.africa-ata.org/zanzibar.htm

**SOUNDS OF WISDOM (Sauti za Busara)**

**MUSIC FESTIVAL TOUR:**

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www.zanzibartourism.net • mail-zanzibartourism@zanzibartourism.net
Welcome means KARIBU in the Swahili Vernacular.

Welcome to Zanzibar, the majestic spice island of the Indian Ocean. These are two main islands of Unguja and Pemba. Over centuries different cultures have influenced Zanzibar to become what it is today. Sumerians, Assyrians, Egyptians, Phoenicians, Indians, Chinese, Persians, Portuguese, Omani Arabs, Dutch and British have settled here at one time or another and influenced the local culture into the present fusion.

Vision
The Vision of the Government of Zanzibar regarding tourism is “To become one of the top tourism destinations of the Indian Ocean, offering an up market, high quality product across the board within the coming 17 years”.

Indian Ocean and a destination both legendary and mysterious.

From this remote outpost, at the hub of the Monsoon trading routes, history was enacted, journeys of discovery were planned, Sultanate empires were established and the first medieval global village was founded.

Zanzibar retains the imprint of its historic legacy in the tumbling streets of Stone Town, in the Arabic-inflected Swahili language and the rare antiques of the bazaars and markets.

The haloes of idyllic beach that adorn the island’s coast, and the fragrant spice plantations that blossom in the interior make Zanzibar The Ultimate Indian Ocean Destination, the jewel in East Africa’s crown.
100 “WAYS TO GO AUTHENTIC”

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.” The first-ever Blue List issue of Islands, highlighting “100 Ways to Go Authentic” and singling out the most “offbeat, eco-conscious travel adventures” in the world appeared in the December 2007 issue.

Chumbe Island Coral Park is a unique privately managed nature reserve developed and managed by the Chumbe Island Coral Park Ltd. (CHICOP). It is a rare example of a still pristine coral island ecosystem in an otherwise heavily overfished and over-exploited area. The reserve includes a reef sanctuary, and a forest reserve. Approximately 90% of Chumbe Island is covered by one of the last remaining pristine ‘coral rag’ forests in Zanzibar.

This private, not-for-profit marine reserve, “was one of the first of its kind,” says Helen Peeks, Chumbe Island Project Manager. In 1994, it became Tanzania’s first marine park, and it has since been registered as a UN recognized Protected Area. “The diverse eco-system here is a perfect example of sustainable conservation and tourism in action together,” Ms. Peeks comments. There are only 14 guests per night on the Island. The rest of the tiny population consists of guides and other staff, Park Rangers, and occasional researchers, and local school children on daylong nature trips. The 14 guests stay in one of seven eco-bungalows designed to provide both privacy and a sense of freedom of living in the open. All overlook the sea, a 30 second stroll away from the warm tropical ocean. Dining takes place under a huge palm thatched roof stretching over the ruins of the historical, 100-year-old converted lighthouse keeper’s home with sweeping views across the ocean. An historic, elegant mosque, still in use, stands next door. Dinners on the Island are a celebrated mixture of Zanzibarian, Arabic, Indian and African tastes and satisfy both vegetarians and non-vegetarians.

During the day, guests may discover the extraordinarily diverse plants, birds and animals on Chumbe Island’s magnificent nature trails, or snorkel close to the 400 species of fish in the shallow coral reef. (Due to the shallowness of the reef, the fish are virtually by one’s side.) Scuba trips nearby can be easily arranged, and exploring Zanzibar’s main city Stone Town, a UNESCO World Heritage Site, is another option.

Truly an authentic and rare eco-travel experience, a stay at Chumbe Island is only 165 $ per person per night in low season and 220 $ per person per night in high season. Access is by once a day boat from a location near Stone Town, and guests may arrange to be picked up at the airport or other locations for transport to the boat.

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