



ZAMBIA NATIONAL TOURIST BOARD

# News Flash



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AUGUST 2007



Above: Members of the Africa Travel and Tourism Association (ATTA) who attended the Zambia National Tourist Board networking event held in London in June 2007.

## ZNTB Hosts An ATTA Summer Networking Function in London

The Zambia National Tourist Board hosted the Africa Travel and Tourism Association (ATTA) summer networking function at Chelsea Gardens in London on 20th June 2007.

The event was attended by over 130 senior members of the travel trade doing business in Africa and Zambia in particular. His Excellency the High Commissioner of the Republic of Zambia to Britain Mr. Anderson Chibwa officiated at the event.

The objective of hosting the event was to use the opportunity to provide an update on the Zambian tourism industry and to get perceptions of Zambia as a tourist destination from the travel trade. The event was also used to develop new contacts and to identify new opportunities for the promotion of Zambia.

## Livingstone Royal Golf and Country Club Opens Second 9 Holes

The Livingstone Royal Golf and country Club opened their second nine holes on 1st June 2007, making it a full 18 hole course. The following are the specifications of the Golf course: -

Type:	Parkland Golf Course
Holes :	18
Par:	72
Fairway Grass:	Bermuda
Greens Grass:	Hybrid Bermuda
Length:	Club - 6275m Ladies 5482m

Another new addition to the club is the New Aerobics Halls to be used for hi/lo dancing aerobics, kickboxing and combo classes given by a professional trainer. The club is working on another new feature, that is a beauty parlour which is expected to be ready before the end of this month.



These new developments at the club will definitely enhance the tourism profile of the tourist capital.

Left: The Livingstone Royal Golf and Country Club.

## South African Airways Country Office Awards local Agents

South African Airways Zambia country office awarded travel agents for their sales performance. The awards dubbed Top 10 Travel Agents also included two awards on Most Improved Travel Agents.

Speaking when he officiated at the awards ceremony, Deputy Minister of Tourism, Environment and Natural Resources Honourable Michael Kaingu commended the airline for recognising the efforts made by the agents in selling the airline.

Voyagers Travel Lusaka Branch topped the Top 10 and was followed by Airmasters. The third position was taken by Germistar Travel followed by Steve Blagus Travel, Voyagers Chingola, Silverline Travel, Tara Travel, Zambian Safari Company, Struts Travel and Skyjet Travel.

The Most Improved Travel Agent award for the Lusaka region was scooped by Addit Travel while the Copperbelt region went to Royal Travel.



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## Malaysia 50th Anniversary Expedition Expected in Zambia

A group of 52 Malaysians led by that country's Deputy Minister of Defense is on an expedition to promote Malaysia's 50 Years of nationhood.

The expedition is expected to enter Zambia through the Victoria Falls on 2nd August and will exit through the Nakonde Border on 3rd August 2007. During the expedition, the delegation will stop over at tourism areas of interest.

The expedition will stopover in Lusaka on 2nd August for one night before proceeding the following day.



Above From left to right: Mr Donald Pelekamoyo, ZNTB Tourism Promotions Manager/UK, HE the Zambia High Commissioner to Britain Mr Anderson Chibwa & Mr Mike Unwin from Travel Zambia

## Safari legends Goes into Marketing Partnership with Zambian lodges

Safari Legends, a newly established tour operator in Zimbabwe has gone into a marketing partnership with four Zambian lodges.

The four lodges picked are Ana Tree Lodge located in Lower Zambezi National Park, Chaminuka Lodge in Lusaka, Stanley Safari Lodge and Taita Falcon Lodge in Livingstone.

Though each lodge in the alliance is individually owned and personality driven, Safari Legends will retain its values in standardising the quality, consistence and excellence at the partner lodges.

Safari Legends is owned by people who have wide experience in the African Safari industry including Zambia.

## UNWTO Tourism Destination Management Workshop To Held In Livingstone

In order to respond to the growing need for systematic, multidisciplinary and inter-sectoral strategies and approaches for tourism management, the United Nations World Tourism Organisation (UNWTO) in partnership with the Ministry of Tourism, Environment and Natural Resources (MTENR) will hold a regional workshop on Tourism Destination Management whose theme is 'Reinforcing the competitiveness of African destinations' in the tourist capital, Livingstone from 3rd to 5th October 2007 at the Chrismar Livingstone Hotel.

The objectives of the workshop are to provide participants with a detailed understanding about the ways in which policies for destination management are evolving, to increase effectiveness and return on investment; and to stimulate reflection and encourage debate on key areas of destinations and product development in Africa.

There will be presentations and discussions on a wide range of destination management topics, such as competitive product development, ensuring the quality of the visitor experience, competing in the global marketplace together with the perspective of some of the industry players and the importance of shifting to new distribution systems and information technologies.

Participants from both the public and private sector in the Africa region will attend the 3-day workshop.

## TRADITIONAL CEREMONIES THIS MONTH

Likumbi Lya Mize Traditional Ceremony of the Luvale people of Senior Chief Ndungu of Zambezi District in North-western province will take place on 25th August 2007.

Kulamba ceremony of the Chewa people of Paramount Chief Gawa Undi will be held on 25th August