



ZAMBIA NATIONAL TOURIST BOARD

# News Flash



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JUNE 2007



Above: The Zambian Stand at the INDABA tourism exhibition which took place from 12th to 15th May 2007 in Durban, South Africa.

## Technical Committee Approves 6 New Applications

The 79th Development and Technical Committee meeting held on 11th May 2007 approved 6 new applications and 22 renewal applications.

The 6 projects amount to K4. 046 billion in pledged investments and will create 85 new skilled and unskilled jobs in the tourism sector. The projects consist of 1 travel agency, 2 accommodation units, 1 tour operation, 1 car hire and a boat cruise. Out of these, 3 enterprises are located in Lusaka, 1 in Ndola, and 2 in Livingstone.

The tour operations sector accounted for the highest pledged investment amounting to K2.7 million.

During the same meeting, 22 tourist enterprise renewals were approved

## Hotel Express International Commences Operations in Zambia

The Hotel Express International (HEI), a hotel discount company has begun operations in Zambia under JFK Investments Limited of Lusaka which has the exclusive Licensee Agreement for HEI operations in Zambia.

Established in San Diego, USA 20 years ago, the HEI is a hotel booking club which is exclusive to members. The HEI membership entitles one to 50% off the rack rate at any time of the year at 4, 400 member hotels in 135 countries ranging from 3 to 5 star rated hotels. HEI members can book directly with the member hotels or through the Hotel Express International office.

In Zambia, 5 hotels have already signed up their membership to the HEI and these are Hotel Intercontinental, The Royal Livingstone, Zambezi Sun, Cresta Golf View and Chrismar Hotel. Membership is expected to rise, and recruitment is on-going.

More details on how to become a member can be obtained from the Hotel Express International on email [hotelexpress@jfk.co.zm](mailto:hotelexpress@jfk.co.zm).

## Tongabezi Lodge Adopts Victoria Falls Border and Falls Park Area

As part of its contribution to the community & environment, Tongabezi and Livingstone Island have identified the Victoria Falls border and Falls park area as a place needing attention. The Tongabezi management approached authorities concerned for permission to recruit staff & arrange the cleaning of the two areas for a period of 2 years.

In partnership with National Heritage, 4 cleaners / gardeners have been recruited to maintain the area daily under supervision of the Livingstone Island manager. The lodge will also facilitate the planting of flowers /shrubs to improve the landscaping. Approximately K6 million Kwacha a month has been set aside for this project. The project will also involve improving toilets facilities for visitors passing through the border buildings and mounting signs encouraging people to respect the environment & keep the area clean and tidy.

This is according to information obtained from Ms Honour De Jong, Sales and Marketing Manager of Tongabezi Lodge.



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## ZNTB Signs Statement of Cooperation with Limpopo Tourism and Zimbabwe Tourism Authority

Zambia National Tourist Board and the private sector attended the INDABA tourism exhibition which took place from 12th to 15th May 2007 in Durban, South Africa.

The show has been viewed as a success by most of the Zambian exhibitors as business conducted was very good.

During the exhibition, ZNTB signed a Statement of Cooperation with the Limpopo Tourism and Parks of South Africa and Zimbabwe Tourism Authority on 14th May 2007. The objective of the cooperation is to create a platform for enhanced communication, coordination and cooperation between the parties in tourism marketing. This entails that package tours will be developed among and within the countries and region of the signatory parties.

The areas of common understanding in this cooperation includes the FIFA World Cup to be hosted by South Africa in 2010 as a significant opportunity to position the sub-region as a tourist destination of choice for the event visitors; and tourism marketing and promotions.

Through this cooperation, it has been agreed that the participating countries will be jointly marketed as the Limpopo - Zambezi Destination.

Arising from this cooperation, two committees will be formed to that is, the Steering Committee to comprise the Chief Executive Officers; and a Technical Committee to comprise representatives from various institutions of all parties involved.

It is expected that through this cooperation Zambia will tap some of the 2010 World Cup tourists into the country.

## TRADITIONAL CEREMONIES THIS MONTH

Kazanga Traditional Ceremony of the Nkoya people of Kaoma District in Western province will take place on 30th June 2007.



*Above: Honourable Michael Kaingu M.P. (in Traditional attire Siziba) Deputy Minister of Tourism officiated at the Zambia Networking Breakfast that took place on 13th May 2007 during the INDABA tourism Exhibition in Durban, South Africa. Here he is seen with Zambian officials and the invited guests that attended the function.*

## Kawaza Cultural Village Goes Online

Kawaza Cultural Village, a cultural tourism project near South Luangwa National Park, has gone online with the support from Robin Pope Safaris.

The project is run by the community of Kawaza Village, through this project they exchange ideas and culture with guests who visit them. Money raised from the project is used for the development of social amenities in the community.

A visit to the Kawaza Cultural Village accords one an opportunity to take part in various village chores including visiting the Chief and a traditional Healer. For details, please visit [www.kawaza.org](http://www.kawaza.org)

## HIV/AIDS Musical Concert To Be Held At The Zambezi Sun Activity Centre

Sun International Zambia in Partnership with the USAID will host a musical concert at the Zambezi Sun on 16th June 2007. The show is aimed at spreading information on HIV and Aids through Music in order to stir a sense of behavioral change among the youths in Zambia.

The show will feature Zambian musicians such as Amayenge Cultural Ensemble, MC Wabwino and Danny.

The proceeds from the show will go towards HIV and Aids programs.