



Above: Zambia's Ambassador to Germany General Kingsley Chinkuli (with the back), right to left ZNTB manager for Europe Donald Pelekamoyo and Minister of Energy Honourable Felix Mutati chatting with clients at the ZNTB stand during the International Tourism Exchange (ITB) which took place from 7th to 11th March 2007 in Berlin, Germany.

Lusaka To Host Africa Freedom Dance Festival

Lusaka is billed to host the Africa Dance Festival under the auspices of the Embassy of France and the Government of the Republic of Zambia through its Ministry of Community Development and Social Services. The festival will be held from 25th to 26th May 2007 at three different venues namely, State House, Mulungushi International Conference Centre and the Lusaka Showgrounds.

This event follows the success of the first festival held last year in May. The aim of the festival is to showcase the diversity of dance and culture across the continent, provide a platform for strengthening of cultural exchange between African Countries and position Zambia amongst Africa's leading cultural destinations.

Participants are expected to come from Zambia and 20 other African countries including representatives from the Diaspora. Each country participating in the festival will send a dance troupe to showcase its respective culture through dance and music.

Last year the festival attracted about 4,900 people at the two venues where it was hosted that is, Lusaka National Museum and the Lusaka Showgrounds. It is expected that activities such as this one will boost tourism activities in the capital city which is mainly used as a business and conference destination.

Technical Committee Approves 6 New Applications

The 78th Development and Technical Committee meeting held on 28th March 2007 approved 6 new applications, normalised 7 enterprise operations and approved 192 renewal applications.

The 6 projects amount to K3 billion in pledged investments and will create 60 new skilled and unskilled jobs in the tourism sector. The projects consist of 2 travel agencies, 1 accommodation unit, 2 tour operations and 1 night club. Out of these, 3 enterprises are located in Lusaka, 1 each in Kabwe, Livingstone and Luangwa Boma.

The travel agency sector accounted for the highest pledged investment amounting to K926 million.

During the same meeting, 7 tourist enterprise operations were normalised: a night club and 6 accommodation units with a total capacity of 80 rooms. Out of these, 4 are located in Lusaka, 1 each in Mazabuka, Chirundu and Ndola.

The annual tourist enterprise license renewal exercise received 192 applications which were all approved during the same meeting. The renewals consist of 46 restaurants, 65 tour operations, 33 travel agencies, 20 car hire companies, 17 night clubs, 8 hunting safaris, 2 camp sites and 1 air charter.

"Tourism Opens Doors for Women" - WTD 2007 Theme

'Tourism opens doors for women' is the theme for the United Nations World Tourism Day which as each year is commemorated on 27th September.

The promotion of gender equality, empowerment of women and the elimination of gender disparity in education is the third UN Millennium Development Goal to which the United Nations World Tourism Organisation (UNWTO) is committed. This year therefore entails that the highlights will focus on the opportunities that the tourism sector offers for women.



2010 Preparations Harare Meeting

Three tourism bodies from Zambia, Zimbabwe and Limpopo met in Harare, Zimbabwe on 29th and 30th March 2007 to look at possible joint marketing of tourism products in the three regions in preparation for 2010 and beyond.

The meeting which took place at the Rainbow Towers, was officiated by Zimbabwe's Minister of Environment and Tourism Mr Francis Nhema and was attended by the tourist boards from Zambia and Zimbabwe, Limpopo Tourism and National Parks and members of the tourism private sector. From Zambia, in attendance with ZNTB, were representatives from Kachelo Travel, Zambian Safari Company, KNP Promotions and Alendo Travel & Tours.

The resolutions of the meeting were as follows: -

- ♦ A Steering Committee consisting the three chief executive officers of the tourism bodies be formed to agree on a Memorandum of Understanding to be signed.
- ♦ Technical Committees to be formed to work on how to implement the MoU.

The focal point areas will be on 2010, joint packaging and training needs. The next meeting will take place in April 2007.

New Look ZNTB Website

Zambia National Tourist Board has completed work on their new look website. The new website has been uploaded and is already receiving accolades for enhanced content.

The new features on the website include downloadable electronic brochures in PDF format, short videos on tourism in Zambia, a feedback form, different maps of the tourist areas and Zambia.

The website currently receives above 2, 500 visitors per month and with the new features we expect the site to attract more websurfers.



Above: The Lunar rainbow taken at the Victoria Falls, Zambia

Lunar Rainbow Calendar Above the Victoria Falls

The Lunar rainbow, also known as moon bows, occurs at night and the views from the Victoria Falls are phenomenal. Arrangements to view the Lunar rainbow can be made through the National Heritage and Conservation Commission office in Livingstone. The calendar of occurrence for 2007 is given below: -

April:	1, 2, 3
May:	1, 2, 3, 31
June:	1, 2, 29,30
July:	1, 29, 30, 31
August:	27, 28, 29
September:	25, 26, 27
October:	25, 26, 27
November:	23, 24, 25
December:	23, 24, 25

The lunar rainbow can be viewed between 19 hours and midnight on the day of occurrence.

TRADITIONAL CEREMONIES CALENDAR

No traditional ceremonies are taking place this month. Look out for Kuomboka Nalolo, Kuomboka Libonda and Kufwikila next month.