



ZAMBIA NATIONAL TOURIST BOARD

News Flash

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Above: Tourists get closer to an elephant in Kafue National Park. Picture courtesy of Wilderness Safaris

ZNTB To Attend the Vakantibeurs in The Netherlands

Zambia National Tourist Board and private sector will be attending the Vakantibeurs tourism exhibition from 9th to 14th January 2007 in Utrecht, The Netherlands. The Vakantibeurs is the largest tourism exhibition in the Dutch market and is open to the general public, travel trade and media. The exhibition runs for 6 days.

The private sector companies attending the exhibition are Kafue National Park (KNP) Promotions, Mukambi Safari Lodge and Voyagers. In addition a 3-member group of traditional dancers from the Amaombe group is also attending the exhibition to provide indigenously Zambian traditional music and dance to the show patrons in order to boost visitors to the stand.

2006 Accommodation Occupancy Rate Stable

Preliminary accommodation occupancy data collected from accommodation establishments between January and November 2006 indicate the first, second and third quarters recorded 50%, 53% and 61% in room occupancy. The increase between the first and second; and second and third is 6% and 15% respectively.

The average monthly occupancy was 43% in January and 66% in November.

Technical Committee Approves 8 New Applications

The 765th Development and Technical Committee meeting held 21st December 2006 approved 8 new applications and normalised 1 enterprise.

The 8 projects account for K12.8 billion in pledged investments and will create 117 new skilled and unskilled jobs in the tourism sector. The projects consist of 6 accommodation units and 2 tour operations.

The accommodation sector accounts for K6.7 billion in investment pledges. The locations of the new enterprises are as follows: -

Livingstone - 2 projects
1 project each in Lusaka, Ndola, Chingola, Solwezi, Senanga Lunga Luswishi Game Management Area.

During the same meeting, 1 tourist enterprise operation, a night club in Chingola was normalised.

Among the new enterprises is high flyer ballooning operation right above the Victoria Falls. This kind of operation is new in Zambia and it is expected to enhance Zambias' adventure tourism profile. This investment alone is worth K5.9 billion.

The highest recorded average occupancy levels were in July and August at 60% and 65% respectively.

During the period under review, the Lusaka region recorded the highest occupancy of 65.3% followed by Livingstone with 63%. The Copperbelt and Eastern provinces recorded 51.4% and 48.3% respectively.

The increase in occupancy rates was consistent with the tourism seasons.

New Luxurious Boat on the Zambezi

Pride of the Zambezi is anew luxury boat operating on the Zambezi River, 140 kilometres upstream of Livingstone at Mwandi. It can accommodate up to 10 passengers in en suite rooms including a honeymoon suite.



National Airports Introduces New Way of Collecting of Airport Tax

The National Airport Corporation has introduced a new collection of airport taxes. Airport taxes will now be included in the air tickets issued by all airline members of the International Air Transport Association (IATA).

Non IATA member airlines will not be able to collect the the taxes and passengers holding such tickets will still be required to pay the taxes on departure as has been the case. The international and domestic airport departure fees are US\$25 and US\$8 respectively.

It is expected that this new development will enhance the speed of departure formalities.

British Airways Closes Ticket Sales Shop

British Airways (BA) has closed its ticket sales shop in Lusaka in a bid to promote its fully fledged online services.

Potential passengers will require to log on to the BA website to make reservations and eventually pay for the ticket by credit card, making a passenger fully in control of their travel itinerary. The other option will be by phoning the airline's telephone ticket sales agents for reservations.

However, passengers will not be restricted to the above methods only as they will have the option of using Travel Agents who will continue to provide their expertise in travel services from reservations to ticketing and other auxiliary services.

River Cruises Introduced on the Kafue River

A new river cruise boat, the Kafue Queen has been introduced on the Kafue river. The boat has a maximum capacity of 100 passengers and cruises the Kafue river from Kafue town (40 kilometres from Lusaka) through the Kafue Gorge.

Further details can be obtained from Zambian Safari Company on email: reservations@zamsaf.co.zm



Above: The Lumangwe Falls nicknamed the mini Victoria Falls

2006 ZNTB Website Statistics

The Zambia National Tourist Board (ZNTB) website registered 751, 206 visitors between January and December 2006. During this period, the highest number of visitors were recorded during the month of May with 71, 960. This could be attributed to month being the commencement of the tourist high season. Below is the summary of statistics by month in 2006

	DAILY AVERAGES		MONTHLY TOTALS	
	Pages	Visits	Visits	Pages
Dec	5501	2169	65049	170541
Nov	6859	2535	70061	245796
Oct	7079	2182	67658	219464
Sep	5998	1920	57605	179965
Aug	6128	1717	53256	189976
Jul	6066	1875	58150	188050
Jun	6424	1998	59944	192744
May	8345	2321	71960	258703
Apr	8114	2291	68735	243420
Mar	5940	1750	54259	184170
Feb	8029	2245	62870	224825
Jan	8234	1989	61659	256825
Totals			751,206	2,554,479

TRADITIONAL CEREMONIES CALENDAR

There are no traditional ceremonies taking place this month. Look out for the Nc'wala ceremony of the Ngoni people of Paramount Chief Mpezeni of the Eastern Province during the last weekend of February next month.