



ZAMBIA NATIONAL TOURIST BOARD

News Flash



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MAY 2007



Above: A couple found camping at the Lumangwe Waterfalls in the Luapula Province.

ZNTB to Attend The INDABA Tourism Exhibition

The Zambia National Tourist Board and the tourism private sector will be attending the INDABA in Durban, South Africa taking place from 12th to 15th May 2007. The INDABA is an annual tourism exhibition which is visited by more than 10, 000 tourism buyers and travel media from all over the world.

Zambia has a stand of 126 square metres and a total of 38 companies will attend the event on the Zambian stand. The companies on the Zambian stand are Ana Tree Lodge, Zambian Skyways, Voyagers, Norman Carr Safaris, Bush Tracks, Mulungushi Village Complex, Sanctuary Lodges, Kabula Lodge, Chaminuka Lodge, Zambezi Transfer Services, Zambian Airways, Wilderness Safaris, Kafunta River Lodge, United Tourism Company, KNP Promotions, Safari Par Excellence, Stanley Safaris, Kiambia Safaris, Shenton Safaris, Taita Falcon Lodge, The Wildlife Camp, Maramba River Lodge, Nanzhila Camp, Kaingu Lodge, Pioneer Camp, Luangwa Wilderness Lodge, Euma Car Hire, Tozema Car Hire, Mukambi Safari Lodge, Mc Brides Camp, Flat Dogs Camp, Track & Trails Camp, Kanyemba Lodge, Luangwa River Lodge, Zambezi Royal Lodge, Holiday Inn, Taj Pamodzi Hotel and the Livingstone Guesthouse Association.

During the exhibition, a networking breakfast will be hosted for selected tourism buyers and travel media at which a presentation on Zambia's tourism products will be made. Zambia's stand number is 656 in the DEC.

Abercrombie & Kent Safaris takes Over Star of Africa

Star of Africa lodges has been taken over by Abercrombie & Kent Zambia Safaris who will operate under the brand name of Sanctuary Lodges and Camps, a consortium of lodges and camps already operating in Botswana, Tanzania, Kenya and Uganda.

The properties that have been taken over are Sussi and Chuma in Livingstone, Lechwe Plains Tented Camp in Lochnivar National Park, Kulefu Tented Camp in Lower Zambezi National Park, Puku Ridge Tented Camp and Chichele Presidential Lodge in South Luangwa National Park. In order to bring these properties in line with the Sanctuary Lodges and Camps level of comfort and service, all the lodges and camps taken over (except for Sussi & Chuma) will be closed to pave way for the refurbishment programme. The properties are expected to re-open to the general public in 2008.

The Sanctuary Lodges & Camps' mission is to establish a collection of unique wilderness properties in areas of outstanding natural beauty, and to develop these properties with an acute sensitivity for the areas' environment, animal habitats, people and culture.

The coming of Sanctuary Lodges into Zambia is most welcome especially that it enhances the profile of the country as a tourist destination.

Africa Freedom Day Dance Festival Set For This Month

The Africa Freedom Day Dance Festival preparations are going on well and the event is on schedule for 25th and 26th May 2007 at the Mulungushi International Conference Centre and the Lusaka showgrounds.

To date 13 countries including Zambia have confirmed participation. The other countries are Angola, Botswana, Democratic Republic of Congo, Ghana, Zimbabwe, Tanzania, Malawi, Namibia, South Africa, The Reunion Islands, Mozambique and Nigeria. The event will showcase dance and music from all participating countries. Entry tickets for the show at Mulungushi International Conference Centre have been pegged at K100, 000 per person and can be purchased from Kashone Communications located at Hotel Intercontinental.



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ATA Annual Congress Draws Tourism Industry Leaders To Africa

Leading international travel and tourism industry professionals will join tourism ministers, heads of tourism boards, and private sector entrepreneurs interested in travel to Africa at the Africa Travel Association's 32nd Annual Conference scheduled to be held from 6th to 11th May 2007 in Addis Ababa, Ethiopia.

The congress's hallmark event will be held in time for the celebration of Ethiopia's millennium anniversary. This event will culminate into the signing of a declaration by tourism ministers and senior representatives from inter-government organisations which will reflect their commitment to bringing the world to Africa.

In a press release issued by the ATA, its president was quoted as saying "travel and tourism to Africa is a powerful force for economic growth, job creation, cultural preservation, environmental protection, and peace and stability. To drive industry growth, ATA is building strong partnerships in the public and private sectors that will benefit everyone involved".

Zambia's delegation to the congress will be led by the Minister of Tourism, Environment and Natural Resources Honourable Kabinga Pande, MP.

The congress aims to raise awareness of the need to market Africa as a unified continental travel destination, as well as to build a positive image of the continent for the future of Africa's tourism development.

Zambia hosted the ATA annual congress in 2003 and held the presidency of the association for the period 2004/5.

TRADITIONAL CEREMONIES THIS MONTH

Kufwikila Traditional Ceremony of the Kaonde people of Chief Chiek Mukumbi will take place in Solwezi

Kuomboka Nalolo of Chief Litunga La Mboela of the Lozi people will take place in Mongu.

US Travel Media Visit Zambia for Familiarisation

Zambia National Tourist Board and the private sector hosted a group of 4 travel journalists from the United States of America for their familiarisation of tourism products. The group was in the country last month from 23rd to 27th April 2007.

This familiarisation trip was organised in partnership with the private sector and the Regional Tourism Organisation of Southern Africa (RETOSA), the tourism organ of the SADC.

During their visit, the media group toured Livingstone and Lower Zambezi National Park. The 4 media members were on assignment for Entre Magazine, Vacation Agent, Travel Weekly, Neiman Marcus Magazine and Elegant Bride. One member of the group is a contributing editor for the National Geographic Traveller.

The participants will produce articles on the tourism products they sampled during the visit for different print and online travel magazines.

Last year, different media groups were hosted from Australia, France, The Netherlands, UK, USA and South Africa out of which articles on Zambia's tourism products have been and are currently being featured.

ZNTB Livingstone Office Renovations To Commence This Month

The Zambia National Tourist Board branch office, the 'Tourist Centre' in Livingstone will undergo building refurbishment from 10th May 2007.

The objective of the renovations is to enhance the appearance of the office which services tourists that visit the tourist capital. The renovation works are expected to last for two months.

During this period the office will temporarily move to the Livingstone Museum, and the email address, telephone and fax numbers will remain unchanged.

The renovations are being undertaken under financing from the tourism component of the Support for Economic Expansion and Diversification (SEED) project.