



# ZAMBIA NATIONAL TOURIST BOARD News Flash

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AUGUST 2006



Above: ZNTB Board Chairman Errol Hickey with the then Northern Province Minister Hon. Clever Silavwe, ZNTB Board Member Richard Kachingwe, ZNTB MD Charity Lumpa, the Kasama Mayor, & Northern Province PS Joel Ngo at the Visit Zambia 2006 Launch at the Chishimba Falls site, in Kasama.

## ZNTB Holds Roadshows in USA

Zambia National Tourist Board conducted a six-city roadshow in the United States of America and Canada from 12th to 25th June 2006. The roadshows were held in San Francisco, Washington, Los Angeles, New Jersey, Dallas and Toronto. The Managing Director Ms Charity Lumpa led the delegation which also included two private sector companies, that is Zambian Safari Company and Alendo Travel and Tours. Zambian Airways and Chaminuka Lodge were represented by their US based representatives.

In each city, ZNTB made presentations to the travel trade and travel media and promotional materials such brochures and CD Roms were distributed. Private sector members had opportunities to meet with audience members on one-to-one basis. Raffles were also conducted and winners were awarded with holiday packages to Zambia courtesy of Zambian Safari Company and Alendo Travel and Tours. The trips are intended to expose USA travel trade to a sample of Zambia's tourist products.

The roadshows were held in line with the objectives of the Visit Zambia Campaign to increase awareness of Zambia's tourist offerings and to increase tourist arrivals by at least 20% annually. The Visit Zambia Campaign is a five-year tourism marketing campaign launched in 2005. Last year the focus was on Livingstone and the Victoria Falls and this year its the Northern Circuit covering northern and luapula provinces with the theme 'Zambia: Home of the Victoria Falls and Land of the Magnificent Waterfalls'.

## New Developments Taking Place in the Tourist Capital

Zambia's tourist capital, Livingstone, has attracted tourist facilities development in the past few years. Currently there are 5 notable projects taking shape and these are as follows: -

**CHRISMAR HOTEL Livingstone** - the construction of phase 1 of the Chrismar hotel project is nearing completion. With 57 rooms (54 doubles, 2 VIP rooms & 1 Family room) almost complete the hotel is expected to open its doors before the end of this month (August). The second phase will bring the total number of rooms to 120. The hotel is located on the road to the Musio-Tunya national park.

**LEGACY HOTELS** - A foundation stone was laid on 28th July 2006 for the development of a huge hotel to consist 1,790 rooms. The project will commence in 2006 and will complete in 2010. An 18-hole golf course will also be built alongside the hotel. The first phase will complete 280 in a period of two years. The hotel will be located in Musio-Tunya national park.

**ROYAL GOLF CLUB** - formerly the Livingstone Golf Club, was re-opened in June 2006 with 9 holes. The course will be extended to 18 holes in the next 18 months. Management of the club intends to development accommodation units along the golf course.

**AIRPORT REHABILITATION** - The Livingstone airport runway is being extended to three kilometres in order to increase its capacity to handle bigger aircraft such as the Boeing 747s. In addition, the apron, fire station and car park are being rehabilitated and these works are expected to be finished by June 2007

**PROTEA HOTEL** - located along Musio-Tunya road opposite the upcoming shopping mall being developed by Arcades, the hotel will have a total of 140 rooms. Phase 1 of the project will see the completion of 80 rooms. The hotel is 4-star rated by its developers.

**THE BUSHFRONT** - is Safari Par Excellence's latest camp located 2 minutes away from the Waterfront. Already operational, the camp has 13 chalets and can accommodate up 26 clients. There is also a camping area which hold 20 people.

FOR FURTHER INFORMATION CONTACT THE PUBLIC RELATIONS OFFICER TEL: 01 229087 - 90 Email: zntb@zamnet.zm



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## ZNTB To Hold Roadshows in South Africa And Namibia

Zambia National Tourist Board will be conducting a three-city roadshow in South Africa and Namibia from 14th to 18th August 2005. The shows will be held in Capetown and Johannesburg, South Africa and Windhoek in Namibia. The roadshows are designed to generate product awareness of Zambian tourism products as well as ensuring that Zambian operators and South African & Namibian tour operators establish contacts.

So far 8 private sector companies have confirmed their participation and these are Sun International Dreams, Zambian Airways, Safaris Par Excellence, Alendo Travel and Tours, Lunagwa River Lodge, Mulungushi Village Complex, Holiday Inn and Wilderness Safaris.

Today's modern traveller seeks to travel to multiple tourist destinations in one trip, this therefore makes it imperative for tourist boards and tour operators in the region to go into marketing partnerships. Zambia's vantage point is the Victoria Falls which most countries in the Southern and Eastern African region incorporate in their tour packages.

### Visit Zambia 2006 Campaign Launched in Kasama

The Visit Zambia 2006 Campaign which this year is focusing on the Northern and Luapula Provinces was launched in Kasama on 22nd July 2006 at the Chishimba Falls site by the ZNTB Board Chairman Errol Hickey.

The Launch was graced by the then Northern Province Minister Honourable Clever Silawwe.

In Mansa, the Marketing Manager Ephraim Belemu made a presentation at Mansa Hotel on 26th July 2006 attended by Government officials, corporate houses and the tourism private sector which is dominated by guesthouse operators. The Provincial Permanent Secretary Mr Kalumba officiated at the function.

### ITS SHOW TIME IN LUSAKA

Zambia National Tourist Board will be attending the Agricultural and Commercial show taking place in Lusaka from 3rd to 7th August 2006.

The ZNTB stand is located at the former Stanbic stand opposite the Lusaka City Council stand. ZNTB uses the local shows to promote awareness of tourism products among the locals in order to enhance domestic tourism.

The theme for this year's show is 'Sustainability: Our Goal.

### Tourist Arrivals Up By 21%

Preliminary arrival data collected from four border points indicate a 21% increase in the number of tourist arrivals in the first half of 2006.

Livingstone Airport recorded 29,168 arrivals compared to 25,390 in the same period in 2005, registering a 15% increase.

On the contrary, Victoria Falls Border recorded a 24% decrease in arrivals during the same period. The decrease could be attributed to problems in neighbouring Zimbabwe and with more arrivals at the airport.

Kazungula Border had 38,935 arrivals in the first half this year representing an increase of 17.5% over the 2005 figure for the same period.

Lusaka International Airport had an exceptional performance having registered a 99% increase in arrivals recording 72,834 visitors when compared to the same period in 2005. On average, the number of arrivals to Zambia increased by 21% in the first half of 2006.

### TRADITIONAL CEREMONIES CALENDAR

LIKUMBI LYA MIZE of the Luvale people of Senior Chief Ndungu in Zambezi takes place 26th August 2006.

CHISEMWA CHA LUNDA of the Lunda People of Senior Chief Kanongesha takes place in Mwinilunga.

LUKUNI LUZWA BUUKA of the Toka Leya people of Chief Musokotwane.

LUNDA LUBANZA of the Lunda people of N/Western province.

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