



Namibia Tourism Board

NTB Newsletter

August 2005

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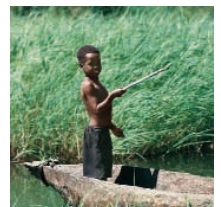
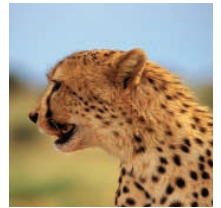
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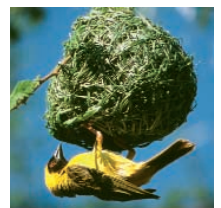
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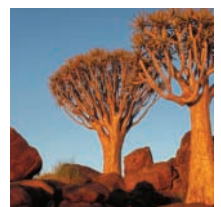
Editor's Note

With the re-launch of this newsletter, we aim to keep you, interested stakeholder, informed of activities and developments here at NTB. Too often we all get so caught up in the actual "doing", that we neglect the "telling" and "sharing". From this point the silence ends and we pledge to update you on our activities and news on a quarterly basis. This Bumper Edition contains loads of info to make sure we get you all current on what we've been up to. Worry not, in future, the newsletter will be more concise and compact. Should you have any suggestions on content, or information you would like to share, please forward it to one of the co-editors, Maggy (ceopa@namibiatourism.com.na) or



Nangula
(marketingops@namibiatourism.com.na).

left: Maggy Mbako
right: Nangula Kauluma-Gontes



From the Desk of the CEO

Namibia Tourism Board has been in existence for the past three years, with three foreign offices and six agencies and although communication between these offices as well as with all the tourism stakeholders has been taking place, it has not been as effective as it could be with NTB Newsletter in place.



I would like to wish the NTB Newsletter production team the best of luck in the establishment of this handy communication tool, at the same time wish to encourage our readers to contribute towards making this Newsletter a trusty engagement tool.

I wish to invite our stakeholders to contribute articles especially with regards to new products and routes. Let me wish all our readers the best of reading.

Gideon Shilongo

Marketing

Head Office Highlights

Branding

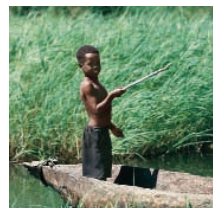
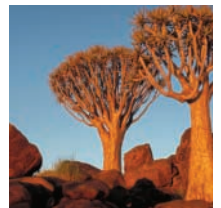
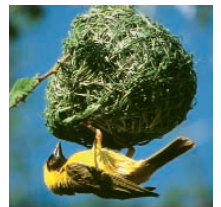
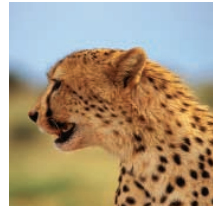
The process of branding the destination, Namibia, has finally reached its concluding stage. The core values which were researched in our core markets and thereafter tested in Namibia, have been identified as natural, rugged, soulful and liberating. The experience that Namibia offers visitors is seen as challenging, soulful, liberating, spiritual, enriching and regenerative. These are the feelings that make the Namibian Experience uniquely great, and fit seamlessly with Team Namibia's "Naturally Namibian" slogan, aimed at promoting all Namibian products.

The identified values will underpin future Namibia Tourism Board (NTB) marketing and to this effect, NTB has developed and produced a toolkit, which can be obtained from Nangula Kauluma-Gontes (marketingops@namibiaturism.com.na). This toolkit contains a set of brand guidelines to assist everyone who sells Namibian goods and services, especially Namibian inbound and overseas outbound operators in tourism. The objective is to maximize the combined impact by ensuring that the same, consistent message about Namibia is disseminated. NTB is confident that the outcome of this activity, is, that Namibians will feel proud to project the same image as the tourism stakeholders overseas.

Although NTB is in the process of finalizing the roll-out of the toolkit, anyone who is interested in the meanwhile, is welcome to collect their copy from our office.

Cape To Namibia Route Development

How often have you hopped into your car and driven southwards to Cape Town (or northwards to Windhoek from the Cape), stopping only fill up with petrol, or pay heed to nature calls? As most people will agree, the south of Namibia contains tremendous untapped potential, with regards to tourism product offering. The research on the South African market commissioned by NTB two years ago identified a considerable number of travelers to Namibia, arriving by road. Not only are these travelers South African citizens, but also



foreign visitors to South Africa, with a little time to spare, who would actually like to visit Namibia.

To this end, NTB is currently involved in a joint project with **Western Cape Tourism and Northern Cape Tourism** to develop a tourism route which will run from Cape to Namibia. A consulting company specializing in route development has been commissioned to conduct research on current tourism products available along this route. It is envisaged that all planning will be complete by **October 2005** and that the route will be launched in early 2006. The objective is that “the journey becomes the destination”.

Should anybody have any suggestions for “must-do’s”, “must-see’s” in southern Namibia or any related feedback, please forward to marketingops@namibiatourism.com.na

Notices

Sales Calls

Trade Liaison Officer, Julia Araës, has commenced with calling on tourism establishments, in an effort to improve product knowledge and particularly, to open direct and informal dialogue with the industry. As you will most probably agree, one needs to get out of the office and actually see what developments there are in the Namibian tourism industry. We kindly ask for your support as she embarks on her sales calls, and at the same time we wish her well as she immerses herself in this ongoing activity.

Photography

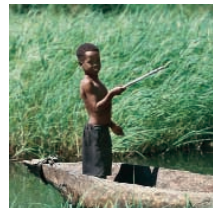
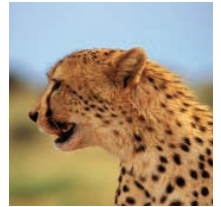
We are in the process of setting up our image library: the solution is web-based and will ensure the most efficient method of storing and distributing the wealth of images which we currently have. All interested photographers are urged to donate good quality, high resolution images, particularly of landscapes, people and wildlife. The photographs are for use only by travel trade, journalists and NTB material, and we ensure that this is enforced. Visit the site www.fotoseeker.com to view images already on the site.

Contributions to Educationals and Fam Trips

This topic was introduced and discussed at the Industry Feedback Session which we hosted in February this year. However the time has come to issue a call to action. If you are prepared to assist NTB with the cost of trade and media and familiarisation trips by assisting with complimentary accommodation, itineraries etc. please contact Julia Araës at 290-6024 or Paula Olivier 290-6025. We will then create a pool of resources available, to draw on when needed. Naturally we respect the fact that not everything in life is free and are willing to pay for any direct costs incurred.



*The Marketing team in Windhoek:
(l to r) Paula Olivier, Christeline
January, Nambula Iyambula-
Mwongeli, Shareen Thude,
Maggy Sheya, Julia Araës, Nangula
Kauluma-Gontes, Liezel Moller.
Absent: Kavena Kanguatjivi*



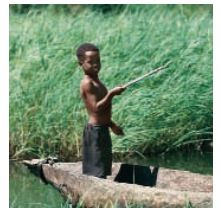
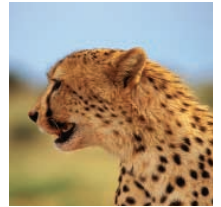
News From Afar

NTB Central Europe (April – June 05)

- Frankfurt is responsible for the Nordic countries market as from 01 April 05
- Namibia Exhibition and event in Helsinki under the Patronage of H.E. President Martti Ahtisaari supported by the Finnish-Namibian Society, the German Embassy in Finland and the Namibian Embassy in Stockholm
- Implementation of 2nd phase of Joint Marketing Agreements with 15 partners in Germany, Switzerland, France, Italy and the Netherlands
- Joint Marketing Agreements with 4 new partners in Germany, Belgium and the Netherlands implemented
- Stronger positioning of Namibia in German, Swiss, Italian, Belgian and Dutch travel agencies by means of Namibia-only brochures published by leading tour operators and very well established destination specialists (special positioning for CBT)
- Direct mailings in joint venture with 5 partners have reached 260 000 households in Germany, Switzerland and the Netherlands
- More than 2000 travel agencies throughout Germany in possession of Namibia window displays developed by 2 co-op partners
- Almost 200 travel agents embarked on familiarization trips to Namibia (joint venture with Air Namibia)
- Reached 350 travel agents with the key message “Stay a little bit longer” during a 5 cities road show
- Promotion of Namibia as a MICE Destination at IMEX, one of the world’s leading Incentive travel fairs
- The German lifestyle media group (4 journalists) generated a media coverage of N\$ 4,5 million within 4 months after their visit to Namibia
- Focus of media visit (5 journalists) during June was on the guest farm segment
- “Visit Windhoek Campaign” in conjunction with LTU and a German partner: focus on highlights that Windhoek has to offer
- “Abenteuer and Reisen”: launched a 96-page monothematic consumer supplement which has circulation of 105,000 amongst a well-educated and high-income group
- 1000 key media contacts receive our “Namibia Post” newsletter on a monthly basis
- Key message in all our marketing activities is “Stay a little bit longer!”
- 20-page teaser according to the recently launched brand values, has been developed in German, French and Italian. Is main promotional tool during mega road show (25 cities in 3 months, reaching almost 2 million consumers by end October) where Namibia is only boutique destination together with long-haul destinations such as Cuba, Thailand, Singapore, South Africa and Sri Lanka



The Frankfurt team (l to r) Matthias Lemcke, Maureen Posthuma, Andrea Herma, Jürgen Goetz



NTB South Africa

NTB South Africa executed the following activities to date:

- Travel Agents Educational to northern Namibia
- Incentives educational for key decision makers in incentive travel companies
- Participation at Indaba 2005
- Outdoor Adventure Experience
- Jeremy Jowel Media Trip

Our office in **Johannesburg** has relocated to Lloyd Orr Communications and the contact details are as follows:

1 Orchard Lane

Rivonia 2128

Tel: +27 11 785 4626

Fax: +27 11 785 4601

E-mail: namibia@lloydorr.com

www.namibiatourism.com.na



*Zaheerah Sampson, Cordula Bownes, Liesel Wild (NTB), Madeleine Cronje (NWR), Winnie Karamata (Air Namibia)
Absent: Margaret de Gois (Air Namibia).*

NTB UK (AMG)

The activities to date for AMG are listed below:

- Network Namibia (networking session in London)
- Direct mail campaigns
- Flyer distributed to UK travel industry professionals
- Joint marketing agreements with two new tour operators (Saga Holidays and Voyages Jules Verne)
- Hosted 9 major UK and Ireland tour operator CEO's on a fam trip to Namibia

Debbie Walker joined the UK team on April 1st, as Sales & Marketing Manager and Storm Napier was appointed in May as Sales & Marketing Executive. The NTB office in **London** has also relocated to Sheen Lane and the contact details are as follows:

Suite 200 Parkway House

Sheen Lane

London SW 14 8LS

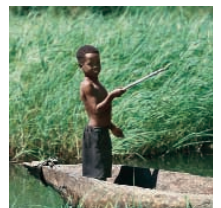
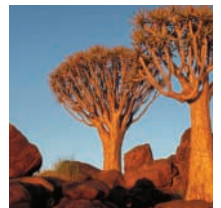
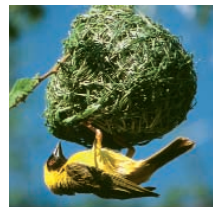
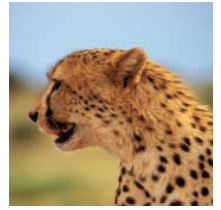
Tel: +44 (0) 0870 330 9333

Fax: +44 (0) 20 8878 9124

E-mail: info@namibiatourism.co.uk



The team at AMG: (l to r) Puye Hilokuah, Debbie Walker, Storm Napier, Nadine Rankin



UK PR Highlights (BGB)

The PR achievements of BGB this year are:

- Namibia was awarded 'Top Country' at Wanderlust Travel Awards
- 'Great Drives of Namibia' event where tour operators shared information with travel media
- Educational to Namibia in conjunction with Rolls Royce Phantom launch to South Africa
- Journalist Chris Haslam visited Namibia, resulting in a feature in The Sunday Times
- Namibia Now newsletter distributed
- BBC wildlife series – Animal Park

Industry Services

Human Resources Development

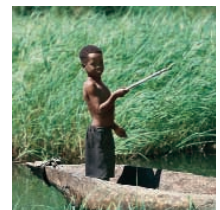
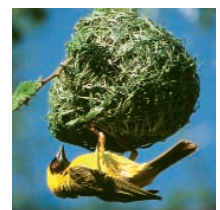
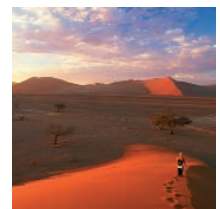
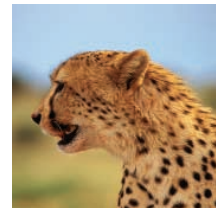
The Namibian tourism industry, like other industries of the Namibian economy, suffers from an inadequately trained workforce. The NTB was therefore mandated to promote training of persons engaged or to be engaged in the tourism industry through its Act. The findings of the 2004 NTB Manpower Survey for the Hotel, Catering and Tourism Industry, conducted with the assistance of the European Union-funded Namibia Tourism Development Programme, confirmed the prevalence of acute skill shortages in the tourism industry.

For the Namibian tourism industry to become the Number One contributor to Namibia's economy, more skilled workers are urgently required. Tourism by nature is labour intensive and the quality of tourism product is dependant on skill levels and attitudes of its workforce. Customers who derive satisfaction through quality service tend to extend their stay or return. Tourists naturally enjoy frequenting places where the standard of service is of a superior quality.

NTB has consequently embarked upon a comprehensive Human Resource Development strategy to raise skill levels of the tourism workforce and the quality of our tourism products. This activity is in line with the current position of the government to reform vocational education and training through the establishment of the Namibia Training Authority (NTA). Level 1 (one) unit standards are developed in collaboration with the NTA and tourism industry experts. These outcome-based learning programmes are designed to facilitate the achievements of competence of the workforce employed in the following tourism sub sectors;

- Hospitality Assistant
- Front Office
- Housekeeping
- Food and Beverages
- Food Preparation
- Safari, Lodges, Camps and Guest farms

Further, NTB, as required by its Act under section 30(1) (g) is to prescribe a qualification that Tour Guides must hold, among other requirements, in order to be licensed. It is envisaged to start licensing Tour Guides during the 2007/2008 financial year; thus it is imperative that a national qualification



should be developed. The NTB position on this is that such a qualification should as one of its characteristics, result in a competent Tour Guide that is able to guide tours throughout Namibia. To realize this, NTB is funding the development of such a qualification in line with the NTA and Namibia Qualifications Authority (NQA) requirements. To this effect technical working committee has been established that will work on this qualification as of 4th August 2005. Once fully developed and accredited by NQA, this Professional Tour Guide course will become the only qualification recognized for licensing purposes by NTB in Namibia.

In all cases experts are drawn both from the industry and training providers whenever these qualifications are developed to fulfill NTA and NQA requirements and also to ensure transparency so that not only certain parties are favored, as this national endeavour is for the benefit of all.

In terms of the contractual arrangement this exercise should be completed by end of November 2005 so that new national qualifications can be introduced in 2006 at training institutions.

Standards and Quality Assurance

Exemption from paying Tourism Levy

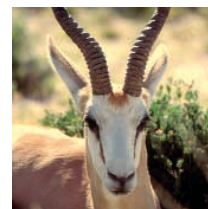
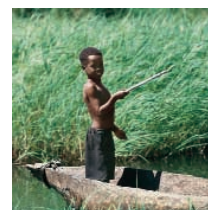
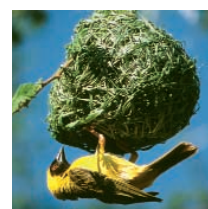
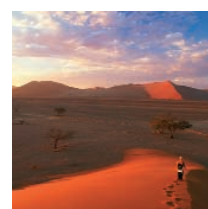
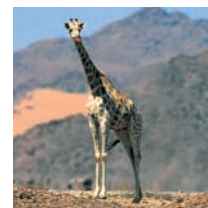
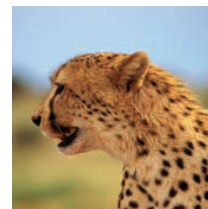
We receive various requests from accommodation establishments to exempt them from paying the tourism levy. This was tabled to the Board at its July 2005 meeting. Board resolved that NO accommodation establishment will be granted any exemption not to pay tourism levy and has advised as follows:

- That all accommodation establishments must register with the Namibia Tourism Board and pay tourism levy as prescribed in the Levy Notice 137 published in the Government Gazette No. 3235 of 14 July 2004.
- In terms of Regulation 6 of the Levy Notice 137 published in the Government Gazette No. 3235 of 14 July 2004, an owner who, on expiry of 14 days after the Board has sent a written demand to the owner requiring him or her to pay any outstanding amount of the levy or interest accrued, fails to pay that amount is guilty of an offence and is liable to fine not exceeding N\$4000 or to a sentence of imprisonment not exceeding one year or both such fine and such imprisonment.

Also we sternly warn ALL accommodation establishments to submit their Levy Remittance Form, irrespective of whether guests were received or not in that particularly levy period. Failure to do so will result in criminal procedures being instituted against such an offender, as per the provision of the Namibia Tourism Board Act, 2000 (Act 21 of 2000).

Registration with NTB

All accommodation establishment and Regulated Businesses that are not yet registered are called upon to apply for registration. Due dates for registration were 1 November 2004 and 1 February 2005 respectively. In terms of Section 19 of the Namibia Tourism Board Act, 2000 (Act 21 of 2000), any person who provides accommodation to a tourist in an unregistered accom-



modation establishment commits an offence and shall on conviction be liable to a fine not exceeding N\$20,000 or to imprisonment not exceeding two years or to both such fine and such imprisonment.

This is the LAST & FINAL call. Should you be found operating unregistered businesses, please note that you are operating an ILLEGAL business. Should you be found, no mercy will be shown. We shall proceed to immediately institute criminal charge against such an operator. **So let you NOT be the culprit who will make yourself guilty of this offence.**

Registration Certificates

Find attached the list of accommodation establishments and regulated businesses for which Registration certificates have been printed. We have been trying to either by mail or telephonically contact these businesses to collect their certificates. These businesses are NOW kindly requested to contact our Finance Department to pay the outstanding registration fees and indicate how they wish their certificates to be delivered to them once the payment has been effected. Always quote your registration number. This number is indicated on all written communication issued by NTB to individual businesses.

Contact Details:

1. **Cletius Salufu** at Tel no. 290 6037 or e-mail: debtors@namibiatourism.com.na
2. **Martha Awala** at Tel no. 290 6047 or e-mail: cashier2@namibiatoursim.com.na



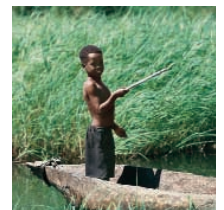
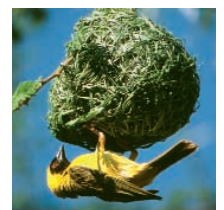
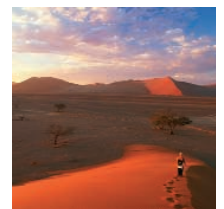
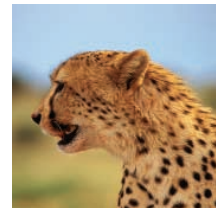
The Industry Services team in Windhoek: (Back l to r) Ben Gaoseb, Ella-Betty Shilongo, Samuel //Hoeb, Lesley Tjiramba, Margaret Mukumbutaa, Marvyn Pescha, Digu Naobeb, (Seated l to r) Ellen Musialela, Sima Shimbuli. Absent: Willy Boy

Finance and Administration

Levy collection hassles

NTB has experienced the following problems with the collection of levies:

- Incomplete levy forms for example Nationality statistics section not completed
- Ticking the nationalities of visitors instead of writing in the numbers of visitors.
- Completing one form for two months instead of two separate forms.
- Cheques posted to NTB or funds transfers in NTB levy account without accompanying levy returns.
- Not filling in NTB registration number on the levy return.
- Some Trophy hunting owners who also have a Guest farm fill in the Trophy hunting registration number on the levy form instead of the Guest farm number



We appeal to the industry to please contact us in case of any uncertainty regarding the filling in of the levy forms.



The Finance and Admin team in Windhoek: (Back l to r) Tuhafeni Nekongo, Taina Mashuna, Susanna Khaises, Maggy Sheya, Elsie Skrywer, Memory Maletzky, Cletius Salufu, Bennety Musupi, Marta Awala, (Seated) Ndapewa Kankondi-Kaiyamo. Absent: Giovanni Smith

Inside NTB

Resignations

We have sadly bid farewell to Alisa Isaaks, (creditors clerk), who has taken up a position at Cymot Namibia and Meke Imbili (Guest Relations Officer), who has moved on to Wilderness Safaris. NTB wishes both Alisa and Meke well and continued success in their future endeavours.

Welcome Back

A warm welcome to Paula Olivier (Johannesburg) and Liezel Moller (London) who have returned to Windhoek. Paula will take over as Guest Relations Officer, and be responsible for issues pertaining to media, while Liezel will take on a Consumer Services Officer, and be responsible for assisting consumers, as well as dealing with trade and media queries in the absence of Julia or Paula.

