

# ETHIOPIA 2000:



*The Dawning of a New Millennium*

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# MARKETING TANZANIA:



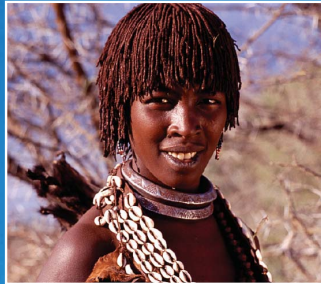
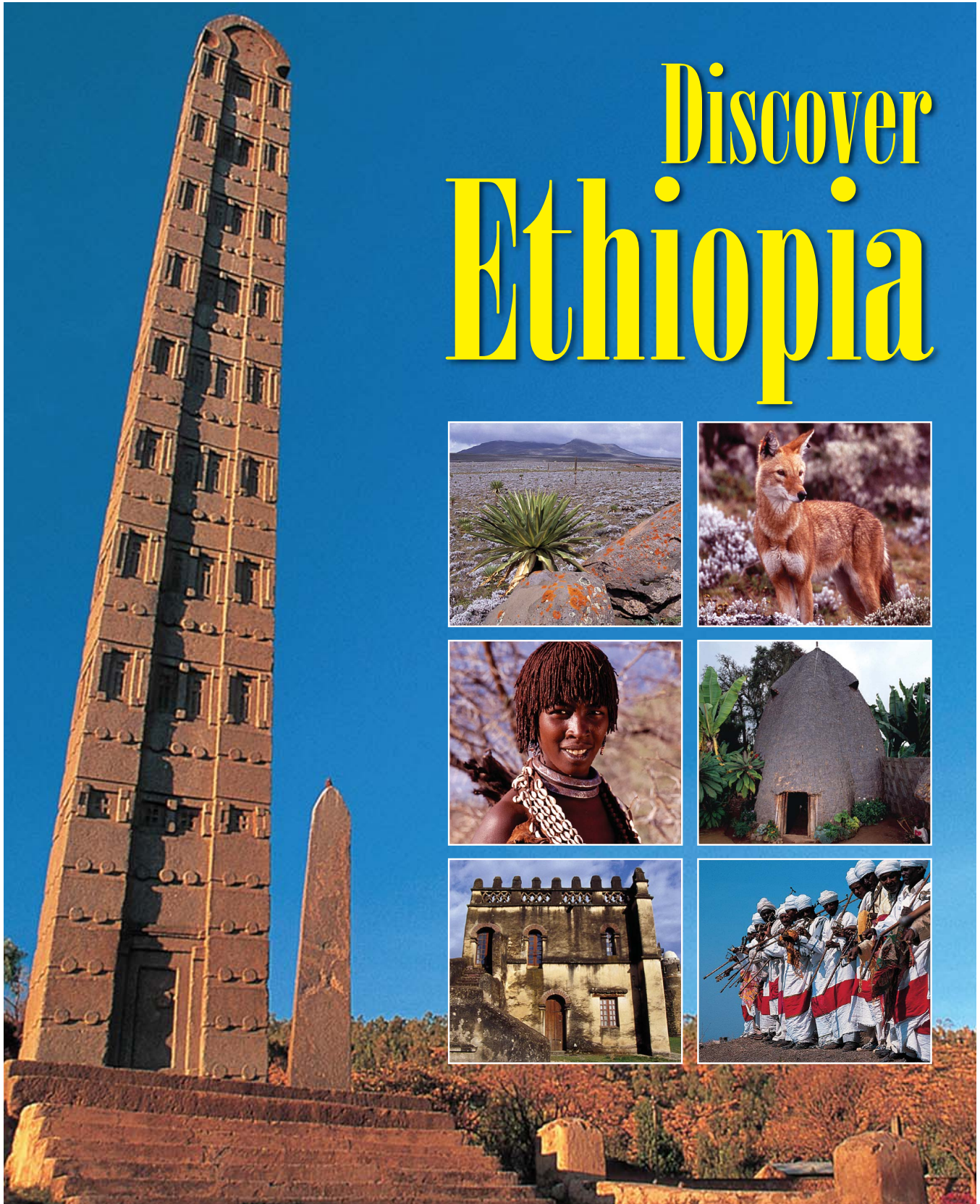
*Updates from The Land of Kilimanjaro and Zanzibar*

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# AFRICA

TRAVEL WORLD NEWS - SECTION FOUR - AUGUST 2007

# Discover Ethiopia



Ethiopia celebrates its Millennium\*  
on September 12, 2007

\*The Ethiopian calendar is seven years and eight months behind the Western calendar

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# Ethiopia 2000: The Dawning of a New Millennium

Ethiopia enters its second millennium on September 12, with a yearlong celebration at home — and all across Africa!

BY MARY ELLEN SCHULTZ

No, there's nothing wrong with Ethiopia's calendar. This unique African country follows its own, 13-month Julian calendar (compared to our own Gregorian one), making it approximately seven years "behind" (for lack of a better word) our customary way of marking time's passage... meaning, it's still 1999 there. Ethiopia's traditional New Year is September 11, but, this being a leap year, the party will get started on their September 12, 2000.

## Marketing Ethiopia's Millennium

The Millennium Project is the cornerstone of Ethiopia's current tourism marketing plans. A national council was established to introduce Ethiopia's attractions to investors, because, as Millennium Celebration National Secretariat director general Seyoum Bereded said, "Ethiopia's image has been severely eroded by the draught back in the '80s, AIDS, war...we've got to let the world know that YES, we are doing better, indeed, we're fixing things — witness our improved infrastructure over the past seven years — and we're going to showcase our culture, people and traditions to the world...we're truly an extraordinary tourist destination." The yearlong celebrations will include music festivals, cultural conferences and sporting events expected to also draw artists from around the continent. A cross-country tree-planting project underway symbolizes the country's commitment to combating the effects of deforestation. The secretariat's Millennium Project will also act as a springboard for national and international participation in educational, health and environmental initiatives to create an Ethiopian renaissance...and fertile ground for tourism development and promotion. The yearlong event was also designated an African Millennium, to be launched with weeklong celebrations dedicated to the entire continent.

## Selling Ethiopia's Millennium

How to suggest some value-added ways to explore Ethiopia? Several Addis-based tour operators (please see individual tours offered below) provided on-site insight. Habtamu Bekele, Sales and Marketing director for Addis Ababa-based Adika Travel, notes, "Our Millennium festival provides a chance to experience our centuries-old cultural and historical heritage, which we're committed to preserving for future generations...don't forget, eight UNESCO World Heritage Sites are here. And most tour operators will work with travel agents to let them know how to complement their existing tours with Millennium events. And...to quote our



Rip-roaring Oromo tribe celebration.

state minister for tourism, Tadelech Dalacho, 'where else can you experience two millennia in a lifetime?' Yassin Nur Abdulkadir, owner of Caravan Tours & Travel, feels that, "The most important for travel agents to know is that Millennium events will take place countrywide, and we'll be incorporating concerts and festivals into our regular tour programs so that your clients can celebrate with us...we can also arrange custom tours according to interests, e.g., Ethiopian traditional and modern music events. Mulugheta Hiwot, owner of Smiling Ethiopia Tours, believes that, "This Millennium is considered as a milestone and a unique opportunity to change the image we've been labeled with as famine- and war-stricken country. Ethiopia, the capital city of Africa, has indeed much more to offer. According to Samrawit Moges, co-owner of Travel Ethiopia, this entrance into the second millennium is tied to the country's deep roots in Christianity; its celebration will naturally be connected with religion. She notes, "The church and government are doing their very best to make this a real best-in-class celebration. We're as ancient today as we have been in the past...this is what makes the Ethiopian Millennium celebration so glorious, from top to bottom of our country!" Yemgata Tours owner Kaleb Gebremariam puts it succinctly: "In the past Ethiopian has always been in the news because of war or famine. Travel agents can use this opportunity to promote the other side of Ethiopia, our rich history and culture, the beautiful wild life and landscape and our kind, loving people."

## Selling Ethiopia's History and Mystery

Beyond the allure of a palm-fringed beach or secluded ski slope, your clients will certainly find something exotic, yet easily accessible in Ethiopia.

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## ETHIOPIA FROM PAGE 3

Land of the legendary Queen of Sheba and the only country in Africa never to have been colonized, Ethiopia is Africa's tenth largest country, located on the eastern Horn of Africa, bordered by Sudan, Kenya, Somalia, Djibouti and Eritrea. Historians have called mountainous Ethiopia a historical and scenic wonderland of great antiquity and immense beauty. This sub-Saharan nation, famed for its ancient ties to Christianity, Judaism and Islam and home to eight World Heritage Sites, is primed for another export: enthusiastic travelers' tales from those fortunate enough to explore its many offerings, ranging from spiritual and cultural to artistic and culinary.

### The Classic Historic Route

Addis Ababa ("New Flower" in Amharic), the capital city and arrival point for incoming flights, is the starting point. Founded in 1887 by Emperor Menelik, this sprawling, vibrant city of 3 million inhabitants is home to both the headquarters of the Organization of

African Unity and the United Nations Economic Commission for Africa. Shoppers delight in the Merkato, reputedly the continent's largest open-air market, purveying everything from camels to computers. Historical treasures include Emperor Haile Selassie's several palaces, one housing the Ethnological Museum, and the National Archeological Museum, home to Dinkeneshe's (aka Lucy) 3.5 million year-old remains. Various lodging options include the elegant Addis Hilton and splendid Sheraton Addis, the first Luxury Hotel on the continent.

Lalibela: An hour's flight northwest of Addis. Lalibela's dramatic grouping of 11 rock-hewn churches, built for King Lalibela in the 12th century by men during the day and, rumor has it, angels at night, leaves visitors breathless, and is sometimes referred to as the "Eighth Wonder of the World".

Gondar: Forty-five minutes northwest of Lalibela, this 17th-century "Camelot of Africa" eclectic collection of castles and fortresses were once the scene of sumptuous entertaining of European royalty and Indian Moguls of the Ottoman Empire and still inspire awe. Nearby is Waleqa, once the largest community of Felasha Mura (or Black Jews) remaining in Ethiopia. There stands a round, thatch-roofed synagogue built of cow dung, its interior paintings applied with charcoal, crushed limestone, and animal blood, its ceiling adorned with a wooden Star of David.

Bahir Dar/Blue Nile Falls / Lake Tana: A half-hour flight from Gondar, prosperous, palm-tree filled Bahir Dar was founded in the 16th century on the shores of Lake Tana, Ethiopia's largest, measuring 53 mi. long and 40 mi. wide. In medieval times, members of persecuted churches sought refuge on 20 of the lake's 37 islands. Today, these churches are rich repositories of extraordinary Ethiopian religious paintings and illuminated manuscripts, tended by white and marigold-garbed priests, day-glow colored birds and howler monkeys. A 45-minute drive from town is the majestic Blue Nile. Discovered in

the 16th century by Portuguese Father Paez, the source of the mighty Nile River today still thrills 21st-century explorers.

Axum: A 30-minute flight north from Gondar is Axum, cradle of Ethiopia's 3000-yr old civilization, considered one of four great powers of the ancient world, site of colossal rock stele and remains of the royal palace of its most famous occupant, the fabulous Queen of Sheba. Legend holds that Menelik, the son born of her tryst with King Solomon, brought from Israel the sacred Ark of the Covenant to the 4th-century Church of St. Mary, today the country's oldest and holiest Christian shrine.

Harar: A 45-minute flight east from Addis is the 1000 year-old, walled city of Harar. This desert settlement of 99 mosques, revered by Muslims as the 4th holiest shrine of Islam, was a must-stop for caravans plying the ancient spice routes. Inhabitants still wear traditional white and rainbow-colored shmmas (gauzy cotton shawls) and incense-perfumed markets are bursting with displays of textiles, silver, parchment books and baskets. Nights belong to Harar's "hyena men," daring souls who coax untamed hyenas to take bits of meat from their mouths.

### National Parks, Safaris & Ethnic Tribes

There are various ways to combine the historic routes with day trips in and around Addis, overnights to the Rift Valley or lake district, hiking in Menagesha Forest, Awash Game Reserve (wildlife's Big Five (lion, elephant, rhino, leopard, buffalo can be observed here, along with impressive species of flora and fauna), Bale Mountain Park (dotted by spectacular volcanic plugs and alpine lakes), trekking the remote, rugged Simien Mountain Massif, or exploring the soon-to-be-vanishing worlds of the southeastern Omo and Awash Valleys for culturally enriching encounters with numerous tribes.

CONTINUED ON PAGE 6

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**Selling Ethiopia's Tours**

The following Ethiopian tour operators offer fully commissionable packages/FIT programs to the land of the Queen of Sheba. Note: All tours by road unless otherwise noted; domestic air at additional cost.

Addis Ababa-based Adika Travel specializes in group and FIT explorations of the northeastern historical sites and southern Omo Valley's ethnic villages and national parks. Director of sales and marketing Habtamu Bekele is enthusiastic about expanding the company's U.S. client base. He urges using Millennium excitement as a mutually-beneficial, value-added selling point, saying, "Travelers are becoming more knowledgeable about Ethiopia's kaleidoscopic attractions, and this is the perfect time to come and experience our peoples' warmth and depth of history!" Adika's 10-day/9-night Historic Route by air/road visits Bahir Dar; Lake Tana's medieval, fresco-adorned island monasteries; thundering Blue Nile Falls; Gondar's Camelotesque castle

complex; Lalibela's awe-inspiring rock-hewn churches, and ancient Axum — home of legendary beauty, the Queen of Sheba. Priced at \$1,760ppdo; \$140single. Their 12-day/11-night Southern Nature & Culture Safari explores still-untouched, ancient cultures, birding and wildlife viewing in the legendary Rift and Omo Valleys. The journey takes in Awassa (renowned for its fish market), Abyata-Shalla Lakes National Park (breeding ground for many African water birds), Netchisar National Park (starring a dramatic view of Lakes Abaya and Chamo) separated by a chain of mountains called "God's Bridge," all home to the extraordinary cultural diversity of more than 40 tribes. Villages visited include Mursi (home of the disk-lipped women), body-painting Karo, bull-jumping Hamer, ritual scarification-practicing Bume, and Elbore (famed for unusual hair styles and ritual body scarification); market days plus wildlife viewing and rejuvenation at Wodo Genet's thermal springs resort wind up the safari. Cost is \$1,234ppdo; \$140 single supplement. A custom 16-day/15-night Omo bird watching tour costs \$1,588ppdo; \$158 single supp. Caving and rafting tours available upon request.

**Adika Travel, tel.adika@ethionet.et, www.adikatravel.com**

Yasin Nur Abdulkadur, Addis-headquartered Caravan Travel's general manager, takes pride in creating unique group and FIT itineraries throughout the country. Asked about challenges to attracting more U.S. business, he noted Americans' preference for first-class ac-

commodations — even on safari — saying, "we've perfected logistics to include luxury and first-class properties on all tours, guaranteeing a good night's sleep, every night!" Caravan's 9-day/8-night Historic Route tours ancient Abyssinia via Addis's museum and market attractions to Bahir Dar and Lake Tana's frescoed churches and monasteries; the thundering mists of Tiss Issat (aka Blue Nile Falls); Gondar's regal castle complex and nearby Felasha Village; wildlife viewing in Semien Mountains (aka the "Roof of Africa"); Axum's impressive stellae, Queen of Sheba's palace and exterior of St. Mary of Zion, supposed repository of the Ark of the Covenant; on to Lalibela's mystical rock-carved churches (classified as one of the wonders of the world) and back to Addis. Cost is \$1,180 ppdo; single supplement \$150. The 3-day/2night Harar & Dire Dawa package flies to railway town of Dire Dawa, then by road to the colorful, spice-filled markets of Harar (including visits to a local family the French poet Rimbaud's former house) and the thrill-seeking Hyena Men. Priced at \$320 ppdo/\$60 single supplement. The 13-day/12-night Omo Valley Tour heads south for cultural encounters via Lake Abaya and the bamboo village of the Dorze, wildlife viewing in Nech Sar National Park; on to Arba Minch and the pagan Konso people and the lip-disk-wearing Mursi tribes; on to the mighty Omo River and visits to the Karo, Lonso, Duss, Konso and Woi to tribes — each with its own unique totems and economies; then down into

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the Rift Valley and along Lake Awassa, home to countless bird species and famed fish market. Cost is \$1,320 ppdo/\$140 single supplement. New (not yet on website) is a 12-day/11-night, off-the-beaten track expedition to the lunar landscape of the Danakil Depression and Ertale Volcano and its bizarre rock formations, plus experiencing the desert culture of the Afar tribe. Priced at \$2,300ppdo, single supp \$120.

**Caravan Travel & Tour, caravan.tt@ethionet.et, www.caravantravels.info**

The motto of Addis-headquartered Paradise Travel's managing directors, Fitsum Gezahegne and Timar Negussie, is to deliver their client's maximum satisfaction. Their programs combine the vibrant Ethiopia of today with its magnificently mysterious past. Please note: at press time, final prices not available; those listed here are approximate. Their 14-day/13-night Classical Tour by road heads off through the Blue Nile gorge to Bahir Dar and Lake Tana's island monasteries; Gondar's fairytale castles; Lalibela's spiritually lifting, sunken rock churches and back to Addis, taking in the spectacular scenery and wildlife in the Semien Mountains along the way. Cost around \$1,100 ppdo. An abbreviated, 9-day/8-night version by air/road is approx. \$950 ppdo. Suggest the 14-day/13-night Fishing Tour to angler clients, featuring Addis city tour, then off to cast lines into the Rift Valley's fish-filled lakes and markets, Bale Mountain's volcanic plugs and alpine lakes, to Arba Minch's via Nech Sar National Park (Lakes Abaya and Chamo separated by "God's Bridge" mountain chain), then back to Addis with tales of the ones that didn't get away! Price approx. \$1400 ppdo. A similar, Birdwatching Tour, for your feather-loving clients, heads toward Awash National Park, tours the Bale Mountains and on to Gobo, Wondo Genet's thermal springs and Senkele Wildlife Sanctuary, Nech Sar NP; priced around the same.

**Paradise Travel, pet@telecom.net.et, www.paradiseethiopia.com**

Mulaghetta Hiwot, managing director of Addis-based Smiling Ethiopia Travel & Tours (SETT), has but one aim: "We want to make you feel at home, away from home...our motto is, "SMILE, you are now in Ethiopia!" In addition to their 14-day/13-night Historical Route with Trekking in the Simien

Mountains; \$1400ppdo, single supp. \$150, 6-day/5-night expedition to Bale Mountains National Park and Sof Omar Caves (\$850ppdo, \$150 single supp.), and 13-day/12-night Ethnological exploration of the Omo Valley's tribes (\$1200ppd, \$150 single supp), SETT offers one-day expeditions to such off-the-beaten track attractions as nearby Gefersa Managesha Forest, full of young birds and 400-year-old juniper trees, with a stop at one of the country's best-known beer breweries on the way back to Addis. The Debrezeit, Mount Zuquala & Sodere jaunt heads 60 miles from Addis to Lake Debrezeit resort area, full of lakes, birdlife, hot springs, and Gebremenfeskidus Monastery; the view from Mount Zuqala (an extinct volcanic cone) stars the Rift Valley and crater lake. Another option takes in the 13th-century Debrilibanos Monastery, founded by St. Tectlehaimanot and today a popular pilgrimage site located in the Blue Nile Gorge — endemic baboons and rich birdlife form part of the scenery. Price range for these tours is approximately \$75–100. Ethical tourism is a specialty, and SETT can arrange short stays with villagers, enabling visitors to experience mutual understanding of another way of life.

**Smiling Ethiopia Travel & Tours, sett@telecom.net.et, www.smilingethiopia.com**

Why sell Ethiopia? Getachew Hiwot, general manager of Addis-headquartered Splendor Ethiopia Tours, does not hesitate: "We want visitors to discover the place where there are still places to discover!" The company specializes in FIT and group tours highlighting Ethiopia's ancient past and captivating present. Accompanied by trained historian guides, the Historic Route programs explore the northern sites of Axum (stele and tombs, Queen of Sheba's palace and Church of St. Mary — the is-it-here-or-not home of the fabled Lost Ark); the spectacularly spiritual, rock-hewn churches of Lalibela; Gondar's shades-of-Camelot castles and Lake Tana's Blue Nile Falls; and the eastern region's medieval walled town of Harar — with its 99 mosques, the fourth holiest Muslim city, after Mecca, Medina and Jerusalem. National Parks tours include trekking in the Simien and Bale mountains, and wildlife safaris in Netch Sar, Omo and Mago, among others.

CONTINUED ON PAGE 8



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## ETHIOPIA FROM PAGE 7

Splendor's photo safaris head south to the Omo Valley, focusing on the semi-nomadic cultures, endemic birds and wildlife and gorgeous landscapes of one of Africa's true remaining pre-colonial, pre-tourism wildernesses. Binocular and camera-toting bird lovers can track more than 850 species, 28 of which are found nowhere else on the planet, e.g., the Abyssinian ground hornbill and black-winged lovebird (which purrs through the sky like a miniature helicopter!). Day tours of the "New Flower" (Addis), and nearby attractions are also available. At press time, final prices not available; however, customized programs/pricing similar to those of above-listed operators (ballpark: historic/safaris, \$300-\$1,300pp, depending tour length; day tours, \$60-\$100).

**Splendor Ethiopia Tours,**  
[splendoreth@telecom.net.et](mailto:splendoreth@telecom.net.et),  
[www.splendoret.com](http://www.splendoret.com).

Samrawit Moges and Thomas Mattanovich, Addis-based Travel Ethiopia's management team, believe that, "Ethiopia's unique character, it's 'Ethiopianess,' makes it a fascinating destination that will act as a tonic...and who's to say you won't be seven years younger, culturally, anyway?!" Regular packages and customized tours by Travel Ethiopia showcase countrywide attractions. Travel Ethiopia's 10-day/9-night Historic Tour by air/road heads to seaside Bahir Dar, the fabled Blue Nile Falls and Lake Tana's monastic churches; castle- and church-filled Gondar; to Axum, where Ethiopia's civilization began and the Queen of Sheba reigned; then to Lalibela's architec-

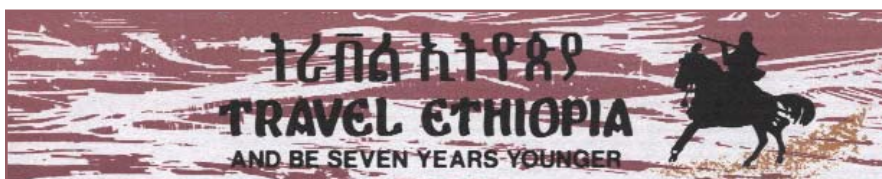
turally-astounding rock churches, and back to Addis Ababa, for a capital tour, including the National Museum/Lucy, Trinity Church and the Merkato; on to. Price approximately \$1,239 ppdo. The 12-day/11-night Omo Valley Tour heads to the Rift Valley's lakes for birding, fishing, horseback riding and boating; then on to local villages enroute to Arba Minch's hot springs, Netch Sar National Park for wildlife and views, and deeper into the valley to villages and markets of such tribes as the Elbore (marvel at their extravagantly coiffed men), Hamar and Konso. Price approximately \$1,900 ppdo. Suggest clients pressed for time try a 5-day/4-night Harar excursion to Dire Dawa's railroad town and walled desert city of Harar (mosques markets, sultans' tombs and "Hyena Men"), then game viewing and local village visiting in Awash National Park. Cost approx. \$500 ppdo; one- and two-day jaunts to other attractions also available. Travel Ethiopia's Millennium Celebration Tours focus on many of the festivities taking place throughout the year, including Enkutatash (New Year's Day) in September; Heddar Zion (finding of the True Cross) in Axum in December; Jenna (Christmas, celebrated two weeks later than in our own tradition); Timket (Epiphany) in January; and Fassika (Easter) in April. Prices upon request.

**Travel Ethiopia,**  
[travelethiopia@ethionet.et](mailto:travelethiopia@ethionet.et),  
[www.travelethiopia.com](http://www.travelethiopia.com)

Chicago-based Yemgeta Travel Adventures specializes in adventure tours, and is signing up U.S. travel

agencies and outbound tour operators with an eye to its soon-to-be-launched branded affiliates' network program. General manager, Kaleb Gebremariam enthuses, "This is exciting opportunity for home-based and retail travel agents to participate in the untapped African travel market." For clients with limited time, Yemgata's half-day Shopping Excursion visits Addis' most popular sites, including the shop-till-you-drop delights of the Merkato, one of Africa's largest open-air markets, followed by a traditional Ethiopian lunch, consisting of injera, a slightly sour, buckwheat-type bread stretched across the table as communal plate, covered with various vegetarian, chicken and beef dishes, eaten by hand and washed down by tej, a honey wine. Price is \$35 ppdo; \$53 single supplement. A 3-day/2-night excursion to ancient Axum's half-buried ruins of palaces, monolithic stele, subterranean tombs, and the Church of St. Mary compound, where if lucky, visitors might catch a glimpse of the seldom-seen priest guarding the purported current home of the sacred Ark of the Covenant; and Lalibela's 12th-century churches, including the Greek temple-like Bet Medhane Alem, frescoed Bet Maryam, and elegant cross-shaped Bete Giyorgis. Price \$325 pp/do; \$163 single supplement. The 4-day/3-night Axum/Lalibela/Gondar package adds the fairytale castle complex of Gondar, Ethiopia's 17th- and 18th century capital. Cost is \$425 ppdo; \$213 single supplement. Their 6-day/5-night southern Omo & Rift Valley adventure highlights the diverse cultures of the people living in the lower valley of the Omo River, including the chalk-painted Karo, Arba Minch's Tsemai and Arbore — most of the seven distinct groups of people bordering the river have hardly changed their traditional ways of living from centuries ago; on to gem-like Netch Sar National Park, sandwiched between Lakes Chama and Abaya. Priced at \$725 ppdo; \$350 single supplement.

**Yemgeta Travel Adventures,**  
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# Marketing Tanzania: Updates from The Land of Kilimanjaro and Zanzibar

BY MARY ELLEN SCHULTZ

**D**uring Africa Travel Association's 32nd Annual Congress, held in Addis Ababa, Ethiopia, TWN sat down with Tanzania Tourism Board's (TTB) marketing manager Amant Macha, to discuss destination updates. According to Mr. Macha, tourism arrivals 2006 registered 644,000 arrivals, up 5% over 2005; hopes are to reach 700,000 by year-end. U.S. is second largest market, following UK.

Asked about growth niches, he noted, "the luxury brand is expanding in Tanzania. The Kempinski group, with properties in Dar es Salaam and Zanzibar, is assuming management of Hotel 77, and will rebuild it into a signature five-star property. Several new five-star lodges are due to open in Ruaha and Selous national parks; we'll have details shortly. On Zanzibar, new properties include the Neptune Hotel Group's Swahili-themed, four-star, 154-room Neptune Pwani Beach Resort...it's on the island's eastern coast, and the five-star, 138-room Gemma del Este, located on the north-west coast." And, even while promoting a more low-volume/high-yield product, Macha believes that the more budget-minded (i.e. backpacker) and/or special interest visitor is also an important new category that will require economical lodgings in more rural areas.

Asked about safari product news, he enthused over walking safaris that are now offered in the Serengeti and Ngorongoro parks.

The more remote Southern Circuit is becoming popular due to easier air access via direct flights from Dar es Salaam and Zanzibar to the Selous, Katavi and Ruaha parks. The government recently signed an agreement to combine Ruaha with the Usangu game reserve, which will create the largest game park in Africa — at 50,000 sq km (10,400 sq mi); it'll be larger even than



River Dance – elephants crossing Rufiji River in Selous National Park.

the Serengeti.

TTB is also trying to increase awareness about delights of Saadani and Kitulo. Africa's first tropical park to be protected primarily for its floristic experience, Kitulo is sometimes called "the Serengeti of flowers" because it's completely covered with wildflowers during six months of the year, including 45 species of orchids, many of them found nowhere else on earth. Saadani, Tanzania's first coastal wildlife sanctuary is located 30 miles north of Dar es Salaam and directly across from Zanzibar, comprising some 244 sq. mi. of land and seacoast along the Indian Ocean.

Tied to park viewing countrywide is an emerging niche — wildlife management training, which attracts both professional and amateur students. The Eastern Africa Wildlife Management Training College in Moshi accepts students; volunteers can contact the TTB, Department of Wildlife and Ministry of Wildlife and Fisheries for study-visits

with lodging in local communities surrounding the various parks. To complement traditional wildlife safari tourism, TTB is developing a 12-day cultural safari that traverses the country north to south, visiting 22 villages to provide opportunities for "up-close-and-personal" interaction with various tribes.

At press time, TTB's advertising budget was not yet finalized, but marketing plans for the coming year include travel industry roadshows and travel agent and media FAM trips.

Regarding air access news, Macha said that Qatar Airways recently launched service from the United States (four flights weekly from Newark; daily from Washington, DC) to Doha, with daily connections to Dar es Salaam.

TTB's updated website launches later this summer, featuring an expanded photo library and an e-newsletter signup.

**Tanzania Tourist Board,  
bradfordmktg@aol.com,  
www.tanzaniatouristboard.com**

## ENJOY THE BEAUTY OF EAST AFRICA WITH MOIVARO LODGES & TENTED CAMPS



Moivaro Lodges & Tented Camps offers welcoming accommodations throughout Tanzania, creating ideal locations to enjoy the beauty of East Africa. At Moivaro Coffee Plantation Lodge, accommodations are in picturesque cottages set in beautiful gardens, each with their own veranda and all the modern comforts. Facilities include a swimming-pool, playground, nature trail, massage room, internet facilities and room service. Moivaro Coffee Plantation Lodge also has first-rate conference facilities.

KIA Lodge is centrally located between the northern towns of Moshi and Arusha, and can be the starting point for climbing the world's highest free standing mountain or beginning a safari into the Serengeti National Park or Ngorongoro crater.

KIA Lodge has 40 en-suite air conditioned rooms. Designed to compliment the setting, each cottage is built in traditional style using thatch and Tanzanian arts and crafts. The swimming pool is located on top of a hill affording a breathtaking panoramic view.

Lake Manyara Tented Camp in Tanzania is located only a short drive from the entrance to Lake Manyara National Park. The camp is nestled away in a quiet corner of 35 acres of acacia forest and A-frame style tents are placed around a central glade, offering privacy but still only a short walk to the restaurant and bar. There are a range of activities available from the camp, including night game drives, mountain biking, guided village walks, forest walks and a flight experience providing a bird's eye view of the Lake from the air.

Serengeti Tented Camp is situated at the border of Serengeti National Park, offering one of the best game drives in the area to take in one of the world's greatest wildlife spectacles. Each comfortable tent has its own en-suite bathroom, modern furnishings and a private verandah. The central restaurant and bar area boast a large fireplace, an ideal spot to unwind after a long day. Guests can experience night drives and guided game walks, or an early morning walk followed by breakfast in the bush.

Lake Natron lies in the northeast of Tanzania in between the Ngorongoro Highlands and Serengeti plains. Unique in

its setting, Lake Natron Camp is set back in a grove of trees slightly removed from the dusty terrain of the lake. Modern and clean A-framed safari tents offer showers, comfortable beds and a verandah. Climbing can be arranged with an experienced guide. Arrangements can also be made for a walk followed by either a picnic breakfast or sundowners by the lake. There is also a nearby freshwater waterfall to swim, cool off and relax.

Moivaro Lodges & Tented Camps,  
www.moivaro.com

## BE PART OF THE GREAT WILDEBEEST MIGRATION WITH AFRICAEXPERTS

Each year one of the greatest wildlife shows on earth takes place as the 'Great Wildebeest Migration' heads from the Serengeti of Tanzania towards the nutrient rich green grasses of the Masai Mara in Kenya. Traditionally between the months of July to October, this natural phenomenon causes up to two million animals to cover the savannah as far as the eye can see. This is an ideal time to be in the parks as predators such as leopard, lion and hyena are in great numbers due to the numerous prey animals. Going on safari to view and witness the Wildebeest migration is one of the ultimate experiences that Africa has to offer. AFRICAExperts provides numerous safari options to accommodate, such as the 14-day "Classic East Africa" safari. This small-group safari from Nairobi to Arusha priced from \$4,498, begins in Nairobi, ends in Arusha and visits the highlights of the great parks of Kenya and Tanzania in between. Price includes superior lodge accommodation, park entrance fees, safari guide, 13 breakfasts, 13 lunches and 12 dinners and airport transfers in Nairobi and Arusha.

Also available are shorter safaris such as the eight-day "Kenya Highlights" that visits Samburu, Aberdares, Lake Nakuru and the Masai Mara priced from \$1,952. Price includes accommodation in superior hotels/lodges, park entrance fees, airport transfers, safari guide, seven breakfasts, six lunches and dinners.

AFRICAExperts/Goway Travel,  
800-245-0920, info@africaexperts.com,  
www.goway.com



## SAXON HOTEL NAMES ANDREA HUGO NEW NORTH AMERICAN MARKETING REPRESENTATIVE



ANDREA HUGO

The Saxon Hotel and Spa in Sandton, just outside Johannesburg, South Africa, has named Andrea Hugo Marketing Representative of the hotel in North America, according to Karen van Schalkywk, Sales and Marketing Manager.

In announcing the appointment, van Schalkywk said: "We are well-known among American leaders and entertainment celebrities who visit us regularly for our special brand of hospitality, security and service. And we recognize that our best opportunity for growth is from Canada and the U.S. Andrea will be working with tour operators and travel agents to help us reach the discerning visitors from America who will enjoy our special hotel."

The Saxon makes a world-class statement of ethnic African elegance with collections of contemporary African art throughout the hotel. Situated on six acres of landscaped gardens in an exclusive suburb, the hotel offers 24 spacious and luxuriously appointed suites. It is one of the most sought after hotels in the world and has been voted World's Leading Boutique Hotel every year for the past six years.

Andrea Hugo also represents other world-class hotels and game lodges in South Africa, Zambia, Kenya, and Tanzania. Originally from South Africa where she was educated, she held positions in marketing for Medical Rescue International, Johnson & Johnson SA, and Smith-Kline Beecham, before moving to America. Andrea resides in Virginia Beach, Va. with her husband and daughter. The Saxon Hotel and Spa, [www.saxon.co.za](http://www.saxon.co.za)

## HATARI LODGE WELCOMES VISITORS TO TANZANIA

In the year 1960/61, the former Tanganyika, now Tanzania, hosted the production of the classic Hollywood movie "Hatari!" Hardy Krüger co-starred with John Wayne in that movie and in September 2004, the former private homes of Mr. Krüger, located close to the setting of the movie, became the center of the new Hatari Lodge.

Hatari Lodge is located adjoining one of Africa's most beautiful and diverse national parks, Arusha National Park. It is here where the world's highest free standing mountain Kilimanjaro rises into the skies above. Situated in a malaria free altitude, on the northern edge of the park, Hatari Lodge dazzles guest with its unspoiled views of lakes and craters, rain forests, and the dormant volcano Mount Meru, rising elegantly in the background.

Hatari Lodge consists of three buildings and offers nine extremely comfortably furnished rooms, each with an open fireplace and a spacious bathroom en suite. Each room has been lovingly decorated in a retro style, evoking the 60's and 70's, the time of "Hatari!" and the beginning of safaris in Tanzania.

The oldest building serves as a large central living and dining room where guests will enjoy delicious cuisine. It is here that a cozy lounge area, and bar with a veranda and viewing deck, as well as a library are located. Sitting around the open fireplace, guests are entertained with information and stories about the flora, fauna and history of Arusha National Park.

A variety of half or full-day activities can be arranged to suit the preference of each individual guest. The "African Experience" can be enjoyed in many different ways, such as close encounters with wildlife on game drives; experiencing the rich and diverse flora and fauna on a guided walk; an adventurous canoe trip; or relaxing and getting an up close view of the resident buffalo, giraffe and other animals as they visit guests on the game viewing platform.

The special combination of Arusha National Park and the South Amboseli region at their seasonal Kilimanjaro Safari Camp will guarantee a great safari in Tanzania. Off the beaten safari tracks, vast wilderness awaits discovery.

New for 2007 is Tanzania's Eastern Safari Circuit in which Hatari stands at the beginning of a unique safari experience to new destinations. With Tanzania's newest Mkomazi National Park and the coast of the yet untouched Pangani, a fresh alternative to the busy "nothern circuit" is in place. This journey can continue with a visit to Zanzibar Stone Towns finest properties for a few days of culture and spice.

Hatari Lodge, [marlies@theafricanembassy.com](mailto:marlies@theafricanembassy.com),  
[www.hatarilodge.com](http://www.hatarilodge.com)

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## CC AFRICA OPENS MELTON MANOR IN SOUTH AFRICA

CC Africa has announced the launch of their new luxury villa, Melton Manor, at Kwandwe Private Game Reserve in the Eastern Cape, South Africa. A member of Relais & Châteaux, Melton Manor offers the perfect safari destination for families or groups celebrating a special occasion.

Set in a beautiful location overlooking the Fish river and afro-montane forests, Melton Manor has a large swimming pool and central courtyard, and is the perfect escape for a family safari, accommodating eight guests. The elegant and simple design celebrates the style of early frontier days.

The four ensuite bedrooms will feature innovative "butler hatches" for discreet room service and the kitchen will be a place where guests can interact with Melton Manor's expert chef. The guest areas feature fireplaces for evenings spent relaxing with a glass of wine or reading a good novel.

With its own dedicated ranger, tracker and private 4x4 safari vehicle, Melton Manor offers a range of exceptional safari

activities in Kwandwe's superb Big Five wilderness. Morning, afternoon/evening and night game drives in private open safari vehicles, guided bushwalks, bush sundowners and picnics on the Reserve, fishing, rhino and buffalo tracking, archaeological, battlefield and historical tours to Grahamstown, bush breakfasts/dinners, scenic coastal flights, and specialist safaris are all offered.

This game-rich country features black and white rhinos, elephants, lions, buffalo and leopard, as well as a remarkable variety of predators and general game, including cheetah, African wild dog, kudu, springbok, eland, red hartebeest, giraffe and gemsbok. It is a paradise for birdwatchers; the Fish Eagle and endangered Blue Crane are among a wide variety of birds found on the Reserve.

Conservation Corporation Africa (CC Africa) is Africa's leading African safari company and one of the most comprehensive safari operators with exceptional lodges and safaris in Africa's most breathtaking wilderness locations.

CC Africa, [www.ccafrica.com](http://www.ccafrica.com)

Africa with daily departures from Washington, as well as daily direct service from New York. SAA's unrivalled network, featuring connections to more than 20 destinations within South Africa, and more than 20 cities across the continent, make the airline the savvy traveler's "gateway to Africa."

As a recent member to the worldwide Star Alliance, South African Airways is now able to offer its customers 855 destinations in 155 countries and more than 16,000 flights daily.

Members of Star Alliance partner United Airlines' Mileage Plus program are able to earn miles on all South African Airways flights.

South African Airways, 800-722-1005, [www.flysaa.com](http://www.flysaa.com)

## THE GRACE IN ROSEBANK HOTEL NAMED ONE OF 'THE WORLD'S BEST'

The five-star Grace in Rosebank Hotel (Johannesburg) has been recognized by readers of America's renowned Travel & Leisure magazine as one of 'The World's Best' in service within the Africa & Middle East category for 2007.


Annually, this prestigious magazine asks their readers to put their votes towards the best travel experiences worldwide, and high ranking resorts such as Four Seasons, Ritz Carlton and the Peninsula are brand names to be reckoned with. This year, The Grace in Rosebank has been named among the top 10 in Africa and Middle East and voted best hotel in Johannesburg.


This boutique hotel situated in the heart of Johannesburg exudes the highest levels of service and luxury, as well as classical standards of excellence dating back to an era of gracious living and attention to detail. It also features a personal charm found only in small establishments.

In conjunction with its five-star grading award-winning restaurant, private dining room, garden terrace with a heated lap pool, spa, business center and brand new conference facility, the hotel meets the expectations of both the business and leisure traveler.

The Grace in Rosebank, [www.thegrace.co.za](http://www.thegrace.co.za)






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## SOUTH AFRICAN AIRWAYS VOTED AFRICA'S LEADING AIRLINE

South African Airways (SAA) has announced that it was voted once again as "Africa's Leading Airline" at the 14th World Travel Awards' Middle East & Africa event, held in Abu Dhabi, United Arab Emirates on May 30. The airline was also honored in the categories of "Africa's Leading Business Class Airline," "Africa's Leading First Class Airline," and "Africa's Leading Airline Website" for [www.flysaa.com](http://www.flysaa.com). The awards are the result of votes cast by travel industry professionals across the globe.

"SAA for more than 70 years has been known as one of the world's leading airlines. The commitment to excellence that has earned us this distinction has continued, including offering the best flat-bed business class seats in the sky coupled with unparalleled service," said Marc Cavaliere, Executive Vice President, North America, for South African Airways.

South African Airways features the only nonstop service from the U.S. to South

## VISIT UGANDA, THE ULTIMATE TOURIST DESTINATION, WITH CRYSTAL SAFARIS

Uganda is home to tremendous and spectacular natural diversity, as well genuine, world-class hospitable people. Crystal Safaris has over the years promoted and developed the start of a countrywide sustainable tourism experience in Uganda. They offer visitors the opportunity to live and fall in love with the 'Pearl of Africa'

Crystal Safaris will take guests on a journey to discover unrivalled wild beauty. Gorilla tracking exploration is a must for every visitor to East Africa, and Uganda, endowed with beautiful vegetation and scenery, offers the opportunity to find them interacting in their natural environment. This amazing and awesome experience will never be forgotten.

The country of Uganda is also a melting point for culture, as it is a crossroad to the different ethnic groups on the continent. Its nickname of the 'Eden of Birding' is quite accurate, since the country boasts of 1,040 species of birds including endemics, Globally Threatened, Palearctic and Trans African Migrant species with over 1,000 butterflies. Travelers will experience all this with Crystal Safaris, Uganda's Travel Experts.

Crystal Safaris can help create the perfect holiday. They understand what they are selling and how to package it to suit the clients' interest, time and budget. Crystal Safaris offers gorilla and chimpanzee tracking, general game safaris, white water rafting, bird watching tours, mountain climbing, cultural and community tours, car hire and much more

Crystal Safaris, [info@crystalsafaris.com](mailto:info@crystalsafaris.com), [www.crystalsafaris.com](http://www.crystalsafaris.com)

## FASCINATING ADVENTURES IN THE NORTHERN CONGO WITH CONGO TRAVEL & HOTELS

Congo Travel & Hotels offers travelers unique adventure safaris in the undisturbed and virgin heart of the Northern Congo rainforest. Come and discover all of the fascinating fauna and flora of this region, and encounter western lowland gorillas, forest elephants, herds of forest buffalos, sitatungas (marsh living antelopes), hyena, bongo (big antelope) and large varieties of tropical birds.

Odzala National Park boasts the highest densities of lowland gorillas in central Africa.

On a side trip, visit Mondika Area to watch habituated gorilla families in their natural environment in nearby Ndoki National Park. In addition, visit the adjacent Nzanga Sangha Reserve known for its high concentration of forest elephants.

Come and share the pygmies and Bantu's lives and learn the rituals of these legendary people. They will help guests observe nature, while they teach about wild animals and the magical jungle scenery. Watch the pygmies climbing on top of trees for honey and learn their techniques of traditional hunting and fishing. This experience is an unusual expedition for lovers of unforgettable eco-adventures.

Enjoy trekking in the forest. Daily walking distance may cover two to five kilometers. Sometimes it will be difficult to walk crossing swamps and rivers, but guides and porters are on hand to assist, and it is worth it on this journey of a lifetime. Accommodations are in lodges, in tents while visiting the forest, and in houses in the

village. In the evening, sit by the fire, and eat local food, mostly acquired from your fishing and hunting parties with villagers. Listen to the tales and legends of the remote forest.

This is a unique African tropical rainforest adventure safari and an ideal ecotourism experience. Ten day, two or three week safaris are available.

Congo Travel & Hotels, [cthcongotravel@voila.fr](mailto:cthcongotravel@voila.fr), [www.travel-congo.com](http://www.travel-congo.com)

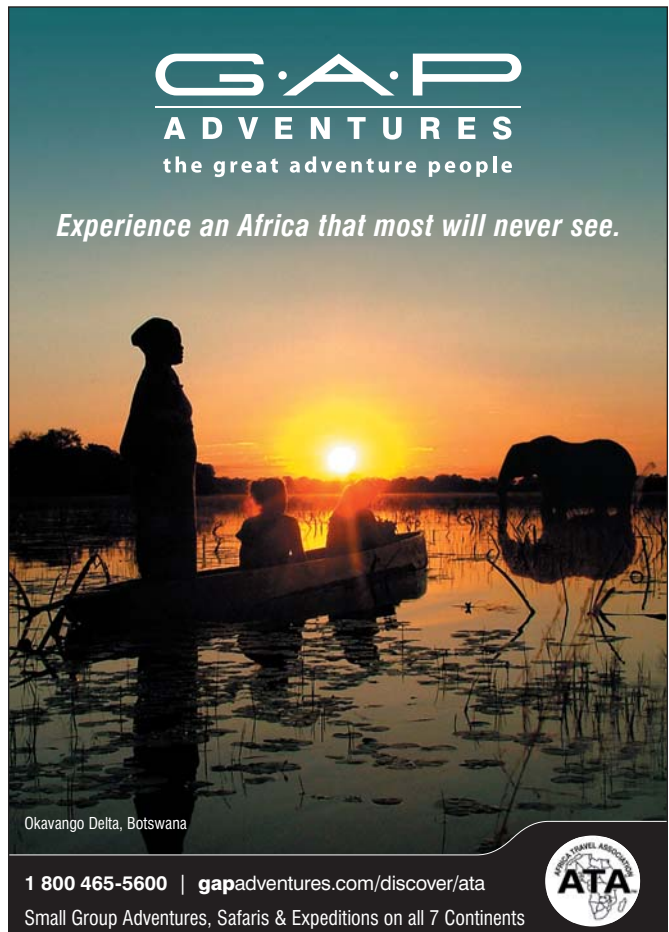
## EXPERIENCE ABUJA CARNIVAL FESTIVAL IN NIGERIA WITH WEBISCO

Webisco invites guests to attend the upcoming Abuja Carnival Week in Nigeria, November 19-27, 2007.

The Abuja Carnival Week Program includes a tour of the Lokoja capital of Kogi State where slavery was abolished, and a visit to Mount PATI and Cenotaph. November 22 is the Abuja Carnival Opening Ceremony and the following night is a Masquerade Dance/Parade featuring the Durbar – Royal Horses on parade. Guests will also enjoy a boat regatta and a children's program/parade. The closing ceremony features state floats on parade showcasing cultural heritage, dances, acrobatics, masquerades, music and cuisines. Package cost starts at \$1,550.

Package includes local transportation, hotel accommodation, local flights, bed and breakfast and dinner, sightseeing, security, cultural shows, and local insurance.

Webisco, [webiscocare@yahoo.com](mailto:webiscocare@yahoo.com)




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## AFRICAEXPERTS INTRODUCES A KENYA SAFARI FOR DISCERNING TRAVELERS

AFRICAExperts, a division of Goway Travel, has unveiled a new range of products following a visit to Southern and Eastern Africa to research new products.

The new flying 10-day safari brings back memories of the blockbuster movie, *Born Free*.

Appropriately named "Elsa's Footsteps," the safari begins from Nairobi with a flight to Meru National Park, made famous by George Adamson's lions. There are guided walks in the bush and extended game drives, and accommodations are at the luxurious Elsa's Kopje for three nights. Clients are then flown into Samburu and stay at Larsen's Tented Camp for two nights.

The last three nights are spent in the famed Maasai Mara at Elephant Pepper Camp and clients will be led on numerous game drives and accompanied walks with professional guides. Land-only prices start at \$4,467.

"This is a great introduction to Kenya for first time visitors," commented Product Manager Christy Fraser. "It is perfect for discerning travelers with limited time. The itinerary has been carefully planned to ensure many unique experiences are available to travelers."

The program includes accommodations in

superior lodges and camps, nine breakfasts, eight lunches and dinners, all beverages including alcohol (except champagne or luxury spirits), game drives, guided bush walks, domestic flights and membership to the Flying Doctor's Society. AFRICAExperts also has special airfares on offer for travel to Kenya.

AFRICAExperts, 800-245-0920, AfricaExperts.com, www.goway.com

## ADD ADVENTURE TO YOUR HOLIDAY WITH G.A.P ADVENTURES



BRUCE POON TIP

After returning from a disappointing package tour to Thailand, Bruce Poon Tip decided to launch G.A.P Adventures in hope that others would share in his quest for authentic travel experiences.

In 1990, Poon Tip founded G.A.P Adventures which has grown to a company of over 500, offering thousands of small group adventures, safaris and expeditions around the globe. Over 60,000 travelers travel the world with G.A.P Adventures each year, on expeditions to Antarctica aboard its ship the Explorer; safaris and cultural journeys throughout Africa; hiking,

biking, and rafting trips in South and Central America; exciting tours in Asia; and more. G.A.P Adventures offers thousands of off the beaten path trips for anyone looking to add a little adventure to their holiday.

From the start, Poon Tip and G.A.P Adventures have worked hard to promote sustainable tourism, ensuring its low-impact tours benefit traveler and host alike, using local transportation, accommodation, and local guides.

In 2003, G.A.P Adventures developed the Planeterra Foundation, a non-profit organization, to give back to the people and places visited on its tours by supporting local projects and international charities.

"Planeterra is a labor of love and a dream that has come together after years of planning. It is my duty as the founder and CEO of G.A.P Adventures, to help preserve our planet, her people and to make sure her treasures are around for the next generation of eager travelers and wide-eyed explorers," says Poon Tip.

G.A.P Adventures and its CEO are consistently recognized for their quality and business achievements, including: Entrepreneur of the Year, Top 100 Employers, 50 Best Managed Companies, Conde Nast's Green List, Ethics in Tourism, National Geographic Adventure Magazine's 25 Best New Adventures of the Year, and many more.

G.A.P Adventures, www.gapadventures.com

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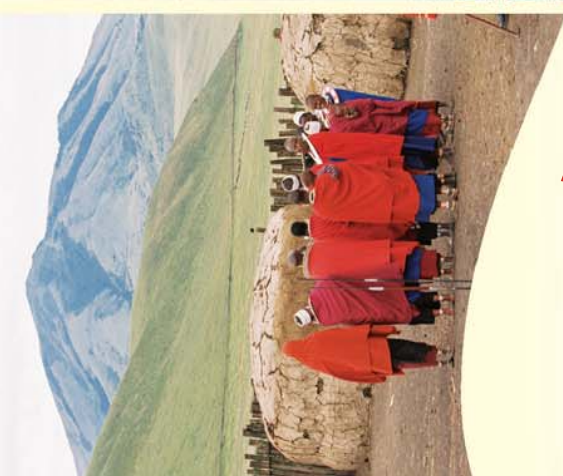
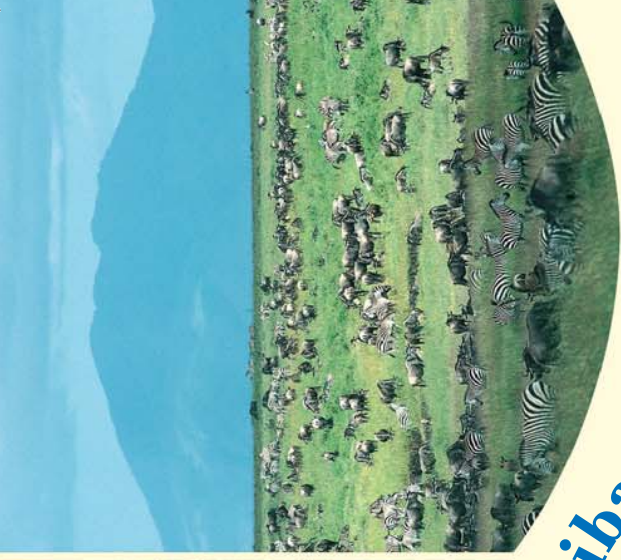
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# Tanzania Land of Kilimanjaro & Zanzibar

It is a land of superlatives and contrasts, something for everyone: from the majestic Mount Kilimanjaro to the fabled Islands of Zanzibar. The largest and most diverse wildlife concentrations on Earth including the matchless Serengeti plains, Ngorongoro Crater, Katavi and the mighty Selous Game Reserve. The Legacy of the ancient Swahili civilizations, such as Kilwa Ruins once a city of the Arabian Nights. Wonderful places for swimming, snorkeling, scuba diving, fishing off thousands of kilometers of Indian Ocean coastline and around the Africa's Great Lakes. And then there is Tanzania's greatest asset: its friendly people and cuisines. The country is among the world's leaders in Cultural tourism. This indeed is AUTHENTIC AFRICA.



**TANZANIA**  
**Land of Kilimanjaro & Zanzibar**

**Tanzania Tourist Board**

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