

GUARDIAN 24/2/12

MARKETING
DESTINATION
STRATEGY TANZANIA

SA tour operators vow to market Tanzania in Sadc

By Correspondent
Beatrice Philemon

NINE tour operators from South Africa and a journalist who were in Tanzania for three days, to study attractions have said they will market the east African country in southern Africa and help bring visitors.

This was revealed recently by Karin Sieberhagen, Sales and Marketing Manager of Serena Hotels of South Africa who accompanied the tour operators to study Tanzania's tourist attractions.

"As tour operators, before we bring in tourists from South Africa we have to experience the beautiful wildlife that Tanzania has to offer, see the hotels and lodge standards and the food facilities so that we can provide proper information for tourists eager to visit in Tanzania," she said.

"Once the tourists have proper information on Tanzania's attractions, the number of visitors from South Africa is bound to increase," he said.

The tour operators who have come to study the attractions are New Fusion Tours, Tribe Communications, Citizen Newspaper (SA), Africa Stay, Travel and Explore, ICan Holidays, Precision Air Representative SA, Alpha Destinations Travel and Serena Hotels. While in Tanzania, the tour operators visited Selous

Game Reserve, Stiegler's Gorge and cruised the on Rufiji River before touring Mivumo River Lodge and Selous Luxury Camp located deep in the wilderness of the game reserve and Serena Hotels in Dar es Salaam.

"We are very excited to visit in Tanzania; we saw different types of vegetation and wildlife at Selous Game reserve, Rufiji River, the food was very fabulous in all areas where we have visited, all of them enjoyed their stay very much and we vowed to come back again with tourists and promote Tanzania as tourist destination in South Africa," she noted.

He said in May this year after the Indaba Tourism Fair, he will organize a workshop with TTB for Tanzanian tour operators in South Africa where they are going to familiarise awareness so that South African residents can be aware on what Tanzania can offer.

Meanwhile, expressing thanks to the visiting tour operators, Tanzania Tourist Board Principal Public Relations Officer Geoffrey Tengeneza said the board and Serena Hotels Tanzania Limited have been in the forefront in promoting the country's tourist attractions "that we have in South Africa."

"We believe you have seen the wildlife treasures, enjoyed and tasted the standard of the tourism services in Tanzania," he added.

TTB, embassy to promote

MARKETING-DESTINATION STRATEGY TANZANIA tourism in SA road shows

By Guardian
Correspondent

THE Tanzania embassy in South Africa in collaboration with Tanzania Tourist Board (TTB) have organised tourist road exhibitions to promote the east African country's attractions in five in South African cities.

The Tanzanian businesses to be involved will include

tour operators, service providers and other enterprises engaged in the travel industry.

Philip Chitaunga, Tourism Service Manager at the board told The Guardian yesterday that the road shows would be held in the tourist source markets cities to upscale tourist arrivals to Tanzania. The cities are Durban, Port Elizabeth, Cape Town, Pretoria and Johannesburg.

The ten-day shows will begin on May 16, this year, he said adding that at least 35 local companies have confirmed to take part.

Among them 21 are hoteliers, 12 tour and travel agents and two are airlines.

To work on the modalities of carrying out the promotion, a discussion between the Tanzanian ambassador to South Africa and TTB has

been going one, he said.

"We have decided to organize the promotion because South Africa is number four source of tourists to Tanzania," he said.

Devotha Mdachi, the TTB's Director of Marketing would lead the tourism delegation to South Africa which will include government officials, private sector operators.

Apart from that event, TTB would organise workshop in collaboration with South Africa Tour Operators for the Tanzanian team to showcase the east African country's potentials.

The road shows would also provide time for a one-to-one establish and cultivate business contacts and help learn about the latest travel trends and developments of tourism.

BEST IN AFRICA MARKETING STRATEGY

60 firms to take part in tourism exhibition in Germany

By Correspondent
Beatrice Philemon

FOLLOWING the success of last year's International Tourism Exchange (ITB) in Germany, a total of 60 Tanzanian firms have applied to take part this year in a similar event slated for Messe Berlin.

Tanzania Tourist Board

(TTB) marketing manager Geoffrey Meena told The Guardian at the weekend that if the 60 companies 27 are hoteliers, 25 are tour operators and travel agencies, four will be airlines and four are government institutions.

The board has already assigned UK based firm, Messrs Cornerstone Creative Design Limited to design and construct Tanzania booths at

ITB in Germany, he said.

"Construction of the booths is underway and the work is expected to be completed at the end of this month to allow the co-exhibitors to decorate their booths," he said.

"While in Germany, the Tanzanian team will market the country as a world tourist destination, explain and provide proper information on

existing tourist attractions as well as share experiences on issues concerning tourism development," he said.

International Tourism Exchange (ITB) Berlin is the world's leading international tourism fairs that comprise exhibitors from more than 180 countries.

According to Meena, Tanzania Tourist Board managing director Dr Aloyce

Nzuku, will lead the Tanzanian delegation.

Meena called on Tanzanian exhibitors to bring sufficient promotional materials to be given to trade and general visitors saying they expect to receive more trade visitors this year.

Germany is among the top five source markets that bring tourists in Tanzania.

GUARDIAN 12/12 DESTINATION TANZANIA MARKETING STRATEGY Oman firm and TTB promote Tanzania's tourist attractions

By Guardian Reporter

AN Arabian tour company, Oman Adventures, has pledged to partner with the Tanzania Tourist Board (TTB) in promoting country's tourist attractions in Oman.

A powered delegation from the company, which arrived in the country yesterday, said their sole

mission would be to increase the number of Oman nationals visiting Tanzania.

Speaking to reporters in Dar es Salaam, the tour company's head of delegation Majid Abdullah Al Anboori said that they had been impressed with numerous

tourist potential that Tanzania have and they are willing to play a big role in promoting the same in their home country.

"This is our first time to visit tourist sites, we have gone to the Ngorongoro Crater, Serengeti National Park, Lake Victoria, Lake Nyasa, Lake Tanganyika and Mount Kilimanjaro. All these areas look superb," he said, adding;

"We will be good ambassadors in Oman, spreading all the information we gathered during this trip including pictures, videos,

and all the publications we received from the TTB with a view to pursued more visitors from Oman to come and visit this beautiful country," he added.

For her part, TTB Marketing director Devota Mdachi said that the Board was very grateful for the visit, adding that the partnership will increase the number of tourists from Oman.

"We are happy that Oman

Tours has pledged to support us in promoting the country internationally. Our strategy is to see more tourists coming to Tanzania," she stressed.

Mdachi further elaborated that with the support from the Tanzanian ambassador in Oman, more efforts will be made by the Board to ensure that strong and good ties continue between the two countries.