

Tourism
E-Africa

Dar to unveil online tour booking portal

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TOURISTS VISITING Tanzania will soon be able to book tours at the touch of a button, following the introduction of a web-based reservation portal.

The portal, set up by Arusha based Bionic ICT firm, will cut the time spend to secure a tour package from two days to just an hour.

Chief executive Jimmy Kihwele said the portal, dubbed mduka, will be launched later this year.

It features multiple sales channels that allow customers to search, book and pay for their packages. This means that travel agents stand to lose an estimated \$225 million they make for arranging tour packages.

Mustafa Akuunay, the executive secretary of Tanzania Association of Tour operators, said the one stop booking system is the way to go if the industry is to be competitive.

Tanzania earned \$1.4 billion from tourism in the year ended October 2011, from \$1.2 billion the previous year, helped by a rise in tourist arrivals, according to central bank statistics. The bank projects a positive outlook for 2012.