



# TANZANIA

## THE ROYAL TOUR

- Tanzania Eases Covid-19 Measures
- Three Tanzania's National Parks named Top Destinations for Outdoor Enthusiasts
- UNDP Breaths Life Into Tourism Industry





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## Twiga Times

Twiga Times Vol. 32,  
March - May, 2022

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## Chairman's word

### Tanzania Royal Tour Offers Tourism New Impetus



**T**ATO is so grateful to present to you our insightful Magazine; Twiga Times, to keep you updated with latest tourism trends and events that shape the industry.

Before taking you through the great strides in the tourism industry, I, first of all, wish to thank all stakeholders, particularly our government, United Nations Development Programmes (UNDP) and our esteemed members for your incredible support, amidst the brutal waves of Coronavirus.

We are short of words to express our gratitude to the government, UNDP and our loyal members for standing with not only TATO, but also with the tourism industry to be able to navigate through the turbulent times. Suffice to say thank you so much for your helping hand. This proves that unity is power.

Special thanks go to our Her Excellency President Samia Suluhu Hassan for putting tourism industry so close to her heart. We, in TATO, are exceedingly proud of her for being a leading tour guide in the Tanzania, The Royal Tour film. This will go along way in reviving the tourism industry in the aftermath of COVID-19 pandemic.

Recognizing the President Samia efforts to rebrand Tanzania, TATO had to deploy a high profile mission in USA to support her during the Premiere of Peter Greenberg's latest feature film: Tanzania, The Royal Tour, to showcase Tanzania's rich cultural and wildlife heritage as well as introduce new opportunities for US investors.

**T**ATO's delegation arrived in New York on 18th April 2022, for the debut of The Royal Tour film, and on 20th April 2022 headed to California, to perpetuate promotion of Tanzania as the best safari destination in the world.

In support of President Samia's initiatives to promote the destination Tanzania, TATO had initiated a Tourism Reboot program with 7- and 10-days of Familiarization FAM trips designed for US travel trade to experience Tanzania and its beauties first hand.

TATO's primary mission is to support the vast membership of tour operators in Tanzania. Tour operators create and curate challenging expeditions out to the savannas of the Serengeti, or coordinate complicated climbs up Mount Kilimanjaro.

Travel agents depend on tour operators all around the globe to provide safe, well-orchestrated journeys for their clients. TATO provides its members a platform to stay connected in a travel field that is also directly linked to the conservation of endangered wildlife, threatening climate change and cultural preservation.

So TATO's mission to the USA was a multi-step effort to personally re-launch Tanzania's incredible tourism trade, including safaris, climbs, ballooning, trekking, diving, snorkeling, horse riding, birding, tracking, anthropology and research, to name but, a few.

TATO delegation had an opportunity to discuss the economic impact on the country during Covid-19 with the USA key travel agents by providing them valuable updates and information on Tanzania's safety features, wildlife concerns and conservation efforts.

We are delighted to report that the Royal Tour film has started paying dividends, if substantial safaris inquiries from America and English speaking markets are anything to go by.

**Wilbard Chambulo**  
*Chairman*

Tanzania Association of Tour  
Operators (TATO)



# Tourism Windfall As Royal Tour Film Brings the World to Tanzania

By Emmy Kimaro



Tanzania's Royal Tour film content, its strategic premiere USA market and timing have started paying dividends in terms of commanding significant traffic of tourists. Produced by Peter Greenberg, the maiden film featuring President Samia Suluhu Hassan, as his key guide—showcasing Tanzania's rich cultural, wildlife heritage and array of investment opportunities through her leadership eye, was launched in the New York, U.S on April 18, 2022.

What makes the "Royal Tour" series different from most tourism-related programming is that, aside from presenting an informal and personal side of a leader, it presents a 360-degree view of a Tanzania, the home of number one Safari destination in the World, housing four of the most coveted adventure hotspots on earth:

the Serengeti, Mount Kilimanjaro, Zanzibar, and Ngorongoro Crater compounded by the kind hearted people of Tanzania.

Just a month after the President Samia launched the film in American market, a digital safari-marketing platform selling the East African region based in Copenhagen in Denmark, says it has recorded massive travel booking enquiries from USA, English and Scandinavian countries.

"For just a month our subscribers have recorded a total 6,405 safari booking enquiries mostly from USA, -

English speaking and Scandinavian countries, all craving for Tanzania destination, up from merely 241, a month before the Royal Tour Film debut, a clear signal that the series has a far-reaching impact in stimulating tourism industry" said the Managing Director of the authoritative East Africa Travel Deals, Mr. Mikael Morlandee.

New booking enquiries aside, Mr. Morlandee said that there's a big number of tourists who had confirmed their travel in the other African destinations two years back, however, owing to the film are changing their minds and now they want Tanzania.

"Much as I can't disclose every details because of business grounds, but I can assure you that Tanzania is going to witness unprecedented influx of tourists from June onwards.

A substantial number of prior confirmed bookings are now cancelled in favor of Tanzania destination" Mr. Morlandee noted. Indeed, the key luxury travel agents in USA are upbeat, saying that the Tanzania Royal tour film is the best bullet at the right moment and will spur tourism industry than ever before, as it is an eye opener for majority outdoor enthusiasts in their vast country.

Matthew Upchurch, Chief Executive Officer at the top luxury travel network in the world, 'Virtuoso' – confirmed that the film has real started invigorating fresh bookings, taking into consideration that the outdoor -

travellers are suffering from fatigue after having been indoors for almost two years, owing to Covid-19 pandemic travel restrictions.

"We've been registering a surge of new booking enquiries with our prospective luxury travellers citing the film, as a factor behind their interest in booking safaris to Tanzania," said Mr. Upchurch.

"In my personal experience, I was very impressed with your President, her warmth and authenticity. As you well know, my father and I have been big supporters of Africa for decades and it is wonderful to see film that portrays what the country has to offer in terms of tourism and investment clearly in a positive light" Virtuoso CEO noted.

Mr. Upchurch said that the holiday destinations could be combined perfectly to experience the country's full diversity.

Back home, the tourism players are busy rolling out a red carpet, refurbishing tourist vans, and renovating hotels as part of grand preparation to welcome the imminent influx of tourists.

Natural Resources and Tourism Ministry's Permanent Secretary, Dr. Francis Michael who engaged the key players in northern circuit to ascertain the preparedness said that from June the accommodation facilities are full booked.



“All hotels are full booked as from June. This is what the accommodation facilities proprietors have told me during our series of meetings in Arusha” Dr. Michael said.

“Royal tour film is an apt branding strategy that will go a long way in stimulating tourism, thus putting the Country into a better position to achieve its five million visitors target by 2025” Tanzania Association of Tour Operators (TATO)’s CEO, Mr. Sirili Akko noted.

Mr Akko who attended the premiere of the film in U.S said that the choice of the debut country and timing were extremely imperative and would play an important role in rebooting the tourism industry hobbled by a brutal wave of Coronavirus.

He said the industry looks forward to the continuing commitment of the government in creating conducive environment for private sector to play its role so that the country can reach the target of five million tourists per annum within a timeframe.



During the premiere of the documentary, President Samia took the liberty to assure millions of potential tourists once again that Tanzania is the best place to spend their vacation, “We are very friendly. You will never regret visiting,” she added.

President Samia, who visited the US for business and diplomatic intentions, was used the launch of the Royal Tour documentary to promote and improve the marketing of Tanzania’s tourism to the world.

The Royal Tour film is to be spread for viewing on multiple platforms in America—a strategic move to spread awareness and promote tourism digitally.

By the end of the presentation, it’s likely that viewers’ interest in visiting the country will be higher than before they had watched it.

Even Tanzania’s familiar aspects are enhanced because everything is shown from the personal perspective of the country’s leader.

“The Royal tour film is part of our ambitious commitment as the ruling Chama cha Mapinduzi (CCM) through our general elections manifesto of spurring tourism industry to grow by leaps and bounds to create meaningful employment and leapfrog other economic sectors” said the National CCM youth wing leader, Mr Kenan Kihongosi, adding:

“The CCM manifesto clearly stipulates that tourism will attract five million tourists who will leave behind nearly \$6.6 billion by 2025 with expected real multiplier effects to a critical mass of common folks in Tanzania, particularly women and youth”.

Indeed, holidays in Tanzania are paradise, as the country fascinates with its wealth of nature and its diverse animal world.

**T**ATO chairman, Mr. Wilbard Chambulo who led a high-profile delegation to USA to support the President Samia in the film debut, said the tourism industry welcomes the Royal Tour film with open hands and he commended the timing.

TATO boss added: “The royal tour film means to open-up endless opportunities not only for our tourism value chain, but the entire economy as the film

will market Tanzania investment destinations to the global scene”.

Holidaymakers quite often experience the “big five” --- Elephant, Lion, Leopard, buffalo, and Rhinoceros---up close in the Serengeti National Park, hike up Mount Kilimanjaro or relax on the beach of a tropical island like Arab-influenced Zanzibar.

“If you are looking for variety, you are guaranteed to find it in Tanzania. Kilimanjaro, for instance, the hiker’s Paradise. Kilimanjaro, the “roof of Africa”, attracts nature lovers from all over the world with its imposing snow crown” Mr. Chambulo said.

A hike up Africa’s highest mountain is rightly on the bucket list of many nature and trekking lovers.

The area around Mount Kilimanjaro is the ideal starting point for discovering Tanzania’s endless steppe landscapes and incredible wealth of wildlife.

The brilliant white beaches on the spice island of Zanzibar promise all-round pampering and plenty of relaxation, he explained, adding that tourists should come to Zanzibar, to experience the tropical beauty.

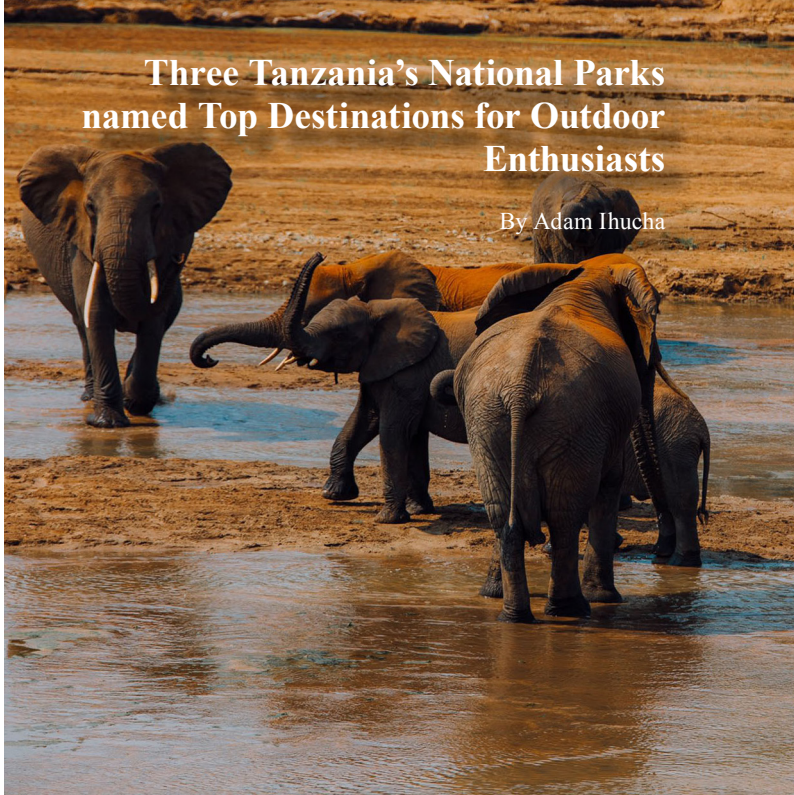
“Its bathing holidays that smell of pepper, cloves and vanilla, where the azure sea gently laps your feet and your senses learn to fly. The year-round warm, crystal-clear water and the white powder-sand beaches make Zanzibar the African dream destination to unwind”, Mr. Chambulo explained.

Dar es Salam, the gateway to southern Tanzania, is the bustling metropolis located on the country’s mainland coast, which is hardly developed for tourism.

“Not far from the city you will find secluded beaches with oriental flair. The island dream of Zanzibar is just a stone’s throw away and the national parks in the south of Tanzania can be easily explored from here”, TATO chief concluded.

Many Americans associate Tanzania with safaris and, perhaps, Mount Kilimanjaro, but the first half of “The Royal Tour” explores parts of Tanzania that expand viewers’ understanding of the country.





## Three Tanzania's National Parks named Top Destinations for Outdoor Enthusiasts

By Adam Ihucha

Tanzania's Serengeti, Kilimanjaro and Tarangire national parks have been voted the best sites for outdoor enthusiasts, raising the country's profile as the premier tourism destination. The three top national parks all located in Africa's richest tourism circuit north of the country have featured prominently among the best 25 national parks from across the world, thanks to traveller's views through a Trip Advisor's platform.

"Serengeti becomes the top destination of outdoor enthusiasts in Africa and the third in the World for 2022," writes the Trip Advisor, the world's largest travel platform. Travellers have through their reviews to the Trip Advisor also chosen the country's Tarangire and Kilimanjaro national parks the best destinations in the world.

The Travellers' Choice Award comes every year through the Trip advisor's programme. The newly appointed Conservation Commissioner of the state-run conservation authority - Tanzania National Parks (TANAPA), Mr William Mwakilema, received the news with gratitude, saying it was a vote of confidence to Tanzania's destination from the global consumers.

"We have been working extra time to conserve these national parks, we are extremely happy that the world has at last recognised our scrupulous efforts," Mr Mwakilema explained. Also overwhelmed by the news is the TANAPA Assistant Conservation -

Commissioner In-Charge of Business Portfolio, Ms Beatrice Kessy, saying global consumers had been impartial in recognising Tanzania's natural beauty. Outdoor visitors to Serengeti should be prepared for being astonished by the vastness of the national park where the land moves on forever. While at the park, they can witness the famous Serengeti annual migration, the largest and longest overland migration on earth.

The vast plains of the Serengeti comprise 1.5 million hectares of savannah, harbour the largest remaining unaltered migration of two million wildebeests plus hundreds of thousands of gazelles and zebras engaging in a 1,000-kilometre-long annual circular trek spanning the two adjacent countries of Tanzania and Kenya, as their predators follow them. Situated above 8,850 feet, Kilimanjaro National Park, in turn, protects Africa's highest roof and the world's tallest free-standing mountain, rising to nearly 20,000 feet. On ascent, the mountain's foothills morph into lush forests, serving as home to elephants, leopards and buffalo.

Further up are moorlands covered in giant heather, then alpine desert land. Higher still come the ice and snow that make Kilimanjaro famous. A hike to the top, namely Uhuru Peak, takes six to seven days.

Ms Kessy says the Mount Kilimanjaro summit, a leading tourist destination situated at about 5,895 metres above -

sea level, roughly attracts 50,000 climbers from across the world annually. Named for the river that runs through its stunning landscape, the Tarangire National Park offers visitors a unique experience of Tanzania.

The park is home to the country's largest population of elephants. You can see herds of up to 300 digging the Tarangire riverbed during dry seasons. It also features other native wildlife ranging from impalas to rhinos and hartebeest buffalo.

Though safaris are a popular attraction in the area, experiencing native vegetation such as baobabs or trees of life as they are popularly known and the park's complex network of swamps delight nature lovers. With nearly 1.5 million tourists visiting the country annually, Tanzania's wildlife tourism continues growing, earning the national coffers \$2.5 billion, equivalent to about 17.6 percent of the GDP, cementing the industry's position as the leading foreign currency earner.

Additionally, tourism directly provides Tanzanians with 600,000 jobs, let alone over one million others also earning their incomes from the industry's value chain.

Although the industry was severely hit after the outbreak of the COVID-19 pandemic in March 2020, national and regional recovery plans have apparently started paying dividends.



## Dr. Manongi: Conservation Unsung Hero

*Choke the weak one, but give him his Right,  
industry says in Kiswahili adage*

By Adam Ihucha



Key tourism players have taken their hats off to Ngorongoro Conservation Area Commissioner Freddy Manongi, saying he is a Tanzania's icon of sustainable conservation.

**D**r. Manongi is an unsung conservation hero whose competence and bearing has shaped the fragile, yet the most cherished tourists' attraction to date. He deserves kudos for steering the Tanzania's conservation body well, the industry says.

Tour operators see Dr Manongi as a conservation superman accomplished in protecting, expanding and promoting one of the country's most treasured godsend, explains Tanzania Association of Tour Operators (TATO) Chief Executive Officer (CEO) Sirili Akko.

Since he was appointed at the helm of the Ngorongoro Conservation Area (NCA), Dr Manongi has been navigating the state-run conservation authority with competence, skills, dedication and sincerity.

Courtesy of his meticulous efforts, the area has been voted the best tourism site for outdoor enthusiasts, raising the country's profile among finest tourism destinations worldwide.

Tourism industry stakeholders in Tanzania give Dr Freddy Manongi, the Ngorongoro Conservation Area Commissioner, a pat on the back for steering the state-run authority.

Ngorongoro, which is part of the Tanzania's richest tourism circuits, has featured prominently among the best 25 national parks in 2022 which fanatics globally picked through the world's largest travel platform "We often do not celebrate our very own heroes and heroines while they are still alive, it's time we broke the norm by recognising Dr Manongi for his exemplary conservation work," Mr Akko says in an interview with The Tranquility News in Arusha, Tanzania, recently.

Dr Manongi is an uncelebrated hero, who has not only worked extremely hard to further ecology at the highest level, but also has reinstated professionalism and discipline within the prime conservation body, tour operators aver.

Dr Manongi is the brain behind the strategy that saw an endorsement of the Ngorongoro-Lengai into the global geoparks list by the United Nations Educational Scientific and Cultural Organisation (UNESCO).

Geo-tourism is a new concept that sustains and enhances the distinctive geographical character of a given precinct, including the environment, heritage, aesthetics, tradition, culture and the wellbeing of its residents.

The Ngorongoro-Lengai ticks most of the boxes in the case Dr Manongi built, making the entity not only the first geopark in East Africa, but also the pioneer site for geo-tourism in Sub-Saharan Africa.

Straddling three districts of Ngorongoro, Karatu, and Monduli in Arusha Region, Ngorongoro-Lengai Geopark is the second in Africa after the M'Goun in Morocco.



*Ngorongoro Crater*

Straddling three districts of Ngorongoro, Karatu, and Monduli in Arusha Region, Ngorongoro-Lengai Geopark is the second in Africa after the M'Goun in Morocco.

Covering 12,000 square kilometers of rocky hills, lengthy underground caves, lake basins and hominid discovery sites, Ngorongoro-Lengai Geopark is sandwiched between Serengeti National Park to the north and north-west, Lake Natron to the east, the left arm of the Great Rift Valley to the south and Maswa Game Reserve to the west.

The geopark comprises ancient Datoga tombs and a caldera route encompassing the Irkepus Village, an old German house, a hippo pool and Seneto springs — the active Oldonyo-Lengai Volcano, and the Empakai Crater, among other awesome sites.

Eco-friendly hard stone materials have been used for paving the roads to protect the environment within Ngorongoro Conservation Area.

Eco-friendly hard stone materials have been used for paving the roads to protect the environment within Ngorongoro Conservation Area.

Dr. Manongi is also celebrated for improving crucial infrastructure along with a marketing campaign which has of late multiplied the number of tourists and boosted revenues and the corporate social responsibility's package.

"Roads descending and ascending the crater are among key infrastructure that have undergone major constructions and renovations to offer tourists hassle-free trips within the World Heritage Site," the Tanzania Tour Guides Association (TTGA) Chairman, Mr Emmanuel Mollel, chips in in a separate interview.

Non-bitumen materials have been used for constructing the 4.2-kilometre-long lane linking Seneto to the Ngorongoro Crater, says the TTGA Chief, explaining: "The eco-friendly hard stone materials have been used for paving the roads to protect the environment within the conservation area."



In its efforts to maintain competitive tourism services, the NCA has under Dr Manongi's management modernised its toilet services at the entry and exit gates as well as at other areas frequented by visitors, including camping and picnic sites. Modern toilets have also been built at the Lodware Gate and the Olduvai excavation site.

Ngorongoro Conservation Area attracted 147,276 tourists between July and October 2021.

No wonder the number of tourist arrivals to the NCA had swollen between July and October 2021 to reach 147,276 visitors, raising new hopes for quick tourism recovery from the impact of the COVID-19 pandemic.

Dubbed the eighth wonder of the world, the NCA, which stretches across some 8,300 square kilometres of the northern Tanzania, boasts a blend of landscapes, wildlife, people and archaeology that is unsurpassed in Africa.

Ngorongoro incorporates original sites the first human being is believed to have originated and lived millions of decades ago. It is the place for entire world's population to trace its ancestral roots.

Given the world has seen inventions, trips to the moon, exploration to outer space and diving into deepest seas, the life preceding an aura of technological modernity is what most people are yet to witness.



*Olduvai Gorge Museum*

The 7 billion population mark on earth is a telltale sign that humans have evolved and multiplied much, a compelling urge to travel back and retrace real ancestors' footsteps one feels is not surprising.

The hominid footprints at Laetoli date back to 4 million years. Unchanged and unspoiled dinosaur age settings can still be found mapped in their authentic natural forms on two adjacent sites within Ngorongoro, namely Olduvai and Laetoli.

Olduvai, named after the sword-shaped wild sisal dubbed oldupai in Maasai vernacular, and its neighbouring Laetoli hominid footprints site remain the sole places the world's ancient natural stamps still exist.

Thanks to Dr Manongi's leadership for enabling Tanzania to set a global record by building the 'world's largest human history museum' at the archaeological discovery sites.

The Olduvai Gorge Museum houses all archaeological findings, artefacts as well as replicas from various sites in Tanzania, Kenya, Ethiopia and South Africa, among others.

They include the remains of 'Lucy'. Referred to as the grandmother of humanity, Lucy is a most complete skeleton of an early human ancestor ever discovered. The fossil unearthed in Ethiopia is of a female member of Australopithecus afarensis, who lived 3.2 million years ago.

Dating back to 4 million years, the hominid footprints traced a stone's throw away at Laetoli, nevertheless, beat the granny's skeleton.



*The Ngorongoro Lengai UNESCO Global Geopark*



# Tanzania Eases Covid -19 Measures

By Emmy Kimaro

**T**anzania has relaxed its Covid-19 measures, dropping off the requirement of a 72-hour negative RT PCR result and rapid antigen test for the fully vaccinated arrivals.

Airlines flying to Tanzania are free to allow the travellers who are fully vaccinated to board their flights without necessarily carrying a negative PCR result certificates with them.

Announcing the new measures, Tanzania's Minister of Health Ms Ummy Mwalimu said, however, fully inoculated travellers from March 17, 2022, are required to have a valid vaccination certificate with QR code for verification upon arrival.

"The only accepted vaccines are those which have been approved by Tanzania and the World Health Organization (WHO)," reads the new travel advisory No. 10 of March 16, 2022 signed by the Permanent Secretary, Ministry of Health, Prof. Abel Makubi.

Unvaccinated, not fully vaccinated and those non eligible travellers arriving at any points of entry to Tanzania should however have a negative Covid-19 RT PCR or NAATs certificates with QR code obtained within 72 hours before departure.

"The reason why we demand QR code is to verify the authenticity of the certificates. However, travellers for those countries, which do not offer certificates with QR codes such as the ones issued by United States of America CDC are supposed to provide proof of vaccination" Prof. Makubi clarified.

This proof must tick the following boxes: It's issued by an official source such as the CDC, it shows travellers name and date of birth as well as it shows the vaccine visitors received, and the date(s) for all the doses he or she received.

Unvaccinated, not fully vaccinated and those non eligible travellers arriving in Tanzania and have no negative COVID-19 RT-PCR certificates will be subjected to a rapid antigen test at their own cost and isolations.

The test applies to travelers whose country is in a list for mandatory testing.

"In case of air transport and international marine vessels will be tested for covid-19 using RT-PCR test at their own cost of \$100, the result will be sent to them while self-isolated" reads the Travel Advisory in part.

"In case of international, regional and inland vessels will be tested by rapid antigen test at their own cost of \$10 while positive will be further confirmed by RT-PCR at a cost of \$50 for Tanzania Mainland" Prof. Makubi said in the advisory.

In case of ground crossing, will be tested by rapid antigen test at their own cost of \$10 and found positive will be handled according to bilateral and joint border agreements.

**C**hildren aged five and below, aircraft crew and in transit travelers will be exempted from both RT-PCR and rapid antigen tests requirements.



*Hon. President S. S. Hassan*

Truck drivers including crew should hold a valid negative covid-19 RT-PCR or NAATs certificates obtained from an accredited national laboratory with not more than 14 days validity, a move that will facilitate movement of goods across the borders, hustle-free.

**T**anzania Association of Tour Operators (TATO) CEO, Mr Sirili Akko welcomed the travel advisory No. 10, saying it will go along way to unlock the country to tourists.

“This particular travel advisory is sitting well with stakeholders as it poise to open up the tourism destination to holidaymakers. We are so grateful to our Government under the President Samia Suluhu Hassan” Mr. Akko explained.

Despite being brutally assaulted by the pandemic, latest official statistics from the State house show the tourism industry recorded a nearly 126 per cent growth in terms of the number of visitors in 2021 compared to 2020.

In her message to bid farewell to 2021 and welcome the New Year 2022, Tanzania’s President Samia said that 1.4 million tourists visited the natural resources rich nation in 2021 amidst the Covid-19 pandemic; compared to 620,867 holidaymakers in 2020.



*TATO CEO, Mr Sirili Akko (Left)*



*COVID-19 Injection Vaccine*

“This implies that in 2021, there was an increase of 779,133 tourists who visited Tanzania,” President Suluhu said in her address televised live by the state-run Tanzania Broadcasting Corporation, adding: “Our expectations are that the tourism industry will continue to flourish in 2022 and beyond,”

**T**ourism offers Tanzania the long-term potential to create good jobs, generate foreign exchange earnings, provide revenue to support the conservation and maintenance of natural and cultural heritage, and expand the tax base to finance development expenditures and poverty-reduction efforts.

The latest World Bank Tanzania Economic Update, Transforming Tourism: Toward a Sustainable, Resilient, and Inclusive Sector highlights tourism as central to the country’s economy, livelihoods and poverty reduction, particularly for women, who make up 72 percent of all workers in the tourism sub-sector.



# Avoiding The Resource Curse?

## UNDP seeks tourism dollars to trickle into the pockets of poor people

By Adam Ihucha



Better days for poor communities close to Tanzania's tourist circuits are in the offing, thanks to a proposed ambitious strategy that seeks to position a multi-billion-dollars tourism industry to foster the local economy.

The prospective integrated tourism and local economic development (LED) blueprint will come up with an apt mode of transferring tourists' dollars into the pockets of a critical mass of ordinary folks living adjacent to the country's northern, southern, western and coastal tourist circuits.

United Nations Development Programmes (UNDP) Tanzania through its Green Growth and Innovation Disruptions project is in collaboration with Tanzania Association of Tour Operators (TATO) and UNWTO supporting the preparation for the integrated tourism and LED strategy.

The blueprint seeks to enhance the recovery of tourism from the COVID-19 pandemic and identify ways for both businesses and communities to benefit from the tourist attractions and in turn dedicate themselves to sustainable conservation of the assets.

It will also capacitate all actors in the entire tourism value chains to become competitive, resilient and effectively integrated into the industry.

The strategy will focus on growth, poverty reduction and social inclusion, as it will promote participation, dialogue and connect people to surrounding resources for decent employment and quality life for both men and women.

"Clearly, one key aspect of sustaining the enormous benefits and contribution of tourism on the economy is to ensure local ownership and traction on tourism development strategies," said Dr. Josaphat Kweka, the CEO and Lead Consultant at Talanta International Limited which is preparing the document.

"That is, the sustainability of tourism assets depends significantly on the extent to which the surrounding local community appreciates and benefits directly or indirectly from its development or growth," Dr. Kweka told a stakeholders meeting in Arusha recently, stressing:

"A strategy for ensuring tourism stirs the local economic development is of utmost importance."

Gracing the key players' strategic meeting on the roadmap for the blueprint, the UNDP Tanzania Resident Representative, Ms Christine Musisi, underscored the need for involving communities adjacent to the tourism circuits not only in conservation drives, but also in sharing benefits arising from the industry.

"As UNDP, we envision that the LED strategy can catalyze transformative change by enhancing forward and backward linkages within the tourism ecosystem through job creation, stimulating innovative business models, and contributing to livelihoods," Ms Musisi said.

In developing the strategy, she explained, UNDP will collaborate with UNWTO and TATO, and will be guided by the government on how best the plan will be implemented once it is formulated.

Tourism offers Tanzania the long-term potential to create good jobs, generate foreign exchange earnings, provide revenue to support the preservation and maintenance of natural and cultural heritage, and expand the tax base to finance development expenditures and poverty-reduction efforts.

The latest World Bank Tanzania Economic Update, Transforming Tourism: Toward a Sustainable, Resilient, and Inclusive Sector highlights tourism as central to the country's economy, livelihoods and poverty reduction, particularly for women, who make up 72 percent of all workers in the tourism sector.

Tourism can empower women in multiple ways, particularly through the provision of jobs and through income-generating opportunities in small and larger-scale tourism and hospitality related enterprises.

As one of the industries with the highest share of women employed and entrepreneurs, tourism can be a tool for women to unlock their potential, helping them to become fully engaged and lead in every aspect of society.

UN agency says that as one of the largest and fastest growing economic industries in the world, tourism is well positioned to foster economic growth and development at all levels and provides income through job creation.

Sustainable tourism development, and its impact at community level, can be linked with national poverty reduction goals, those related to promoting entrepreneurship and small businesses, and empowering less favored groups, particularly youth and women.

Experts say tourism can spur agricultural productivity by promoting the production, use and sale of local produce in tourist destinations and its full integration in the tourism value chain.

In addition, agro-tourism, a growing tourism segment, can complement traditional agricultural activities.

The resulting rise of income in local communities can lead to a more resilient agriculture while enhancing the value of the tourism experience.



In real terms, tourism is a money-spinning industry in Tanzania as it creates 1.3 million decent jobs, generates \$2.6 billion annually, equivalent to 18 as well as 30 percent of the country's GDP and export receipts, respectively.

However, transferring dollars accrued from international tourists to poor people near the tourist attractions has been an elephant in the living room no one wants to talk about.

For instance, lots of dollars are generated from Tanzania's world-famous northern tourist circuit, but very little trickles down into the pockets of ordinary people living in its vicinity.

According to the SNV study dubbed "Tracing the Tourism Dollar in Northern Tanzania", while the northern safari circuit attracts 700,000 tourists with combined revenues of nearly \$950 million, only \$171 million, equivalent to 18 percent, goes to communities around through the multiplier effects.

However, UNWTO expert says cultural tourism is the key effective model for transferring tourist's dollars to the poor people than any other method.

"Offer complementary products as unique as possible by making optimal use of local knowledge, cultural attractions - traditional healers, handicrafts, cuisine - cooking classes, chameleons, birds, snake and nightjar stories. Create win-win situations, focus on enhancing length of stay and local expenditure through new activities," the UNWTO expert, Mr. Marcel Leijzer, said.

The TATO Chairman, Mr. Wilbard Chambulo, said the strategy should also focus on how to increase the number of tourists visiting Tanzania, as its multiplier effects will certainly touch a critical mass of ordinary people.

TATO CEO, Mr Sirili Akko thanked UNDP for generous support to the organization and the tourism at the most critical moment and commended UNWTO for its staunch patronage of the industry.

"We thank our UN partners for the support and patronage and our Government for guidance, TATO remains reliable partner for stimulating local content especially on industry supply chain," Mr. Akko noted.



# Tanzania, 'it's Africa's well-kept secret' - London cabbies say

By Adam Ihucha

The London taxi drivers who recently successfully climbed Mount Kilimanjaro, Africa's highest peak, have a lifetime gift for Tanzania.

The apparently satisfied members of 'Cabbies Do Kilimanjaro' from London have vowed to be 'goodwill ambassadors' and woo other potential tourists in the UK to visit the country every year.

"Come to Tanzania, it is Africa's well-kept secret with an unforgettable experience," Mr. Daren Parr told e-Turbonews at Mweka Gate shortly after the crew descended from the roof of Africa. "I feel like I left part of myself on the peak of Kilimanjaro," he added.

Mr Parr said his team had fallen in love with Tanzania's vast endowment of tourism assets comprising opportunities for stunning wildlife safaris, a lifetime hiking adventure, cultural tourism, and other incredible tourism activities.

"Tanzania is home to the world's finest national parks, Kilimanjaro is the world's freestanding mountain and Serengeti is no doubt number one safari destination on the planet," he noted, admitting: "Honestly the country has so much more to offer than my words".

"Much as the world is opening up now, hundreds, if not thousands, of people across the UK will be interested in joining us on our next trip," Mr. Parr explained.

Sarah Tobias, Mr John Dillane and Stella Wood said the 'Cabbies Do -



Kilimanjaro' would continue promoting the awe-inspiring mountain and other Tanzania's endowments - in the UK provided the country adhered to one condition: Big Expeditions and Safaris should be the sole tour operator to host them.

Cabbies Do Meru and Kilimanjaro 2022 anticipates raising over \$8,000 for disabled and underprivileged children in London and over \$2,700 for a Tanzanian orphanage home.

The London taxi drivers also implored the Tanzania National Parks (TANAPA) to refrain from adding or taking away anything from the mountain, lest it will ruin the country's painstaking conservation legacy.

"The reason we come back is because TANAPA has maintained its parks so well, here we connect with nature," said Mr Parr, stressing that the Big Expeditions and Safaris' extraordinary services had impressed them. "They catered for everything we needed," he said.

The TANAPA Conservation Commissioner, Mr. William Mwakilema, appreciated the Cabbies Do Kilimanjaro team for its best offer of promoting Tanzania as the top-notch tourism destination not only in the UK, but also in the entire European bloc.

"I'm humbled with the deal. I promise Cabbies Do Kilimanjaro and all tourists that we are dedicated to ensure all 22 national parks remain wild for them to enjoy connecting with nature," Mr. Mwakilema pledged.



The TANAPA Assistant Conservation Commissioner in charge of Business Portfolio, Ms Beatrice Kessy, said the Cabbies Do Kilimanjaro's offer would go down in history as one of the best deals for Tanzania's tourism industry.

"I know how influential cabbies are in London, their word of mouth will certainly inspire a significant number of tourists from the UK to visit Tanzania in the near future," Ms Kessy affirmed.

Overwhelmed with joy for satisfying her clients from Cabbies Do Kilimanjaro, the Managing Director of Big Expeditions and Safaris, Ms Angela Minja, pledged to continue offering tourists best services.

Tanzania is home to some of Africa's most famous national parks and natural attractions, including the majestic Mount Kilimanjaro -- the Africa's highest peak situated at 5,895 metres above sea level and Tanzania's most iconic image.

The World Heritage Site was formed over 1 million years ago by volcanic movements along the Rift Valley followed by three cones about 750,000 years ago, namely Shira, Mawenzi and Kibo where Uhuru Peak -- the highest point and one of the world's seven summits.

Tourists do not visit Kilimanjaro for the wildlife, but rather for the chance to stand in awe of the beautiful snow-capped mountain and, for many, to hike to the summit.

The mountain rises from farmland on the lower level to rainforest and alpine meadow and then to the barren lunar landscape at the peaks.

The slopes of the rainforest are home to buffaloes, leopards, monkeys, elephants and eland. The alpine zone is where watchers find an abundance of birds of prey. Besides the mountain, safaris and wildlife-related adventures are another reason many tourists visit Tanzania.

Serengeti National Park is a vast treeless plain with millions of animals living or passing through in search of fresh grasslands.



The park is most famous for the annual wildebeest migration, the Big Five and nearly 500 species of birds.

Tanzania's second largest national park attracts tens of thousands of tourists between June and September each year, the best months for wildlife viewing.

March to May is the wet season in the park while June to October is the coldest period. The most impressive annual migration of over 1.5 million wildebeest and hundreds of thousands of zebras and gazelle takes place in May or early June.

Established in 1970, Tarangire National Park is another fantastic area for wildlife viewing in dry seasons -- July to September -- when the highest concentration of migratory wildlife throngs the Tarangire River banks.

The park is known for its large population of elephants, and baobab trees that dot the grassy landscape and for wildebeest, zebra, buffalo, impala, gazelle, hartebeest and eland crowding the lagoons.

With over 300 species recorded, including buzzards, vultures, herons, storks, kites, falcons and eagles, Tarangire is excellent for birdwatching



# UNDP Breaths Life Into Tourism Industry

By Adam Ihucha

Tanzania's Tour operator's painstaking efforts to recoup the multi-billion-dollar tourism industry, amidst the Covid-19 pandemic, have extraordinarily paid dividends, thanks to the United Nations Development Programme (UNDP) support.

At the height of pandemic, Tanzania Association of Tour Operators (TATO) through the UNDP's backing in collaboration with the Government, undertook a number of response measures, yielding tremendous impact in terms of commanding a thick tourists traffic and new bookings thus painting a bright future for the industry.

Despite being brutally assaulted by the pandemic, latest official statistics from the State house show the tourism industry recorded a nearly 126 per cent growth in terms of the number of visitors in 2021 compared to 2020.

In her message to bid farewell to 2021 and welcome the New Year 2022, Tanzania's President Samia Suluhu Hassan said that 1.4 million tourists visited the natural resources rich nation in 2021 amidst the Covid-19 pandemic; compared to 620,867 holidaymakers in 2020.

"This implies that in 2021, there was an increase of 779,133 tourists who visited Tanzania," President Suluhu said in her address televised live by the state-run Tanzania Broadcasting Corporation, adding: "Our expectations are that the tourism industry will continue to flourish in 2022 and beyond,"

"The data speaks volumes on the positive impact of UNDP's backed TATO and the Government initiatives have had in tourism industry" said

TATO CEO, Mr. Sirili Akko, adding: "I believe this is just the beginning of our journey in building back better a tourism industry that is inclusive, resilient, and prosperous".

Mr. Akko expressed his profound gratitude to UNDP, saying their support came at the darkest moment in the tourism industry's recent history compounded by the ripple effects of Covid-19 pandemic.

Key among the initiatives TATO undertook under the UNDP support in 2021 was to organise the Travel Agents FAM trip to Tanzania in September 2021 to explore the northern tourism circuit in its strategy to give them a glimpse of the endowed tourists allures.

TATO also developed basic health infrastructure in key tourism spots, which entailed having, among other things, four ambulances on the ground, and agreement with some hospitals to use the facilities for tourists' services in case of any contingency, and linkage with flying doctors' services in its bid to restore tourist's confidence.



To be precisely, TATO under the UNDP auspices deployed state-of-the-art fleet of ambulances to tourism hotbed areas, namely Serengeti and Kilimanjaro national parks, Tarangire-Manyara ecosystem and Ngorongoro Conservation Area.

Through the UNDP funds, TATO also purchased the much-needed Personal Protective Equipment (PPE) to protect tourists and those who serve them against the COVID-19 disease.

TATO in collaboration with the government has pioneered rollout of Seronera, Kogatende and Ndutu Coronavirus specimen collection centres in central, northern and eastern-south Serengeti, respectively, making Covid-19 testing easy and convenient for tourists.

TATO also was the first organisation to setup a vaccination centre at its premises for its frontline workers to receive the jabs, thus easing a plight of queuing at public hospitals.

The organization had partnered with a US-based Cornersun Destination Marketing Company to promote Tanzania across the Northern America in its bid to revive the tourism industry, spur other businesses, recover thousands of lost jobs and generate revenue for the economy.

The TATO efforts at the height of COVID-19 pandemic when the entire world came to a standstill was like wastage of time and other resources to most biblical doubting Thomases.



But the efforts apparently augured well for the international travellers, if the African Travel and Tourism Association's (ATTA) statement is anything to go by.

"Our members and their clients travelling to Tanzania have received well the Covid-19 testing centres in Serengeti," writes the ATTA CEO, Mr Chris Mears, to his TATO counterpart, Mr Sirili Akko.

**A**TTA is a member-driven trade Association that promotes tourism to Africa from all corners of the world. Recognised as the voice of African tourism, ATTA serves and supports businesses in Africa, representing buyers and suppliers of tourism products across 21 African countries.

Mr Mears said the Serengeti testing centre impressed his members and tourists, as it allowed travelers to maximise their time in the parks and prevented them from using their long-programmed safari days for Covid-19 tests. Back home, the key tour operators confirmed that the TATO initiatives have real started invigorating fresh bookings.

"We've been registering a surge of new bookings with our prospective tourists citing the Covid-19 specimen collection centre at Serengeti and the rollout of vaccination, among others, as the factors behind their interest in booking safaris," said the Nature Responsible Safaris Managing Director, Ms Fransica Masika, explaining:

"We're so grateful, indeed, to the painstaking efforts TATO spearheads along with the government through the UNDP financial support. We appreciate their urgent measures for supporting the industry's recovery in the face of the Covid-19 crisis."

In the darkest moment where the impact of Covid-19 were reigning, manifested by massive international border closures, aircraft parking, laying off staff and paralysis of the economic activities among others control measures each country was taking, Tanzania was not exempt.

Owing to its inbound nature of tourism business the industry was the most hard-hit as the outbreak of the brutal Coronavirus led to a sharp fall in tourist

arrivals in Tanzania from slightly over 1.5 million tourists in 2019 to 620,867 in 2020.

The fall in arrivals triggered an even more devastating drop in revenue collections to \$1.7 billion in 2020, down from an all-time record of \$2.6 billion in 2019. With an 81 percent drop in tourism due to Covid-19 pandemic, many businesses collapsed resulting in significant revenue loss, a loss of three-quarters

of jobs in the industry, be they tour operators, hotels, tour guides, transporters, food suppliers, and traders. This severely affected the livelihoods of many, especially the micro, small and medium enterprises, unprotected workers, and informal businesses that comprise mostly youth and women.

**T**anzania is one of key tourism destinations attracting nearly 1.5 million tourists who leave behind \$2.6 billion annually, thanks to its amazing wilderness, incredible natural landscapes, friendly people coupled with safety and security element. As the tourism sector transitions gradually into recovery mode with the rest of the world, the Latest World Bank's

report urges authorities to look toward its future resilience by addressing long running challenges that could help position Tanzania on a higher and more inclusive growth trajectory.

Areas of focus include destination planning and management, product and market diversification, more inclusive local value chains, an improved business and investment climate and new business models for investment that are built on partnership and shared value creation.

Tourism offers Tanzania the long-term potential to create good jobs, generate foreign exchange earnings, provide revenue to support the conservation and maintenance of natural and cultural heritage, and expand the tax base to finance development expenditures and poverty-reduction efforts.

The latest World Bank Tanzania Economic Update, Transforming Tourism: Toward a Sustainable, Resilient, and Inclusive Sector highlights tourism as central to the country's economy, livelihoods and poverty reduction, particularly for women, who make up 72 percent of all workers in the tourism sub-sector.





# Why Tanzanian Tourism Players Oppose Cable Car on Mount Kilimanjaro

By Adam Ihucha



**K**ey players in Tanzania's multi-billion-dollar tourism industry have unanimously rejected a \$72 million controversial plan to put up a cable car on Mount Kilimanjaro.

In 2019, Tanzania announced an ambitious plan that would see a cable car installed on Mount Kilimanjaro in its quest for quadrupling annual tourists' number to the Africa's highest mountain from 50,000 to 200,000 and reaps more dollars.

Local investors contend that no tender was floated for a fair competition and that AVAN Kilimanjaro Ltd, a company 100 percent owned by six foreign shareholders, has in controversial circumstances, been picked to execute the project.

A lawyer representing porters, Mr. Engelberth Boniphace pointed an accusing finger at authorities allegedly for deliberately violating the law of the land by allowing the foreign investors to operate a cable car service on Mount Kilimanjaro.

"The law provides for exclusivity of Mount Kilimanjaro services to local operators, how come a company owned by foreigner shareholders is licensed to operate a cable car against it?" he queries.

Indeed, section 58(2) of the 2008 Tanzania Tourism Act No 11 clearly stipulates that mountain climbing or trekking registration will be issued to companies fully owned by Tanzanians.

Details of the business plan though are scant, AVAN is claimed to be a consortium of globally reputed companies coming together to execute the unique project in Tanzania to attract 177,000 tourists per annum.

**G**oing by its proposed entry fee of \$141 per person, the consortium will generate nearly \$25 million turnover per annum. The details further show that the company projects to make \$9.8 million windfall profit in the first year of operation and pay the corporate tax amounting \$1.8 million to Tanzania Revenue Authority.

Initially, the Government said the Cable car was meant for physically challenged persons and aged tourists who crave to experience the thrill of climbing Mount Kilimanjaro up to Shira Plateau without wishing to summit, but now the AVAN Kilimanjaro say the technology will cater for tourists of all walks.

However, tourism industry stakeholders mainly tour operators, guides and porters who gathered at Gran Melia Hotel in Arusha to air their views on the proposed project before the National Environmental Management Council (NEMC) on Monday February 14th, 2022, squarely opposed and poked holes in the plan.



The chairman of the 300 plus members flamboyant Tanzania Association of Tour Operators (TATO), Mr Wilbard Chambulo said the cable car project seems to be fantasy as it is impossible for a business to make a windfall profit in the first year.

“I’ve never heard of any company on earth making a windfall profit in the first year of its commencement. I have been in the tourism business for nearly three decades, it’s a volatile trade, this company cannot make \$10 million profit in the same year as it tells the Government” Mr Chambulo.

**T**ATO boss is worried over the cable car harshly affecting revenues in the long run, owing to the service significantly reducing the length of stay from eight to one day.

They say the cable car benefits are very petty to outweigh the imminent ecological damage, employment for thousands of unskilled porters and the economic multiplier effects.

“The cable car will turn a six-day incredible and lifetime adventure of hiking the roof of Africa with substantial multiplier economic effects to local folks into a mere outing for day-trippers,” said Ms Zainab Ansell, the owner of Zara Tours.

Sharing her 36-year experience on Mount Kilimanjaro hiking business, Ms Zainab said she used to pay \$890 for a single tourist to Kilimanjaro National Park (KINAPA), let alone her profit and wages for mountain guides and porters and suppliers’ payment.

With the current trend whereby Mount Kilimanjaro receives 56,000 hikers annually, it means that KINAPA earns about \$50 million, twice as much of the amount expected from the cable car project with thrice as much of tourists.

Again, the economic multiplier effects of hiking business are far from the cable car project, as a tourist will pay \$141 and barely a couple of people will operate the system.

This means the cable car that expects to attract 177,000 hikers per annum, will deny 2,655,000 porter’s employment, if a ratio of 15 porters for a tourist, is anything to go by.

**M**ount Kilimanjaro Porters Society (MKPS) opposes the cable car product outright, saying it will deny employment to nearly 250,000 unskilled porters scaling up Mount Kilimanjaro for a wage each year.

“Much as the cable car service doesn’t require porters, the majority of tourists will climb Mount Kilimanjaro on a day trip basis using the new product to cut down costs and length of stay,” MKPS vice chairman Edson Mpemba explains. Mpemba wonders that decision makers had overlooked interests of the huge number of unskilled labour force, which solely depends on the mountain to eke out a living.

“Think of the ripple effect on families of the 250,000 unskilled porters,” he stresses, cautioning:

“The cable car facility will initially look like a noble and innovative idea, but it will, in a long run, ruin the future of the majority of local people whose livelihood depends on the mountain.”

**L**oishiye Mollel, head of Tanzania Porters’ Organisation (TPO) said: ‘One visitor from the U.S. can have a maximum of 15 people behind him, of which 13 are porters, a cook and a guide’. ‘All these jobs will be affected by a cable car. We are of the view that the mountain should be left as it is.’

“Taking away porters’ livelihood means to deny them the rights to life” The Advocate of the High Court of Tanzania, Engelberth Boniphace emphasized.

Beatrice Mchome, from Crescent Environmental Management Consult, hired by the AVAN Kilimanjaro Ltd to conduct Environmental and Social Impact Assessment said the cable car ‘would be rolled out along the Machame Route where the ascent will start and end.’

The Machame Route - also known as the Whiskey Route - is reportedly popular because it offers a scenic climb, but it is also ‘difficult, steep and challenging’.

Renowned Mountain tour guide Victor Manyanga echoes his fears saying the glittering cable car Product will contradict the country’s conservation policy, as it will encourage mass tourism and become a major threat to the ecology of Mount Kilimanjaro.

“The cable car will be installed along the Machame route, which doubles as an irreplaceable bird migratory route...I am greatly worried over electric wires severely affecting the migration of birds,” Manyanga says. And Merwyn Nunes, a former civil servant in the Ministry of Natural Resources and Tourism, voiced his opposition to the cable car, saying the Mount Kilimanjaro is a sacred place that deserves nothing short of cherishing.





# Tanzania Premier Casts Doubt On Kilimanjaro Cable Cars Project

*He sees slim chances for the plan to sail through the State*

By Patty Magubira

A multi-million-dollars proposed cable car plan on Mount Kilimanjaro, is facing a 'litmus test', as the Tanzania's Prime Minister, Mr. Majaliwa Kassim Majaliwa has joined the stakeholders to cast a doubt on feasibility of a controversial project.

In March 2019 Ministry of Natural Resources and Tourism in Tanzania (MNRT) announced plans to install a cable car on Africa's highest Mountain, as a strategy to attract more visitors and boost tourism numbers.

Overlooking the sprawling Savannah plains of Tanzania and Kenya, the snow-capped mountain of Kilimanjaro rises majestically in splendid isolation to 5,895 metres above the sea level, making it the world's highest freestanding peak.

The MNRT said that the cable car targeting primarily to facilitate scale-up among elder and disabled tourists, who may not physically fit enough to trek the mountain.

Instead of the familiar views of snow and ice, this cable car would offer a day trip safari with a bird's eye view, contrary to the typical six-day trekking trip.

International travel agents have also raised a red flag against a planned cable car project, threatening to drop off the Africa's highest summit on their top destinations of choice list.

U.S based travel agent, Mr. Wil Smith who has successfully been selling the Mount Kilimanjaro for two decades has vowed not only to stop promoting the awe-inspiring world's freestanding summit, but also to advise trekking enthusiasts to shun the destination.

Mr. Smith who is a director of the Deeper Africa outfitter says that a cable car on Mount Kilimanjaro will be an unnatural eyesore and a public nuisance.

Kilimanjaro's core values that attract thousands of hikers annually are its wild, scenic setting and the challenge



*Cable Cars*

of trekking to the summit, he writes to the Minister of Natural Resources and Tourism, Dr. Damas Ndumbaro, adding:

"The construction of a high-capacity tourist conveyance will urbanize the mountain and disfigure the landscape. Kilimanjaro will lose its reputation as a grand and beautiful wonder, becoming instead a cheap and easy distraction of no great consequence".



# Kilimanjaro Cable Car May Ruin \$50M Trekking Industry

By Adam Ihucha



International travel agents have raised a red flag against a planned \$72 million cable car project on Mount Kilimanjaro, threatening to drop off the Africa's highest summit on their top destinations of choice list.

This implies that 56,000 tourists who scale-up Mount Kilimanjaro and leave behind \$50 million annually, will most likely to plunge and affect the revenue stream and livelihood of thousands local folks who solely depend on trekking industry to make their lives going.

U.S based travel agent, Mr. Wil Smith who has successfully been selling the Mount Kilimanjaro for two decades has vowed not only to stop promoting the awe-inspiring world's freestanding summit, but also to advise trekking enthusiasts to eschew the destination.

"If the proposed cable car is constructed, we will no longer promote Kilimanjaro as a natural and scenic destination, and we will advise travelers to avoid the area"

Mr. Smith writes to his letter to the Tanzania's government dated February 17, 2022.

Mr. Smith who is a director of the Deeper Africa outfitter says that a cable car on Mount Kilimanjaro will be an unnatural eyesore and a public nuisance.

Kilimanjaro's core values that attract thousands of hikers annually are its wild, scenic setting and the challenge of trekking to the summit, he writes to the immediate former Minister of Natural Resources and Tourism, Dr. Damas Ndumbaro, adding:

"The construction of a high-capacity tourist conveyance will urbanize the mountain and disfigure the landscape. Kilimanjaro will lose its reputation as a grand and beautiful wonder, becoming instead a cheap and easy distraction of no great consequence".

The travel agent further argues that it will also be a public health hazard because a cable car rapidly lifting unprepared tourists to extreme altitudes will cause illness, injury, and death.

Agent from Nepal Mr. Mingmar Sherpa put it clear that his clients don't prefer to trek in those mountains where there are rope ways as they want to trek and experience nature, enjoy the surrounding, interact with the local people, and so on.

"Our trekkers will not feel that pride and cheerfulness of getting to the top. Just imagine getting to the top of the Mount Kilimanjaro or Everest by rope way or any other medium, what will be the value", writes Mr. Sherpa who is the Managing director of Boss Adventure Treks & Expedition based at Kathmandu in Nepal.

"I had an opportunity to climb Mount Kilimanjaro in 2019 and I wish my children and the future generation would have the same experience rather than getting to the top by ropeway" his letter to Dr. Ndumbaro reads in part.

Thomas Zwahlen Managing Director Alpenschule who has been leading the trekker groups on Mount Kilimanjaro from Switzerland for three decades now pleaded with the Minister to stop the cable car project and preserve the unique mountain because it's the best and most beautiful figurehead of Tanzania.

Dr. Ndumbaro said the government had planned to introduce the cable car on the mountain in order to allow disabled people and those with limited time for trekking the mountain on foot to use the cable car.



“For over 30 years, we have regularly led trekking groups from Switzerland to Kilimanjaro. We bring work to the local population and appreciate the natural beauty of the national park” the letter reads in part.

Meinrad Bittel, a Swiss mountain guide who has been climbing Kilimanjaro for 30 years said:

“When I heard this news that a cable car was being planned to climb to the summit of Kilimanjaro, I couldn’t believe my eyes. Kilimanjaro is a symbol of Tanzania. This mountain belongs to the 7 Summits! So it cannot be that a person can climb this beautiful mountain with a cable car. Just imagine what would happen to the landscape”.

Karl Kobler the founder and Managing Director of Aconcagua Vision, Kobler & Partner in Switzerland and Himalaya Vision in Nepal who has been selling the Kilimanjaro for 35 years said that tourists choose Kilimanjaro as their destination because of it’s pristine landscape a unique free-standing mountain and a world heritage site.

“Kilimanjaro would lose its attractiveness for trekkers and mountaineers. It is nothing special anymore. Nowhere in the world has a cable car ever been built on one of the Seven Summits. It would be a big financial loss for the whole tourism industry and this could not be compensated with a cable car” he writes to the government.

Way back in 2019, the Ministry of Natural Resources and Tourism (MNRT) announced a plan that would see a cable car installed on Mount Kilimanjaro as part of its strategy to quadruple annual tourists’ number to the Africa’s highest mountain from 50,000 to 200,000 and reap more dollars.

As it happened, the AVAN Kilimanjaro Ltd, a company 100 percent owned by six foreign shareholders, has in mysterious circumstances, been picked to execute the project.

Tour operators, mostly specialized in the lucrative mountain climbing safaris, have come up with fists, protesting the government’s decision to introduce the cable car trips on the mountain.

In their meeting held in Arusha recently, the tour operators opposed Tanzania government’s plan to introduce a cable car on Mount Kilimanjaro – an exercise they said would minimize tourism revenues accrued from the mountain climbers.

Dr. Ndumbaro said the government had planned to introduce the cable car on the mountain in order to allow disabled people and those with limited time for trekking the mountain on foot to use the cable car.

However, AVAN Kilimanjaro Ltd, a consortium behind the project says the ropeway will cater for tourists of all walks, leaving more questions than answers on the truth of the matter.

The Chairman of Tanzania Association of Tour Operators (TATO), Mr. Wilbard Chambulo, said that introduction of the cable car on the mountain will affect the mountain’s fragile environment in addition to making it lose its status, on top of losing revenues for tour operators.





# APTA: Leave Mount Kilimanjaro In Its Splendid Glory

By Emmy Kimaro

Flamboyant travel and tourism union has pleaded with Tanzania to reconsider a \$72 million proposed cable car on Mount Kilimanjaro, lest the Africa's summit loses its splendid glory. Plans are well underway for Tanzania to endorse AVAN Kilimanjaro Ltd, a consortium with six foreign shareholders to put up and run a cable car on the majestic Mount Kilimanjaro, popularly referred to as the roof of Africa.

The Association for the Promotion of Tourism to Africa (APTA) has strongly implored Tanzania to leave Mount Kilimanjaro in its splendid glory to those adventurers who train to experience this life-changing dream.

APTA is the largest non-profit organization dedicated to promoting tourism to Africa in North America.

"We have been greatly concerned over the recent proposal to build a cable car on Mount Kilimanjaro. We know Africa. We know Tanzania. We know the North American tourism industry. We strongly urge Tanzania to leave Mount Kilimanjaro in its splendid glory to those adventurers who train to

There is no sense of accomplishment or adventure in taking a cable car to the top of Mount Kilimanjaro, APTA writes, adding that it feels strongly that doing so would commercialize and cheapen Africa's most iconic treasure.

"It will ruin the mystique and beauty of Africa's tallest mountain. We can assure you that US and Canadian tour operators and travel agents are horrified at the thought of this commercialization," the APTA Letter seen by the writer reads in part.

APTA further urged the government to reconsider this project and preserve Tanzania's most iconic adventure, qualifying its argument on the fact that Mount Kilimanjaro, in its majestic beauty, is the most attainable of the seven peaks to climb and a source of great personal achievement for adventurers that summit it.

"You must also consider the implications of potentially serious altitude sickness for people taking the cable car as there is no opportunity for them to acclimatize" APTA writes.



*Dr. Damas Ndumbaro*

experience this life-changing dream" APTA wrote to the immediate former Tanzania's Natural Resources and Tourism Minister, Dr. Damas Ndumbaro.

Two of APTA's board members who have summited Kilimanjaro had this to say from their personal experiences:

"As a tour operator and mountaineer I have climbed Kilimanjaro four times with mostly American tourists and I'm aghast at the notion of Tanzania National Parks (TANAPA) putting in a cable car" writes Ms Lisa Greyhill.

The environmental impact of thousands of tourists and their trash seems obvious, Ms Greyhill says, adding then there's the consideration of the environmental impact on the location selected and the stresses it will add to the wildlife in the vicinity. A cable car leading to a destination on the side of



Kilimanjaro will surely then "require" that businesses are established at the top of the cable route to ensure more tourist dollars are spent while on Kilimanjaro all while adding more trash, and toilets that may or may not work, and trampling of the ecosystem and driving away of any wildlife.

"As a mountaineer, I'm not inspired to take clients to a location that will render their training moot, and I wonder about the economic impact this will have on the people who make their living proudly guiding and pottering on Kili" explained Ms Greyhill.

"Although not my first visit to Africa, climbing Kili was to celebrate a milestone birthday and my first visit to Tanzania" writes Ms. Kiki Paris.



As most people do, Ms Paris said, she went to the Serengeti afterwards and was lucky enough to experience the great migration and her summit.

“Way back in 2006 is when I fell in love with Tanzania, its peoples, wildlife and the beginning of my many subsequent trips and passion for selling Tanzania as Africa’s premier safari destination.” Ms Paris reveals.

The APTA Executive Board stands together in protest of the development of this cable car project on Mt Kilimanjaro.

“We can speak with great authority that completion of this cable car will have a net negative impact on the quantity and quality of tourism to Tanzania” APTA concludes its letter to the Minister.

Nearly 56,000 tourists scale-up Mount Kilimanjaro and leave behind \$50 million annually, but will most likely to plunge and affect the revenue stream and livelihood of thousands local folks who solely depend on trekking industry to make their lives going.

Tour operators, mostly specialized in the lucrative mountain climbing safaris, have come up with fists, protesting the government’s decision to introduce the cable car trips on the mountain.

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# Tourism Players Vote Against a \$72m Cable Car on Mt Kilimanjaro

By Patty Magubira



A total of 558 tourism players in northern Tanzania have voted against a multi-million-dollars cable car project on Mount Kilimanjaro.

Actors from key associations in the tourism industry gathered on the slopes of Mount Kilimanjaro on 8th of March, 2022 to implement the directive of the Natural Resources and Tourism Minister, Dr. Damas Ndumbaro, to convene a meeting of all stakeholders to, among other things, vote for or against the proposed cable car project.

The organisations, whose members voted against the proposed project, include the flamboyant Tanzania Association of Tour Operators (TATO), Tanzania Tour Guides Association (TTGA), Tanzania Porters' Organisation (TPO), Tanzania Local Tour Operators (TLTO) and the Mount Kilimanjaro Porters Society (MKPS).

The participants have explicitly expressed their reservations on the planned project on Mount Kilimanjaro

on grounds that it is a sacred place and concerns over conservation, employment for local population and economic context.

“Our stance is clearly “NO” to this particular project for conservation grounds on our sacred nation icon, employment for our people and the business context” said TATO Chairman, Mr. Wilbard Chambulo, amid applause from the floor.

Mr. Chambulo argued that the business plan of the cable car project doesn't make commercial sense for country's economy; its imminent ecological damage outweighs the expected benefits and it will not even create substantial employment for the local folks.

“More importantly, Mount Kilimanjaro is our own sacred Icon as a Country, we cannot afford to let anybody with money to do anything on our divine mountain, it shouldn't be in our lifetime” TATO boss noted.

Mr Tim Mdinka, concretised the argument saying Kilimanjaro was a special

place where the national flag was hoisted and Uhuru Torch was lit on Independence Day when the Father of the Nation, Mwalimu Julius Nyerere said:

“We have lighted the Uhuru Torch and placed it at the peak of Mount Kilimanjaro, to shine within and outside our boundaries, to bring hope where there is despair, love there is hatred and respect where there is contempt.”

Mr Mdinka said much as the mountain was respected even before it became national park, nothing ought to be added on or removed from it.

“The base of the Court of Arm is Mount Kilimanjaro, how come we want to spoil it by pillars and cables,” wondered Mr Mdinka, advising that such special places should be identified countrywide and that any decision be taken on them should involve all the citizens.

The chairman of TLTO, Mr Sam Diah said that his members are supporting and rallying behind the Prime



Minister's statement, which he made recently in favour of protecting jobs and conserving the pristine of the Mount Kilimanjaro.

Gracing the 2022 Kilimanjaro Marathon on the slopes of Mount Kilimanjaro, Mr. Majaliwa put it clear that the project campaigners have a daunting task to convince the government to give the contentious plan a green light.

"I've heard discussion about the cable cars to be installed on Mount Kilimanjaro, this majestic mountain has its own splendid glory to the adventurers who scale up to the peak on their feet" PM said, amid applause from the floor.

"We want the natural vegetation to remain intact. Once you start digging the mountain to erect pillars of cable cars, you will obviously destroy the natural vegetation on the mountain," Prime Minister added.

Mr. Majaliwa further said that with cable cars in place, few tourists will prefer trekking and once that happens porters will be locked out of their rightful employments.

"As you discuss, be prepared to convince us in the government on where are you planning to take these porters. You must build up your case well to convince the government on the fate of the porters and on conserving the mountain's pristine," Mr. Majaliwa said.

"When you clear trees to pave way for the cable cars installation, the ice will melt; tell us exactly how would you do to retain the snow?" he queried.

"You have a daunting task of convincing the government on the project."

In March 2019 Ministry of Natural Resources and Tourism in Tanzania (MNRT) announced plans to install a cable car on Africa's highest Mountain, as a strategy to attract more visitors and boost tourism numbers.

Overlooking the sprawling savannah plains of Tanzania and Kenya, the snow-capped mountain Kilimanjaro rises majestically in splendid isolation to 5,895 meters above the sea level, making it the world's highest freestanding peak.

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The MNRT said that the cable car project's primary purpose is to facilitate scale-up among elder and disabled tourists, who may not physically fit enough to trek the mountain.

Instead of the familiar views of snow and ice, this cable car would offer a day trip safari with a bird's eye view, contrary to the typical six-day trekking trip.



*Kili Marathon - 2022  
Moshi - Kilimanjaro*



# Zanzibar's Upbeat As Former Investor To Steer Tourism

By Adam Ihucha

A gleam of hope seems to have finally dawned on the tourism in Zanzibar, as a seasoned industry player, Mr. Simai Mohammed Said has been appointed as the new Minister of Tourism and Antiquities.

In a surprise reshuffle a fortnight ago, Zanzibar President, Dr Hussein Mwinyi picked Mr. Simai to spearhead the archipelago's mission of unlocking the full potential of tourism, offering a ray of hope to the industry players, whose hopes are pinned to him.

Dr. Mwinyi apparently appointed Mr. Simai on the basis of competence, skill, dedication and noble roles he played in Zanzibar's tourism in his latest efforts to spur the industry to contribute substantially to the Isle's clove-dependent economy.

The tourism specialist turned politician, Mr. Simai is regarded as an unsung inclusive tourism hero who had steered Zanzibar to become the best example of beach and cultural tourism destination, pulling crowd of tourists, thanks to 'Sauti za Busara' festival, among other initiatives.

The former board member of Zanzibar Association of Tourism Investors (Zati) and chairman of the famous Sauti za Busara festival, the young Minister, had put Zanzibar on top of the finest beach and cultural tourism destinations in the world.

"Mr Simai is the right man, at the right moment and right regime. I knew him for so many years, no doubts his demeanor will shape the tourism industry in Zanzibar big time" Tanzania Association of Tour Operators (TATO)'s CEO, Mr Sirili Akko told e-Turbonews.

Mr. Akko said that the task ahead of Mr Simai is to strategically link Zanzibar Isles and Tanzania mainland to be able to ride on Tanzania's rich wildlife advantage to sell its beaches to tourists looking for a combined beach-bush package.

"Tourism is a new frontier to move Zanzibar out of poverty because it is a key employer and a sub-sector with very long value chain. Zanzibar Isles and Tanzania mainland, have a very key synergy because we do not have the same products which means there is complementarity of the products," Mr Akko noted.

Indeed, if all works well, tourists after visiting Tanzania mainland's wildlife rich attractions would obviously go to Zanzibar Isles for beach relaxation.

The Zanzibar Archipelago, located in the Indian Ocean 15 miles off the coast of Tanzania, is a breathtaking spot to escape from the world.

Tourists enjoy clear, turquoise-blue water; shallow sandbars perfect for wading; and many small, nearly deserted islands virtually unvisited by holidaymakers.



The visitors can also explore the World Heritage Site of Stone Town, Zanzibar City's old quarter. Or just go beach to beach between tiny fishing villages—each one's better than the next.

"I will strive to accelerate growth in the tourism industry" Mr. Simai pledged shortly after swearing in before the President Mwinyi.

Cementing close relationships between the government and tourism investors, spearheading improvement of quality of hospitality services rendered to tourists, and enforcing local content concept, are, but his few priorities.

"My greatest interest is to see tourists consuming the domestically produced products. For me this is effective mechanism of transferring tourist dollars to the common folks in Zanzibar. You call it inclusive tourism" Mr. Simai told e-Turbonews in an exclusive interview. The minister cited exploration of new tourism markets and promotion of new tourist attractions through diplomatic missions as among the key area of his focus. Mr Simai is also plans to shift focus from mass to quality tourism as he targets wealthy visitors.

Tourism is a significant source of income for Zanzibar - largest source of foreign exchange, contributing about 27 percent of GDP, and over 80 percent of foreign direct investment (FDI). In 2020, Zanzibar received 528,425 tourists who earned the country a total of \$426 million in foreign exchange. Tourism accounted for 82.1 percent of FDI in Zanzibar where-by an average of ten new hotels were being built in the Isles each year at an average cost of \$30 million each.

Data from the Hotel Association Zanzibar (HAZ) shows that the amount that each tourist spends in the Isles has also gone up from an average of \$80 per day in 2015 to \$206 in 2020.



## TATO Active Members:

COMPANY	ADDRESS (P.O Box)	CITY	WEBSITE	E-MAIL
4X4 Adventures Ltd	14536	Arusha	www.4x4safaris.com	info@4x4safaris.com
A Tent With A View	4525	Dar Es Salaam	www.tentwithaview.com	info@tentwithaview.com
Aaa Express Adventure Ltd	14174	Arusha	www.aaaexpressadventure.com	info@aaaexpressadventure.com
Aardvark Expeditions Ltd	15306	Arusha	www.aardvark-expeditions.com	info@aardvark-expeditions.com
Access 2 Tanzania	10955	Arusha	www.access2tanzania.com	info@access2tanzania.com;
Active Tanzania Adventure Ltd	16543	Arusha	www.activetanzania.com	info@activetanzania.com
Adventure Batch T Ltd	1727	Arusha	www.adventurebatchtanzania.com	info@adventurebatchtanzania.com
Adventure Batch T Ltd	1727	Arusha		info@adventurebatchtanzania.com
Adventures Aloft Ltd	17019	Arusha		tarangire@madahotels.com
Afric Aventure Ltd		Dar Es Salaam	www.africaventure.net	info@africaventure.net
Afric` Aventures Ltd		Dar Es Salaam	www.africaventure.net	info@africaventure.net
Africa Dream Safaris	2189	Arusha	www.africadreamsafaris.com	mike@africadreamsafaris.com;
Africa Reserves Safaris	13021	Arusha		info@sassabiexpeditions.com
Africa Safari Experts Ltd	14133	Arusha	www.safari-experts.com	office@safari-experts.com
Africa Travel Bureau	1440	Arusha	www.africatrabureau.com	info@africatrabureau.com
African Environments Ltd			www.africanenvironments.com	adventure@africanenvironments.com
African Horizons Ltd			www.africanhorizons.com	safariplans@gmail.com
African Queen Adventures Ltd				info@africanqueenadventures.com
African Scenic Safaris Ltd	1518	Moshi	www.africanscenicsafaris.com	info@africanscenicsafaris.com
African Trails Ltd	2130	Arusha	www.africantrails.com	info@africantrails.com
Afrishare Trekking And Safaris	7770	Moshi	www.afrisharetrekkingandsafaris.com	info@afrisharetrekkingandsafaris.com
Air Adventure Ltd	570	Arusha		sunbirdcottaget@gmail.com
Air Excel	12731	Arusha	www.airexcelonline.com	administration@airexcelonline.com
Alex Walker Safaris Ltd	1232	Arusha	www.serian.com	safaris@serian.com
All Around Tanzania Safaris Ltd	375	Karatu	www.allroundtanzsafaris.com	info@allaroundtanzsafaris.com
Allen Tanzania Safaris Ltd	15632	Arusha	www.allentanzaniasafaris.com	info@allentanzaniasafaris.com
Alliance Franco Tanzanienne	15123	Arusha		info@aftarusha.org
Altezza Travel Ltd	938	Moshi	www.en.altezza.travel	office@altezza.travel
Amazing Tanzania Ltd	2	Karatu	www.amazingtanzania.com	info@amazingtanzania.com
Ambercombe & Kent Ltd	427	Arusha	www.abercrombiekent.com	gwood@abercrombiekent.co.tz
Andbeyond Travel Ltd( Conscorp)	751	Arusha	www.andbeyond.com	niall.anderson@andbeyond.com
Anderson`S African Adventures	2765	Arusha	www.andersons.co.za	info@andersons.co.za
Arusha Art Limited	423	Arusha	www.arushaart.co.tz	info@arushaart.co.tz
Arusha Fortes Limited	1364	Arusha	www.fortes-safaris.com	info@fortes-safaris.com
Arusha Medivac Limited	10906	Arusha	www.arushamedivac.org	info@arushamedivac.org
Asilia Safari & Lodge Ltd	1111	Arusha	www.asiliaafrica.com	reservations@asiliaafrica.com
Augustine`S Adventure Africa	11726	Arusha	www.aaafrica.net	info@aaafrica.net/augustine@aaafrica.net
Authentic Tanzania Ltd	23253	Dar Es Salaam	www.authentictanzania.com	info@authentictanzania.com
Babji Tours & Safari Ltd	395	Arusha	www.babjisafaris.com	info@babjisafaris.com
Basecampsite Ltd	568	Arusha	www.basecamptanzania.co.tz	management@basecamptanzania.com
Benson And Company	907	Arusha	www.bensonandcompany.co.tz	info@bensonandcompany.co.tz
Benson And Company	907	Arusha	www.bensonandcompany.co.tz	info@bensonandcompany.co.tz
Betheli Expeditions Ltd	15444	Arusha	www.betheliexpedition.co.tz	info@betheliexpedition.co.tz
Beyond Experience Ltd	617	Arusha	www.beyondexperiencetz.com	info@beyondexperiencetz.com
Blue Lotus Travel & Tours Ltd	175	Arusha	www.bluelotus.co.tz	shakeel@bluelotus.co.tz
Bobby Camping Safaris	15152	Arusha	www.bobbycamping.com	murtaza@bobbycamping.com
Bpbby Safaris Ltd	716	Arusha	www.bobbytours.com	bobbytours@habari.co.tz
Bright African Safaris Ltd	12992	Arusha	www.brightafricansafaris.com	brightsafari@yahoo.com
Brilliant Adventures And Safaris	72358	Dar Es Salaam	www.brilliant safaris.travel	info@brilliant safaris.travel
Bush Drifters Tanzania	11810	Arusha	www.bushdrifters.com	bushdrifters@habari.co.tz
Bushback Safaris		Arusha	www.bushbuckltd.com	bushbuck@bushbuckltd.com
Bushdrifters (T) Ltd	11810	Arusha	www.bushdrifters.com	bushdrifters@habari.co.tz
Carnivores Safaris Ltd	12283	Arusha		info@carnivoressafaris.co.tz
Chelete Adventures Limited	2188	Arusha		wildfrontiers@habari.co.tz
Cheli & Peacock (T) Ltd	1246	Arusha	www.chelipeacock.com	tanzania@chelipeacock.com
Congema Tours & Safaris Ltd		Arusha	www.congemasafaris.com	info@congemasafaris.com
Corto Limited	12267	Arusha	www.cortosafaris.com	contact@cortosafaris.com;
Culture Arts Centre-Tumanini Univ.	55	Arusha	www.cac.ac.tz	manager@cac.ac.tz
Dare 2 Travel Consultants Ltd	512	Arusha		info@dare2travelconsultants.com
Dashir Enterprises T Ltd		Arusha	www.dashirlodgeandsafaris.com	info@dashirlodgeandsafaris.com



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COMPANY	ADDRESS (P.O Box)	CITY	WEBSITE	E-MAIL
Dhana Investment Ltd,	484	Arusha	www.osupukolodges.com	info@osupukolodges.com
Discover(T) Safaris	2485	Dar Es Salaam	www.tanzaniatourism.go.tz	discovertanzania@habari.co.tz
Dolphin Tours And Safaris	336	Mwanza	www.carhiretz.com	safari@carhiretz.com
Dorobo Tours	2534	Arusha	office@dorobo.co.tz	orobo@habari.co.tz
E-Motion Africa Limited	2706	Arusha	www.emotion.africa.com	info@emotion.africa
E.T. Investments Ltd	1155	Arusha	www.tanzania-experience.com	contact@tanzania-experience.com
E&H Blessed Safari	12345	Arusha	www.ehsafaris.com	erastomollem@gmail.com
East African Eagle (T) Ltd	7268	Arusha	www.africaneagle.com	african.earle.tz@gmail.com
East African Voyage Ltd	13957	Arusha	www.eastafricanvoyage.com	mengoriki@eastafricanvoyage.com
Eastern Sun Tours & Safaris Ltd	14236	Arusha	www.easternsuntours-safaris.com	easternsuntoursansafaris@gmail.com
Easy Travel & Tours Ltd	1912	Arusha	www.easytravel.co.tz	info@easytravel.co.tz
Edcubed Tanzania Limited	11209	Mwanza		ed3p2018@gmail.com
Elyon Tours Tanzania Ltd	1808	Arusha		info@elyontours.com
Endito Nagol Adventures Ltd	13382	Arusha	www.enditonagoladventures.com	info@enditonagoladventures.com
Equity For Tanzania Ltd	7293	Moshi	www.efta.co.tz	info@efta.co.tz
Excellent Guides	14698	Arusha	www.excellentguidestz.com	info@excellentguidestz.com
Extramile International Ltd	16827	Arusha	www.extramileinternational.com	info@extramileinternational.com
F.K Cultural Tours & Safaris Co. Ltd	650	Arusha	www.fk-safari.com	karibu@fk-safari.com
Fashion Tourism Investment Ltd	2485	Dar Es Salaam	www.tanzaniatourism.com	plksafari@gmail.com
Faune & Flore Ltd	14786	Arusha	www.faune-flore.com	info@faune-flore.com
Flash Safaris & Photographic Ltd	6248	Arusha	www.flash-safaris.com	info@flash-safaris.com
Fuhuso Community Travel				info@fohusocommunitytravel.com
Galago Expenditions Ltd	965	Arusha	www.galago-expeditions.com	venance@galago-expeditions.com
Galloping Safaris Ltd	13913	Arusha	www.galloplingsafaris.com	info@galloplingsafaris.com
Gecko Adventure Tanzania	19131	Dar Es Salaam	www.gecko-adventure.com	info@gecko-adventure.com
Gemuka Adventures	423	Arusha	www.gemukaadventures.com	info@gemukaadventures.com
Gladys' S Adventure & Safari Ltd	1420	Moshi	www.gladysadventure.com	info@gladysadventure.com
Global Experience Ltd	16827	Arusha-	www.globalexperiencetours.com	info@globalexperiencetours.com
Good Safari Arusha Villa Ltd	14356	Arusha	www.goodsafari.nl	info@goodsafari.nl
Gosheni Safaris Ltd		Arusha	www.goshenisafaris.com	info@goshenisafaris.com
Gran Melia Arusha	1184	Arusha		gran.melia.arusha@melia.com
Great Migration Safaris Ltd	1296	Arusha	www.greatmigrationsafaris.com	info@greatmigrationsafaris.com
Green Foot Print Adventures Ltd	15631	Arusha	www.wayoafrica.com	jean@wayoafrica.com
Grument Expeditions(T) Ltd	14529	Arusha	www.vintageafrica.com	hassan@grumetiexpeditions.com
Grumeti Reserves Limited	14529	Arusha	www.vintageafrica.com	hassan@grumetiexpeditions.com
H & A Uniques Safaris (2000) Ltd	2485	Dar Es Salaam	www.tanzaniatourism.com	uniquesafaris@cybernet.com
Habari Node	1215	Arusha	www.habari.co.tz	sales@habari.co.tz
Hans Paul Automechs Limited	613 & 149	Arusha	www.hanspaul.co.tz	satbir@hanspaul.co.tz
Hidden Treasure Of Tz Safaris Ltd	1275	Arusha	www.htt-safaris.com	info@htt-safaris.com
High Peaks Expedition Ltd	2461	Arusha	highpeaks-expeditions.com	reservations@highpeaks-expeditions.com
Hoopue Safaris (T) Ltd			www.hoopoe.com	information@hoopoe.com
I Dream Of Africa	2281	Arusha	www.idreamofafrica.com	info@idreamofafrica.com
Intimate Places Limited	801	Arusha	www.intimate-places.com	reservations@intimate-places.com
Itaka Safaria Ltd	8365	Arusha	www.itakasafaris.	itaka@itakasafaris.com
Jackport Tours And Safaris (Tz) Ltd	12490	Arusha	www.jackpotsafaris.co.tz	info@jackpotsafaris.co.tz
Japan Tanzania Tours	9850	Dar Es Salaam	www.jatatours.intafrica.com	jatatours@jatatours.co.tz
Jaribu Africa Adventures	586	Arusha	www.jaribuafrica.com	info@jaribuafrica.com
Joash Africa Wilderness Insight Ltd	15296	Arusha	www.info@jafिकासafari.com	info@jafिकासafari.com
Karibu Camps And Lodges Ltd	174	Arusha	www.karibucamps.com	info@karibucamps.com
Kasc Ltd	12895	Arusha		makonindesafari@gmail.com
Kearsley Tz Ltd	801	Dar Es Salaam	www.kearsleys.com	sales@kearsleys.com
Keys Tours	933	Moshi	www.keys-hotel-tours.com	info@keys-hotel-tours.com
Kibo Guides (T) Ltd		Arusha	www.kiboguides.com	info@kiboguides.com
Kilaweni Ltd	352	Arusha	www.kilaweni.com	info@kilaweni.com
Kilidove Tours & Safaris (T) Ltd	12270	Arusha		kili@kilidovetours.com
Kits - Africa	23109	Arusha	www.kilimanjarotourismsafaris.com	fmalugu@kilimanjarotourismsafaris.com
Kilimanjaro Outfitters Ltd	2338	Arusha	www.kiliadventures.com	damian@honeyguide.org
Kiliwarrior Expediton	12339	Arusha	www.kiliwarriorexpeditions.com	info@kiliwarriorexpeditions.com
Kisimangeda Tented Camp	100	Karatu	www.kisimangeda.com	reservations@kisimangeda.com
Kitamu Africa Limited	8286	Arusha	www.kitamuafrica.com	kitamuafrica@gmail.com



## TATO Active Members:

COMPANY	ADDRESS (P.O Box)	CITY	WEBSITE	E-MAIL
Krishna African Safaris Ltd		Arusha	www.krishasafaris.com	ceo@krishasafaris.com
La `Tonna Safari Hotel	74	Mugumu		john.shanyangi@gmail.com
Laitolya Tours & Safaris Ltd			www.laitolya.com	info@laitolya.com
Lakato Safaris Ltd	16592	Kampala, UG	www.lakatosafaris.com	info@lakatosafaris.com
Lapwings Travel & Tours				info@lapwings.co.tz;
Learning Discovery Africa Ltd	33390	Dar Es Salaam		info@landafrika.co.tz
Legendary Expeditions	2782	Arusha		kelly.ricklan@legendaryexpeditions.co.tz
Leopard Tours Ltd	1638	Arusha	www.leopard-tours.com	leopardtours@leopardtours.co.tz
Lifestyle Safaris And Holidays	12698	Arusha	www.lifestylesafaris.com	safaris@lifestylesafaris.com
Lifetime Safaris Co Ltd	10116	Arusha	www.lifetimesafaristz.com	barakajohn.mollet@gmail.com
Lion King(Kingkidaisho Co Ltd)	10299	Arusha	www.lionkingadventures.com	info@lionkingadventures.com
Livingstone Africa Ltd		Arusha	www.livingstonesafrica.com	enquiries@livingstonesafrica.com
Louitanz Tat Safaris Ltd	16600	Arusha		info@louitanztatsafaris.com
Loutanz Tat Safaris Ltd	16600	Arusha		info@louitanztatsafaris.com
Maape Tanzania Safaris	12586	Arusha		info@maapetanzaniasafaris.com
Maasai Magic Safari Limited	16051	Arusha	www.maasai-magic.com	info@maasai-magic.com
Maasai Wanderings	14035	Arusha	www.maasaiwanderings.com	info@maasaiwanderings.com
Makasa Tanzania Safais Ltd	6553	Moshi	www.makasatanzania.com	info@makasatanzania.com
Make My Safari Limited	11276	Arusha	www.makemysafari.com	talib@makemysafari.com
Makoa Tours Ltd	203	Moshi	www.makoa-farm.com	info@makoa-farm.com
Marangu Hotel Ltd	40	Moshi	www.maranguhotel.com	info@maranguhotel.com
Masumin Tours & Safaris	1884	Mwanza	www.masuminsafaris.com	masumins@thenet.co.tz
Matembezi Company Ltd		Arusha	www.matembezi.co.tz	info@matembezi.co.tz
Maully Tours & Safaris	1315	Moshi	www.maully-tours.com	contact@mauly-tours.com
Mazingira Eco Friendly Safari		Arusha		mazingirasafari@oulook.com
Melia Hotels & Resort Limited				reservations.melia.serengeti@melia.com
Migada Adventure Limited	2199	Arusha	www.migadadventures.com	info@migadadventures.com
Mind And Soul Travel Ltd	6246	Arusha	www.mindsoultravel.com	info@mindsoultravel.com
Miracle Experience Limited	2706	Arusha	miracleexperience.co.tz	balloon@miracleexperience.co.tz
Mount Kilimanjaro Safari Club	2485	Dar Es Salaam	www.tanzaniatourism.com	info@tanganyika.com
Multichoice Safaris Ltd	14288	Arusha	www.multichoicesafaris.com	multicho@habari.co.tz
Napenda Adventure Ltd			www.napendaadventures.co.tz	khuzeima@na.co.tz
Nature Discovery Ltd	10574	Arusha	www.naturediscovery.com	info@NatureDiscovery.com
Nature Land Safaris	837	Mwanza	www.natureslandsafaris.com	info@naturesland.co.tz
Nature Responsible Safaris Ltd	13845	Arusha	www.natureresponsiblesafari.com	info@natureresponsiblesafari.com
Natures Cradle Holidays & Safaris	13845	Arusha	www.natureresponsiblesafari.com	info@natureresponsiblesafari.com
Nbc Bank		Arusha	www.nbc.co.tz	contact.centre@nbc.co.tz
Ncamo Safaris Adventure				gordon@ncamosafariadventures.com
Ndutu Safari Lodge Ltd	6084	Arusha	www.ndutu.com	info@ndutu.com
Ngorongoro Highlands Forest Ltd	15368	Arusha	www.mberesero.com	mberesero@mberesero.com
Nisimulie Africa Tours And Travel	10540	Arusha	www.nisimulieafrica.co.tz	reachus@nisimulieafrica.co.tz
Nnko & Smith Safaris Ltd	574	Arusha	www.nnkosmith.com	nnko@nnkosmith.com
Nomad Tanzania Ltd		Arusha	www.nomad-tanzania.com	info@nomad-tanzania.com
Northland Tanzania Safaris Ltd.	1662	Arusha	www.northlandtanzaniasafaris.com	info@northlandtanzaniasafaris.com
Old Explorer Limited	14044	Dar Es Salaam	www.tanzaniaexplorer.com	dzene@tanzaniaexplorer.com
One Nature Hotels Ltd		Arusha		info@onenaturehotels.com
Onsea House Tanzania Ltd	1259	Arusha	www.onseahouse.com	info@onseahouse.com
Orion Hotels Tanzania Ltd.	14708	Arusha	www.bushtopscamps.com	claudia.stuart@bushtops.com
Pajota Safaris Ltd	15051	Arusha	www.pajotasafaris.com	info@pajotasafaris.com
Paradise & Wilderness Tours Ltd		Arusha	www.paradise-wilderness.com	info@paradise-wilderness.com
Paradise Safaris Ltd	2632	Arusha	www.paradiessafaris.com	info@paradiessafaris.com
Parks East Africa Ltd	747	Arusha	parkeastafrica.com	office@parkeastafrica.com
Peacock Tours & Safaris		Arusha	www.peacocksafaris.com	info@peacocksafaris.com
Pesapal Tanzania Ltd	11986	Dar Es Salaam	www.pesapal.com	info@pesapal.com
Pooja Travels & Tours Ltd			www.poojatravelstour.com	info@poojatravelstour.com
Pristine Trails Adventures	7791	Moshi	www.pristinetrails.com	info@pristinetrails.com
Proud Africa Safaris Ltd	2708	Arusha	www.proudafricansafaris.com	info@proudafricansafaris.com
Pure Afro Travel Ltd	11171	Arusha	www.pure-afro.com	pureafrotravels@yahoo.com
R And M Tanzania Specialist Ltd	14672	Arusha	www.tanzaniaspecialist.com	booking@tanzaniaspecialist.com
Real Adventure Company Ltd	16906	Arusha	www.rasafaris.com	info@rasafaris.com



## TATO Active Members:

COMPANY	ADDRESS (P.O Box)	CITY	WEBSITE	E-MAIL
Ranger Safaris		Arusha	www.rangersafaris.com	murtaza@rangersafaris.co.tz
River Side Store Shuttle	374	Arusha		riverside_shuttle@hotmail.com
Riverstone African Safaris Ltd.	1932	Arusha	www.riverstonesafaris.co.tz	info@riverstonesafaris.co.tz
Roy Safaris Limited		Arusha	www.roysafaris.com	enquiries@roysafaris.com
Rsa Limited	1725	Moshi	www.rsaafrica.com	rsa@rsaafrica.com
Rumangabo International Ltd	2485	Dar Es Salaam	www.tanzaniatourism.com	info@kananga.co.tz
Safari -R- Us Ltd	16500	Arusha	www.safari-R- us.com	info@safari-R-Us.com
Safari Avventura (T) Ltd	14948	Arusha	www.safariavventura.com	info@safariavventura.com
Safari Crew (T) Ltd	14288	Arusha	www.safaricrewtanzania.com	safari@safaricrewtanzania.com
Safari-R-Us Ltd	16500	Arusha	www.safaris-R-us.com	info@safaris-R-Us.com
Safarini Africa Limited	6114	Arusha		lwogamarie@hotmail.com
Sanaa Sana Design Tanzania Ltd	1184	Arusha		saskia@sanaa.co.tz
Savanna Tours	1277	Arusha	www@savannahtz.com	info@savannahtz.com
Sed Adventures Tours & Safaris	11599	Arusha	www.sedadventures.com	info@sedadventures.com
Serengeti Balloon Safaris	12116	Arusha	www.balloonsafaris.com	balloons@habari.co.tz
Serengeti Big Cats Safaris	1691	Arusha	www.serengeti-big-cats-safaris.com	operations@serengeti-big-cats-safaris.com
Serengeti Select Safaris Ltd	2703	Arusha	www.serengetisafaris.com	sss@habari.co.tz
Serengeti Services And Tours	308	Mwanza	www.serengetiservices.com	reservations@serengetiservices.com
Serengeti Simba Tanzania Lodge Ltd	711	Moshi	simbaportfolio.com	info@karatusimba.com
Sg Northern Adventure Ltd	5072	Arusha		sgresort@yahoo.com
Shades Of Africa Ltd	2485	Dar Es Salaam	www.tanzaniatouristboard.go.tz	account@albatros.co.tz
Shah Tours And Travels Ltd		Moshi	www.shah-tours.com	info@shah-tours.com;
Shaw Safaris Ltd		Arusha	www.shawsafaris.com	info@shawsafaris.com
Shayona Tours And Safaris Ltd	950	Mwanza	www.shayonasafaris.com	ajay@shayonasafaris.com
Shine Balloon Safaris	14273	Dar Es Salaam	www.shineballoons.co.tz	md@shineballoons.co.tz
Sima Safaris Limited	67347	Dar Es Salaam	www.simasafari.com	info@simasafari.com
Simba Safaris Ltd	1207	Arusha	www.simbasafaris.com	Simba@simbasafaris.com
Sinyati Limited	2703	Arusha	tarsaf@habari.co.tz	tarangire@madahotels.com
Siri Maasai Safaris Limited	187	Arusha		info@sirimaasaisafari.com
Skylink Travel		Dar Es Salaam	www.skylinktanzania.co.tz	book@skylinktanzania.co.tz
Skypalm Travel & Tours Limited	77534	Dar Es Salaam	www.skypalm.com	info@skypalm.com
Snow Africa Adventures Ltd		Arusha	snowafricaadventure.com	info@snowafricaadventure.com
Soa Tanzania Ltd		Arusha	www.senseofafrica.com	info@senseafrica.co.tz
Spazio Safari Limited	15186	Arusha		info@spaziosafari.com
Spazio Safaris Ltd	15186	Arusha		info@spaziosafari.com
Summit Africa Limited				info@summits-africa.com
Summit Expeditons & Nomadic Ltd	6491	Moshi	www.nomadicexperience.com	info@nomadicexperience.com
Sunny Adventure Safaris Ltd	972	Arusha	www.sunnyadventures.co.tz	sunnyadventures@habari.co.tz
Sunny Safaris Ltd	7267	Arusha	www.sunnysafaris.com	info@sunnysafaris.com
Superdoll Trailer Manufacture Ltd	16541	Arusha		sales@superdoll-tz.com
Swala Safaris	207	Arusha	www.swalasafaris.co.tz	swala@habari.co.tz
Takims Holiday Tours & Safaris Ltd	20350	Dar Es Salaam	www.takimsholidays.com	nathani-takim@takimsholidays.com;
Tandala Expeditions	11540	Arusha	www.tandala.com	tandala@tandala.co.tz
Tanganyika Wilderness Camps		Arusha	www.tanganyikawildernesscamps.com	nuria@tanganyikawildernesscamps.com
Tanagement Insurance Brokers		Arusha	www.jwseagon.com	harkiran@jwseagon.com
Tanzania Choice Safaris Ltd	1504	Arusha	www.tanzaniachocesafaris.co.tz	info@tanzaniachocesafaris.co.tz
Tanzania Outdoor Adventure Co. Ltd	12280	Arusha	www.tanzaniaoutdooradventures.com	info@tanzaniaoutdoor.com
Tanzania Outfitter & Safaris	2256	Arusha		tosafari@tosafari.co.tz
Tanzania Roadside Expeditons	113	Arusha	roadsidetanzania.com	info@roadsidetanzania.com
Tanzania Serengeti Adventure	1742	Arusha	www.abouttanzania.com	tsa@habari.co.tz
Teamwise Tanzania Travel Ltd	11624	Arusha		info@teamwise.travel
Bush 2 Beach Safaris	11914	Arusha	www.bush2beach.com	info@bush2beach.com
The African Walking Company	1433	Arusha		african-walking@habari.co.tz
The Arusha Hotel Ltd		Arusha	fourpointsbysheraton.com-arusha.com	gm@fourpointsthearushahotel.com
The Exclusive Portfolio Ltd	511	Arusha		theexclusiveportfoliotz@gmail.com
The Map'S Edge Ltd	2485	Dar Es Salaam	www.maps-edge.com	admin@maps-edge.com
The Plantation Lodge Safari Ltd	34	Karatu	www.plantation-lodge.com	reservation@plantation-lodge.com
Thomson Safaris		Watertown	www.thomsonsafaris.com	info@thomsonsafaris.com
Timeless Dream Travel Ltd	17086	Arusha	www.timelessdreamtravels.com	info@timelessdreamtravels.com
Tindwa Medical And Health Services	31409	Dar Es Salaam	www.tmhstz.com	info@tmhstz.com

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COMPANY	ADDRESS (P.O Box)	CITY	WEBSITE	E-MAIL
Toku Tanzania Co. Ltd	6945	Moshi	www.toku-tanzania.com	info@toku-tanzania.com
Topguides Bushcamps Limited	14547	Arusha		info@tbcamps.com
Tortillis Camps Tanzania		Arusha	www.tortiliscamps.com	reservation@tortiliscamps.com
Tourism Promotion Services Ltd.	2551	Arusha		admin@serena.co.tz
Toya Limited				pau.toyalimited@gmail.com
Trip Quest Safaris Ltd	10171	Arusha	www.thetripquest.com	tanzania@thetripquest.com
Tripsiri Limited	77777	Dar Es Salaam		gauray@tripsiri.com
Tusker Trails Ltd	6629	Moshi		kibibisarah@yahoo.uk
Ubon Safaris Limited	ME17	Maidstone Kent	www.ubonsafari.	info@ubonsafari.com
Ultimate Safaris Ltd	1341	Arusha	www.ultimatesafarisltd.com	ultimatesafaris@habari.co.tz
United Aviation Services Ltd	2075	Arusha		gm@uas.co.tz
Unlodge E.N Afrique	16532	Manyara	www.chemchemsafari.com	reservation@unleaafrique.com
Utopia Safaris Limited	12261	Arusha	www.utopia-safaris.com	info@utopia-safaris.com
Vimat Safaris Limited	11980	Arusha	www.vimatsafaris.com	info@vimatsafaris.com
Viola Car Hire & Transport Services	16782	Arusha	www.violatours.com	info@violatours.com
Wag Hill Lodge	11822	Mwanza		gm.mwanza@multicable.co.tz
Wag Hill Safaris	11822	Mwanza		gm.mwanza@multicable.co.tz
Walji'S Travel Bureau Ltd		Dar Es Salaam	www.karibuword.com	travel@waljis.co.tz
Warner Safaris Ltd	12811	Arusha	www.brabys.com	support@brabys.co.za
Wayo Africa		Arusha	www.wayoafrika.com	sales@wayoafrika.com
Wild Frontiers Tanzania	44	78 Glenthams	www.wildfrontierstravel.com	info@wildfrontiers.co.uk
Wild Things Ltd	9551	Arusha	www.wildthingsafaris.com	enquiries@wildthingsafaris.com
Wildersun Safaris & Tours	1990	Arusha	www.wildersuntanzania.com	operations@wildersuntanzania.com
Wildlands Safaris (T) Tour	10116	Arusha	www.wildlandssafaris.com	accounts@wildlandssafaris.com
Wildlife Eden Safaris Ltd			www.wildlifeedensafaris.com	info@wildlifeedensafaris.com
Wildlife Expedition Safaris(T) Ltd	10116	Arusha	www.wildlifesafaris2000.com	reservations@wildlifesafaristz.com
Wildlife Explore (Ea) Ltd	6162	Arusha	wildlife-explorer.com	info@wildlife-explorer.com
Wilderness Trails	4655	Medford	www.wildernesstrails.net	csmith@wildernesstrails.net
Wilkinson Tours Limited	373	Arusha	www.wilkinson-tours.com	info@wilkinson-tours.com
Yembi Adventure Ltd	1990	Arusha	www.123tanzania.com	yembi@africanonline.co.tz
Zara Tours Adventures Ltd	1990	Moshi	www.zaratours.com	zara@zaratours.com
Zohar African Safaris Limited	151	Arusha	www.zoharafricansafaris.com	bookings@zoharafricansafaris.com



