

2015

The Annual General Meeting
Tanzania Association of Tour Operators



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TANZANIA ASSOCIATION OF TOUR OPERATORS



The Heart of Tanzania's Private Tourism Sector

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Cover Photograph: Twin Zebras in Serengeti by Moiz Husein



2014 - 15

The Year in Review



Welcome to the 2015 Annual General Meeting



Dear Members,

Welcome to the 32nd Annual General Meeting of our Association.

This meeting gives us time to look back and review how far our Association has brought us in the past 12 months. As will be seen throughout this review, the past year has been a period of hard work and success.

First and foremost, our Association still encompasses 250 members involved in the tourism industry, making it the largest organization of tourism investors in Tanzania. As an Association of tour operators with membership across the country, we are recognized by the Ministry of Natural Resources and Tourism and government departments as the voice of the industry.

Over the year, the Governing Council of the Association has worked closely with the government to control the cost of doing tourism business in the country. Through keen negotiation, we have overcome the imposition of the value-added tax on tourism business which the government was proposing to introduce during the national budget of this year. We have also managed to convince the Wildlife Division to adjust appropriately

the charges of crossing or camping in game-controlled areas.

Full details on how the Council has worked for a better business environment in the industry is in the chairman's report on Page 8 and 9 of this booklet.

Like last year, the greatest challenge facing the Association at the moment is still the plight of elephants and rhinos, with poaching threatening these iconic creatures with extinction.

To express our concern, our Conservation Committee successfully organised the "Save the Elephant and Rhino March" in October last year. The Guest of Honour to the march was the Minister of Natural Resources and Tourism who joined hundreds of people calling for, among other demands, an end to the international trade in ivory and rhino horn and stricter laws against poaching in Tanzania. More information about the march is on the "Events" section of this booklet.

The Association also attended a regional meeting, "Summit to Stop Wildlife Crime and Advance Wildlife Conservation" organised by the government of Tanzania. Eleven African

countries attended the summit which among other things, discussed the poaching crisis and dynamics of illegal ivory trade in the region, and urged governments to protect wildlife species in their respective countries. A list of steps that could be taken to end wildlife poaching in the region is summarised on Page 20.

Despite the poaching challenges, tourism is still the No. 1 foreign exchange earner in the country, and it has a long value chain directly earning foreign exchange, contributing taxes, and directly and indirectly benefiting the nation by creating employment. Our Association looks ahead to further engaging with the Government on streamlining taxes, licences, and fees while maintaining our national competitive edge in the global tourism market.

With this review, I invite all our members to the 2015 Annual General Meeting.

Sirili Akko
Executive Secretary
Tanzania Association of Tour Operators

The 2014-15 Governing Council of the Tanzania Association of Tour Operators



Mr. Wilbard Chambulo



Mr. Peter Lindstrom



Ms. MARIA STRAUSS



Mr. Seamus Bruce-Bennett



Mr. Samwel Diah



Mr. Zuher Fazal



Mr. Sirili Akko



Mr. Alex Lemunge



Mr. Henry John Kimambo



Mr. Joseph J. Mwema

Mr. Zuher Fazal, the managing director of Leopard Tours Ltd., was elected Vice-Chairman of the Tanzania Association of Tour Operators at the 31st Annual General Meeting in June, 2014. Before the election, Mr. Fazal was a member of Tato's governing council with a special assignment on public relations issues. He is to serve as Vice-Chairman for two years, working with the chairman, Mr. Wilbard Chambulo, director of Kibo Guides (T), Ltd., whose term

ends in June, 2015 but is eligible for re-election during this A.G.M.

Ms. Vesna Glamocanin Tibaijuka of Pure Afro Travels was re-elected unanimously to serve as treasurer for a second two-year term. However, Ms. Tibaijuka resigned from her position after six months, on January 15, because of circumstances that demanded more of her attention and time. The Chairman accepted her resignation and thanked her for her outstanding commitment and dedication to the progress of the Association and

the entire tourism industry during her tenure in office. This was the second term for Ms. Tibaijuka in the governing council of the Association; she was first elected to the position in 2012.

The others elected to two-year terms as members of the council were Mr. Peter Lindstrom of Hoopoe Adventure Tours, Mr. Seamus Bruce-Bennett of Marangu Hotel, Mr. Henry John Kimambo of Osupuko Lodges & Camps, and Mr. Joseph J. Mwema of Tomodachi Tours & Safaris.

The new members will join the Council members whose terms end in June, 2015: Ms. Mary Strauss of Serengeti Balloon Safaris, Mr. Sam Diah of Tanzania Travel Company, and Mr. Alex Lemunge of East African Voyage.

Members of the Tato council hold office for two years, with the possibility of re-election. Elections are held during the annual general meeting, and the members retire by rotation, so all the members elected in June, 2014, will serve the Association till June, 2016.



Members of the Association and guests who attended the 31st Annual General Meeting held at New Arusha Hotel in June 2014. The Guest of Honour was the Minister of Natural Resources and Tourism, Hon. Lazaro Nyalando (First Row, 3rd from Right).

How Tato's Council Worked To Advance Members' Interests



Since our Annual General Meeting last June, the governing council of our Association has again worked

tirelessly in lobbying and planning for a better business environment in the industry.

As you might all remember, one of the issues threatening the progress of our business last year was the Government's plan to impose Value Added Tax (V.A.T.) on tourist services. The association had to work hard to stop this move. In September last year, a delegation of two people from the Governing Council visited the Ministry of Finance in Dar es Salaam to air the Association's discontent over the Government's plan to impose this tax on tourism business.

In their presentation to the deputy Minister of Finance, Hon. Mwigulu Nchemba, the delegation explained how tourism was an export, and like other exports of services, qualifies for exemption from Value Added Tax. The delegation

also argued that charges on tourist services would make the country a more expensive destination, giving an advantage to other African destinations with wildlife attractions similar to those of Tanzania.

The following month, another delegation, this time three people from the Council, met the Parliamentary Budget Committee in Dar es Salaam and again explained the impact of imposing V.A.T. on tourism, as explained to the Minister previously.

At long last, the two meetings yielded good results: the Government has withdrawn the proposal to impose the tax on tourism services.

The other threat to our business was the imposition of various fees on our safari cars and guests entering, or crossing Game-Controlled and Wildlife Management Areas which began abruptly in June, 2014. The charges included a wildlife activity fee of 10 dollars per person to enter these areas, motor vehicle fees of 5,000 shillings per car, and conservation fees of 15 dollars for guests staying overnight in the areas.

Following these cumbersome charges, representatives from the Association held a quick meeting with the Minister of Natural Resources and Tourism immediately to express their concern. In July again, a team of selected representatives from the Association met officials from the Wildlife Division to discuss the repercussion of the fees on the progress of Tanzania as an affordable tourist destination.

A third delegation met the Minister in October and this time expressed the concern that some areas in the country no longer have wildlife to qualify as game-controlled areas, and hence no reason to charge guests.

And what did all these meetings lead to?

As the Chairman of the Association, I am glad to say today that the meetings resulted into the exemption of these fees in game areas without ranger services and game-viewing infrastructure.

The other challenge the Association faced during the year was the sudden move of Kenya's minister of tourism to bar our tour vehicles from entering the premises of Jomo Kenyatta International Airport. For two or three months between December and February,

tour operators bringing visitors to Tanzania through the airport faced the hurdle of boarding the transfer vehicles outside the airport.

As it was suspected that the move was a Kenyan strategy to push for the opening of Bologonja border between Masai Mara and Serengeti, the council quickly stipulated ways to bar any step of opening this border which would be detrimental to tour operators in the country. However, while the airport problem was going on, the Kenyan government permitted our vehicles again to enter Jomo Kenyatta Airport directly.

Dear members, it has been 12 long months but with the correct steps towards taking our business to a better position. We have also made progress in the area of management as summarized in the update section of this review.

Let us hope for greater achievement in the next months.

Thank you and best wishes in your business,

Wilbard Chambulo
Chairman
Tanzania Association of Tour Operators

A.G.M. News Update

New Name for Karibu Fair

The Karibu Fair has now been officially registered with the Business Registrations and Licensing Agency in Dar es Salaam as Karibu Travel Market Tanzania. The new name is meant to give the fair a more international theme; before this change, it was registered as Karibu Fair Ltd.

In order to ease administration matters, the fair's office has been moved from Engira Road, back to the premises of the Association's headquarters.

Conservation Calendars

The Conservation Committee of the Association used photographs from the elephant photo-competition last year to design desk calendars for 2015. The calendars were circulated at the beginning of the year to all members of the Association and to institutions in the country supporting tourism.

Same Fees to Ngorongoro

Our prime concern in our meetings with the Ngorongoro Conservation Area Authority (N.C.A.A.) during the year was the issue of maintaining the same conservation fees now and in the near future, as well as improving the card payment system for entry permit. The N.C.C.A. had planned to raise the entry fees to Ngorongoro from 50 to 60 dollars per tourist, and the crater service fees from 200 to 300 dollars per car in 2015.

Through our efforts, the N.C.A.A. has agreed to suspend the plans to raise the charges for the time being.

For the card system, the N.C.A.A. listened to our plea and has now commissioned an expert to study the drawbacks of the system, and suggest ways to improve things. The Governing Council is now waiting for the result of the study. Members will be informed the progress of this in due course.

A Representative at V.E.T.A.

The Governing Council of our Association unanimously appointed Mr. Peter Lindstrom to be the Association's representative to the Trade Advisory Council of the Vocational Educational and Training Authority (V.E.T.A.). The authority was established by an Act of Parliament in 1994, and one of its duties is to establish a quality vocational education and training system in the country to meet the demand for skilled labour. Tour operators contribute to the development of the authority by paying the Skills Development Levy, deducted from their company revenues every year.

Land for Tato Office

The Governing Council still thinks it is useful for Tato to build its own permanent structure for offices, meeting halls, and fairs. Attempts to acquire land for the building are ongoing.

Information Office at K.I.A.

Our plans to establish a tourist information office at Kilimanjaro International Airport have been suspended until the renovation project of the airport this year is finished. When it is finished, the council will start recruiting staff and setting a budget for the office.

Strategic Objectives Of the Association

- To promote and facilitate members to provide good service to the local and world market.
- To act as a link between the members, government and its institutions in the promotion of tourism in Tanzania.
- To coordinate the members and help them in all technical matters pertaining to tourism, both at national and international Level.
- To enable tour operators to interact with the community, and to protect the interest of individual tourists.

Consultative Meetings Our Participation in National Forums

A Meeting for Good Tourism Service

Dar es Salaam, August – A one-day meeting organised by the Tourism Facilitation Committee discussed the challenges and opportunities of the tourism sector in Tanzania according to the result of the International Visitor's Exit Survey Report of 2013.

The exit survey report is compiled annually by the Ministry of Natural Resources and Tourism in collaboration with the Bank of Tanzania, the National Bureau of Statistics, and the Immigration Department, and one of its objectives is to gather information useful for strategic planning, tourism promotion, and policy formulation.

Discussing the 2013 exit survey report, the members of the committee highlighted bureaucratic customs formalities at local airports, and the absence of a national airline as some of the challenges affecting the growth of the tourism industry in the country. The participants urged the Government to address



these matters to encourage more arrivals.

The committee also noted that the growth and prosperity of the industry depended on improvement of road transport, hotel service, and the security system.

The Tourism Facilitation Committee was first launched in the country in 1992. The main aim of the committee is to bring together the public and private sectors to address issues related to tourism development. The committee is organised and led by the Ministry of Natural Resources

and Tourism and its members are selected from tourism organisations and agencies like the Tanzania Association of Tour Operators, the Hotel Association of Tanzania, the Tanzania Tourist Board and so on.

The meeting was held at the National College of Tourism in Dar es Salaam and was chaired by Ms Maimuna Tarishi, the Permanent Secretary of the Ministry of Natural Resources and Tourism, and was attended by representatives from the tourism sector, airlines, hotels, and several government ministries.

A Meeting on Education Policy



Arusha, February - Two education experts from the World Bank, Ryan Flynn and Cornelia Jesses, met

members of the Governing Council of TATO at Palace Hotel to collect views on school education in general from tour operators.

Currently, the experts are collaborating with the Ministry of Education to prepare the project: "Education and Skills for Productive Jobs for Secondary Schools and Institutes of Higher Education."

The aim of the project is to work towards improving education, making it essential for spurring productivity, innovation, job creation and economic growth.

A Report on the Potential of Tourism



Dar es Salaam, January – The Chairman and the Executive Secretary of the Association attended the launch of the latest Tanzania Economic Update, titled "The Elephant in the Room, Unlocking the Potential of the Tourism Industry in Tanzania."

Published by the World Bank Group, the report examines the opportunities of the tourism business in the country, as well as obstacles and challenges in the industry. As the title suggests, the focus of this economic update is the tourism sector, which is clearly central to Tanzania's drive toward economic emergence.

By and large, the report shows how the country's bountiful natural assets could be properly developed and managed to make tourism a high

Jacques Morriset, a lead economist at The World Bank Group in Tanzania, authored the Tanzania Economic Update 6, titled, "The Elephant in the Room, Unlocking the Potential of the Tourism Industry in Tanzania."

After scrutinizing Tanzania's tourism industry data, Morriset argues that the country could easily expand to offer more than just the beautiful national parks or beaches for tourists.

growth industry and a major source of job creation.

The update report proposes three strategic directions. The first is to diversify tourism activities from the current emphasis on high-end tourism in the north and Zanzibar, where up to 90 per cent of tourism activities are currently concentrated. The second is to further integrate local communities and small operators into tourism activities, through benefit-sharing processes. The third is to strive for good governance in the management of fiscal revenues as well as in the use of natural assets.

The event was hosted by Mr. Philippe Dongier, the Country Director of the World Bank for Tanzania, Burundi, and Uganda. The chief guest was Hon. Benjamin

William Mkapa, retired President of Tanzania. The report was launched at the Hyatt Kilimanjaro Hotel in Dar es Salaam.

A Meeting on the Status of Transport in Tanzania



Arusha, October –
A one-day meeting on the current status of transport in Tanzania was held at the

Golden Hotel. The meeting was a preparatory conference for the 2015 C.I.L.T. Africa Forum (Chartered Institute of Logistics and Transport) which took place later in March at Mount Meru Hotel.

The C.I.L.T. is an international body of logistics and transport professionals established in the United Kingdom in 1919. It was registered in Tanzania in 2008 mainly to raise the standard of performance of the logistics and transport industry in the country, to promote safety and security in all modes of transport and to provide professional advice to the industry, government and the community.

The theme for this year's forum was: Contemporary Issues in Logistics and the U.K. attended the forum.

Twiga Times in the World of Tourism



Twiga Times is the official tourism newsletter of Tanzania Association of Tour Operators, Tato. The aim of the newsletter is to communicate with tour operators and travel agents and provide them with news and information that is useful in the development of tourism in Tanzania. The magazine also advises tour operators of new products and attractions in the country and reveals new technology in the industry that may be of interest to them and their business.

Twiga Times is also the medium for industry suppliers and other suppliers of tourism services such as airlines, hotels, lodges, auto works, national parks, game reserves, and travel outfitters to expose their products to tour operators and travel agents through advertisements.

Twiga Times is produced three times every year and reaches a wide audience in the country and abroad. It is primarily distributed to all members of Tato, Tourism Information Offices of the Tanzania Tourist

Board, the Ministry of National Resources and Tourism, the headquarters of Tanzania National Parks, the Karibu Tourism & Travel Fair, and other selected international travel fairs. These international fairs include the WTM-London, U.K.; the EIBTM-Barcelona, Spain; the ITB-Berlin, Germany; Vakantiebeurs-Utrecht, Holland and the Indaba, South Africa

Tato has entrusted People to People Tourism Services Limited of Arusha with the mandate to prepare and produce Twiga Times. The role of the company includes supplying the contents of the magazine, selling advertising space, and designing and printing the newsletter. Tato provides guidance and reserves the right to approve all content prior to publication.

The next edition: Twiga Times Vol.30, October 2015 – January 2016

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Save Elephants and Rhinos March

Arusha, October - Tanzania was one of over 100 countries that hosted peaceful marches in October last year as part of worldwide campaign to save elephants and rhinos from extinction.

The march in Tanzania was held 10 days after World Animal Day (October 4) so that it would coincide with Nyerere Day, on 14 October, a national holiday, to recognise the role of the Father of the Nation, President Julius Nyerere, in conservation through his 1961 Arusha Manifesto.

As elsewhere in the world, the march called for the end to the ivory trade, which kills 35,000 elephants and 1,000 rhinos worldwide every year. The crisis has reached such proportions that Africa loses four elephants to poachers every hour, every day, and three rhinos a day.

The Minister for Natural Resources and Tourism, Hon. Lazaro Nyalandu, was the guest of honour at the event, and he participated in the march alongside tour operators and others. The march was organised by the Conservation Support Committee of the Tanzania Association of Tour Operators.



The march took place in Arusha, starting near the headquarters of Tanzania National Parks, going down the centre of town along Sokoine/Uhuru road to the Clock-Tower, turning north on Boma Road, then on to Makongoro Road passing by the City Council offices, and round Mwenge Monument, ending at the Sheikh Abeid Karume Stadium. The Minister for Natural Resources and Tourism, Hon. Lazaro Nyalandu, was the Guest of Honour at the event, and gave a speech after the march.

ast Year's Events

Tato's Annual Gala Dinner

Arusha, January –Members of the association celebrated their annual gala dinner with the Minister of Natural Resources and Tourism, Hon. Lazaro Nyalandu, who was invited as guest and speaker. The aim of the event was to bring tour operators closer to policy makers in a bid to create a relationship that would boost tourism in the country.

The event was held at Naura Springs Hotel and among other things it was marked with fireworks and speeches.



Karibu Travel Market Tanzania

Arusha, May – This year, the 15th Karibu Travel Market was held from May 29 to 31 in Arusha at Magereza Grounds, next to Arusha Airport. This fair was officially opened by the Minister for Natural Resources and Tourism, Hon. Lazaro Nyalandu.

The fair attracted more than 150 exhibitors from both the region and overseas, including tour operators, tourist boards, camping and safari companies, wildlife lodges and hotels, auto-work companies, local and regional airlines, safari equipment manufacturers, hotel suppliers, and other enterprises supporting the tourism industry.



The new tents and new layout of the 2015 Karibu Travel Market gave the exhibition a fresh, modern touch, creating good environment for international visitors and overseas travel agents to meet and network with members of the tourism industry in the region.

Arusha Manifesto, 1961

"The survival of our wildlife is a matter of grave concern to all of us in Africa. These wild creatures amid the wild places they inhabit are not only important as a source of wonder and inspiration, but are an integral part of our natural resources and our future livelihood and well being.

In accepting the trusteeship of our wildlife we solemnly declare that we will do everything in our power to make sure

that our children's grand-children will be able to enjoy this rich and precious inheritance.

The conservation of wildlife and wild places calls for specialist knowledge, trained manpower and money, and we look to other nations to co-operate with us in this important task - the success or failure of which not only affects the continent of Africa but the rest of the world as well."

- Julius K. Nyerere, Arusha Manifesto, 1961

Our Seminars and Meetings

A Symposium on the World Tourism Day

Arusha, September - In celebrating the World Tourism Day, the association joined the Ministry of Tourism and Natural Resources to organise a one-day seminar at Impala Hotel in Arusha with the theme, "Tourism and Community Development."

The seminar brought together representatives from the ministry, national parks, community tourism enterprises, tour operators, and other players in the tourism industry.

At the symposium, the association was represented by 12 members and two staff workers from the secretariat.

Training Course for Office Staff

Arusha, December - The Association hired The Consulting

and Business Centre Ltd of Dar es Salaam to conduct a training course on office management for the staff of tourism companies.

The training took four days and the topics covered included principles of management, effective communication, customer care and records management.

The training was held at the Golden Rose Hotel, and Mrs E. Urio and Mr. Michael Mollel from the secretariat, attended the training.

The Consulting and Business Centre Ltd is a private organisation specialising in private sector development.

Discussions with I.M.F. Officials

Arusha, March - A delegation from TATO and country directors from the International Monetary Fund (I.M.F.) from Dar es Salaam



held a one-day meeting at Mount Meru Hotel to share views on various tourism issues. Among the subjects they discussed were cross-border conservation, tax policy, private-sector development and good governance.

For the past two years, the Association has been organising workshops and seminars to build the capacity and work ethics of people in the tourism business. The training has mostly been conducted during the tourism low season. Above, a group photo of tour-guides with the Chairman of the Association (fifth from left, first line) and the Vice Chairman (next in the line) during one of the workshops.

Tato's Calendar of Events Information for Advertisers

The Tanzania Association of Tour Operators is preparing the second edition of Tanzania Calendar of Events for tour operators, travel agents, travellers and others in the tourism industry.

The calendar will be an A3 double spread presenting dates of important tourism and travel events in addition to the normal display of the days of the month and public holidays. The idea behind it is to help tour operators and travel agents remember events that might be useful for their visitors to see, and travel fairs abroad that might be important for their companies to attend.

Hotels, airlines, airports, autoworks, national parks, marine parks, game reserves, museums, curio shops, tent manufacturers, supermarkets, galleries, and cultural tourism centres are highly invited to advertise in the 2016 edition of the calendar. The deadline for booking space and for payment is August 31, 2015.

Advert Size and Format

Size: 10 × 7 centimetres.

Photographs: One photo and logo, or logo alone

Contact:

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Visitors' Book

Mr. Abdul Kondo from the N.C.A.A. September 13, 2014

Mr. Abdul Kondo visited the Association's office in September to study the effectiveness of the card-payment system of conservation fees by tour operators and tourists. Mr. Kondo was commissioned by Ngorongoro Conservation Area Authority to do the study.

The system of paying by card to get into Ngorongoro Conservation Area was introduced in August, 2011. In this system, the first step begins at the bank where money is deposited into an N.C.A.A. account. The bank issues a bank slip to top-up the card. But the pay slip has to be sent to the N.C.A.A. offices for the money to be

transferred onto the card, making the system long and tiring.

The opinion of the members to the authority is for this payment arrangement to be integrated directly into the banking system to save time.

Mr. Onesmo Ngowi from the International Boxing Federation February 17, 2015

Mr. Onesmo Ngowi, the current president of the International Boxing Federation in Africa and the Middle East, met the Executive Secretary of TATO, Mr. Sirili Akko, to discuss how the sport of boxing could be developed to attract tourists to Arusha.

Accompanying Mr. Ngowi in the

discussions and the tour of Arusha were two officials from the Tanzania Chamber of Commerce, Industry and Agriculture: Mr. Adolf Ulomi and Ms Sia.

The International Boxing Federation for Africa was established in 1999 in Dar es Salaam, and later expanded to reach the Middle East.

Tourism Consultants from the U.N.D.P. February 18, 2015

Target Euro Consultants, who have been commissioned by the United Nations Development Programme (U.N.D.P.) to study the tourism potential of southern Tanzania, visited the Association's office for consultation regarding a new strategy on

developing and marketing the country's Southern Tourism Circuit.

In southern Tanzania, Target Euro, based in Dar es Salaam, works with Spanest Project (Strengthening the Protected Areas Network in Southern Tanzania), which is focused on conserving the landscape of Tanzania's Southern Circuit. Spanest is also supported by the U.N.D.P., and its activities are around the protected areas of Ruaha, Kitulo, Mpanga Kipengere. and Mount Rungwe.

The aim of the new strategy is to increase the effectiveness of these protected areas in defending biodiversity while promoting this part of Tanzania to raise tourism numbers.



The Vice Chairman of the Association, Mr. Zuher Fazal (Right), sharing a light moment with Hon. Lazaro Nyalandu at the 2015 Karibu Fair, .

Left: A group photograph of the organisers of the 2015 Karibu Travel Market (back row) with the Guest of Honour and his delegation (front row). The Minister for Natural Resources and Tourism, Hon. Lazaro Nyalandu (4th from Right) was the Guest of Honour and was accompanied by Dr. Lu Youqing, the Ambassador of the People's Republic of China to Tanzania (4th from Left).

TANZANIA ASSOCIATION OF TOUR OPERATORS

2015 Membership List

Tour Operators	
Abercrombie & Kent (T) Ltd	The Rickshaw Travel Ltd
Alex Walker Safaris Ltd	Thomson Safaris
Andbeyond Travel Ltd (CONSCORP)	Wildersun Safaris & Tours
Bushbuck Safaris Ltd	Wildlands Safaris (T) Ltd
Dorobo Tours	Wildlife Explore (EA) Ltd
E.T. Investments Ltd	Zara International Travel Agency
Easy Travel & Tours Ltd	4x4 Adventures Ltd
Good Earth Safaris & Tours Ltd	A Tent With a View
Grumet Reserves Limited	AAA Express Adventure Ltd
Hoopoe Safaris (T) Ltd	AARDVARK Expeditions (T) Ltd
J.M. Tours Ltd	Access 2 Tanzania
Kearsley Tz Ltd	Adventure Sport & Leisure Ltd
Kibo Guides (T) Ltd	Afric' Aventure Ltd
Legendary Expeditions (Ker & Downey)	Africa Safari Experts Ltd
Leopard Tours Ltd	Africa Travel Bureau
Maasai Wanderings	Africa VIP Travel Ltd
Matembezi Company Ltd	African Deams Safaris
Maulu Tours	African Environments Ltd
Mount Kilimanjaro Safari Club	African Horizons Ltd
Nature Discovery Ltd	African Quest Safaris Ltd
Nomad Tanzania Ltd	African Scenic Safaris Ltd
Ranger Safaris	African Trails Ltd
Roy Safaris Ltd	Africana Trvel Tanzania Ltd
Serengeti Balloon Safaris	Afroriginal Tours & Safaris Ltd
Simba Safaris Ltd	AF-TR Tanzania Ltd
Sunny Safaris Limited	Allen Tanzania Safaris Ltd
Tandala Expeditions	Amani Afrika Ltd
Tanganyika Film & Safaris	Amazing Tanzania Ltd
	Anderson's African Adventures
	Arumeru Guides Tanzania
	Arusha Fortes Limited
	Augustine's Adventure Africa
	Authentic Tanzania Ltd
	Aventura Safaris Ltd
	Awaken To Africa
	Babji Tours & Safaris Ltd
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	Faune and Flora
	Fay Safaris Ltd
	Flash Safaris & Photographic Ltd
	Flycatcher Safaris
	Foxtrot charlie Ltd
	GALAGO Expeditions Ltd
	Goshen Safaris (T) Ltd
	Green Footprint Print Adventure
	H & A Uniques Safaris (2000) Ltd
	Hidden Valley Safaris Ltd
	It Started In Africa Ltd
	Jackport Tours & Safaris (T) Ltd
	Jenman East Africa Ltd
	Karibu Africa Safari Ltd
	Kenzan Wildlife Safaris Ltd
	Kessy Brothers Ltd
	Keys Hotel
	Kibo Expeditions & Chartable Co. Ltd
	Kibo Slopes (T) Ltd
	Kilidove Tours & Safaris (T) Ltd
	Killiworrior Expeditions Ltd
	Kudu Safaris
	Lasi Tours & Safaris Ltd
	Maasai Magic Safari Co. Ltd
	Macho Halisi Ltd
	Macho Porini Ltd

Makasa Tanzania Safaris Ltd
Makoa Farm Limited
Marangu Hotel Ltd
Masumin Tours & Safaris
MICATO Safari (T) Ltd
Migada Adventures Ltd
Milestone Lodge and Safaris Co. Ltd
Milimani Adventure Ltd
Mind and Soul
Multichoice Safaris Ltd
Nature Explore Ltd
Ngorongoro Adventure Company Ltd
Pajota Safaris Ltd
Paradies Safaris Ltd
Parks Adventure Limited
Pristine Trails Adventures Safaris Ltd
Peacock Tours & Safaris
Proud Africa Safaris Ltd
RA Safaris (Real Adventure Company Ltd)
Rift Enterprises Ltd
Robin Hurt Safaris
Roika Tours & Safaris Ltd
Rumangabo International Ltd
Safari Big 5
Safari By Design Limited
Safari Care Ltd
Safari Crew (T) Ltd

Safari Makers Ltd
Safari Tracks (T) Ltd
Safariland Cottages & Adventures Ltd
Safari-R-US Ltd
Savanna & Ocean Explorers Ltd
Savannah Tours Ltd (2014 & 2015 payments)
Sed Adventures Tours & Safaris
Serengeti Big Cats Safaris
Serengeti Pride company Ltd
Serengeti Select Safaris Ltd
Shades of Africa Ltd
Shadow of Africa Ltd
Shah Tours & Travels Ltd
Shaw Safaris Ltd
Shella Beach Tours Ltd
Skylink Travel Ltd
Snow Africa Adventures Ltd
Summit Africa Limited
Summit Expedition & Nomadic Exp. Inc
Sunny Adventure Safaris Ltd
Swala Safaris
Takims Holiday Tours & Safaris Ltd
Tanpride Safaris Ltd
Tanzania (2000) Adventure Ltd
Tanzania Outdoor Adventure Co. Ltd
Tanzania Outfitter & Safaris
Tanzania Rift Valley Tours

Tanzania Serengeti Adventure
Tanzania Travel Company Ltd
Tembo Trail Company Limited
The African Footprint Co. Ltd (Bush 2 Beach Safaris)
The African Walking Company
The Map's Edge Ltd
Timeless Dream Travels Ltd
Trekili Eco Expeditions Co. Ltd
Victoria Expeditions Safaris
Walji's Travel Bureau Ltd
Warner Safaris Ltd
Warrior Trails Ltd
Wild Frontiers Tanzania (Adogold Safaris)
Wild Spirit Africa Ltd
Wild Things Ltd
Wilderness Trails
Wildholic Safaris & Tours Ltd
Wildlife Expedition Safaris (T) Ltd
Yembi Adventure Ltd

Hotels

Asilia Safari & Lodge Ltd
Best Western Coral Beach Hotel
Kampi Kampi Serengeti Ltd
Kibo Palace Ltd
Kisimangeda Tented Camp

Ndutu Safari Lodge Ltd
ONSEA House Tanzania Ltd
Osupuko Lodges
Serengeti Simba Tanzania Lodge Ltd
Sinyati Limited
Tanganyika Wilderness Camp Ltd
The Arusha Hotel Ltd
The Plantation Lodge Safari Ltd

Airlines

Air Excel

Affiliate

AMREF
Blue Bay Company Ltd
College of African Wildlife
Culture Arts Centre - Tumaini University Makumira
Dropping Zone Tanzania Ltd
Hanspaul Automechs Ltd
Nipeleke Africa (T) Ltd
Radio Wave Communications
Shanga Shanga Ltd
Ubon Safari Ltd
U-Track Ltd
J.W. Seagon

Our International Participation

A Meeting on Conservation of Mountains



Arusha, October
- The African Mountains Regional Forum was held in Arusha for three

days to recognize the significant role of mountains to surrounding communities and national economies.

The theme of the meeting was “Towards a Shared Mountain Agenda for Africa,” and the participants identified strategic actions to address conservation and development challenges with

regard to biodiversity, water, energy, food security, and climate change in mountainous areas of Africa.

The meeting was organized by the Albertine Rift Conservation Society of Uganda and the Africa Mountain Partnership Champions Committee, in partnership with the East African Community, the U.N. Environment Programme, the Austrian Development Cooperation, and the Swiss Agency for Development and Cooperation.

The meeting was held at Ngurdoto Mountain Lodge in Arusha.

The A.G.M. of the East Africa Tourism Platform

Kampala, June – The Executive Secretary of TATO, Mr. Sirili Akko, represented the Association at the 4th Annual General Meeting of the East Africa Tourism Platform (E.A.T.P.) held in Uganda.

Among other things, the meeting discussed the state of tourism in the countries of the East African Community, and the development of intra-regional tourism. The meeting also discussed the issues of conservation and the single-visa system for tourists visiting the countries of Uganda, Kenya, and

Rwanda.

The E.A.T.P. is a private sector organization for tourism in East Africa, set up by Trade Mark East Africa in 2011 to enhance tourism competitiveness in East Africa. The Platform works closely with national ministries responsible for tourism, wildlife, trade and transport, and the secretariat of the East African Community, and private-sector organizations in the region to promote intra- and inter-regional tourism through advocacy, marketing, skills development, research, and information-sharing.

The meeting was held at Lake Victoria Serena Hotel in Kampala.

A Regional Summit on Wildlife Conservation



Arusha, November – The Association was invited to a two-day regional meeting, “Summit to Stop Wildlife Crime and Advance Wildlife Conservation,” which brought together over 200 delegates from the region and around the world to discuss issues of regional wildlife crime.

The conference was organised by the Government of Tanzania, and the delegates included ministers and senior officials from Burundi, the Democratic Republic of Congo, Kenya, Malawi, Mozambique, Rwanda, South Sudan, Tanzania, Uganda, Zambia, and Zimbabwe, as well as development partner

nations such as Belgium, China, the European Union, France, Germany, Spain, Sweden, the United Kingdom, and the United States.

Among other things, the conference discussed the poaching crisis and dynamics of illegal ivory trade in the region, and urged governments to protect wildlife species in their respective countries.

Tanzania is No. 1
The Netherlands tourists’ website, www.safaribookings.com, rates Tanzania the best destination for

tourists in Africa.

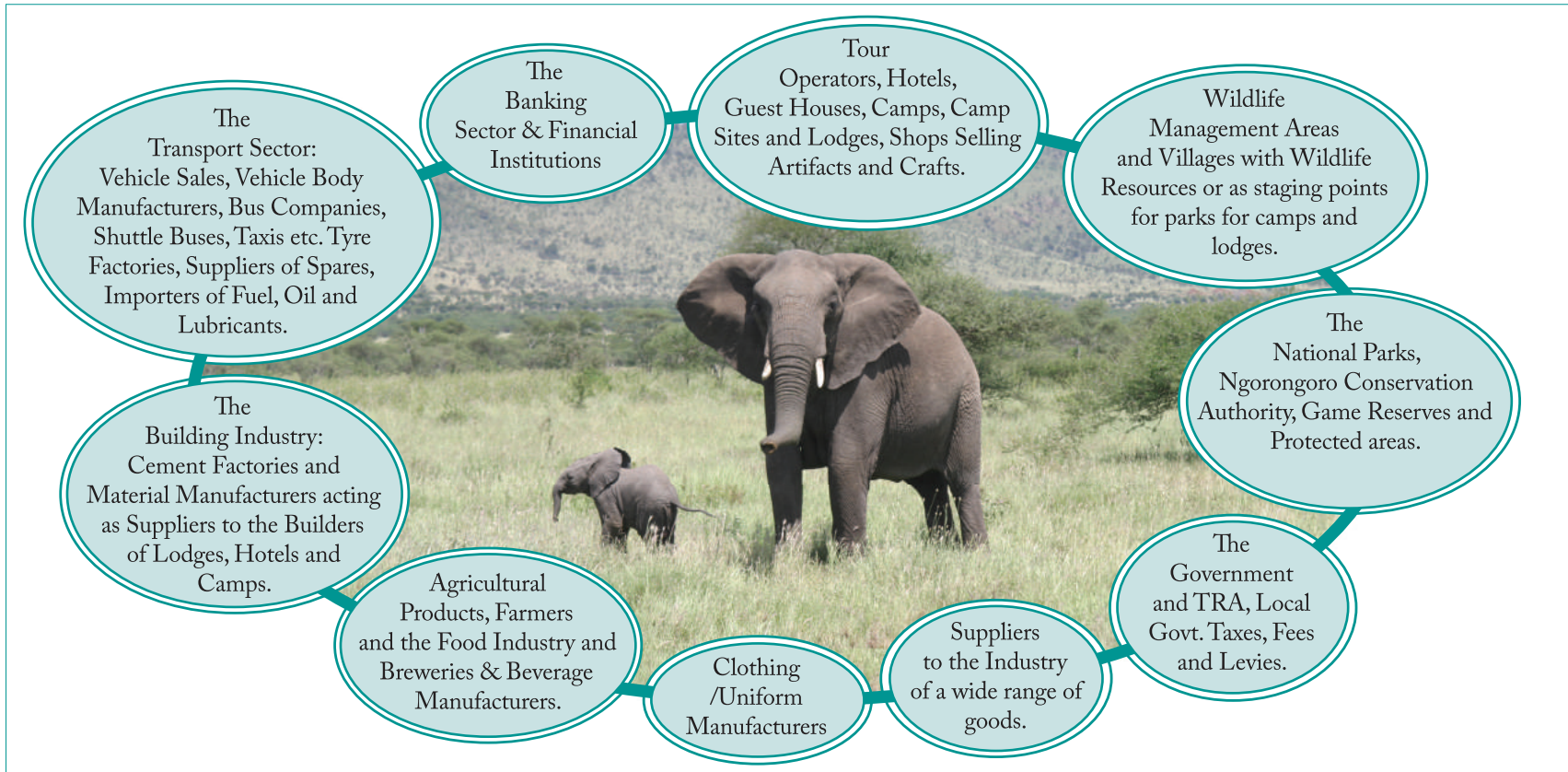
Through research based on collecting reviews and star ratings online, Tanzania is ranked the first best destination for tourists in Africa, followed in second and third places by Botswana and Kenya respectively.

The research noted that among the reasons, Tanzania is favoured by tourists because of having a lot of national parks and the “big five.”

- Source: *The Daily News*, May 2015

The Tourism Value Chain

Tourism is a direct and indirect income earner and the beneficiaries are many.



The many thousands engaged somewhere along the value chain have to eat, need clothes, food, entertainment, a roof over their heads and will probably contribute to govt. social tax funds that in turn is invested in the economy or used to help provide a safety net at some future time like retirement or ill health.

**But
No Elephants and No Wildlife = NO TOURISM = NO JOB = NO TAX REVENUE**

Information supplied by Peter Lindstrom, the vice chairman

The Arusha Declaration on Regional Conservation And Combating Wildlife and Environmental Crime

Eleven African countries and nine development partner nations have come together and produced the most comprehensive list of activities to strengthen trans-border collaboration on combating wildlife and environmental crime, and advancing conservation that has ever been agreed on.

The list is contained in a declaration on November 8, 2014 following a two-day regional Summit to Stop Wildlife Crime and Advance Wildlife Conservation organised by Tanzania and held in Arusha.

The summit brought together high-level delegates from the region and around the world and included ministers and senior officials from Burundi, the Democratic Republic of Congo, Kenya, Malawi, Mozambique, Rwanda, South Sudan, Tanzania, Uganda, Zambia, and Zimbabwe, as well as such development partner nations as Belgium, China, the European Union, France, Germany, Spain, Sweden, the United Kingdom, and the United States.

Convinced that it was urgent to take appropriate measures towards combating poaching and trafficking of natural resources and conserving shared ecosystems, the African countries joined together to sign a declaration that commits them to work together to safeguard and develop in a sustainable way both national and regionally-shared wildlife and natural resources.



Elephants in Katavi National Park

In summary, the summit agreed to:

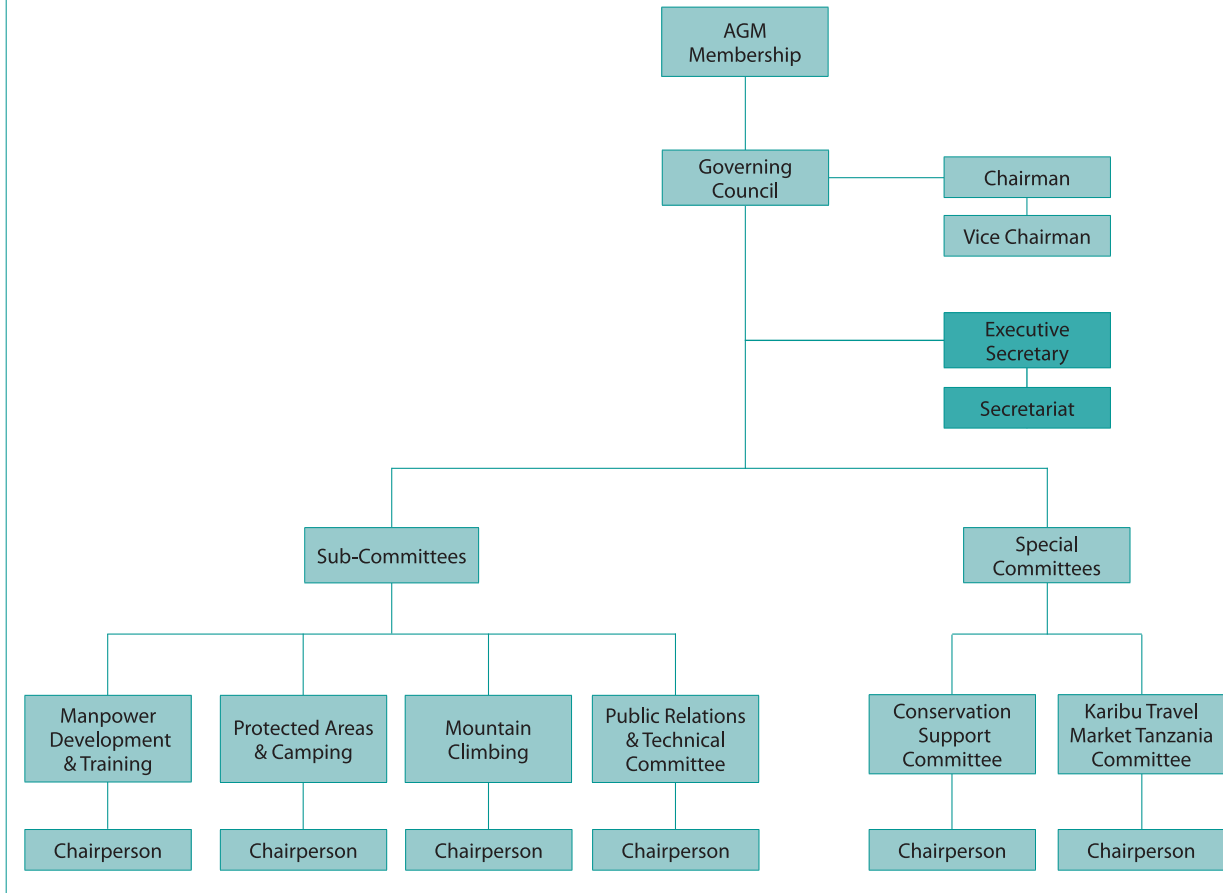
- Collaborate on combating the illegal trafficking of wildlife, timber, fish, and other natural resources across the region;
- Improve databases and protocols for intelligence sharing and joint investigations;
- Develop protocols for joint training and patrolling for wildlife and environmental law enforcement where appropriate;
- Work towards the strengthening of the Lusaka Agreement and other regional protocols already in place (The Lusaka Agreement is a cooperation strategy of eight eastern and southern African countries in dealing with illegal trade in wild fauna and was developed in the 1990s);
- Coordinate the harmonization of wildlife and environmental crime enforcement and penalties, and to work with extradition and mutual legal assistance protocols;
- Harmonize and integrate, where appropriate,

the existing forest, fish, and wildlife laws and policies for the convenience of enforcement;

- Coordinate national, regional, and international public awareness campaigns on poaching and illegal trafficking of wildlife and other natural resources;
 - Work together toward joint policy development and law enforcement to curb illegal and unsustainable fishing along the oceans and lakes of the region;
 - Collaborate on developing sustainable tourism on a local, national, sub-regional, and regional scale;
 - Collaborate on the management of shared ecosystems to conserve shared resources and maximize their mutual benefits;
 - Explore mechanisms for local community engagement, land-use and wildlife and natural resource management plans, as well as local community benefit sharing;
 - Coordinate censuses and surveys, research, and management of diseases for migratory wildlife;
 - Engage regional and global development partners, including multilateral institutions, non-governmental organizations, and leaders and innovators from the business community, to utilize all existing and potential resources allocated and committed toward the conservation of natural resources;
 - Negotiate and finalize proposed bilateral agreements on the conservation and management of shared ecosystems and cross-border wildlife.
- Source: *The International Conservation Caucus Foundation and U.N.D.P. Tanzania*



Organisational Structure of the Association



Voice of the Industry

Our association encompasses 250 members involved in the tourism industry, making it the largest organization of tourism investors in Tanzania. As an association of tour operators with membership across the country, we are recognized by the Ministry of Natural Resources and Tourism and government departments as the voice of the industry.

About the Association

The Tanzania Association of Tour Operators, Tato, was established in 1983 to represent tour operators in Tanzania. The Association is recognised by the Government as the main spokesman for the industry.

Of the 350 licensed tour operators in Tanzania, 87.5 per cent are members of Tato. To these members, the association offers regular workshops and meetings concerning the industry, provides information on travel-related requirements and regulations, and helps promotion in new international markets. The association also provides tourism directories and offers media relations and press support to its members.

The focus of the association is to pursue the interests of its members by providing advice and information to the government and its institutions on the formulation of policies and legislation in relation to the tourism industry. The aim is to create an environment for tour operators that is conducive to the growth of tourism in Tanzania.

The Tanzania Association of Tour Operators aims to establish and maintain high quality and standards among its members and other tourism intermediaries such as hotels, airlines and marine transport.



Presented by the Tanzania Association of Tour Operators

KARIBU 2016

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