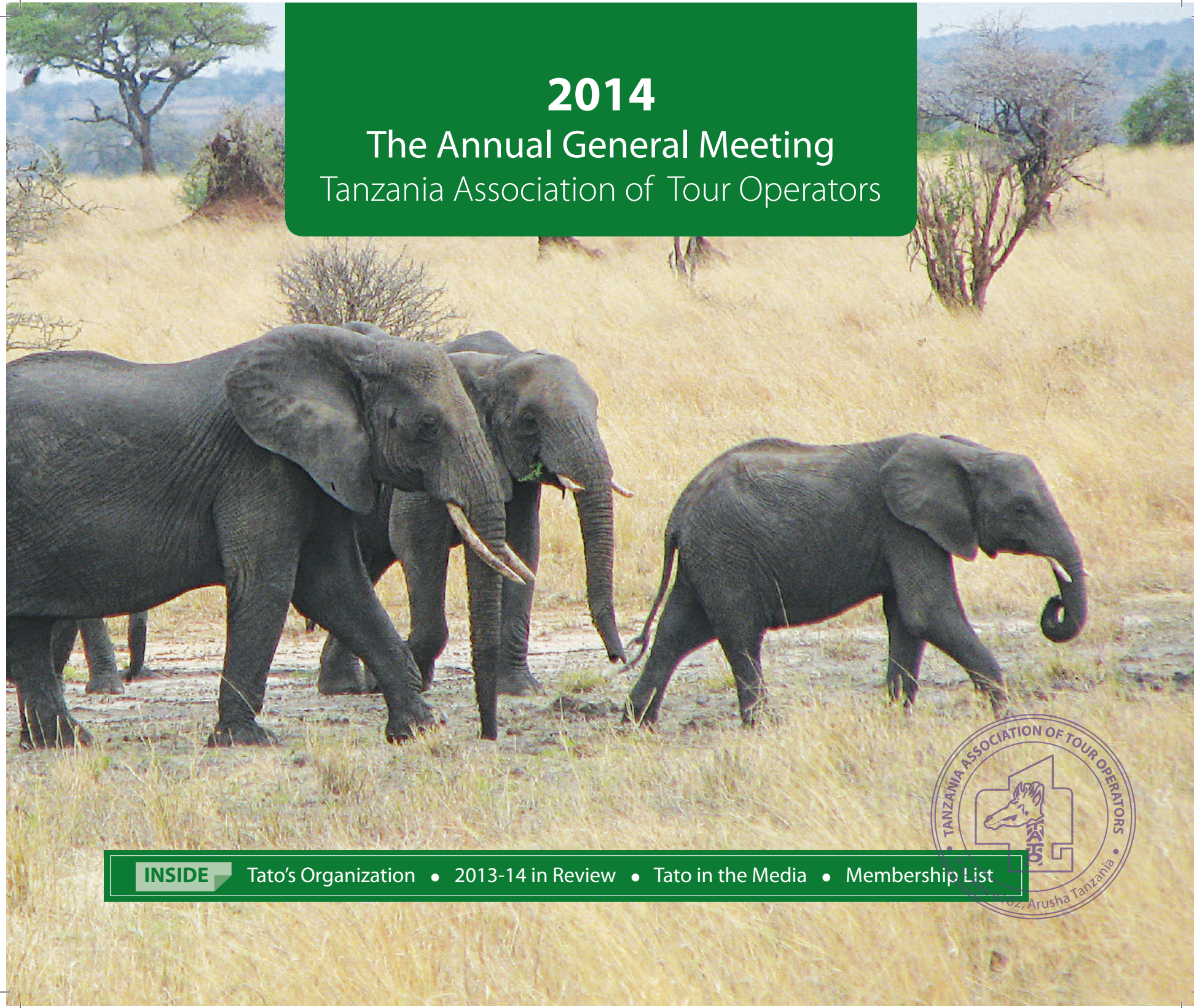


2014

The Annual General Meeting
Tanzania Association of Tour Operators



INSIDE

Tato's Organization • 2013-14 in Review • Tato in the Media • Membership List



TANZANIA ASSOCIATION OF TOUR OPERATORS



The Heart of Tanzania's Private Tourism Sector

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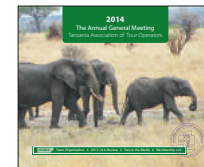
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Cover Photograph: Marching Elephants by Alfred Kikoti

2014 A G M

2013 - 14

The Year in Review



A Year of Hard Work and Hope



Dear Members,

Welcome to the 31st Annual General Meeting of our Association.

First and foremost, this meeting gives us time to look back and review how far our association has taken us in the past 12 months, to see how much we have we achieved.

One of the great achievements of the association this year was the modernisation of our annual Karibu Fair.

The Fair started in 2000 as a simple two-day show in an open field belonging to the Burka Coffee Estate. Later, the Fair was shifted to Magereza Ground near Arusha Airport, where it expanded to become East Africa's largest exhibition of travel products and services to regional and international travel agents and tour operators.

This year the Fair was shifted to the Heron Recreation Centre, north of Arusha Airport, to give the exhibition a fresh modern touch, and it managed to attract 8,000 visitors and over 200 exhibitors. Apart from moving it to another venue the fair was also rebranded this year by new management to become the Karibu Travel Market Tanzania, with the goal of becoming a bigger and better show with a more professional and more international flavour.

The greatest challenge facing the association at the moment is the plight

of elephant and rhino, with poaching threatening these iconic creatures with extinction. However, of equal concern is a general decline in wildlife that is threatening the future of the nature-based tourism industry.

The global ivory-poaching crisis has seen Tanzania's elephant numbers decline from an estimated 109,000 in 2009 to estimates between 35,000 and 60,000 by the end of last year. If elephants become extinct and our wildlife diminishes even farther, what will our business be? This is the big question among our membership at the moment, and indeed the question that prompted the Governing Council of the Tanzania Association of Tour Operators to form a special committee to create awareness amongst our members, and the public at large, about the elephant-poaching crisis. The committee was also formed to support anti-poaching activities in the country.

Since its creation last year, the committee has done incredible work in anti-poaching campaigns as described in a special report on Pages 12 and 14.

Despite the poaching challenges, tourism became the No. 1 foreign exchange earner in the country last year, earning \$ 1.7 billion, and it has a long value chain directly earning foreign exchange, contributing taxes, and directly and indirectly benefiting the nation by

creating employment and in many other ways.

Tato looks ahead to

- Offering its members better training opportunities for their guides and driver-guides leading to recognised accreditation of guides. We seek to improve our guiding standards to match, or even exceed, our competitors in the field of nature-based tourism.
- Engaging with the Government on stream lining taxes, licences, and fees while maintaining our national competitive edge in the global tourism market.
- Collaborating with the Government to create an industry that can be trusted by the customer (overseas tour operators and the general public).
- Protecting our precious wildlife resources for a sustainable future for our industry and the country at large.
- Improving the code of conduct for our members and the scrutiny of members applying to join our association.
- Offering even better services to our members!

With this review, I welcome all our members to the 2014 Annual General Meeting.

Wilbard Chambulo

Chairman, Tanzania Association of Tour Operators

The 2013-14 Governing Council of Tanzania Association of Tour Operators



Mr. Wilbard Chambulo



Mr. Peter Lindstrom



Ms. MARIA STRAUSS



Mr. Hussein Nassib



Mr. Samwel Diah



Mr. Zuher Fazal



Ms. Vesna G. Tibajuka



Mr. Alex Lemunge



Ms. Rahma Adam



Mr. David Kizito

Mr. Wilbard Chambulo, director of Kibo Guides (T), Ltd., and Tanganyika Wilderness Camps, was elected chairman of the Tanzania Association of Tour Operators during the association's annual general meeting last year. He was elected when the tenure of Mr. Leopold Kabendera as chairman came to an end in June 2013. Mr. Kabendera had served the association in that position for the past four years.

Mr. Chambulo has served the association for one year now, working with the current vice

chairman, Mr. Peter Lindstrom of Hoopoe Adventure Tours.

Last year's general meeting also elected Mr. Zuher Fazal, the managing director of Leopard Tours Ltd, as a new councillor of the association. At the same time, the meeting re-elected Ms. Mary Strauss of Serengeti Balloon Safaris, Mr. Sam Diah of Tanzania Travel Company, and Mr. Stanley Alex Lemunge of East African Voyage to the council; all to serve the association for another term.

All the new members joined the three other council members

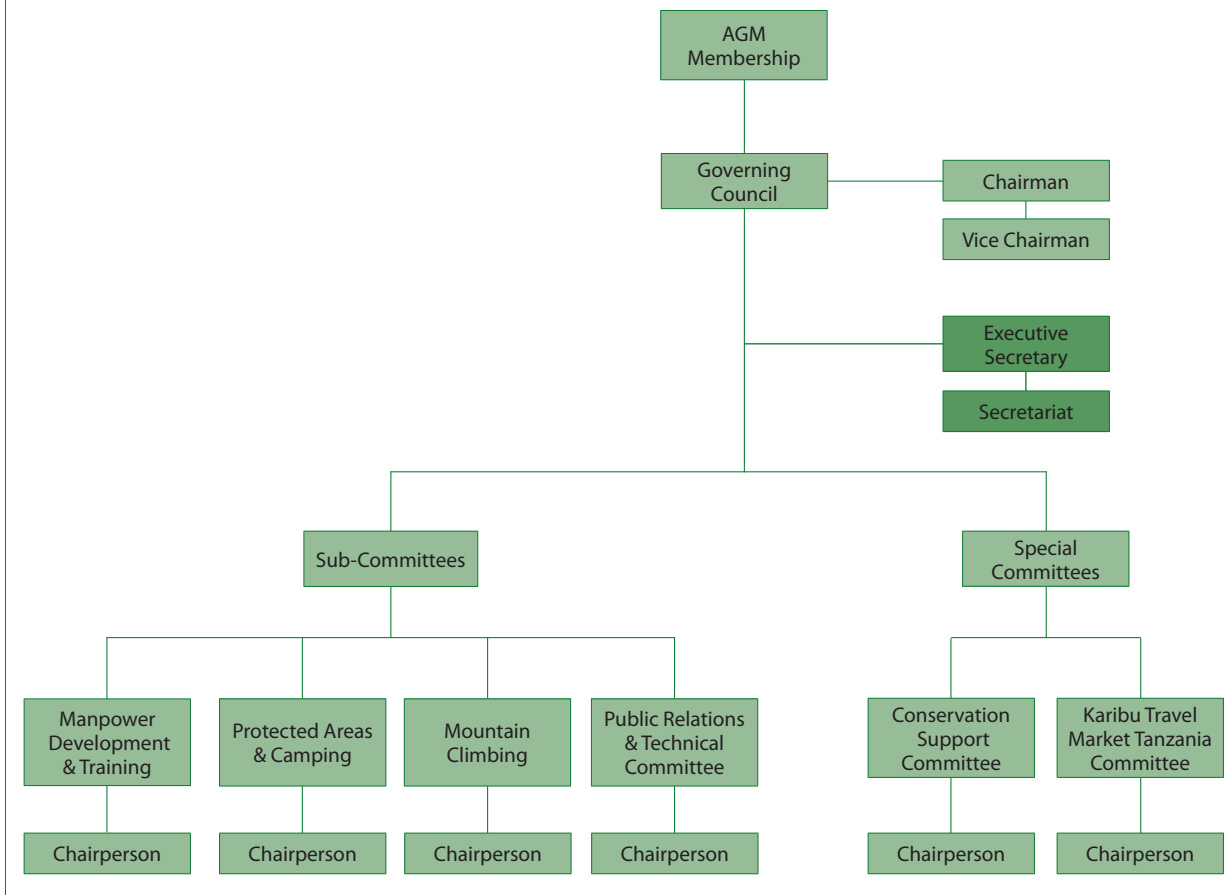
whose terms had not ended: Mr. Hussein Nassib Hussein of Duma Adventure Safaris of Moshi, Ms. Rahma Adam of Zara Tours of Moshi, and Mr. David Kizito of Cordial Tours in Dar es Salaam.

Members of the Tanzania Association of Tour Operators 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. Thus, the five members elected in June, 2013, will serve the association till June, 2015.

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.

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.

Our Seminars and Workshops

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. In the past year, we have had several useful training sessions for guides and tour operators.

Seminar on Fair Competition

Arusha, April – A one-day seminar organized by Fair Competition Commission was held with the aim of educating people in the tourism industry in the promotion and protection of effective competition in trade and in the protection of consumers from unfair and misleading market conduct.

The Fair Competition Commission is an independent government body established under the Fair Competition Act of 2003 to promote and protect effective competition in trade and commerce and to protect consumers from unfair and misleading market conduct. The ultimate goal of the Act is to increase efficiency in the production, distribution and supply of goods and services.

The seminar was held at Kibo

Palace Hotel and was attended by 65 participants, who included both tour operators and non-tour operators from Arusha Region.

The topic discussed during the seminar included developing and promoting policies that enhance competition and consumer welfare.

Training Workshops for Guides

Manyara, April – A one-week training workshop at Burunge Tented Camp was provided to improve the skills of safari tourguides.

The training was organised by the association and was attended by 47 guides. The following topics were covered during the training: basic first aid, conservation, animal behaviour, characteristics of mammals and birds, the geology of northern Tanzania, and customer



Workshop participants at Burunge. The workshop was provided to improve the guiding skills and ethics of safari tour-guides and safari-drivers.

care for improved service.

Arusha, May – A two-day training special for tour guides and safari drivers organised by the association in collaboration with the C.R.D.B. Bank. As in the one-week training, the workshop had the purpose of improving the quality of service offered to visitors to national parks.

The training was held at Snow Crest Hotel in Arusha and the topics included communication and good service for customers.

Earlier on, the association organised a special seminar for safari-guides and Tanapa gate-clerks with the purpose of improving the quality of services offered to visitors to national parks. The training was conducted at Snow Crest Hotel and was attended by 307 participants. Apart from discovering good ways to handle customers, the participants to the workshop also learnt concepts of tourism, customer psychology and entrepreneurial skills.

Consultative Meetings Our Participation in National Forums

In the 2013–14 year, the Association collaborated with others in the industry to plan and discuss pressing issues affecting tourism in the country. The following is a summary of some of the meetings the association attended in the country since the last Annual General Meeting in June 2013.

Security Discussions with the R.C.

Arusha, July – A regional consultative meeting was held at Olasiti Garden last year under the chairmanship of the Regional Commissioner. The meeting deliberated issues that affect Arusha region at large.

The main subject in the meeting was the issue of security because of several incidents of bombings in public gatherings.

Moshi, February – Another meeting was held in Moshi with the Regional Commissioner of Kilimanjaro to address issues raised by mountain porters regarding their welfare. The R.C. directed the association and the management of Kilimanjaro National Park to form a task force that would solve the claims of porters.

The R.C. assured the participants that the Government was taking action to protect the welfare of people and the tourism business in Arusha.

The association was represented at the meeting by the Tato's Executive Officer.

Request for Clarification on Fees

Dar es Salaam, July and October – The Chairman of the Association and its Project Officer attended a consultative meeting on fees imposed on non-consumptive wildlife utilization in game reserves, game-controlled areas and wildlife areas managed by villages.

The term non-consumptive wildlife utilization refers to tourism activities like commercial photographing, filming,



The association organized a full-day marketing seminar for directors and managers of tour companies at Sow Crest Hotel to improve the marketing skills of tour operators.

establishment of campsites, night game-drives, sport fishing and tour-guiding in these mentioned areas, apart from hunting or trapping.

The association asked the Directorate of Wildlife Division to classify and separate fees for every activity in these areas. Development of this will be forwarded to members.

Discussions with Official Agencies

Arusha, January – The meeting was held at Arusha Hotel on January 22nd this year. Participants

to the meeting were the Tanzania Tourist Board, the Ngorongoro Conservation Area Authority, the Tourism Directorate of the Ministry of Natural Resources and Tourism, and the Governing Council of Tanzania Association of Tour Operators.

Tato's concern in the meeting was on the issue of marketing and promotion of Destination Tanzania. The council urged the Tanzania Tourist Board (T.T.B.) to work closer with tour operators to get to ►►

▶ know the issues which directly affect tourism in the country. T.T.B. was also urged to maximize the tourism markets for Tanzania.

The meeting also discussed how the continuing increase of park fees and charges imposed by the local governments on tourist routes was affecting the progress of tourism in the country.

T.T.B. also informed the participants about a shortage of funds at the board and how this was affecting the promotion of Destination Tanzania.

As a public body, T.T.B. receives its funding from the Ministry of Finance but until the beginning of 2014, the board had not received 90 per cent of the approved amount for the fiscal year.

Tourism Recommendations For Kikwete

Dar es Salaam, February – The Tanzania National Business Council (T.N.B.C.) has set up a task force to prepare recommendations for the President of Tanzania on improving tourism in the country.

During the last T.N.B.C. Meeting last year, President Kikwete had requested the participants to bring recommendations which could boost tourism to contribute more significantly to the national economy

by increasing the inflow of tourists into the country, enhancing the involvement of locals in the tourism business.

The process of preparing the recommendations has started and several brainstorming sessions of the task force have been held. Tato was given a seat in the task force and our Chairman and Project Officer attended the preparatory meetings.

Trying to Improve Business Climate

Dar es Salaam, February-March

– In partnership with the private sector, the Government organised a Business Environment Lab at Kunduchi Beach Resort from February 24 to March 21 this year to develop solutions for revitalising the business climate in the country. There were six work groups in the Lab:

- Curbing corruption
- Realigning regulation and institution
- Access to land and security of tenure
- Labour laws and skills set
- Taxation and multiplicity of levies, fees and charges
- Contract enforcement, law & order.

Tato was represented by the Project Officer, Mr Kelvin Remini, who attended in the group working



Officials of the association attending a consultative meeting in Arusha early this year, members of the association also attended capacity-building seminars and workshops.

on taxation and multiplicity of fees, levies, and other charges.

Its main task was to propose solutions for the multiplicity of the charges that affect our business environment. Some of the suggestions proposed were:

The removal of the 0.15 per cent excise duty on money transfer.

The removal of the 5 per cent withholding tax on services.

The removal of the service levy
An increase in the validity of a business license from one year to five years, (the business licence now must be renewed annually).

A reduction of the medical inspection fee for Occupational Safety and Health Authority from

45,000/- shillings per worker to 10,000/- shillings.

All the Regulatory Authorities to remit all their revenue collections to the treasury and get budget allocation as do other government agencies and ministries rather than taking them from the fees they collect

The establishment of a Regulatory Impact Assessment mechanism in both central and local governments to ensure that the private sector is properly consulted in the process of formulating and reviewing policies and regulations.

Blocking the proposed V.A.T. Draft Bill from being tabled in the Parliament so as to allow for more consultation with the private sector.

Our International Participation



S.A.D.C. Workshop on Trade Barriers

Johannesburg, November – Tato made a presentation on the regulatory trade barriers that tour operators face across the countries of southern Africa at a workshop organized by the Southern African Development Community (S.A.D.C.) on the subject.

The presentation, which was

conducted by Mr. Alex Lemunge from Tato’s Management Council, also discussed the opportunities for business growth in the region.

Meeting on E.A.C. Tourism Issues

Arusha, February –The East African Community (E.A.C.) held a special meeting at its headquarters in Arusha to discuss tourism issues among the three partner states of Kenya, Tanzania, and Uganda.

One of the issues raised during the meeting was concern over Tanzania’s law that restricts tour vehicles registered in Kenya and Uganda from operating in Tanzania. After long discussions

on this matter, the delegation from Tanzania reaffirmed its support of the existing law, the Tourism Act of 2008.

The meeting also resolved that the existing regulations governing tour-guiding across borders will be used until the laws, licensing fees, and procedures have been harmonized among all partner states.

The meeting also agreed to maintain the bilateral Agreement of 1985 between Kenya and Tanzania about tourists’ crossing the border. Uganda was also advised to develop similar bilateral agreements with Kenya and Tanzania.

The participants agreed to meet again after six months to discuss bilateral agreements further.

S.A.D.C.’s Trade Negotiations Forum

Johannesburg, March – S.A.D.C.’s 21st Trade Negotiation Forum was held to discuss conditions among the member states on service trade.

The meeting discussed laws and regulations in individual countries that provide for different treatment of locals and foreign service suppliers, highlighting six areas of which such laws apply: tourism and travel-related services, financial services, energy, transport services, communication services, and construction.

S.A.D.C. is a regional economic community comprising 15 Member States: Angola, Botswana, Democratic Republic of Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe.

Visitors’ Book

Ms. Elizabeth A. Pelletreau from the U.S. Embassy March 15, 2014

The First Secretary of the Political Economic Affairs of the U.S. Embassy in Dar es Salaam, Ms Elizabeth A. Pelletreau, visited our office in March. Ms. Pelletreau reassured our Association of the support of the American government on improved business environment and wildlife security in Tanzania, particularly in the development of Wildlife Management Areas.

A Delegation from the E.A.C. Business Council February 12, 2014

A team of three officers from the E.A.C. Business Council, Mr. Andrew Luzzi Kagwa (executive director), Mr. Adrian Njau (trade economist) and Ms. Lilian Awinja (membership development manager) paid a courtesy visit to the office of the Association in February. The visitors explained why it was important for the Association to join the E.A.C. Business Council and champion the regional agenda on creating a conducive business environment in the region.

Ms. Fiona Ngesa from Kenya Tourism Board February 6, 2014

The Assistant Regional Marketing Manager of the Kenya Tourism Board, Ms. Fiona Ngesa, came to Arusha to meet the Association’s secretariat in February. Meeting at the Kibo Palace Hotel in Arusha, the guest and Tato officials discussed regional tourism in East Africa, agreeing to focus on things which unite East Africans, especially promoting domestic tourism in the region.

A Journal of Last Year's Events

Save the Elephants March

Arusha, October – Arusha was one of 15 cities across the world that hosted peaceful marches on October 4 last year as part of a worldwide campaign to save the African elephant.

The International March for Elephants aimed to raise global awareness of the illegal ivory trade and the dire impact it is having on elephant populations.

Thousands of people in Arusha, from all walks of life, backgrounds, and cultures marched united in one desperate message: “stop the ivory trade - stop killing elephants.”

The David Sheldrick Wildlife Trust initiated the global event alongside iWorry, in which the association of tour operators



Thousands of people in Arusha, from all walks of life, backgrounds and cultures, marched united in one desperate message: “Stop the ivory trade, stop killing elephants.” The march was organized by the Conservation Support Committee of the Tanzania Association of Tour Operators.



Prizes in Banner Competition

Last November, the Tanzanian Association of Tour Operators awarded three school groups day-trips to Tanzania's national parks in the northern safari circuit.

The children had participated in the March for Elephants organised

by Tato, creating striking banners with artwork that pulled at the heartstrings of everyone. Their message was vibrant: a visual cry to stop the continued slaughtering of Tanzania's elephants.

The winners for best banners were as follows:

▶▶ successfully produced the largest “March for Elephants” of all.

The David Sheldrick Wildlife Trust is a programme for rescuing and rehabilitating orphaned elephants and is also engaged with wildlife and habitat protection in East Africa. The **iWorry** campaign is a brainchild of the **trust**; it aims to protect elephants by raising awareness of the threat facing them.

The then Minister for Natural Resources and Tourism, Hon. Khamis Kagasheki, was the guest of honour at the event, and he participated in the march alongside tour operators and others. At the finishing post, he emphasized that “We are the voice of the elephants.”

The march in Arusha was organised by the Conservation Support Committee of the Tanzania Association of Tour Operators.

Tato’s Annual Gala Dinner



Arusha, December –Tato members celebrated their annual gala dinner with the then Minister of Natural Resources and Tourism, Hon. Khamis Kagasheki, 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

Tato Members in Christmas Fair

Arusha, December – A team of Tato members participated at Arusha Christmas Fair at the Heron Recreation Centre. The team attended the fair to display anti-poaching material. At the fair, the team created awareness on the plight of elephants, and provided visitors to the fair with relevant education on ongoing anti-poaching initiatives.



Tanzania’s Business Investment Climate

Dar es Salaam, July – Business organizations, Government officials, consultants, representatives from the media houses, and lobby groups gathered at Karimjee Hall for a report on the perceptions of business leaders on the investment climate in Tanzania. Tato officers attended the event, which was organized by BEST-AC, a grant giving programme that assists organisations to create a better business environment.

The factors mentioned in the report that hinder doing business in Tanzania included power disruptions, high taxation, corruption, and discrepancies in tax administration.

Following the report, the participants discussed these factors suggesting what should be done, and at the same time raised awareness to the nation.

Overall Winners – Pupils from the Watoto Foundation, who won a trip to Ngorongoro Crater. The Ngorongoro Conservation Area Authority provided complimentary entry fees. Kibo Guides Ltd. provided transport, And Beyond packed lunches, and Siringet bottled water.

First runners-up – Pupils from Upendo Friends School, who won a day-trip to Tarangire. The Tanzania National Parks (Tanapa) provided complimentary entry fees. Transport was provided by Serena Car Hire, packed lunches by This’n’That, and bottled water by Siringet.

Second runners-up – Pupils from Matim Primary School, who won a day-trip to Arusha National Park, with complimentary park fees from Tanapa. Transport was provided by Serena Car Hire, lunch by Hatari Lodge, and bottled water by Siringet.

Mr. Peter Lindstrom, the vice chairman of Tato, was one of the organisers of the day-trips.



Our Wildlife Needs Us, We Need Our Wildlife

A review of the anti-poaching campaigns of our Association's Conservation Support Committee, as presented by Vesna Glamočanin Tibaijuka, the chairperson of the committee.

Threatened by the decline of wildlife in Tanzania, the Tanzania Association of Tour Operators launched the Conservation Support Committee last August to promote awareness among our members and the public about the elephant-poaching crisis. And what anti-poaching campaigns has the committee done in the past nine months?

• Peaceful Elephant March

Held on October 4, 2013, and led by the then Minister of Natural Resources and Tourism, Hon. Khamis Kagasheki, the march was one of the global events held in some major cities in the world to draw attention to the world of the plight of elephants in Africa.

As a prelude to the march, the committee supplied articles to the local newspapers on conservation issues and, organised radio interviews and press conferences.

Please read more about the Elephant March on Pages 12.

• Anti-Poaching Banner Competition for School Children

The competition coincided with the Elephant March. Winners were given the prize of visiting some of the wildlife areas of northern Tanzania.

Please read more on this competition on Pages 12.

• Wildlife Talks

Monthly talks on conservation matters with key experts from the world of conservation. Among the invited speakers were Dr. Bernard Kissui from the Tarangire Lion Project and Dr. Edward Kohi from the Tanzania Wildlife Research Institute. Dr. Kohi talked about the recent Selous-Ruaha Elephant Census.

Members of the committee also met the general public at the annual Christmas fair in Arusha to promote the association's conservation message.



Pure Afro Travels

• Elephant Photo Competition

This was an open competition to everyone with the aim of collecting photographs for postcards and calendars to boost the campaign against elephant poaching. The competition was concluded in June and the winners were to be announced at the Karibu Travel Market Tanzania.

• Wildlife Conservation Activities at Karibu Fair

Notable guests at the conservation tent included Dr. Laly Lichtenfeld from Tanzania People and Wildlife Fund. Her project – Live Fencing of Bomas in Tarangire

Dr. Bernard Kissui from Tarangire Lion Research Initiative. His project – Lion Guardians around Tarangire

Mr. Lucas Malugu from Human

Elephant Conflicts Mitigation Project. His project – Chilly and Bee Fencing in Mikumi and Serengeti

Mr. Michael Mbithi from Lion Lights. His project – Lion Lights in Kitengela Kenya

Dr Paula Kahumbu of Kenya Land Conservation Trust and Wildlife Direct. She was the main guest conservation speaker at the fair. She was invited to the fair to share her vast experience on conservation and the campaign against elephant poaching. She is the winner of National Geographic/Buffer Award for conservation leadership in Africa.

Mrisho Mpoti, the Tanzanian poet and singer. He brought the theme of conservation to the general public with his song “Deni La Hisani” (a Debt of Courtesy).

Karibu Fair also saw the launch of Tato's anti-poaching song, “Action Not Extinction.”

How Tato's Council Worked To Advance Members' Interests

What has the association done for its members for the past 12 months? Our Executive Secretary, Sirili Akko, highlights the progress of the association in the areas of advocacy and negotiation.

Since our Annual General Meeting last June, the governing council of our Association has worked tirelessly in lobbying and planning for better business environment in the industry.

As you have seen in the minutes circulated to members, one of our areas of concern in the past few months has been our tourism business in the Ngorongoro Conservation Area. We have had several joint meetings with the management of Ngorongoro Conservation Area Authority (N.C.A.A.) concerning better management of camps and camping areas, the construction of crater roads, and the payment system.

In our meetings with the N.C.A. Authority, our prime concern has been the association's push for the N.C.A.A. to consider the need for a 24-hour permit for visitors, and our appeal for the authority to omit the use of pay-in-slips when paying entry fees to the conservation area.

On the latter issue, we requested the N.C.A.A. to stick to the card system when paying for the permit to enter Ngorongoro and avoid the current arrangement which requires us to pay in the bank and carry the pay-in-slip to the office of Ngorongoro for the credit card to be recharged. We hope to resolve this issue soon.

•
Early this year, a delegation from Tato held

a meeting with the Tanzania Private Sector Foundation (T.P.S.F.) on pressing issues in the industry including our plea to the government to adjust the tax system in the tourism business. The meeting proposed the two organs to meet the appropriate Government ministers and hold more discussions. The T.P.S.F. is the focal point for private sector advocacy and lobbying working on behalf of the private sector; an ideal tool to work with our association.

•
In the course of creating a good business environment for the members, the governing council of Tato conducted a two-day seminar in Dar es Salaam last October for members of Parliament from two Parliamentary committees: the Budget Committee and the Land, Environment, and Natural Resources Committee. Two presentations were made during the seminar: The first was on "General Business Environment for Tourism Sector in Tanzania" and the second presentation was titled; "The Tourism Business – How it is done."

Through this seminar, we have made four requests to the Members of Parliament:

1. The Government to recognize the tourism business as an export sector, automatically guaranteeing the exemption of Value Added Tax.



Tanzania National Parks

2. The Government organs overseeing the tourism sector to work in recognition of the role of the private sector, including the contributions made by Tato and its members to the nation.
3. The Government to attract more international airlines to Tanzania by reviewing the competitiveness of our landing and handling fees in comparison to our regional competitors.
4. The Government to create a conducive and favourable business environment for the growth of tourism in Tanzania.

•
After deliberations, both parties agreed to hold another session to finalize the issues for the betterment of Destination Tanzania. We hope to hold this second session after completion of the ongoing national Constitutional and Budget Assemblies.

•
Dear members, it has been 12 long months but with the correct steps towards taking our business to a better position. Let us hope for greater achievement in the next months.

TANZANIA ASSOCIATION OF TOUR OPERATORS

June 2014 Membership List

4x4 Adventures Ltd	Arusha Fortes Limited	Duma Adventure Safaris Ltd	Karibu Africa Safari Ltd
A Tent With a View	Asda Tanzania Ltd	Duma Explorer Ltd	Kearsley Tz Ltd
AAA Express Adventure Ltd	Augustine's Adventure Africa	E.T. Investments Ltd	Kenzan Wildlife Safaris Ltd
Aardvark Expeditions (T) Ltd	Authentic Tanzania Ltd	East African Voyages Ltd	Keys Hotel
Abercrombie & Kent (T) Ltd	Awaken to Africa	Eastern Sun Tours & Safaris Ltd	Kibo Guides (T) Ltd
Access 2 Tanzania	Babu's Camp	Easy Travel & Tours Ltd	Kibo Palace Hotel
Active Tanzania Adventures Ltd	Base Camp Aframax Ltd	Ecological Car Hire/Wilderness Adventures	Kigoma Hilltop Hotel Ltd
Adventure Sport & Leisure Ltd	Base Campsite Ltd	Escape Adventure Safaris Ltd	Mbali Mbali Lodge & Camps
Afric' Aventure Ltd	Benson Safaris Ltd	Fashion Tourism Investment Ltd	Kilele Savene Ltd
Africa Safari Experts Ltd	Best Northern (T) Ltd	Faune and Flora	Kilidove Tours & Safaris (T) Ltd
Africa Travel Bureau	Best Western Coral Beach Hotel	Fay Safaris Ltd	Kilitreks & Safaris Ltd
Africa VIP Travel Ltd	Blessed Africa Tours Ltd	Fikiria Tanzania Safari Ltd	Killiworrior Expeditions Ltd
African Deams Safaris	Bobby Camping Safaris Ltd	First Air Responder	King of Tanzania Safaris Ltd
African Environments Ltd	Bobby Tours Safaris Ltd	Flycatcher Safaris	Kisimangeda Tented Camp
African Horizons Ltd	Bright Safaris Ltd	Galago Expeditions Ltd	Krisha African Safaris Ltd
African Scenic Safaris Ltd	Bush Drifters (T) Ltd	Gazelle Safaris Ltd	Kudu Safaris
African Spoonbill Tours & Safaris Ltd	Bushbuck Safaris Ltd	George Mavroudis Safaris	Kwe2 Africa.com Ltd
African Trails Ltd	Calabash Adventures Ltd	Good Earth Safaris & Tours Ltd	Lacasarena Tours and Safaris Ltd
Africana Travel Tanzania Ltd	Classic Tours & Safaris Ltd	Grumeti Expeditions (T) Ltd	Lasi Tours & Safaris Ltd
Afroriginal Tours & Safaris Ltd	College of African Wildlife	Grumeti Reserves Limited	Legendary Expeditions (Ker & Downey)
Air Excel	Congema Tours & Safaris Ltd	H & A Uniques Safaris (2000) Ltd	Leopard Tours Ltd
Alex Walker Safaris Ltd	CORTO Limited	Hidden Valley Safaris Ltd	Lilac Safaris Company Ltd
Amani Afrika Ltd	Costal Travel	Hoopoe Safaris (T) Ltd	Lukuba Island Lodge
Amazing Tanzania Ltd	Daiglle Tours Company Ltd	Into Africa Eco Travel Ltd	Maasai Wanderings
Amazing Usambara Trekking Safaris Ltd	Danny McCallum Safaris LTD,	J.M. Tours Ltd	Macho Porini Ltd
AMREF Flying Doctors	Destination Tanzania Safaris (2000) Ltd	Jackpot Tours & Safaris (T) Ltd	Makasa Tanzania Safaris Ltd
And beyond Travel Ltd (Conscorp)	Dikdik Hotel Ltd	Japan Tanzania Tours	Makoa Farm Limited
Anderson's African Adventures	Discover (T) Safaris	Jenman East Africa Ltd	Mongoose Safaris (T) Ltd
Arumeru Guides Tanzania	Dorobo Tours	JMT African Heart Expeditions Ltd	Marangu Hotel Ltd
Arunga Expeditions & Safaris	Dotcom Safaris Ltd	Kampi Kampi Serengeti Ltd	Masumin Tours & Safaris

Matembezi Company Ltd
Matunda Cultural Tourism & Safaris Ltd
Maulu Tours
Mbogo Expeditions (T) Ltd
MICATO Safari (T) Ltd
Migada Adventures Ltd
Milestone Lodge and Safaris Co. Ltd
Milimani Adventure Ltd
Mount Kilimanjaro Safari Club
Multichoice Safaris Ltd
My Tanzania Information. Com
Naipenda Safaris Ltd
Nasera African Safaris
Nature Beauties Safaris Ltd
Nature Discovery Ltd
Ndutu Safari Lodge Ltd
Ngorongoro Adventure Company Ltd
Nipeleke Africa (T) Ltd
Nomad Tanzania Ltd
Nordic Travel Ltd
Northern Circuit Adventure (T) Ltd
Onsea House Tanzania Ltd
Osupuko Lodges
Pajota Safaris Ltd
Paradise Safaris Ltd
Park East Africa
Parks Adventure Limited
Pata Pata Safaris & Tours Ltd
Peacock Tours & Safaris
Pristine Trails Adv. & Safaris Co. Ltd

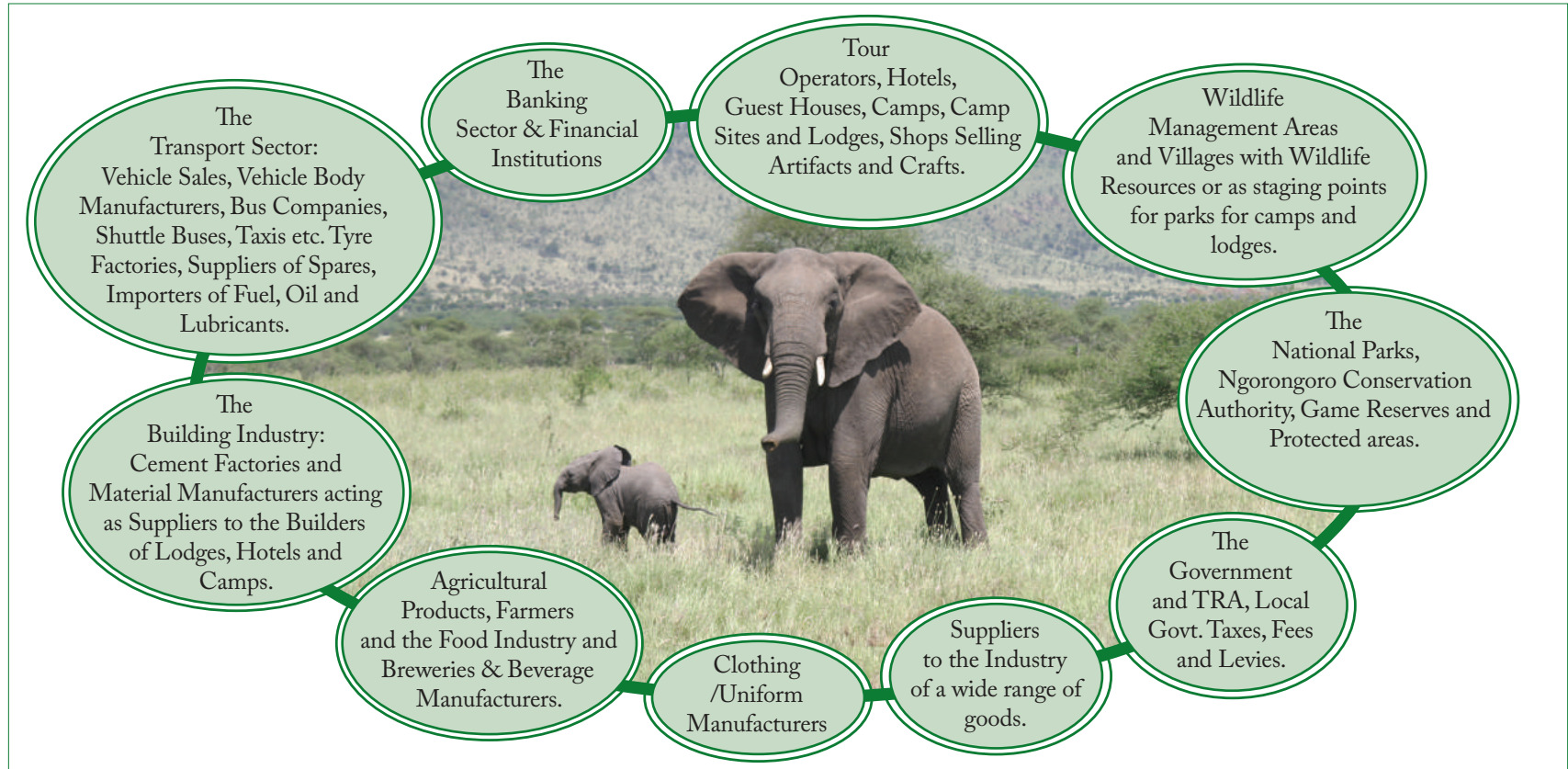
Proud Africa Safaris Ltd
Pure Afro Travels Ltd
R.A. Safaris (Real Adventure Company Ltd)
Ranger Safaris
Rift Enterprises Ltd
R.L.A.T. (Real Life Adventure Travel Ltd)
Robin Hurt Safaris
Roika Tours & Safaris Ltd
Roy Safaris Ltd
Rumangabo International Ltd
S.G. Resort Northern Adventures
Safari Big 5
Safari by Design Limited
Safari Care Ltd
Safari Crew (T) Ltd
Safari Infinity (T) Ltd
Safari Makers Ltd
Safari Multiways
Safari R US Ltd
Safari Tracks (T) Ltd
Safariland Cottages & Adventures Ltd
Sed Adventures Tours & Safaris
Serengeti Balloon Services
Serengeti Big Cats Safaris
Serengeti Pride Company Ltd
Serengeti Select Safaris Ltd
Serengeti Simba Tanzania Lodge Ltd
Shades of Africa Ltd
Shadow of Africa Ltd

Shah Tours & Travels Ltd
Shanga Shangaa Ltd
Shaw Safaris Ltd
Shella Beach Tours Ltd
Shidolya Tours
Simba Safaris Ltd
Sinyati Limited
Skylink Travel Ltd
Snow Africa Adventures Ltd (Prorata)
Summit Africa Limited
Summit Expedition & Nomadic Exp. Inc
Sunny Adventure Safaris Ltd
Sunny Safaris Limited
Swala Safaris
Takims Holiday Tours & Safaris Ltd
Tandala Expeditions
Tanganyika Film & Safaris
Tanganyika Wilderness Camp Ltd
Tanzania (2000) Adventure Ltd
Tanzania Dagt company Ltd
Tanzania DMC Ltd
Tanzania Giraffe Safaris 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 Arusha Hotel Ltd
The Exclusive Portfolio Ltd
The Map's Edge Ltd
The Plantation Lodge Safari Ltd
The Rickshaw Travel Ltd
The Tanzanite Experience
Thomson Safaris
Timeless Dream Travels Ltd
Toku Tanzania Co. Ltd
Tomodachi Tours & Safaris Ltd
Trekili Eco Expeditions Co. Ltd
Ultimate Safaris Ltd
Victoria Expeditions Safaris
Warner Safaris Ltd
Warrior Trails Ltd
Wild Frontiers Tanzania (Adogold Safaris)
Wild Spirit Africa Ltd
Wild Things Ltd
Wilderness Trails
Wildersun Safaris & Tours
Wildlands Safaris (T) Ltd
Wildlife Expedition Safaris (T) Ltd
Wildlife Explore (EA) Ltd
Wildlife Guides (T) Ltd
World Rafiki Safaris Ltd
Yembi Adventure Ltd
Zara International Travel Agency

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

Karibu Travel Market Tanzania

The Karibu Travel Market Tanzania was held from June 6 to 8 in Arusha at a new venue: the Heron Recreation Centre, north of Arusha Airport.

The exhibition attracted more than 200 exhibitors showcasing East Africa as a tourism destination and over 8000 visitors. Some of the exhibitors came from Kenya, Uganda and Rwanda, while delegates came from as far as the U.S.A., Europe and China.

The opening day was set aside for trade only, and the day ended with spectacular fireworks display, and a world class Karibu Corporate Cocktail party in a style that fitted

the occasion.

The theme of the show was “Sustainable Conservation” which included a full programme of talks and events with Dr Paula Kahumbu of Wildlife Direct as the main guest conservationist speaker. The event also saw the launch of the association’s anti-poaching song, *Action Not Extinction*.

The Tanzanian poet and musician, Mrisho Mpoti, and his troupe warmed the show with ‘*Deni La Hisani*’ (*Debt of Courtesy*) and made a call to end poaching in Tanzania.

Information supplied by Vesna Glamoćanin Tibajuka



The Karibu Fair has expanded to become East Africa’s largest exhibition of travel products and services to regional and international travel agents and tour operators.

Tato’s Calender of Events Information for Advertisers

- 10 Advertising spaces in the official calendar of tour operators
- Over 300 tour operators & travel agents to know your product
- 360 days of displaying your business to potential tourism players
- Copies to reach 60 diplomatic missions.

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 2015 edition of the calendar. The deadline for booking space and for payment is October 31, 2014.

Advert Size and Format
Size: 10 × 7 centimetres.

Photographs: One high-resolution image and logo, or logo alone

Text: 50 words or fewer, depending on the size of the photo and the ad design. Correct telephone numbers, email address, and website.

Contact:
The Production Director,
People to People Tourism Services Ltd.,
ATB House, Azimio-Sakina,
P. O. Box 11840, Arusha, Tanzania
Tel: +255 754 664 569,
Email: tatah@p2psafaris.com

Bunge Teams Demand Strong Marketing Tool for Tourism

By Mkinga Mkinga
The Citizen, October 14 2013

Dar es Salaam. Two Parliamentary committees have instructed the Tanzania Association of Tour Operators (Tato) to prepare a keen marketing strategy that would transform tourism in the country.

The order was given at a joint seminar involving the Parliamentary Committee for Budget and Lands and that for Environment and Natural Resources by Ms Ritha Mlaki (Special Seats-CCM).

She said the association should come up with a detailed tourism marketing strategy that will enable the country compete in the East African region and beyond.

The seminar was chaired by Mr James Mbatia of NCCR-Mageuzi (nominated MP) and present was also the minister for Tourism and Natural Resources, Mr Khamis Kagasheki.

"Tato must think big and support the government in running the industry effectively," said Ms Mlaki.

Earlier, Tato chairman Wilbard Chambulo said some neighbouring countries were doing better because the sector was allocated with a big marketing budget. He cited the example of Kenya which, in this financial year, has set aside a total of \$34 million to market its tourism. . .

Disappearing Jumbos Worry Wildlife Expert

By Adam Ihucha,
The Citizen, June 9, 2014

Arusha. The current generation might be the last to see elephants roaming in Tanzania and Kenya's national parks, if the poaching menace is left unchecked, threatening a multi-billion-dollar tourism industry, an expert has warned.

Dr Paula Kahumbu, executive director of the Kenya Land Conservation Trust and Wildlife, says that Tanzania and Kenya stand to suffer economically if they allow the elephant to be decimated.

"Poachers are not only killing our magnificent elephants for ivory, but also pose a real threat to our multi-billion-dollar tourism industry as elephants attract a long-haul of

tourists," Dr. Kahumbu said during the Karibu Travel Market Tanzania 2014.

The theme of this year's show taking place at the Heron Recreation Centre near Arusha Airport is "Sustainable Conservation."

Dr. Kahumbu was invited to Karibu TMT in a bid to share her vast experience on a community-based conservation and the campaign against elephant poaching in Kenya with Tanzania tourism stakeholders, mainly Tato members. The world-renowned elephant conservationist shared her fears that poaching might be an even bigger problem than what is seen in the upper crust.

Dr Kahumbu, cited the seizure on June 5th of more than 200 elephant tusks in a motor vehicle warehouse in Mombasa was a rude, but necessary awakening for Tanzania and Kenya. . .

Tato Gives 15 Motorcycles To Support the Police Force

Twiga Times, Adam Ihucha Issue 28

Driven by a public-private-partnership spirit, the Tanzania Association of Tour Operators has given a total of 15 motorcycles to the police force in Arusha for security operations in the region. According to the chairman of the association, Mr. Wilbard Chambulo, the grant is to complement

government efforts in maintaining security in the northern tourism circuit.

The new motorbikes, worth 27 million shillings, were received by the police commander of Arusha Region, Liberatus Sabas, in a hand-over ceremony that was attended by the Arusha Regional Commissioner, Mr Magesa Mulongo. On behalf of the Government, Mr. Mulongo expressed gratitude for the decision made by the association's leadership.

The association's chief of public relations

matters, Mr ZuherFazal, noted that the donation was part of tour operators' commitment to serve the community through initiatives in social responsibility.

"As the heart of the northern tourism circuit, Arusha needs an outstanding security system to build confidence in visitors and investors," Mr. Fazal noted.

The tourism industry is the source of 20 percent of the gross domestic product of Arusha Region, amounting to 2.13 trillion shillings.



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



Display of *Twiga Times* in Vakantiebeurs, Utrecht in Holland. With more than 1400 exhibitors, the Vakantiebeurs is one of the most important tourism consumer events in the world.

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.

Twiga Times in 2014/2015

3rd Edition 2014	Twiga Times Vol.29, October 2014 – January 2015
1st Edition 2015	Twiga Times Vol.30, March – May 2015
2nd Edition 2015	Twiga Times Vol.31, June – September 2015
3rd Edition 2015	Twiga Times Vol.32, October 2015 – January 2016
Tanzania Association of Tour Operators, Fire Road, CCM Building, P. O. Box 6162, Arusha, Tanzania Telephone: +255 027 2504188, Fax: +255 027 2506430 Email: tato@cybernet.co.tz Website: www.tatotz.org	People to People Tourism Services Ltd, Azimio-Sakina, ATB House P, O. Box 11840 Arusha, Tanzania Tel: +255 754 664 569 E mail: tanzaniacultures@gmail.com

Arusha Information Booklet

The *Twiga Times* team is preparing a new Arusha brochure to be named the *Arusha Guide*.

The brochure will be a comprehensive information booklet useful to visitors, international tourists, conference delegates, and other newcomers to Arusha, and northern Tanzania in general. It replaces the eight-page leaflet, "Karibu Arusha," the board prints for visitors at the moment.

The brochure will offer guidelines on how to get around Arusha, East Africa's tourism hub, and provide airline schedules, bus timetables, lists of hotels, restaurants, banks, and hospitals, plus displaying a catalogue of tour operators and travel agents.

The brochure is to come out in July and will be in circulation until January, 2015, as it will be published two times per year. Tour and hotel operators and other players in the industry are welcome to advertise, or apply for entry in the listing page.

All tour operators who are members of the Tanzania Association of Tour Operators, plus all registered hotels and airlines operating in Arusha will be sent more detailed information by email this June.

More details about the publication can be found at the Arusha branch office of Tanzania Tourist Board, the office of Tanzania Association of Tour Operators and the office of People to People Tourism Services in Sakina-Azimio, A.T.B. House.

Email contact: tatah@p2psafaris.com



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&
BETTER**



Presented by the Tanzania Association of Tour Operators

KARIBU 2015

TRAVEL MARKET TANZANIA

29th - 31st May 2015
Arusha - Tanzania

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