



2016
The Annual General Meeting
Tanzania Association of Tour Operators

INSIDE 2015-16 In Review • News Update • Membership List • Tourism Trade News



TANZANIA ASSOCIATION OF TOUR OPERATORS

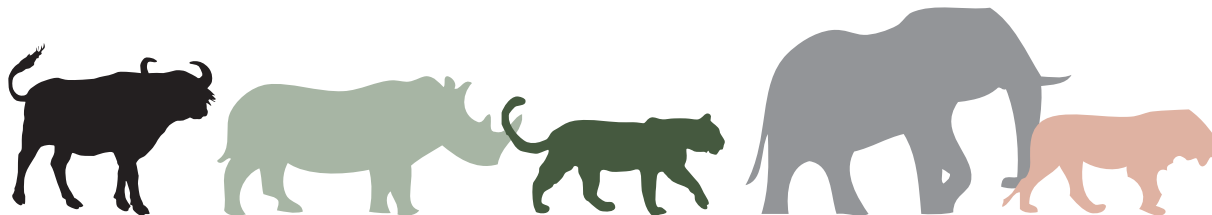


The Heart of Tanzania's Private Tourism Sector

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Contents

| | |
|---|----------|
| Welcome to the 2016 A.G.M..... | 5 |
| Tato Council Members..... | 6 |
| UsefulAddresses..... | 6 |
| Association Profile | 7 |
| 2015-16: The Year in Review | |
| Our Participation in National Forums..... | 8 |
| Our International Participation..... | 10 |
| Memories of the Year..... | 11 |
| Journal of Last Year’s Events | 12 |
| How Tato Worked to Advance Members’ Interests..... | 14 |
| Our Visitors..... | 22 |
| 2015- 16: Special Report | |
| V.A.T. on Tourism, the Issue is on the Table Again..... | 18 |
| Tourism Trade News..... | 20 |
| Notice Board | |
| Membership List..... | 16 |
| Next Karibu Travel Market..... | 23 |



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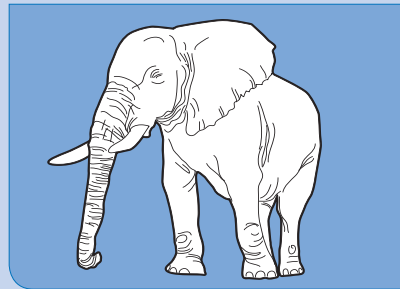
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2015-16 The Year in Review



Welcome to the 2016 Annual General Meeting

Dear Members,

Welcome to the 33rd Annual General Meeting of our Association.

This meeting starts with the onset of the tourism season and so gives us energy to look back and review how far our Association has brought us in the past 12 months.

In this review, we highlight our recommendations to the Government through the T.N.B.C. Report on conservation of our wildlife and promotion of tourism in the country. The T.N.B.C. (Tanzania National Business Council) is a business assembly that brings together public and private sectors to discuss and address business issues. The report was compiled by a task force of 16 members selected from a wide-range of tourism players in the country and has good recommendations on how to improve things in the tourism sector.

All in all, full details on how the Council has worked for a better business environment in the industry is in the message of the Executive Secretary on Page 8 and 9 of this review. We have also expressed our reaction to the recent proposal of the Government to impose the Value Added Tax (V.A.T.) on tourism services that would affect the growth of tourism in the country.

Like last year, we have not stopped our war against poaching. This time, our Association has attended several meetings aiming to involve communities around protected areas in the endeavour of conservation. Some notable forums the Association attended recently include the seminar on economic policies for community-based conservation in Tanzania organized by the Protect Project of the United States Agency for International Development; and the international conference on safeguarding African World Heritage co-organized by the Unesco World Heritage Centre, and Tanzania and China. More information about these meetings is summarized on page 14 and 18.

As will be seen throughout this review, the past year has been a period of hard work to improve the tourism business in the country. 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 2016 Annual General Meeting.



Sirili Akko
Executive Secretary,
Tanzania Association of Tour Operators



The 2015 - 16 Governing Council Of Tanzania Association of Tour Operators



Mr. Wilbard Chambulo



Mr. Sirili Akko



Mr. Peter Lindstrom



Mr. Zuher Fazal



Mr. Seamus Bennett



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About the Association

Vision

To become a strong and respected association that fully meets the needs of its members.

Mission

To unite, promote and give tools to local and international individual Tour operators to put Tanzania in the world Map, as most unique place for tourist destination globally.

Strategic Objectives

- To promote and facilitate members to provide marketable tourist services into local and international market.
- To act as a link between the members, government and its institutions in 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 community, and to protect the interest of individual tourists.
- To carry out feasibility study and research, and manage programmes and projects for the development of tourism in the country.

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.

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 Participation in National Forums

A Meeting to Discuss the Operations of N.E.M.C.

Arusha, July 27, 2015 - Our Association convened a one-day meeting with officials from the National Environment Management Council (N.E.M.C.) to discuss proper ways of conducting an “environmental monitoring operation” of tourism properties. The operation was going on at the time of the meeting.

The participants agreed to let the inspectors of N.E.M.C. have access to hotels and other properties of tour operators while waiting for another meeting to decide how to conduct the exercise in the future.

N.E.M.C. is a government agency with the main role to provide advice on matters pertaining to environmental conservation and management and is responsible for the protection and sustainable use of natural resources in Tanzania.

The meeting was held at the Arusha Hotel, and was attended by 44 participants including representatives from Ngorongoro Conservation Area and Tanzania National Parks.



Tanzania Association of Tour Operators

A Meeting to Improve the Tourism Sector

Dar es Salaam, September 2, 2015 – Representatives from the Association attended the eighth meeting of the Tanzania National Business Council (T.N.B.C.) held in Dar es Salaam. The T.N.B.C. is a business assembly that brings together public and private sectors to discuss and address business issues.

Among other things, the meeting received a report on conservation of our wildlife and promotion of tourism in the country presented by a task force of 16 members selected from a wide-range of tourism players

The Chairman of the Association, Mr. Wilbard Chambulo, addressing one of the T.N.B.C. meetings in Dar es Salaam

in the country. The participants to the meeting discussed the report and adopted its recommendations.

Another major decision made during the meeting was to include the tourism sector in the Presidential Delivery Bureau. The bureau analyses development issues closely and at national level.

The ninth T.N.B.C. Meeting was held on October 2, also in Dar es Salaam, and its main task was to address some of the issues that were not completed during the eighth meeting.



A section of the audience attending the A.G.M. of June 2015.

A Meeting of Tour Guides and Porters

Moshi, December 12, 2015 – The Ministry of Natural Resources and Tourism and the Ministry of Labour organized a meeting with companies involved with climbing tours to discuss the welfare of mountain guides and porters.

The meeting stressed the importance of all mountain crew to have proper employment contracts as indicated by the Ministry of Labour. The meeting agreed that work contracts between employers and the mountain crew could differ according to the size and nature of companies employing them. The only thing which was to remain the same



Community Meeting On Wildlife Management.

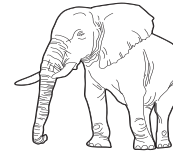
Arusha, January 15, 2016 – A meeting on policy priorities and initial action planning on Community Wildlife Management Areas (W.M.A.) was convened by Northern Tanzania Range Initiatives.

The Northern Tanzania Rangelands Initiative is a collaborative effort of local

development enterprise and conservation groups to achieve sustainable land use practices in order to safeguard the functioning of key ecosystems of northern Tanzania through investing in communal land and natural resources. The initiative seeks to achieve this by enhancing the integration of pastoralist and hunter-gatherer livelihood systems with the maintenance of key biodiversity and ecosystem services.

During the meeting, there were lengthy discussions on various issues concerning the challenges of running the Wildlife Management Areas in northern Tanzania.

The meeting was held at the Nature Conservancy office at Olasiti in Arusha.



A Seminar on Community-Based Conservation



Dar es Salaam, May 2016 – The Association was invited to attend a two-day seminar on economic policies for community-based conservation in Tanzania organized by the Protect Project of the United States Agency for International Development.

Protect (which stands for Promoting Tanzania's Environment, Conservation, and Tourism) is a five-year project launched in June last year with the aim of improving capacity for conservation and combating wildlife poaching throughout Tanzania. The objectives of the project include strengthening policies and institutions to effectively manage wildlife resources, enhancing the effectiveness of the law enforcement, and encouraging cooperation between civil society and the government.

The seminar involved organizations engaged in tourism and wildlife protection, and our Association was represented by Mr. Henry Kimambo from the governing council.



P2P Tourism Services

A Meeting on Customer Care at the Airport

Kilimanjaro, February 18, 2016 – The airport authority of Kilimanjaro International Airport invited the Association to a one-day meeting in February to discuss the right procedures for handling departing tourists found with illegal trophies at the airport.

The meeting was chiefly to find a new approach that could save embarrassment to departing tourists who during their safari bought or obtained items that should not have been taken away. The airport authority made the following suggestions:

- The Wildlife Division in

collaboration with tour operators to inform tourists during their safaris of trophies which they should not possess or take away.

- The Wildlife Division to place well-educated staff to work at the airport throughout the day to avoid delay to tourists in case of anything.
- If possible the Wildlife Division to maintain prices for trophies, and also issue certificate of ownership at the airport so that issues arising at the time of departure may not take too long to solve.

The meeting was held at the offices of Kilimanjaro International Airport and was attended by the Tato secretariat and other players in the tourism industry.

was the proposed minimum wage scale set by the government, where the payment for a porter is U.S. \$10, with guides getting at least \$20 a day and cooks \$15.

The meeting was attended by representatives from the Tato secretariat.

Our Participation in International Forums

A Meeting on Culture and Creative Industries



Dar es Salaam, February, 2016
– The Executive Secretary of Tato,

Mr. Sirili Akko, represented the Association at “Networking for Sustainability Forum,” organized by the European Union in Dar es Salaam. The aim of the event was

to bring together projects related to culture and creative industries, most of which are donor-funded. The meeting also aimed at expanding the participants’ horizon by connecting them with successful initiatives from the creative economies of East and Southern Africa.

During the meeting, the Executive Secretary gave a presentation on the success of Tato and its Karibu Fair, with the aim of inspiring the participants with examples of best practices for donor-funded projects.

The event was held through the support of the European Development Fund.

Sustainable Development. Presentations covered pressing contemporary issues such as environmental sustainability, inclusive social and economic development, and fostering peace and security through heritage safeguarding.

On the final day of the conference at the World Heritage site of Ngorongoro Conservation Area, the participants adopted a declaration reaffirming the importance of heritage for preserving and promoting culture, and as a driver of sustainable development. Recognizing the need for sustainable solutions to the many challenges facing Africa, including climate change, natural and human-made disasters, populations growth, rapid urbanization, destruction of heritage and environmental degradation; the declaration calls on African nations to develop and implement policies that promote heritage, prevent conflicts and restore peace and security, promote social cohesion and involve local communities, particularly women and youth.

The conference was opened by the Prime Minister of Tanzania, Hon. Kassim M. Majaliwa.

A Meeting on Destination East Africa

Kigali, February 3-4, 2016
– The East Africa Tourism Platform (E.A.T.P.) hosted a meeting to discuss the vision of East Africa as a single tourism destination.

The meeting brought together executive directors from the private sector, representatives from national tourism associations, and officials from tourism boards from the East African countries of Burundi, Rwanda, Kenya, Tanzania, and Uganda.

Since the E.A.T.P. fosters private/public sector collaboration in matters of tourism in the region, the meeting enabled policy-makers and participants from the private sector to discuss challenges and opportunities of developing tourism in the region. During the meeting, the participants also agreed to

recognize the Karibu Travel Market Tanzania as the official tourism fair in the region.

The East Africa Tourism Platform is a private sector body for tourism in East Africa, working towards promoting the interest and participation of the private sector in the integration process of the East African Community. The vision of the platform is to create and promote a vibrant and diverse single tourism destination. The platform promotes tourism in the region through advocacy, marketing, skills development, research, and information sharing.

The meeting took place at Elevate Suites in Kigali, Rwanda.



The Ngorongoro Declaration



Ngorongoro, May 31 to June 3, 2016 - Experts from nearly 40 countries, including 12 outside the Africa region, gathered in Arusha for the international conference “Safeguarding African World Heritage as a Driver of Sustainable Development” co-organized by the Unesco World Heritage Centre, and Tanzania and China.

The discussions that took place during the four-day conference reflected the concern for “planet, people, prosperity and peace,” considered of critical importance by the 2030 U.N. Agenda for



Memories of the Year



Tato's Annual Gala Dinner

Arusha, December 12 – Members of the Association held their annual gala dinner at Mt. Meru Hotel with Mr. Felix Ntibenda, the Arusha Regional Commissioner, as guest speaker. The aim of the event was to bring tour operators closer to policy-makers in to build a relationship that would boost tourism in the country.

The event was attended by 155 people, most of them members of the Association. Among the government officials who accompanied the



Regional Commissioner were the Regional Security Officer, the Regional Police Commander, and Arusha District Commissioner.

Familiarization Tour of the Udzungwas

Morogoro, April 8-11 – Tour operators from Arusha and Dar es Salaam attended a four-day familiarization tour of the Udzungwa Mountains that was organized by the owners of Udzungwa Falls Lodge. The aim of the trip was for tour operators and safari planners to see the attractions and accommodation facilities of this part of southern Tanzania. Essentially, the trip was to nourish and enable tour operators to sell Udzungwa Mountains National Park in their safari packages.

The tour included hiking to Sanje Waterfalls, which drops 170m from the forested mountains; exploring the endemic vegetation and wildlife of the Udzungwas; and touring Mikumi National Park. Udzungwa Mountains National Park lies between the regions of

Morogoro and Iringa, close to Mikumi on the highway from Dar es Salaam to Iringa. It faces the vast Selous Game Reserve to the east.



The Udzungwas wear many faces of tourism: photography, camping, wildlife-viewing, forest exploration, hiking, bird-watching, and swimming.



Karibu Travel Market Tanzania

Arusha, May 27-29 - The 17th Karibu Travel Market was held in Arusha at Magereza Grounds, next to Arusha Airport.

The theme of the fair was Responsible Tourism in Tanzania. A round-table discussion organised by the Association and Arusha Alliance Française highlighted how promoting responsible tourism in Tanzania and encouraging multi-lingual ability to tour guides could enhance the development of the industry in the country.

ast Year's Events



The Minister of Natural Resources and Tourism, Hon. Jumanne Maghembe (centre), officiating the opening of the 17th Karibu Travel Market at Magereza Grounds on May 27, 2016.

The fair also hosted a delegation of Chinese tour agents and businessmen who came to the country to meet Tanzanian tour operators to discuss ways of collaborating in the tourism business. The visitors also toured some of the tourism attractions of the country, including Tarangire National Park and Ngorongoro Crater.



The fair attracted more than 150 exhibitors from 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 Association used the fair to specifically request the Government through the Minister of Natural Resources and Tourism, who was the Guest of Honour at the event, to expeditiously

Some of the Chinese delegates to 2016 Karibu Travel Market. The exhibition enabled international visitors and overseas travel agents to meet and network with members of the tourism industry in the region.

work on the recommendations from the tourism task force formed during the recent meetings of Tanzania National Business Council. One of the recommendations proposed by the task force was for the Government to introduce a one-stop centre for collecting taxes, levies, penalties, and licence subscriptions from the tour operators.

How Tato's Council Worked To Advance Members' Interests

Our biggest task since the last A.G.M. was completing a special tourism report, through the Tanzania National Business Council (T.N.B.C.), proposing to the Government and President of Tanzania practical ways to tackle issues of conservation of our wildlife and promotion of our tourism. Composed by a task force of 16 members selected from a wide-range of tourism players in the country, the T.N.B.C. Report principally stipulates seven fundamental issues limiting the realization of the potential of the tourism industry, and suggests recommendations. These issues include:

- Destruction of natural assets especially in the form of poaching, dynamite fishing, and human encroachment in protected areas
- Skills-gap, especially where the output from training institutions does not meet the requirements of the industry.
- Multiplicity of taxes, levies, and fees in the tourism business
- Limited tourism infrastructure especially in the development of airports, and lack of a reliable national airline
- Inadequate marketing and branding of our attractions
- Inadequate vision for the tourism sector
- Incoherent policies, institutions, and regulations

Regarding poaching, the report recommends

bringing back Operation Tokomeza as the best way to curb the killing of elephants and rhinos. The operation was conducted in October and November, 2013, when more than 2,300 security personnel from the defence force, local police, special anti-poaching militias, and wildlife rangers stepped up enforcement of a ban on wildlife poaching. Tato's Council believes the operation should be re-introduced to end for good the menace of poaching.

In order to enable efficient running of protected areas, the T.N.B.C. Report suggests that the Government introduce public-private partnership in managing tourism resources, as with the successful program in Chumbe Island in Zanzibar. About the issue of skills-gap in the industry, the report recommends that the Government develop the National College of Tourism in Dar es Salaam into a centre of excellence through support of international managerial and teaching expertise.

For a long time, the issue of taxes has been a big concern of the Council. While the T.N.B.C. Report advises the Government to streamline all taxes, and while in 2014 the Council successfully advised the Government not to impose V.A.T. on tourism services, the members were dismayed to hear that the proposal had been revived in the recent national budget presentation in Parliament. Disappointed by this turnaround, the Council convened an extraordinary meeting on June 10, and hastily informed the public how this

V.A.T. issue could affect the tourism industry in Tanzania, which is already an expensive destination.

Many Tanzanians and the news media have criticised the Government plan, as shown in selected extracts on the next pages. As this A.G.M. publication went to press, the Executive Secretary rushed to Dodoma with a delegation of five members to meet the budget committee about this V.A.T. issue and we expect him to give us the report on this during the meeting.

Apart from taxes, the Council, through the T.N.B.C. Report and during several meetings with the authority, has continued to request the Government to implement a new marketing strategy, to introduce lower off-season park fees, to increase private-sector representation on all tourism and wildlife boards, to facilitate privatization of the national airline through public-private partnership, and to reduce visa-processing time on arrival to 15 minutes.

Recognizing that the national tourism policy is over 15 years old, the report suggests that new policy be established because tourism today has undergone many changes. The report also recommends formulation of a 10-year development programme specifically for the tourism sector, and to review the tourism policy to articulate new vision and direction.



The delegation from the Association that rushed to Dodoma to advise the parliamentary budget committee to skip implementing the proposed V.A.T. on tourism services this fiscal year. From left to right: Sam Diah, Hendry Kimambo, Joseph Mwema, Sirili Akko, and Hendry Kimambo

that it gave him a stepping stone to start improving things in the new ministry he had been appointed to serve. He further reassured the members that he would speak to every association and organisation involved in tourism so that he could understand better all issues affecting the industry.

The Minister also met the members and the secretariat at the Karibu Market Fair on May 27th, when he was invited to officiate at the opening of the event on behalf of the Prime Minister. During the opening ceremony, the Executive Secretary took the opportunity to remind the Minister again about expeditiously implementing the recommendations of the T.N.B.C. Report.

Dear members, the focus of our Association is to pursue the interests of its members by providing advice and information to the Government and its institutions on matters related to the tourism industry. The aim is to create good environment for tour operators and other players in the industry to do their tourism business with ease. Let us hope the Minister will act on our suggestions and wishes. Let us also hope for greater achievement after this A.G.M.

Thank you and best wishes in your business,

Sirili Akko
Executive Secretary
Tanzania Association of Tour Operators

Tato's Council organised a meeting between Tato members and the Hon. Jumanne Maghembe a few weeks after his appointment as Minister of Natural Resources and Tourism, and the members of the Association, together with other players in the tourism industry, to air issues affecting the development of tourism in the country. During the meeting, the participants again presented to the new Minister how the poaching crisis was adversely affecting the image of Tanzania as a wildlife tourism destination. In a statement presented by Mr. Richard Rugimbana, the

Executive Secretary of the Tourism Confederation of Tanzania, of which Tato is a member, the Minister was informed how disappointing it is for Tanzania to lead in Africa in natural resources but lag behind in the business of tourism.

By and large, during this first meeting with tour operators, Minister Maghembe was given a copy of the T.N.B.C. Report for action. Originally, the report had been presented to then President Jakaya Kikwete in September, 2015, and then to his successor, President John P. Magufuli, in November.

The Minister accepted the report and remarked

TANZANIA ASSOCIATION OF TOUR OPERATORS

2016 Membership List

| TOUR OPERATORS | | | |
|---|---|--|---------------------------------------|
| Abercrombie & Kent (T) Ltd | Anderson's African Adventures | Endallah Cultural Tours Ltd | Kilimanjaro Outfitters Ltd |
| 4x4 Adventures Ltd | Ang'ata Camps (2015 & 2016) | F.K. Cultural Tours & Safaris Co. Ltd | Kudu Safaris |
| A Tent With a View | Arumeru Guides Tanzania | Fashion Tourism Investment Ltd | Legendary Expeditions (Ker & Downey) |
| AA Kilimeru Treks & Safaris Ltd | Arusha Fortes Limited | Faune and Flora | Leopard Tours Ltd |
| AAA Express Adventure Ltd | Augustine's Adventure Africa | Fay Safaris Ltd | Livets Resa Ltd |
| AARDVARK Expeditions (T) Ltd | Babji Tours & Safaris Ltd | Firelight Safaris Ltd | Lomo Tanzania Safari Ltd |
| Access 2 Tanzania | Base Camp Afromaxx Ltd | Flash Safaris & Photographic Ltd | Maasai Magic Safari Co. Ltd |
| Adventure Sport & Leisure Ltd | Base Campsite Ltd | Flycatcher Safaris | Maasai Wanderings |
| Afric' Aventure Ltd | Benson Safaris (T) Ltd | Foxtrot charlie Ltd | Macho Porini Ltd |
| Africa Safari Experts Ltd | Bobby Tours Safaris Ltd | Furahia Tanzania Safari & Trekking Ltd | Makasa Tanzania Safaris Ltd |
| Africa Travel Bureau | Bushbuck Safaris Ltd | GALAGO Expeditions Ltd | Makoa Farm Limited |
| Africa VIP Travel Ltd | Cheli & Peacock (T) Ltd | Good Earth Safaris & Tours Ltd | Mangoose Safaris (T) Ltd |
| African Deams Safaris | Classic Tours & Safaris Ltd | Green Foot Print Adventures Ltd | Marangu Hotel Ltd |
| African Environments Ltd | Congema Tours & Safaris Ltd | Grumet Expeditions (T) Ltd | Masumin Tours & Safaris |
| African Greenland Safaris Ltd | CORTO Limited | Grumet Reserves Limited | Matembezi Company Ltd |
| African Horizons Ltd | Daigle Tours Company Ltd | H & A Uniques Safaris (2000) Ltd | Maulu Tours |
| African Quest Safaris Ltd | Danny McCallum Safaris LTD, | Hidden Valley Safaris Ltd | Migada Adventures Ltd |
| African Scenic Safaris Ltd | Destination Tanzania Safaris (2000) Ltd | Hoopoe Safaris (T) Ltd | Mind and Soul |
| African Trails Ltd | Dikdik Hotel Ltd | Intrepid Guerba Tanzania Limited | Mount Kilimanjaro Safari Club |
| Afroriginal Tours & Safaris Ltd | Discover (T) Safaris | It Started In Africa Ltd | Multichoice Safaris Ltd |
| AF-TR Tanzania ltd (African Travel (T) Ltd) | Dorobo Tours | J.M. Tours Ltd | Nature Discovery Ltd |
| Alex Walker Safaris Ltd | Dotcom Safaris Ltd | Jackport Tours & Safaris (T) Ltd | Nature Explore Ltd |
| Allen Tanzania Safaris Ltd | Duma Adventure Safaris Ltd | Japan Tanzania Tours | Natures Cradle Holidays & Safaris Ltd |
| Amani Afrika Ltd | E.T. Investments Ltd | JMT AFRICAN HEART EXPEDITIONS LTD | Ngorongoro Adventure Company Ltd |
| Amazing Tanzania Ltd | Earthlife Expeditions Company Ltd | Kearsley Tz Ltd | Nomad Tanzania Ltd |
| Amazing Usambara Trekking & Safari Co. Ltd | East African Eagle (T) Ltd | Kenzan Wildlife Safaris Ltd | Pajota Safaris Ltd |
| Andbeyond Travel Ltd (CONSCORP) | Eastern Sun Tours & Safaris Ltd | Kessy Brothers Ltd | Paradies Safaris Ltd |
| | Easy Travel & Tours Ltd | Keys Hotel | Parks Adventure Limited |
| | Ecological Car Hire/Wilderness Adventures | Kibo Expeditions & Chartable Co. Ltd | Peacock Tours & Safaris |
| | Elyon Tours Tanzania Ltd | Kibo Guides (T) Ltd | |

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| RA Safaris (Real Adventure Company Ltd) |
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| Restoration Safari Ltd |
| Rift Enterprises Ltd |
| Robin Hurt Safaris |
| Roika Tours & Safaris Ltd |
| Roy Safaris Ltd |
| Rumangabo International Ltd |
| Safari Big 5 |
| Safari Crew (T) Ltd |
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| Safariland Cottages & Adventures Ltd |
| Safari-R-US Ltd |
| Savanna & Ocean Explorers Ltd |
| Savannah Tours Ltd |
| Sed Adventures Tours & Safaris |
| Serengeti Balloon Safaris |
| Serengeti Big Cats Safaris |
| Serengeti Pride company Ltd |
| Serengeti Select Safaris Ltd |
| Sg Northern Adventure Ltd |
| Shades of Africa Ltd |
| Shadow of Africa Ltd |
| Shah Tours & Travels Ltd |
| Shaw Safaris Ltd |
| Shella Beach Tours Ltd |
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| Sideby Africa Adventure Safari (T) Ltd |
| Simba Safaris Ltd |

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| Skylink Travel Ltd |
| Summit Africa Limited |
| Summit Expedition & Nomadic Exp. Inc |
| Sunny Adventure Safaris Ltd |
| Sunny Safaris Limited |
| Swala Safaris |
| Takims Holiday Tours & Safaris Ltd |
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| HOTELIERS |
| Asilia Safari & Lodge Ltd |
| Best Western Coral Beach Hotel |
| CL Tanz Camps Ltd |
| Good Safari Arusha Villa Ltd |
| Kibo Palace Hotel |
| Kisimangeda Tented Camp |
| Ndutu Safari Lodge Ltd |
| ONSEA House Tanzania Ltd |
| Osupuko Lodges |
| Serengeti Simba Tanzania Lodge Ltd |
| Sinyati Limited |
| The Arusha Hotel Ltd |
| The Plantation Lodge Safari Ltd |
| Tortillis Tanzania Ltd |

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|-----------------|
| AIR LINE |
| Air Excel |

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|---|
| AFFILIATE |
| AMREF |
| Blue Bay Company Ltd |
| College of African Wildlife |
| Culture Arts Centre - Tumaini University Makumira |
| Hanspaul Automechs Ltd |
| JW Seagon & Co. Ltd |
| Nipeleke Africa (T) Ltd |
| RADIO WAVE COMMUNICATIONS |
| Shanga Shanga Ltd |
| Toku Tanzania Co. Ltd |
| UBON SAFARI LTD |
| Uhuru Travel & Tours Ltd |
| U-Track Ltd |

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V.A.T. on Tourism Services The Issue Is on the Table Again

As you might all remember, one of the issues threatening the progress of our business in 2014 was the Government's plan to impose Value Added Tax (V.A.T.) on tourist services. We thought that plan was finished, but now it has returned.

In 2014 the Association worked hard to stop this move. In September, 2014, 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, then the 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 Council members, met the Parliamentary Budget Committee in Dar es Salaam and again explained the impact of imposing V.A.T. on tourism, as explained previously to the Minister.

The two meetings yielded good results: the Government withdrew the proposal to impose the

Tanzania: Budget 2016 – Tough Package Will Hit Tourism Hard

By Zephania Ubwani,
The Citizen, Friday, June 10, 2016

The Value Added Tax (V.A.T.) imposed on tourism services sent shock waves in the industry with tour operators urging the authorities to reverse the tax plan.

As Tanzania reinstates the 18-per cent charge, Kenya has announced to have a zero-V.A.T. in the sector.

The Executive Secretary of the Tanzania Association of Tour Operators, Mr. Sirili Akko, warned the plan could force a downward trend in the multi-billion dollar sector.

By reinstating V.A.T. in tourism business, he said, Tanzania which is already an expensive destination, would not only be shunned by

foreign visitors, but also enable close competitors such as Kenya take advantage of the situation.

Tanzania is already marked as an expensive destination because it has not joined the East Africa single-visa scheme, which Kenya, Uganda, and Rwanda are implementing, and V.A.T. will accelerate the cost of visiting the country. International visitors pay \$100 for the single entry visa to all the three nations (Kenya, Uganda and Rwanda), but pay the same to Tanzania alone.

Presenting the 2016/17 budget proposals before the Parliament, the Finance and Planning Minister, Dr Phillip Mpango, said the Government would impose V.A.T. on tourism services, including supplies of tourist guiding, game-driving, water safaris, animal and bird watching, park fees, and ground transport services in the next fiscal year.

- Source: www.thecitizen.co.tz

Tourism Players Worry About V.A.T. on Services

Daily News Reporter, *Daily News, June 13, 2016*

Tourism players have expressed concerns over Government plans to impose Value Added Tax on tourism services saying the move will be inimical to the growth of the sector which currently leads in foreign exchange earnings.

The Executive Secretary of Tanzania Association of Tour Operators, Mr. Sirili Akko, said in a statement that the V.A.T. plans for tourism industry would be counterproductive and would hamper growth of the sector, which contributes more than 17 per cent of the total economic output.

"The Tanzania Association of Tour Operators wishes to express serious concerns on the negative consequences of the tax measures on the tourism



tax on tourism services.

Strangely, and without notice, on June 8 when presenting the 2016/17 budget proposals before the Parliament, the Finance and Planning Minister, Dr Phillip Mpango, said the Government would impose V.A.T. on tourism services in the next fiscal year.

Here are some immediate reactions in the media to this unexpected government plan, (only extracts):

Visit the website of the Ministry of Finance and Planning to view the whole 2016/17 budget speech www.mof.go.tz

industry which currently contributes more than 17 per cent of the Gross Domestic Product,” he said in the statement.

Unveiling the 2016/2017 Government budget proposals in Parliament in Dodoma on Wednesday, the Finance and Planning Minister, Dr Phillip Mpango, said the Government would impose V.A.T. on tourism services, including supplies of tourist guides, game-driving, water safaris, animal or bird watching, park fees, and ground transport services in the coming fiscal year.

The Executive Secretary said his Association was urging the government to reconsider the plan for V.A.T. on tourism services as that would risk the reputation of Tanzania as a reliable safari destination, and also cautioned that it would have long-term negative consequences which would not be easy to correct.

“We wish to further explain that the impact would affect employment and entire value chain particularly from ordinary people’s point of view,” he said.

Tourism is the leading sector in generating foreign exchange for Tanzania. Available statistics indicate that it attracted an income of 2.04 billion U.S. dollars last year, up from 1.9 billion dollars in 2014.

- Source: dailynews.co.tz/index.php/busines

T.T.B., Tasota, and Tato, Please Shout Down on V.A.T.

By M.P. Admire, Jamii Forum, 13 June, 2016

Tourists will go to South Africa, Namibia, Botswana and Mauritius
T.T.B., Tasota and Tato, please talk to the public and explain details of travel package.

And how multiple taxes are affecting airlines, safari cars, hotels, etc.
The number of tourists has gone down; tourism is not doing well compared to Mauritius, South Africa, Botswana, Namibia . . .

If some few countries do charge V.A.T., their park entrance fee is very low.
A tourist package includes a 4x4 safari car, lodges, air ticket and government levies.
A Safari car uses fuel, and already 18 per cent V.A.T. is paid on fuel . . .

Landing fee at the airport is very high in Tanzania . . .
Why flight tickets from Europe to Africa, or from the U.S.A. to Africa is cheaper in Kenya and Rwanda?

Flight fares to Tanzania are very expensive . . .
Do you know why tourists land in Nairobi before coming to Tanzania?

Agriculture will be affected . . . the tourism business will collapse and agricultural produce will not get market . . .

The Tanzanian shilling will drop in value, due to less dollars.

The Economy will drop . . .

Where is T.T.B. to advise the Government?

- Source: www.jamiiforums.com

Tourism Trade News

A Loan from the World Bank For Southern Tourism Circuit

The Deputy Minister for Natural Resources and Tourism, Mr. Ramo Makani, has informed Parliament that the World Bank, through the International Development Association, has awarded Tanzania a loan of \$100 million to improve tourism in southern Tanzania. Mr. Makani told Parliament that the money would be spent in a five-year project starting next year for improvement of infrastructure and promotion of tourist attractions in the area.

The project is also part of the World Bank plan to help Tanzania reach the target of 8 million visitors a year by 2025. The plan focuses on diversification of geographic locations and tourism segments, integration of tourism activities at existing attractions, and improvement in the quality of governance in the tourism sector. Currently the country receives just above 1 million visitors per year.

No Pension Withdrawals Before Retirement Age

The director of Legal Services at the Social Security Regulatory Authority, Mr Onorius Njole, recently announced in Dar es Salaam that the Government plans to introduce an unemployment benefit scheme under which people who quit jobs before the age of retirement will be barred from withdrawing the whole of their contributions from pension funds. Instead, the pension funds will be required

to give only a certain percentage each month to people as they look for new jobs.

According to Mr Njole, research and assessment on how the unemployment benefit scheme will be applied have been completed, and a bill has been drawn up ready for tabling in Parliament. According to the bill, full withdrawals of contributions will be considered only when an employee can prove that he or she will never be employed again or is leaving the country.

The Tanga-Uganda Pipeline Will Bypass Serengeti

The long-proposed oil pipeline to link the port of Tanga to Lake Albert Basin in Uganda will not cut through Serengeti National Park as some online groups have been speculating.

An official release from the office of the Executive Director for Tanzania Petroleum Development Corporation (T.P.D.C.) has

stipulated clearly that the pipeline, whose diameter will be 24 inches (61cm), will not pass through human settlements, hills, and conservation areas, including game reserves and national parks. According to the T.P.D.C. statement, the pipeline will start at Hoima in the Lake Albert basin, where an oil extraction and refinery plant is to be built, enter Tanzania through Kagera Region, and cross Singida in central Tanzania on the way to Tanga at the

coast.

Activists recently started online campaigns aimed at stopping the proposed Uganda-Tanzania oil pipeline after some designs showed it could cut through Serengeti National Park.

The construction of the pipeline is planned to start this year..

A New Bridge to Boost Tourism In the Southern Beaches of Dar

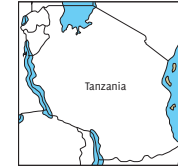
President John Magufuli has opened a cable-stayed bridge, described as East Africa's longest, to connect the central business district of Dar es Salaam with the city's southern coast, easing congestion on ferries.

The 680m, eight-lane bridge also links the city centre to an area across Kurasini creek planned in 2010 to build a satellite city, known as the Kigamboni New City, and with the beaches of southern Dar

es Salaam. The bridge complements the Kivukoni ferry which, until the inauguration of the new bridge was the only quick link, between the city centre and the southern coast of Dar es Salaam.

At a ceremony to open the bridge on April 19, this year, President Magufuli said the bridge would promote new investments in tourism, industry, and business outside Dar es Salaam city centre. President Magufuli has also proposed that the bridge be named after Julius Nyerere, Tanzania's founding president.

New Slogan, New Website For Tanzania Tourism



Tanzania, the Soul of Africa is the new slogan for branding Tanzania's tourism potential. The old slogan was "Tanzania: the Land of Kilimanjaro, Zanzibar and the Serengeti."

The new slogan was released at Hyatt Hotel in Dar es Salaam on September 4 last year by Hon. Jakaya Kikwete, before the end of his presidency. During the event, Hon. Kikwete also inaugurated a new website for destination Tanzania: www.tanzaniatourism.info

The event was attended by the chairman of our Association, Mr. Wilbard Chambulo, and our Executive Secretary, Mr. Sirili Akko.

The Expatriate's Fee, Tanapa Explains

The authority of Tanzania National Parks (Tanapa) has clarified on the application of the new park-entry permit, resident's/expatriate's permit, for foreigners residing in Tanzania, which was not well-understood when it was first introduced in July 2013.

According to a press release from Tanapa issued in May this year, the expatriate's permit, or expatriate's fee, is a special reduced park-entry fee (conservation fee) for foreigners living in Tanzania, or those on long-term duties in the country. While the normal park-entry fee for a tourist to get into Serengeti is

\$60, a foreigner working in Tanzania can now pay only half of this amount as expatriate fee.

This special rate is applicable to only those foreigners residing in Tanzania and holding valid residence permits of Class A, B, or C. It also includes foreigners with exemption certificates and those with temporary passes with government receipt and acknowledgement letter attached.

Ambassadors/ High commissioners and their immediate families are exempted from paying park fees.

Other charges inside the park remain the same. And more information about Tanapa fees applicable from July 2016 to June 2017 can be found at Tanapa website: (www.tanzaniaparks.go.tz).

New Wildlife Authority

The Government has officially formed a new wildlife management and conservation body, the Tanzania Wildlife Authority (Tawa), to take the responsibilities of managing game reserves, wildlife management areas, and hunting blocks in the entire country. The Government set up the new authority in October last year to reinforce the fight against poaching activities and to spearhead efforts to combat illegal activities in wildlife areas.

The authority is expected to hire competent paramilitary personnel and other supporting staff to cover more than 159, 778 square kilometres of wildlife areas, including the vast Selous Game Reserve.

The headquarters of the authority is in Morogoro.

Our Visitors

Trainers from Tourism Colleges

August 26, 2015

A team of teachers from Hotel and Tourism Training Institute of Arusha and Kenya Utalii College of Nairobi visited our Association office to discuss the introduction of new courses in their curriculum. The visitors informed the secretariat that the aim of the new courses was to overcome the skills-gap in the tourism industry within the region. They said the two colleges were now working together to prepare the new courses.

The Hotel and Tourism Training Institute was represented by Mr. Joachim Lekule and Mr. Stanslaus Ntibara, and the Utalii College by Mr. Peter K. Ngugi and Mr. Peter Mundi.



The District Commissioner of Arusha

November 11, 2015

The District Commissioner of Arusha, Mr. Fadhili Nkurlu, paid a courtesy call at the offices of the Association last November. The D.C. is new to northern Tanzania as he was transferred from Mkalama District in Singida to Arusha District in October last year.



A Cultural Consultant from Spain

November 11, 2015

Ms. Marta Carrascosa is a Spanish fashion designer who travels regularly between Africa and Europe to combine her professional activity as a cultural consultant with her work as a designer.

Ms. Carrascosa visited the Association office during her tour of evaluating cultural programmes in the country. She

invited the Executive Secretary to do a presentation in Dar es Salaam to groups running cultural funded projects supported by the European Union. Furthermore, she introduced the idea to work with the Association on geo-park projects in the Ngorongoro Conservation Area.

Ambassador Ndilowe from Malawi Embassy

November 30, 2015

The ambassador of Malawi, Her Excellency Ms. Hawa Ndilowe, visited Tato offices to discuss with the Executive Secretary ways that could establish tourism relations between the two countries. The visit also aimed at examining how tour operators from Malawi and Tanzania could link up in the tourism business. She spent some time in Arusha visiting tour operators and inviting them to invest in Malawi.



A Delegation from Engaresero, Lake Natron

January 11, 2016

Mr. Ibrahim Sakay, the Chancellor of Engaresero Ward, led a delegation of four people from Lake Natron to Tato offices with the prime aim of inviting tour operators to their area for business and investment purposes.

The others in the delegation were Mr. Mathias Ngurumwa, the Community Tourism Coordinator; Mr. Joseph Meng'oru, the area Game Officer; and Mr. Sarupe Kerileken, the Village Executive Officer of Ngaresero.

Students from King's University of Canada

March 5, 2016

A group of 16 students from King's Western University in Canada visited Tato offices to get insights into the

significance of tourism to the Tanzanian economy.

The Executive Secretary received the guests and gave a talk about the activities of the Association, and also discussed some of the challenges that local tour operators face in competition with international interests and problems of poaching and climate change.

The students are pursuing Social Justice and Peace Studies at the university and were accompanied by Professor Allyson Larkin from the university's Department of Interdisciplinary Studies.

Students from Mweka Wildlife College

March 13, 2016

A group of students and tutors from Mweka College of Wildlife Management visited Tato offices to learn the nature of tourism business in Tanzania and conservation initiatives in the country. The group was attended to by the Executive Secretary, Mr. Sirili Akko, and the secretariat in general.

Mweka College of Wildlife Management is in Kilimanajro Region close to Moshi town and provides technical training to meet the needs of African wildlife and tourism organizations.

Brian Mullis from Travel International

June 9, 2016

Mr. Brian Mullis from Sustainable Travel International visited Tato office to introduce his Unesco-commissioned work on assessing the sustainability of current model of Ngorongoro Conservation Area.

Mr. Mullis is the founder and Executive Chair of Sustainable Travel International.



Presented by the Tanzania Association of Tour Operators

KARIBU 2017

TRAVEL MARKET TANZANIA

2nd - 4th June 2017

Arusha - Tanzania

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