

2017
The Annual General Meeting
Tanzania Association of Tour Operators



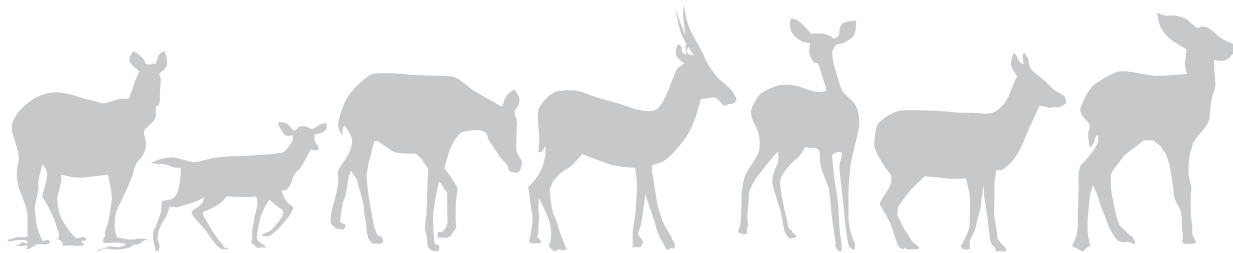
2016 -17

The Year in Review



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AGM Review Vol. 4, 2016 - 2017

Publisher
Tanzania Association of Tour Operators (T.A.T.O.)
P. O. Box 6162, Arusha, Tanzania
Tel: +255 027 2504188
Fax: +255 027 2506430
E mail: tato@cybernet.co.tz

Chairman of the Association
Wilbard Chambulo

Design and Production
People to People Tourism Services Ltd
P. O. Box 11840 Arusha, Tanzania
Tel: + 255 754 664 569
E mail: tatak@p2safaris.com

Editorial Board
Sirili Ako (Executive Secretary, Tato)
Elly H. Urrio (Office Manager, Secretariat)
Gervase Tatak Mlola (Editorial Director)
Emmy Kimaro (Contributor)
Clara Makenya (Contributor)

Graphics Designer
Dismas Luvena
Tel: +255 713 866604

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Cover Photograph: The Tallest Tree in Africa
Courtesy of Dr. Andreas Hemp



Some of the participants of the A.G.M. of 2016

Welcome to the 2017 Annual General Meeting

Dear Members,

Welcome to the 34th Annual General Meeting of our Association.

This meeting gives us time to look back and review how far our Association has brought us in the past 12 months.

Our meeting takes place when the Governing Council is still stressed with the issue of multiplicity of taxes on tourism services that affect the growth of tourism in the country. With a focus on pursuing the interests of our members by providing advice and information to the Government and its institutions on matters related to the tourism industry, the Council has arranged promising meetings with the top leadership of the country since the last A.G.M.

It is worth noting here that we managed to table our concerns to President John Magufuli during the last meeting of the Tanzania National Business Council held at the State House in May this year. The Council also managed to distribute booklets with our views to the Parliamentary Committee on Lands, Natural Resources, and Tourism, as well as the Parliamentary Committee on Budget, which among other things depicted the negative effects of imposing the Value Added Tax on tourism services.

We hope this will bear fruit during the year. Those who met the Minister for Natural Resources and Tourism, Hon. Prof. Jumanne Maghembe, during the Karibu Fair will remember the speech he made that expressed favourable conclusions from the Government in the future. We have to wait and see.

Details about these meetings, and on how the Council has worked for a better business environment in the industry are in the message of the Executive Secretary on Page 16 and 17 of this

review.

On the question of conservation, the greatest challenge still facing the Association at the moment is the plight of elephants and other wildlife, with poaching threatening the future of wildlife tourism in the country.

A recent report from the International Union for Conservation of Nature reveals that our country has lost 60 per cent of all the elephants lost in eastern Africa in the past 10 years.

According to the report, the surge in poaching for ivory that began approximately a decade ago has been the worst that Africa has experienced since the 1970s and 1980s, and has been the main cause of the decline of the animal on the continent, including Tanzania, while habitat loss poses an increasingly serious, long-term threat to the species.

Concerning this issue of poaching, we still need to shout more for the Government to do something as our business is based on wildlife, where the elephant is an integral attraction. For full information about the current status of elephants on the continent, please read the report on page 20 of this review.

Away from the plight of elephants, the good news of the year is the discovery of the tallest tree on the continent on the slopes of Mount Kilimanjaro. The tree is estimated to be between 500 and 600 years old and is the sixth tallest tree in the world. Moreover, the tree is one in a grove of giants: the tallest 10 trees measure between 59.2 and 81.5 meters in height, and all are growing in an isolated valley, harbouring ferns and multiple other plants that grow on them for physical support.

The team of Government officials who toured the location of the tree after the discovery concluded that the grove has the potential of attracting more



tourists to Kilimanjaro. Our cover page carries a picture of the tree, and you can read full details about the discovery on page 24 of this review.

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 through the council will continue with the effort to create a good environment for members to conduct their tourism business with ease. Let us hope the Government will act on our suggestions and wishes.

And with this introduction, I welcome all our members to the 2017 Annual General Meeting.

Sirili Akko
Executive Secretary
Tanzania Association of Tour Operators

The 2016 - 17 Governing Council Of Tanzania Association of Tour Operators



Mr. Wilbard Chambulo



Mr. Sirili Akko



Ms. Mozza Mauly



Mr. Joseph Mwema



Mr. Henry Kimambo



Mr. Emmanuel Wera



Ms. Hellen M. Mchaki



Mr. Seamus Bennett



Mr. Alex Lemunge



Mr. Samwel Diah



Ms. Maria Strauss



Mr. Wilbard Chambulo, director of Kibo Guides (T), Ltd., was re-elected Chairman of the Tanzania Association of Tour Operators during the 33rd Annual General Meeting in June, 2016. This is the third consecutive term for Mr. Chambulo, and he is working with the interim Vice-Chairman, Mr. Henry Kimambo of Osupuko Lodges & Camps. Mr. Kimambo was an ordinary council member until his appointment to hold the vacant position of the vice-chairman

after early resignation of Mr. Zuher Fazal, the managing director of Leopard Tours Ltd. Mr. Kimambo will serve the council until the 2017 A.G.M.

Mr. Seamus Bruce-Bennett of Marangu Hotel was re-elected unanimously to serve the Association for another two-year term. Mr. Bruce-Bennett is a long time member of the council and, because of his experience, he is currently assigned the task of leading the review team of the constitution of

the Association.

The members who were elected to two-year terms for the first time were Ms. Mozza Mauly of Mauly Tours of Moshi and Mr. Emmanuel Wera of Park East Africa Safaris of Arusha.

The new members will join the Council members whose terms end when the Association holds the 34th Annual General Meeting: Ms. Mary Strauss of Serengeti Balloon Safaris, Mr. Sam Diah of Tanzania Travel Company, Mr. Alex Lemunge

of East African Voyage, Mr. Joseph J. Mwema of Tomodachi Tours & Safaris and Mrs. Hellen M. Machaki of Corto Safaris.

Members of Tato council hold office for two years, with the possibility of re-election. Elections are held during the annual general meeting, and the members retire by rotation, so all the members elected in June, 2016, will serve the association till June, 2018.

- Source: Tato Secretariat

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.

Vision

To become a strong and efficient 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.

Our Participation in National Forums

A Workshop to Plan Course Requirements for Tour Guides



Moshi, June 23, 2016 – The National Council for Technical Education (Nacte) organised a one-day workshop at the College of African Wildlife Management in Moshi, to review requirements for training courses for tour guides and interpreters.

Among other things, the participants discussed the duties and responsibilities of tour guides and issues affecting the tour-guiding career. The participants also suggested to Nacte the qualities and qualifications required for effective delivery of guiding and interpretation services, as well as the skills needed for improvement of the service of tour guides and interpreters.

The participants also proposed the level of training, course programmes and entry qualifications required to achieve a Technician Certificate in Tourism and Tour Guiding. The main duty of Nacte is to oversee and coordinate the provision of technical education and training in Tanzania

The Association was represented by Mr. Alex Lemunge, from the governing council.

A Meeting on the Quality Of Products



Arusha, September 29 – 30, 2016 – Representatives from Tanzania Association of Tour Operators attended a meeting organized by Tanzania Bureau of Standards (T.B.S.) in collaboration with the United Nations Environment Programme, aimed to gather views on matters of quality of various products imported into the country.

The meeting was held at Arusha International Conference Centre and the views collected were meant to be incorporated in a Five-Year Action Plan of Tanzania Bureau of Standards.

The meeting gave participants from the Association the chance to urge T.B.S. to improve the assessment of the quality of imported spare parts and tyres for safari vehicles.

T.B.S. was established under the Ministry of Industry and Trade by an Act of Parliament in 1975 as the national standards institute. The bureau has the mandate to undertake measures for quality control of products of all descriptions and to promote standardization in industry and commerce.

A Tourism Validation Workshop



Arusha, November 10, 2016 – The Ministry of Trade and Industry in collaboration with the World Bank organised a validation workshop on Tanzania Tourism Growth Trends, Market Segment and Sector Assets.

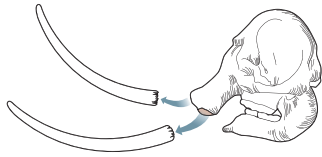
The workshop was held at Kibo Palace Hotel in Arusha and gave the Association the chance to highlight key issues affecting tourism competitiveness in Tanzania, making the country an expensive destination.

Key participants to the meeting included Mr Shaun Mann, World Bank's Tourism Development Specialist, and Mr. Robert Kirk, Senior Vice-President of International Development Group. The Association was represented by the Public Relations and Advocacy Officer, Ms Emmy Kimaro.

The World Bank supports Tanzania's growth through policy analysis, grants and credits with focus on private sector and infrastructure.



A Conservation and Tourism Workshop



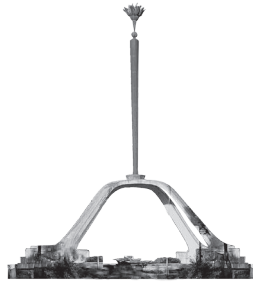
Babati, January 23 – 24, 2017 - The Tanzania Natural Resource Forum organised a two-day workshop in Babati on issues of poaching, conservation and tourism in the country.

The participants gave views on ways of curbing poaching activities and preserving community land. The participants also discussed the challenges facing the tourism industry in the country.

Mr. Henry Kimambo from our council represented the Association in the workshop and got the opportunity to explain to the participants how Tato is struggling to overcome the challenges facing the tourism business in the country.

The Tanzania Natural Resource Forum is a non-governmental organisation with a mission to improve natural resource management and conservation in Tanzania by addressing fundamental issues of governance.

A Meeting for the Development Of Arusha

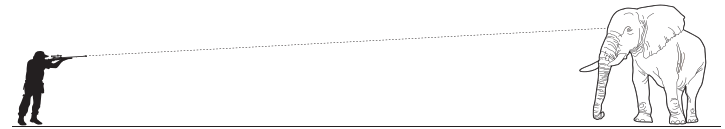


Arusha, January 31, 2017 – The Arusha Regional Commissioner, Mr. Mrisho Gambo, convened a development meeting attended by parastatals and public organisations to discuss matters that could enhance the growth of Arusha.

Ms. Emmy Kimaro from the secretariat of our Association attended the meeting and got the chance to talk about our Karibu Travel Market and its contribution to the economy of Arusha.

Other participants to the meeting included representatives from Tanzania National Parks, Tanzania Tourists Board, Ngorongoro Conservation Area Authority, Arusha Urban Water and Sewerage Authority, Tanzania Electric Supply Company, and National Health Insurance Fund.

A Meeting on Selous Game Reserve



Dar es Salaam, February 3, 2017 – The Ministry of Natural Resources and Tourism organised a meeting to discuss issues threatening the status of Selous Game Reserve as a World Heritage Site.

The meeting was in preparation of a visit of a special committee from the International Union for Conservation of Nature (I.U.C.N.) which was to come to Tanzania the same month to evaluate the conservation situation of Selous Game Reserve. During the 38th session of I.U.C.N. held in Doha in 2014, the World Heritage Committee of I.U.C.N. stated that Selous was in danger of being removed from the list of World Heritage Sites due to threats like poaching affecting the reserve. As a result of this, Tanzania had to invite the I.U.C.N. committee to assess the progress in combating poaching and other threats affecting the universal value of Selous.

The International Union for Conservation of Nature is an international organization working in the field of nature conservation and sustainable use of natural resources. It is involved in data gathering and analysis, research, field projects, advocacy, lobbying and education.

The committee made their evaluation mission to Tanzania from February 8th to 15th and will later hand over their findings and remarks.

Our council member, Mr. Joseph Mwema, represented the Association in the meeting.

Our International Participation

A Workshop on Multilingualism



Courtesy of P2P Tourism Services

Arusha, November 3, 2016 – The Executive Secretary of Tato, Mr. Sirili Akko, represented the Association at a workshop on “Tourism and Multilingualism,” organized by the Embassy of France in Tanzania.

The aim of the workshop was to find out whether and how

multilingualism can be a key asset for tourism institutions and businesses. Also the topics of growth and human resource strategies, as well as training matters were discussed.

The seminar was held at the headquarters of the East African Community in Arusha.

A Debate on Culture, Architecture and Tourism

Dar es Salaam, October 6, 2016 – The French Embassy in Tanzania, with the support of the Institut Français in Paris, organised a debate on “Heritage: which integration in the urban space?” at the Alliance Française of Dar es Salaam.

The debate was an attempt to find answers to the challenge of whether, or not, to integrate heritages of our past: buildings, ruins, and other manmade modifications of the environment, in today’s urbanised world.

A panel composed of Mr. Sirili Akko, Executive Secretary of the Tanzanian Association of Tour Operators, Mr. Donatius Kamamba, Director of Antiquities at the Minister for Natural Resources



Courtesy of P2P Tourism Services

and Tourism, Ms. Valérie Goulet, Representative in Zanzibar of the World Monuments Fund, and Ms. Aida Mulokozi, Chief Executive Officer of Dar es Salaam Centre for Architectural Heritage, led an interactive discussion on what to do to the heritages of our past

surrounding us today. Why is it so important to protect and integrate them in our urban landscape? What do we lose when heritage is destroyed and replaced?

The event was graced Ms. Malika Bear, the Ambassador of France in Tanzania and it brought together Tanzanian, French and international specialists coming from different sectors of society.

A Meeting of the Steering Committee of E.A.T.P.

Nairobi, October 13, 2016 – The East Africa Tourism Platform (E.A.T.P.) hosted a meeting of its steering committee which was attended by Tato’s Executive Secretary, Mr. Sirili Akko.

The meeting took place at Kenyatta International Conference Center in Nairobi.

Upcoming Tourism Fairs

World Travel Market
London, UK
November 6 – 8, 2017

Dutch Expo in Vakantiebeurs,
Utrecht, Netherlands
January 9-14, 2018

Fitur
Madrid, Spain
January 17 - 21, 2018

New York Times Travel Show,
New York, U.S.A
January 26 – 28, 2018

ITB Berlin
Berlin, Germany
March 7 - 11, 2018

China Outbound Travel & Tourism Market
Beijing, China
April 16 - 18, 2018

Indaba
Durban, South Africa
May 8 - 10, 2018

Karibu Travel and Tourism Fair
Arusha, Tanzania
June 1 - 3, 2018



Memories of the 33rd A. G. M., Arusha Hotel, June 2016



Our Community Contributions

Desks for Public Schools

October, 2016

During last year's national campaign to equip all public schools with classroom furniture, individual tour operators teamed up with the Association and made a contribution of 2000 desks worth 6,730,000 shillings.

All furniture was handed to the Regional Commissioner for distribution to the neediest schools in the region.

Overhaul Repair for A Tourism Police Car

November, 2016

Members of Tanzania Association of Tour Operators contributed over 17.5 million shillings to cover the cost of repairing a police vehicle devoted to security services for tourists and foreign diplomats touring the city of Arusha.

The car is a Toyota Land Cruiser and belongs to a special unit of the police force established in 2013

to oversee the safety of visiting foreigners in Arusha. Among other duties, the car is meant to run security patrols around tourist areas and be ready round-the-clock to offer emergency services whenever necessary.

Addressing the police and tour operators during the handing over event, the Chairman of the Association, Mr, Wilbard Chambulo said; "Security for our dear tourists is our priority number one. Our Association has decided to join force with the police in this repair work because this vehicle is dedicated to the security of our visitors."

The car was handed over to Regional Police Commander of Arusha, Charles Mkumbo, on behalf of the police force.

New Bedding For Burnt Dormitory

November, 2016

Tour operators have donated materials worth 18.5 million shillings to Serengeti Secondary School to restore items to a girls' dormitory

razed by fire on October 26, 2016.

The school is at the outskirts of Serengeti National Park in Mara Region and the fire did not cause any casualties but caused a big loss to the school and to personal property.

The Association mostly offered bedding materials which included 311 sets of mattresses, pillows, mosquito nets and blankets, as well as 622 bed sheets.

Public Boreholes in Serengeti

April, 2017

The Tanzania Association of Tour Operators teamed up with the Tanzania National Parks to build boreholes to serve campers and rangers in selected areas of Serengeti National Park. The project started on April 7 and was finished on May 5 and included drilling, erecting tank towers, and setting up a solar pump system.

The whole project cost \$72,481 (U.S.), of which the Association contributed \$8,965.



Erecting tank towers in Serengeti for the Borehole Project

Courtesy of Gadgtronix.net

Contributions to Lucky Vincent School

May, 2017

Following the catastrophic accident of the bus of Lucky Vincent School of Arusha on May 6 that killed 30 children and three adults, the Association and individual tour operators made various contributions, in kind and in cash, to cover funeral costs to families of the dead children.

The accident occurred in the morning when the bus was traveling to Karatu where the class-seven children were going to sit for an inter-school mock examination at Tumaini

Junior School. The accident claimed the lives of 30 children aged 12 and 13, along with two teachers and the driver.

The tour operators mostly offered vehicles and fuel for transportation, and volunteered to do general organisational work on the farewell day in Arusha town.

The cash contribution from the Association amounted to 2.2 million shillings, handed to the Regional Commissioner for equal distribution to all affected families.

Contributions to Heart Patients

May, 2017

During the opening ceremony of Karibu Fair, the chairman of the Association asked tour operators to contribute to the medical costs of 100 children who were awaiting heart surgery at Muhimbili National Hospital. The donations were sought as part of a project to save the lives of these children as a radio campaign through Clouds F.M.

termed Tabasamu ya Moyo Mia (the Smile of One Hundred Hearts).

The directors of Leopard Tours (Zuher Fazal) and Kibo Guides (Wilbard Chambulo) made a pledge of 40 million shillings, and Hanspaul and the staff of Wilderness Camps and Kibo Guides pledged 38 million shillings for the campaign.

The campaign is till ongoing.

Frequently Asked Questions About the Association of Tour Operators

Is the Association linked to the Government?

The aim of the association is to promote and enhance the tourism industry in the country while ensuring that all tour operators receive fair returns for their services. For this reason, the Association is the link between tour operators and the relevant Government authorities on matters pertaining to tourism.

Since its formation in 1983, the Tanzania Association of Tour Operators has had close liaisons with the Ministry of Natural Resources and Tourism on all matters in building good relations with Government departments and travel trade organisations.

What are the benefits of joining the Association?

The Association aims to ensure uniformity of services by tour operators and to promote high standards of professionalism among its members. The association ensures that all tour operators are accorded equal opportunities within the tourism trade.

The Association also keeps its members informed of what is happening in the industry by compiling and sending reports, newsletters, and audio-visual documentaries, and by arranging periodic meetings and seminars. The association also organises joint promotion sales for its members and arbitrate on disputes among the players in the industry.

Who is eligible to be a member of the Association?

Any registered and licensed tourism business can join the Association. There are three classes of membership: Ordinary, Associate, and Affiliate. Ordinary Membership is open to tourism business possessing a Tourist Agent Licence of Class "A." Associate Membership is for tour operators with a Tourist Agent License other than Class "A." Affiliate Membership is open to people or organisations engaged in activities related to the tourism industry, within or outside the country.

What is my obligation to the Association?

A member of the Association is required to uphold and adhere to the code of business ethics of the Association, to attend the members meetings, to support the policies and activities of the Association at all times, and to pay the annual membership subscriptions.



Courtesy of Karibu Fair

Karibu Travel Market Tanzania

Arusha, May 26 - 28, 2017 – The Minister for Natural Resources and Tourism, Hon. Jumanne Maghembe, officially opened the 18th Karibu Travel Market in Arusha with a promise to clear setbacks in the operation of tourism business in the country by the end of the national budget session this year.

Speaking during the opening ceremony of the fair, the Minister assured tour operators and other players in the industry that the government would ease the situation of tourism business so that our country could compete with other

destinations in the neighbourhood.

The minister also assured tour operators that the fight against poaching was almost done, and that a good number of culprits had been arrested. He also said that safari tour guides were doing good guiding work, but their ability to interpret things was below the expectation of visitors. He implored tour guides to develop the ability to tell more about the wildlife the visitors come long distances to see.

On the question of marketing Tanzania, the Minister proposed the idea of welcoming master travel agents to the country to see for themselves

the attractions of the country. He thought this could be more practical than the idea of tour operators following these tour agents abroad to tell them of the attractions we have.

As usual, the fair was an open-air event held at Magereza Grounds in Arusha. The fair attracted about 70 exhibitors from the region, 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.

Distinguished Visitors to Karibu Fair 2017



Hon. Jumanne Maghembe, The Minister for Natural Resources and Tourism.



Mr. Mrisho Mashaka Gambo, Regional Commissioner of Arusha.



Ms. Julia Hannig, Head of Cooperation at the Embassy of the Federal Republic of Germany in Dar es Salaam.



Hon. Lazaro Nyalando, the former Minister for Natural Resources and Tourism.

ast Year's Events



Courtesy of Tanzania C.T.F.



The theme “Connecting People to Nature.” implores people to get outdoors and enjoy the beauty of nature while appreciating its importance to mankind. Since 1972, World Environment Day has been celebrated annually on 5th of June and it has also helped the United Nations to ensure proper awareness of the environment and encourage political attention.

The World Environment Day

Musoma, June 5, 2017 - The theme for World Environment Day this year was “Connecting People to Nature.” This theme urges every person, everywhere to consider the value of nature in their own practical and simple ways: getting outdoors and enjoying the natural environment such as clean air, fresh breeze from the ocean, water springs, wild fruits and flowers, visiting national parks – just to raise the recognition of the value of nature around us, and of course to reduce stress and improve health.

Since 1972, World Environment Day has been celebrated annually on June 5 as a means of encouraging

worldwide awareness and positive environmental action. Each year, World Environment Day has a new theme that major corporations, organisations, communities, individuals, and governments adopt to advocate environmental causes, including emerging environmental challenges such as pollution, global warming, wildlife crime, and unsustainable consumption.

In Tanzania, this year’s World Environment Day was nationally celebrated in Butiama District in Mara Region. The national theme was: “Conserve the Environment for Sustainable Industrialisation in

Tanzania.” The theme of the event was aimed to make people aware of the challenges and problems that might result if the industrialisation programme in the country ignores the protection of the environment.

The event was organised by the National Environment Management Council, a Government agency that is responsible for the protection and sustainable use of natural resources in Tanzania and which has the main role of advising on matters pertaining to environmental conservation and management.

Among other things, the community of Butiama marked the World

Environment Day by planting trees, holding symposiums on issues affecting the livelihood of the people in relation to conservation, and by organising exhibitions on environmental conservation. The guest of honour to the event was the Vice President of Tanzania, Hon. Samia Suluhu Hassan.

The World Environment Day was established by the General Assembly of the United Nations the same year (1972) as the United Nations Environment Programme, a specialized agency on environmental issues, was created. The day has developed into a global platform for taking action on urgent environmental issues.



How Tato's Council Worked to Advance Members' Interests

Since the last A.G.M., the Council's biggest task has been to maintain our aspiration to make conservation and tourism successful and beneficial to the country and the people. Our Council has worked to meet the top leaders in the country, including the President, for dialogues aimed at reminding the Government that the progress of tourism in Tanzania largely depends on good conservation methods, good policies, good regulations, and good working environment for those involved in the tourism business.

TATO ORGANISED A MEETING BETWEEN TOUR OPERATORS AND THE MINISTER for Natural Resources and Tourism, Hon. Prof. Jumanne Maghembe, on December 19, last year, to discuss the issue of a chain of taxes imposed on the industry. During the meeting, the tour operators asked the Minister to review the licence fee imposed by the Tourist Agents Licensing Authority and allow tour operators to pay according to number of vehicles they have. Currently the fee is \$2,000 (Tsh.4.2 million) for any number of vehicles and this is too expensive for small companies with few cars.

The tour operators implored the government to revise the licence in order to accommodate all players in the industry. They stressed that various categories of the license would bring onboard the individuals currently operating informally and make it possible for them to contribute to national revenue.

As a result of this, the Minister promised to work on the matter positively.

THE LEADERSHIP OF THE ASSOCIATION MET THE PRIME MINISTER, Hon. Kassim Majaliwa, during his tour of Arusha in December last year to air issues affecting the development of tourism in the country, especially the problem of multiplicity of taxes on tourism services. During the meeting, a selected team of representatives led by our Chairman, Mr. Wilbard Chambulo, informed the Prime Minister of factors that were making our country an expensive wildlife destination and how disappointing it was for Tanzania to lead in Africa in natural resources, but lag behind in the business of tourism.

The chairman reiterated the need to decrease taxes, implement a new marketing strategy, introduce lower off-season park fees, and increase private-sector representation on all tourism and wildlife boards so that the industry may flourish.

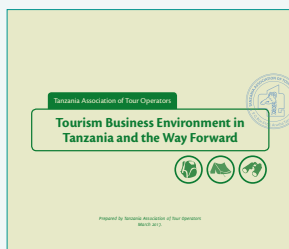
The meeting was generously supported and organized by Arusha Regional Commissioner, Hon. Mrisho Gambo.

OUR ASSOCIATION WAS REPRESENTATED AT THE TANZANIA NATIONAL BUSINESS Council chaired by President John Magufuli at the State House in May this year. The meeting was also attended by Prime Minister and Minister of Natural Resources and Tourism and other Ministers. It a pleasure to report that this was a golden chance for our Chairman, Mr. Wilbard Chambulo, to elaborate to the Government the factors hindering the progress of tourism business in the country. In

a nutshell, he urged the government to consider doing the following:

1. Treat the tourism industry as an export service and streamline the multiplicity of taxes, licenses, and fees. Allow a minimum period of 12 months notice before introducing changes in tourism related fees, levies, and other charges, in order to create trust in the international tourism market and to remain competitive globally.
2. Create an investment-friendly and secure business environment and address the issue of a skills gap.
3. Keep accurate statistics for the tourism industry to help decision-makers and provide a basis for future strategies.
4. Involve the tourism private sector in planning, implementing, and evaluating new and relevant international tourism marketing strategies for Tanzania.
5. Make the collection and disbursement of the Tourism Development Levy (T.D.L.) transparent and involve the tourism private sector when planning the uses of the fund.
6. Lower park fees during the low season, remove single entry park fees, and stop duplication of fees and levies between wildlife management areas and national parks in order to beat global and regional competitiveness of the tourism industry
7. Improve tourism infrastructure with an emphasis on roads, supply of utilities and energy, and investors' access to land for tourism development.

One of the main objectives of our Association is to act as a link between its members and the Government in the development and promotion of tourism



in Tanzania. Following the meeting with the Prime Minister last December, the council members decided to compile a comprehensive booklet titled "Tourism Business Environment in Tanzania and the Way Forward," to be used for reference for further discussions with the Government.

The booklet essentially looks at the factors affecting the growth of tourism in the country, and at the same time, suggests ways of how to improve things in the industry. The chapters of the booklet include:

- ◆ Current Challenges in the Tourism Sector
- ◆ Indicators of the Potential of the Tourism Sector in Tanzania
- ◆ Fundamental Issues Limiting the Realisation of the Potential of the Tourism Industry, and
- ◆ What Needs to be Done for the Tourism Business to Flourish

The booklet is in both English and Swahili and has been distributed in Dodoma to the Parliamentary Committee on Land, Natural Resources, and Tourism, as well as to the Ministry of Natural Resources and Tourism.

8. Work with the tourism private sector to ensure long-term sustainable and comprehensive anti-poaching measures and mitigation of conflicts between humans and wildlife.
9. Protect areas set aside for wildlife from having their use changed to economic purposes different from tourism.

Please note that, the Tanzania National Business Council (T.N.B.C.) is an institution that brings together the public and private sectors for dialogue with the purpose of promoting a dynamic and competitive economy. The T.N.B.C. was established under Presidential Circular No. 1 of 2001 simply to enable the government and the business community to reach consensus and mutual understanding on strategic issues relating to the efficient management of resources in the promotion of social economic development in Tanzania.

Our Chairman is not a member of the T.N.B.C., and so his participation was through the request of the Association.

THE ASSOCIATION MADE ANOTHER APPROACH TO THE PARLIAMENTARY COMMITTEE on Lands, Natural Resources, and Tourism, as well as the Parliamentary Committee on Budget, on the negative effects of imposing the Value Added Tax (V.A.T.) on tourism services. The approach meant writing the views of the Association in a small comprehensive book and distributing it to the parliamentary committees and other policy-makers.

As a result of our efforts, when debating the proposed budget estimates for the Ministry of Natural Resources and Tourism for 2017/18 in Dodoma in May this year, the Parliamentary Committee on Lands, Natural Resources, and Tourism called on the Controller and Auditor General (C.A.G.) to assess the impact of V.A.T. on the sector of tourism. The Government introduced the V.A.T. for all tourism services effectively from July 1, last year. We are waiting for the response of the C.A.G.

The Association will keep on creating awareness and relevance of the tourism sector to the public and policy-makers for the sector to unleash its full potential.

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. As mentioned before, the aim is to create a good environment for tour operators and other players in the industry to conduct their tourism business with ease. Let us hope the Government 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

TANZANIA ASSOCIATION OF TOUR OPERATORS

2017 Membership List

Tour Operators			
Category A			
Abercrombie & Kent (T) Ltd	Wildersun Safaris & Tours	Anderson's African Adventures	Galopping Safaris Ltd
Alex Walker Safaris Ltd	Wildlands Safaris (T) Ltd	Ang'ata Camps	Global Insight Safaris Ltd
Bushbuck Safaris Ltd	Wildlife Explore (EA) Ltd	Arusha Fortes Limited	Goshen Safaris Ltd
Dorobo Tours	Zara International Adventure Ltd	Augustine's Adventure Africa	H & A Uniques Safaris (2000) Ltd
E.T. Investments Ltd	Category "B"	Babji Tours & Safaris Ltd	Hidden Valley Safaris Ltd
Good Earth Safaris & Tours Ltd	4x4 Adventures Ltd	Base Campsite Ltd	Intrepid Guerba Tanzania Limited
Grumet Reserves Limited	A Tent With a View	Benson Safaris (T) Ltd	It Started In Africa Ltd
Hoopoe Safaris (T) Ltd	AAA Express Adventure Ltd	Blue Lotus Travel & Tours Ltd	Japan Tanzania Tours
J.M. Tours Ltd	Aardvark Expeditions (T) Ltd	Bobby Tours Safaris Ltd	Javro Safaris Ltd
Kearsley Tz Ltd	Adventure Sport & Leisure Ltd	Cheli & Peacock (T) Ltd	Kenzan Wildlife Safaris Ltd
Kigoma HillTop Hotel Ltd	Afric' Aventure Ltd	Classic Tours & Safaris Ltd	Kibo Slopes (T) Ltd
Kibo Guides (T) Ltd	Africa Safari Experts Ltd	CORTO Limited	Kilaweni Ltd
Legendary Expeditions (Ker & Downey)	Africa Travel Bureau	Dalago Safaris Ltd	Kilimanjaro Outfitters Ltd
Leopard Tours Ltd	African Deams Safaris	Dikdik Hotel Ltd	Kilimanjaro Sky Limited
Maasai Wanderings	African Environments Ltd	Discover (T) Safaris	Kiliwarrior Safaris
Matembezi Company Ltd	African Greenland Safaris Ltd	Dotcom Safaris Ltd	Krishna African Safaris Ltd
Maulu Tours	African Horizons Ltd	Earthlife Expeditions Company Ltd	Kudu Safaris
Mount Kilimanjaro Safari Club	African Quest Safaris Ltd	East African Eagle (T) Ltd	Lacasarena Tours Safaris Ltd
Nature Discovery Ltd	African Scenic Safaris Ltd	Eastern Sun Tours & Safaris Ltd	Livets Resa Ltd
Nomad Tanzania Ltd	African Spoonbill Safaris Ltd	Elyon Tours Tanzania Ltd	Livingstone's Africa Ltd
Ranger Safaris	African Trails Ltd	F.K. Cultural Tours & Safaris Co. Ltd	Maasai Magic Safari Co. Ltd
Roy Safaris Ltd	Afroriginal Tours & Safaris Ltd	Fashion Tourism Investment Ltd	Macho Halisi Ltd
Serengeti Balloon Safaris	All About Africa Ltd	Faune and Flora	Macho Porini Ltd
Simba Safaris Ltd	All Around Tanzania Safaris Ltd	Firelight Safaris Ltd	Makasa Tanzania Safaris Ltd
The Rickshaw Travel Ltd	Allen Tanzania Safaris Ltd	Flash Safaris & Photographic Ltd	Makoa Farm Limited
Thomson Safaris	Amani Afrika Ltd	Flycatcher Safaris	Mangoose Safaris (T) Ltd
	Amazing Tanzania Ltd	Fortes Africa Ltd	Marangu Hotel Ltd
	Amazing Usambara Trekking & Safari Co. Ltd.	Foxtrot charlie Ltd	Masumin Tours & Safaris
		Galago Expeditions Ltd	Multichoice Safaris Ltd

Natures Cradle Holidays & Safaris Ltd
Ngorongoro Adventure Company Ltd
Pajota Safaris Ltd
Paradies Safaris Ltd
Parks Adventure Limited
Parks East Africa Ltd
Peacock Tours & Safaris
Proud Africa Safaris Ltd
Pure Afro Travel Ltd
RA Safaris (Real Adventure Company Ltd)
Restoration Safari Ltd
Rift Enterprises Ltd
Robin Hurt Safaris
Rumangabo International Ltd
Safari Big 5
Safari Crew (T) Ltd
Safari Makers Ltd
Safari-R-Us Ltd
Savanna & Ocean Explorers Ltd
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
Skylink Travel Ltd
SOA Tanzania Limited

Summit Africa Limited
Summit Expedition & Nomadic Exp. Inc
Sunny Adventure Safaris Ltd
Swala Safaris
Takims Holiday Tours & Safaris Ltd
Tandala Expeditions
Tanzania (2000) Adventure Ltd
Tanzania Journeys Ltd
Tanzania Outdoor Adventure Co. Ltd
Tanzania Outfitter & Safaris
Tanzania Rift Valley Tours
Tanzania Serengeti Adventure
Tanzania Travel Company Ltd
Tembo Tamu (T) B&B Safari and Treks
Tembo Trail Company Limited
The African Footprint Co. Ltd (Bush 2 Beach Safaris)
The African Walking Company
The Map's Edge Ltd
Timeless Dream Travels Ltd
Tyche Limited
Ultimate Safaris Ltd
Walji's Travel Bureau Ltd
Warner Safaris Ltd
Wild Frontiers Tanzania (Adogold Safaris)
Wildlife Expedition Safaris (T) Ltd
Wilkinson tours Ltd
Winglink Ltd
Yembi Adventure Ltd

Hotel Operators
Asilia Safari & Lodge Ltd
Best Western Coral Beach Hotel
Good Safari Arusha Villa Ltd
Grumeti Expeditions Kuria Hills Hotel
Kibo Palace Hotel
Kisimangeda Tented Camp
Ndutu Safari Lodge Ltd
One Nature Hotels Ltd
Onsea House Tanzania Ltd
Osupuko Lodges
Serengeti Simba Tanzania Lodge Ltd
Sinyati Limited
The Plantation Lodge Safari Ltd
Airlines
Air Excel
Affiliate Members
AMREF
Culture Arts Centre - Tumaini University Makumira
Hanspaul Automechs Ltd
Toku Tanzania Co. Ltd
Ubon Safari Ltd
Uhuru Travel & Tours Ltd
JW Seagon & Co. Ltd
Authentic African Safaris



Tanzania Association Of Tour Operators

(T.A.T.O.)

P. O. Box 6162,
Arusha, Tanzania

Tel: +255 027 2504188

Fax: +255 027 2506430

E mail: tato@cybernet.co.tz

Tato Conservation Fund

CCM District Building, Fire Road

<http://www.tatotz.org>

P.O. BOX 6162 Arusha

Tanzania

Fax: +255 27 2506430,

Tel: +255 27 2504188

Karibu Travel Market Tanzania

(Karibu Trade Fair Ltd)

CCM District Building, Fire Road

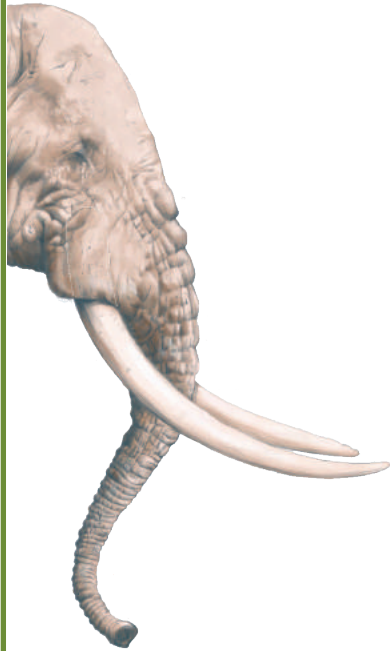
www.kaributravelmarkettanzania.com

(www.karibufair.com)

Fax: +255 27 2506430,

Tel: +255 27 2504188

More Than 100,000 Elephants Killed Over a Decade, the I.C.U.N. Reveals



A special report from the International Union for Conservation of Nature (I.C.U.N.) has revealed that Africa lost almost a quarter of its elephant population between 2006 and last year because of poaching and loss of habitat.

According to the report, the surge in poaching for ivory that began approximately a decade ago has been the worst that Africa has

experienced since the 1970s and 1980s, and has been the main cause of the decline, while habitat loss poses an increasingly serious, long-term threat to the species.

The report shows the numbers and distribution of African elephant populations across their 37 range states in sub-Saharan Africa and examines changes in population estimates at the site level. Based on population estimates from a wide range of sources, including aerial surveys and elephant dung counts, the report shows that the loss of elephants since 2006 to be close to 111,000 animals. The continental total is now thought to be about 415,000 elephants, although there may be an additional 117,000 to 135,000 elephants in such areas as South Sudan and parts of Central African Republic. Which have not been systematically surveyed

Southern Africa has by far the largest number of the estimated African elephants approximately 293,000, over 70 per cent of the total. Eastern Africa holds an estimated 86,000 (20 per cent), and Central Africa has about 24,000 (6 per cent). West Africa continues to hold the smallest regional population with

approximately 11,000 (under 3 per cent).

According to the report, Eastern Africa is the region most affected by poaching as it has experienced an almost 50 per cent reduction in its elephant population, over 60 per cent in Tanzania.

Central Africa's forest elephant population has been substantially affected by poaching for ivory since the 1990s. The Democratic Republic of Congo used to have one of the most significant forest elephant populations in Africa, but it has now been reduced to tiny remnants of its former size. Gabon and Congo Brazzaville now hold Africa's most important forest elephant populations but both have been affected by heavy poaching in recent years, as have the forest and savannah populations of Cameroon.

The savannah populations of Chad have taken heavy losses and those in the Central African Republic have almost completely disappeared.

West Africa's elephant populations are mostly small, fragmented and isolated with 12 families



reported as lost since 2006 in Côte d'Ivoire, Ghana, Guinea Bissau, Sierra Leone, Togo, Guinea, and Nigeria.

According to the Director General of the I.C.U.N., Mr. Inger Andersen, the report provides further scientific evidence of the need to scale up efforts to combat poaching, and at the same time address other major and increasingly devastating threats such as habitat loss.

The report was launched at the 17th meeting of the Conference of the Parties to Cites, which took place in Johannesburg last September. Cites (the Convention on International Trade in Endangered Species of Wild Fauna and Flora) is an international agreement between governments, and its aim is to ensure that international trade in specimens of wild animals and plants does not threaten their survival.

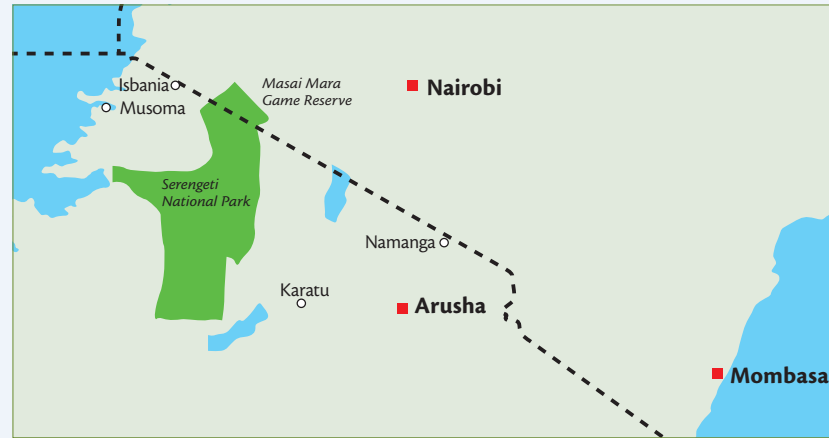
- Source: *African Elephant Status Report of the I.U.C.N.*

Bologonja Gate: Let's Keep It Closed

The suggestion of Government of Kenya to open again the Bologonja Gate connecting the Maasai Mara Game Reserve to Serengeti National Park, has been hotly opposed by key players in Tanzania's tourism industry on the ground that the move would create disputes between the two countries.

The border was closed after the collapse of the first East African Community in February, 1977, leading to the end of tourists' using Nairobi as the main entry point for all of East Africa, and the Maasai Mara as the base for seeing Serengeti and other attractions of northern Tanzania. Before the closure, tourist facilities in Serengeti and the tourist towns of Arusha, Karatu, and Musoma, missed tourism business.

A fact-finding mission comprising park officials, reporters, and members of the Tanzania Association of Tour Operators went to Bologonja in March this year and were surprised to see that Kenya was already rehabilitating the office of the Sand River Gate on their side, which was abandoned 40 years ago, and was also constructing an immigration office to clear tourist wishing to cross Bologonja



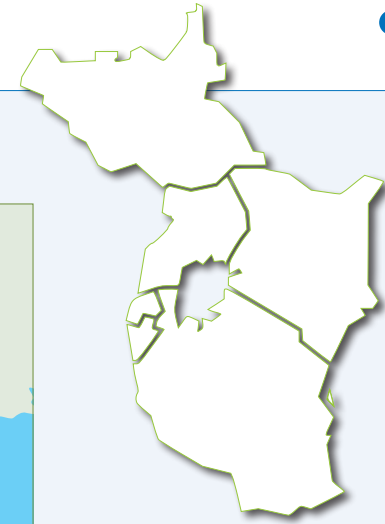
The Location of Maasai Mara Game Reserve and Serengeti National Park

into Serengeti. The move is squarely opposed by our tour operators as they still see valid reasons to continue keeping this border gate closed.

Kenya has developed a 10-year National Tourism Strategy aimed at recovering the sector, which has been hardly hit by insecurity and infrastructure challenges in recent years. Among other things, the new strategy suggests boosting their tourism industry by getting easy access through Bologonja into the world-famous Serengeti. Since the closure of Bologonja in 1977, usually the tour operators of Kenya bring their tourists into Tanzania through the Namanga border crossing in

Arusha, or Isbania near Musoma in Mara, and this in turn has developed tourism activities along the way, enabling people from both sides to benefit. Our tour operators fear that this thriving tourism business along the way will be affected if the short-cut way is revived.

One of Tanzania's long serving tour operators, Mr. Marvin Nunes, believes that the most important gain the country has had since the closure of Bologonja Gate has been the identification of its world-famous attractions with Destination Tanzania. He said that statistics reveal that tourism is the highest foreign exchange earner in Tanzania today,



and one of the highest sources of employment in the country. He also says that the closure of Bologonja has necessitated the flourishing of Kilimanjaro International Airport to be the obvious entry point to the famous wildlife areas of East Africa.

Reacting to the issue of Bologonja, the head of Tanzania National Parks, Mr. Allan Kijazi, informed the fact-finding team that the authority would never allow tourists to cross into Serengeti through Bologonja in respect of the Government's stance that the border gate was deregistered. He also said that the Government's directive to keep Bologonja closed is accepted internationally because it conforms to principle of the World Tourism Organization that says tourism business should benefit all people involved in the area.

Tourism Trade News

Tanzania and Morocco Sign Bilateral Agreements

Tanzania and Morocco have signed 21 partnership agreements in such areas as agriculture, natural gas, renewable energy, minerals, science and technology, tourism, and aviation as part of renewed efforts to strengthen bilateral relations between the two countries.

The agreements were signed in Dar es Salaam and witnessed by President John Magufuli of Tanzania and King Mohammed VI of Morocco during the monarch's three-day state visit to the country last October. During the visit, he was accompanied by a delegation of senior government officials and prominent businessmen from Morocco.

The agreements were also signed with the aim to forge closer links and cooperation between the two countries' business communities. Following the agreements, Morocco opened an embassy in Dar es Salaam; Tanzania will open a general consulate in Rabat shortly. And the newly re-established Air Tanzania will be permitted to launch direct flights between Dar es Salaam and Casablanca to foster tourism and make business trips between the two countries more convenient.

Another Initiative To Attract Chinese Tourists

A delegation of 120 Chinese reporters and celebrities arrived in Dar es Salaam in May for a two-week visit with the purpose of promoting the tourist attractions of Tanzania in China.

The delegation included news reporters and writers from different Chinese media houses, while the celebrities included singers, actors and Olympic champions. The group toured Selous Game Reserve, Lake Eyasi, Serengeti National Park and Pemba Island.

There was another Chinese delegation last year that came to

Tanzania to see the possibility of selling the destination in China. This other delegation was composed of Chinese tour agents and businessmen who came to meet Tanzanian tour operators to discuss ways of collaborating in the tourism business. The visitors attended the 2016 Karibu Fair, and also toured some of the tourism attractions of the country, including Tarangire National Park and Ngorongoro Crater.

The visits were initiated by the embassy of Tanzania in China, in collaboration with the Tanzania Tourist Board.

Restoring the Glory Of Air Tanzania

President John Magufuli has started plans to revamp the troubled Air Tanzania Company Ltd (A.T.C.L.) by buying new planes and restructuring the management board of the airline.

In September last year, the country received two Bombardier Q400 aeroplanes purchased from Canada, and at the same time signed a deal to buy two CS300

jetliners and one Q400 turboprop aircraft.

During the launch of the first two planes in December, President Magufuli said his Government has also made initial payment for the purchase of a Boeing 787 Dreamliner, which is expected to be delivered around mid this year and would boost Air Tanzania's fleet to seven planes. He said his Government wants to increase direct flights between Tanzania and Asian and European countries in a bid to boost annual foreign visitor arrivals beyond current levels of around 1 million.

The state-run A.T.C.L., which has suffered from years of under-investment and mismanagement, had just one plane when Magufuli took office in November 2015.

The President appointed a new board for the airline in September and ordered the restructuring of the company, including staff retrenchment. The President has also appointed Emmanuel Korosso Chairman of the airlines' board of directors with the task to restore the past glory of the airline.

The V.A.T. on Tourism Missed In the National Budget 2017-18

Contrary to expectations, the request of tour operators to the Government for V.A.T. exemption on tourism services was skipped during the national budget for this fiscal year, delivered by the Finance and Planning Minister, Dr. Philip Mpango, at the National Assembly in June this year.

Dr. Mpango has only proposed V.A.T. exemption on capital goods to reduce procurement and importation costs on machines for production of edible oil, textile, leather, and pharmaceutical industries. He also proposed abolition of V.A.T. on transit goods to reduce transport cost and make Tanzania the preferred route for imports to landlocked countries. He also proposed exemption of V.A.T. on locally produced compounded animal feeds to reduce costs to livestock keepers and promote animal husbandry and poultry.

V.A.T. on tourism services, including tour-guiding, game-driving, water safaris, animal-and-bird-

watching, park fees, and ground transport services imposed in the previous national budget remained intact. Ever since the introduction of the V.A.T. on tourism, tour operators, through their Association, have been urging the Government to stop this tax as it makes Tanzania a more expensive destination unnecessarily.

Tour operators argue that tourism was an export, and like other exports of service, 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.

One of the main highlights of this year's budget was the abolition of the Annual Motor Vehicle Licence Fee which seemed a nuisance to car owners. From this fiscal year onwards, the fee will be paid only during the first registration of the vehicle. To compensate the loss of revenue resulting from the abolition of

this fee, the Government has increased excise duty on petrol, diesel, and kerosene.

In order to support the national strategy for building an industrial economy, another highlight on the budget has been the proposal to reduce corporate income tax for new assemblers of motor cars, tractors, and fishing boats from 30 to 10 per cent for the first five years of operation.

In the mining sector, the main highlight is the ban on direct export of minerals from the mines to other countries. Instead, the Government will establish clearing houses at airports, mining areas, and other appropriate areas where the minerals will be verified and issued export permit before being exported. The Government will impose a clearing fee of 1 per cent of the value of minerals.

When presenting the budget, Dr. Mpango stressed that during this financial year the Government will continue to collect Property Tax, both for valued and non-valued houses, across the districts in the country. He said the collection of Property Tax will be managed by his Ministry through Tanzania Revenue Authority. For houses

which have not been valued, a flat rate of 10,000 shillings per single-floored house will apply, and 50,000 shillings per each floor of a multi-storied house.

Dr. Mpango also informed the Parliament that the Government will continue to undertake various policy and administrative measures in order to strengthen and simplify revenue collection. Some of the measures will be strengthening revenue collection systems by applying electronic systems so as to curb revenue leakage. The Government has launched a new system of revenue collection (Electronic Revenue Collection System) which will ensure proper assessment of taxes and provide assurance to tax payers on the amount of taxes they are supposed to pay. The system will be operating in this financial year.

According to Dr. Mpango's budget proposal, this financial year, June 2017 to June 2018, the Government plans to mobilize and spend 31.71 trillion shillings (\$14.21 billion), both for recurrent and development expenditure.



Africa's Tallest Tree Discovered On Africa's Tallest Mountain

A giant indigenous tree *Entandrophragma excelsum*, towering 81.5 metres high, was discovered last year on the slopes of Kilimanjaro, the highest mountain in Africa, by Dr. Andreas Hemp and Dr. Claudia Hemp from the University of Bayreuth in Germany.

The tree is estimated to be between 500 and 600 years old and is the sixth tallest tree in the world, and is likely to keep growing. The tallest tree in the world measures 115.7 metres and is located in California in the United States, and the second measures 99.8 metres and is in Tasmania in Australia.

Dr. Andreas Hemp, who is a researcher at the university, first spotted a grove of tall *Entandrophragma excelsum* trees in a valley while exploring Mt. Kilimanjaro's vegetation 20 years ago, but it was only recently that he and his team were able to measure their heights accurately, using new

tools. In their research, they sized 32 specimens of the tree with laser instruments between 2012 and 2016, and found that the 10 tallest individuals ranged from 59.2 and 81.5 meters in height, and from about 1 to 2.55 metres in diameter. The team also noticed that the massive trees play an important role in the mountain's buzzing ecosystem, harbouring ferns and multiple other plants that grow on them for physical support.

Speaking after the discovery, Dr. Andreas Hemp said that they first noted the mammoth size of some of the valley's trees during an expedition in 1997, but the location's remoteness kept the true height of its vegetation a secret until they recently found their way back there.

He added that the trees in the valley are nurtured by rich volcanic soils, high temperatures and high levels of precipitation, which undoubtedly helps them to reach great heights. "They are a city in the forest," describes Dr. Andreas Hemp; advising the Government of Tanzania to preserve them for the next generation. His team therefore suggests that the valleys harbouring

The giant tree discovered on the slopes of Mount Kilimanjaro last year. The tree is 81.5 metres high and is the tallest tree on the continent of Africa.



The tree, *Entandrophragma excelsum*, is large, straight, buttressed, semi-deciduous, occurring in East and Eastern Central Africa. It is scattered in areas of upland rain-forests, and sometimes riverine forests, from Uganda to Rwanda, Burundi and eastern D.R.C., and from Tanzania to Malawi and Zambia. The tree has a tall cylindrical trunk which can be free of branches for up to a height of 27 metres, but holds a wide crown above. Normally the tree grows up to 45 metres tall, and in rare cases reaches 60 metres. The trees discovered on the slopes of Kilimanjaro are therefore exceptionally tall; measuring between 59.2 and 81.5 meters high.

the giants be included in the neighbouring Kilimanjaro National Park for protection.

The grove lies outside the borders of Kilimanjaro National Park in Mbokomu and Uru wards, in Moshi Rural District, in an isolated valley in the buffer zone of the park. Although the location is isolated, the trees are still vulnerable as they are outside the safe borders of the national park. After the discovery, a team of Government officials from Kilimanjaro Region and Moshi District accompanied park officials to the location to plan protection of the grove. The team was led by the former Kilimanjaro Regional Commissioner, Mr. Saidi Mecky Sadiki; Moshi District Commissioner, Mr. Kippi Warioba; and the Chief Park Warden of Kilimanjaro National Park, Ms. Bertita Loibooki.

After their tour, the team concluded that the trees have the potential of attracting more tourists to Kilimanjaro and asked the park administration to conserve the place by all means possible for the benefit of all the people of the world. Mr. Sadiki who hoisted the national flag upon arriving at the tree asked both the national park and the village administration to plan strategies of protecting and exploiting the tourist potential of the grove.

- Source: *Biodiversity and Conservation and Tanzania Tourist Board*



Presented by the Tanzania Association of Tour Operators

KARIBU FAIR

TRAVEL & TOURISM TANZANIA

June 1st - 3rd 2018

Our Visitors

A Representative from W.T.M. London

July 25, 2016

Mr. Benjamin Dunster, the Africa Sales Manager of the World Travel Market (W.T.M.) made a courtesy call at Tato offices when he visited Arusha to talk to tour operators about the importance of attending international trade fairs, including the W.T.M.



The World Travel Market is a global event for the travel industry held in London for three days every November.

Experts from the Netherlands

November 30, 2016

Mr. Joop Boere and Mrs. Maria Lauret-Wiegerinck from the organisation P.U.M., Netherlands Senior Experts, made a courtesy call at the office of Tato last November.



During their visit, the two experts advised the secretariat how digital marketing has a big impact on the travel and tourism industry.

P.U.M. stands for 'Programma Uitzending Managers' which is Dutch for 'Manager Deployment Programme,' and is a non-profit organisation established in 1978 by the federation of Dutch employers. The organisation gets financial support from the Ministry of Foreign Affairs of the Netherlands, and its mission is to share knowledge for vibrant businesses and better lives.

A Guest from Royal Society for The Protection of Birds

March 3, 2017

Mr. Zul Bhatia from Royal Society for the Protection of Birds of the United Kingdom visited Tato office and shared views on birding tours and ways of protecting nature in Tanzania.



Mr. Bhatia is a Tanzanian, born and brought up in Dar es Salaam and who now lives and works in the United Kingdom for the Royal Society for the Protection of Birds (R.S.P.B.) as a nature reserve warden. Mr. Bhatia has also knowledge of the wildlife of East Africa, and from time to time, he leads special wildlife tours and assignments in Tanzania and other African countries.

The R.S.P.B. is a nature conservation charity in the U.K. that inspires people to give nature a home.

The Chairman of Tanzania Tourist Board

March 27, 2017

The chairman of Tanzania Tourist Board (T.T.B.), Judge Thomas B. Mihayo (Ret.), made a courtesy call at the offices of Tanzania Association of Tour Operators. The aim of the visit was to strengthen the existing good relationship between the Board and the Association.



Currently the managing board of T.T.B. includes one representative from the Association.

Students from Cardiff University

March 3, 2017

A group of three students (Dan, Ewan and Grace) from Cardiff University in the United Kingdom 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 the business.

Cardiff University is a public research university in Cardiff, Wales.

The Director of Tourism

May 15, 2017

The director of the Tourism Division of the Ministry of Natural Resources and Tourism, Mr. Zahoro Kimwaga, made a courtesy call at the offices of Tanzania Association of Tour Operators. The aim of the visit was to enhance good relationship between the Ministry and the Association.



The Tourism Division in the Ministry of Natural Resources and Tourism is responsible for policy, planning, research, manpower training, statistics, licensing and quality control of tourist agents.



TANZANIA ASSOCIATION
OF TOUR OPERATORS



The Heart of Tanzania's Private Tourism Sector

School Rd, Arusha, Tanzania. E-Mail: info@tatotz.org Tel: +255 27 250 4188 Fax: +255 27 250 6430

Mobile Phone Number: +255 754 535637 Web Site: <http://www.tatotz.org>



TANZANIA ASSOCIATION
OF TOUR OPERATORS

P. O. Box 6162, Arusha, Tanzania

Tel: +255 27 2504188

Fax: +255 27 2506430

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