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Dear Friends of Namibia

Hot from the press...

Namibia Wins Bid to Host the Adventure Travel Trade Association ATTA's 2013 Adventure Travel World Summit

Please see the official announcement of Adventure Travel Trade Association below:

ATTA – Adventure Travel Trade Association

Seattle, WA – For its 10th Adventure Travel World Summit, the Adventure Travel Trade Association (ATTA) has selected Namibia – one of the few countries in the world with conservation and environmental management mandated in its Constitution – to host the 2013 Adventure Travel World Summit (ATWS) set for 26-31 October in Swakopmund and Windhoek, the first time the ATTA has placed its global gathering in Africa.

The Adventure Travel World Summit has become the industry's marquee event for networking, discussion and collaboration around industry best practices and global tourism issues affecting adventure travel. For 2013, the ATTA will introduce a new Summit format for its 600 delegates, which will occur over a five-day period, including in-field sessions in real-world situations providing unprecedented learning experiences in a destination whose stark challenges are shared by many other destinations worldwide.

"In Chiapas, Mexico, at the 2011 Adventure Travel World Summit, Namibia boldly said, 'let us bring the Summit home'," said the Honorable Minister of Environment and Tourism Netumbo Nandi-Ndowitah. "Today I am happy to report that the efforts of our strong public-private partnership have resulted in Namibia being chosen as the FIRST African country to host the Summit. We are justly proud of our tourism industry and our conservation initiatives that have made this selection possible."

In selecting Namibia, the ATTA in part is recognizing the developing nation's achievements in becoming one of the world's most progressive destinations working to find the most effective balance between conservation, tourism and community development.

"Namibia offers one of the most compelling success stories in tourism today, one of joint venture tourism and partnerships between communal conservancies and tourism enterprises," said ATTA President Shannon Stowell, who returned from Namibia in June 2012. "Namibia's model of conservancies, joint venture partnerships and conservation is a model that we should put on display. It's a story that should be told. I'd previously heard the discussions, watched the films and I still didn't understand it fully until I came and saw it in action. Our delegates are sure to gain immense insights from their experiences in Namibia."

Namibia, a nation committed to ensuring tourism benefits reach everyone, has a proactive community tourism policy and recently gave tourism concession rights to communities that border state protected areas. Namibia also is a nation committed to conservation and has, since its independence in 1990, expanded from 13% to an outstanding 42% of land area under some form of conservation management. Furthermore, Namibia recently established the largest national park in Africa, and is the only country in the world with an entirely protected coastline.

"As Namibians we are ready for the challenge of hosting the Summit and are thrilled to welcome the Adventure Travel Tribe to the land of endless horizons where wildlife and humans are free to roam and still experience true nature," added the Honorable Minister. "Together with the ATTA and the overall Adventure Travel Trade, Namibia is ready to showcase to the world the spirit and essence of a nation committed to conservation, community empowerment and social and economic transformation through partnerships and innovation."

For more information about ATTA please see www.adventuretravel.biz



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„Totsiens“ and warm greetings from sunny Windhoek

Your *Acacia Namibia Team*