

Newsletter

Dear Friends of Namibia,

Two important tourism shows took place in Southern Africa during the last 3 weeks. Firstly the Indaba in Durban, South Africa, from 11 to 14 May, and secondly the Namibia Tourism Expo in Windhoek from 29 May until 01 June. Since there is so much happening in the tourism industry we did not want to stand behind with our newsletter and gave it a new face. Enjoy our news!

INDABA – one of the largest tourism marketing events on the African calendar



What does „Indaba“ actually mean?

This term has found widespread use throughout Southern Africa and often simply means gathering or meeting. An indaba is an important conference held by the izinDuna (principal men) of the Zulu or Xhosa people, two indigenous tribes of South Africa. The term comes from a Zulu language word, meaning "business" or "matter".

.As our South Africa specialist Dietlind went to Durban to attend the show, but before she took a two day detour to The Outpost in Kruger National Park.

See for yourself <http://www.seasonsinafrica.com/lodges-in-south-africa/kruger-lowveld-lodges/the-outpost-kruger-national-park/>

The Indaba is one of the foremost travel and tourism sector trade shows in Southern Africa. The show is regularly attended by more than 13000 qualified business delegates, senior corporate executives and other personnel from online tourism companies. More than 1800 exhibiting companies from different sectors like establishments, luxury- and adventure travel as well as outdoor-equipment. Interactive discussions on the latest industry prospects and trends were highlighted during this event with over 2500 foreign visitors, from countries like China, India, United Kingdom, USA, Canada, Italy and Germany.



NTE –Namibia Tourism Expo

Obviously much smaller but not less interesting and informative is our own small tourism expo in Windhoek which was under the theme "adventure", coinciding with the world summit of the **Adventure Travel Trade Association ATTA** to be held in Namibia in October this year.

The expo hosts exhibitors from local, regional and international establishments and also features interactive chef's demonstrations, Namibian arts & crafts exhibitions, food, beer & wine tasting and a host of other fun activities to attract travel enthusiasts, foodies, friends of tourism and the general public alike. A fully fledged motor vehicle show is already an integral part of the tourism expo. The Ministry of Environment (MET) and Tourism was also represented with a big and very informative stand. Namibia is the only country whose complete coast line and 42% of the country's area is under conservation.

The Acacia Namibia team went to the expo and came back with loads of new information and ideas to plan your next unforgettable trip to Africa!

**„Totsiens“ and warm greetings from a sunny Windhoek,
Your Acacia Namibia Team**



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