



The Embassy of the Republic of
ZAMBIA
Washington, D.C.



Newsletter from Tourism Section at Embassy of Republic of Zambia, Washington D.C. USA

May 2016

TOURISM NEWS

*Welcome to Zambia,
home of the Victoria Falls —
one of the 7 Natural Wonders of the
World and a
UNESCO World Heritage Site.
Let's Explore!!!*

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MESSAGE FROM THE CHARGÉ D'AFFAIRES



Welcome to this year's first tourism newsletter for the Embassy of Zambia, USA.

The Republic of Zambia has identified the Tourism Sector to be one of the key national developmental areas that if properly harnessed could directly and indirectly provide significant employment and income opportunities for Zambians. The industry also contributes to the economy in terms of foreign exchange earnings, balance of payments, and generates tax revenue for the treasury.

Zambia's tourism is nature based. The majority of Zambia's biodiversity is contained within this extensive wildlife estate accounting for 80% of Zambia's tourism activities. Wildlife estate comprises 20 National Parks, 36 Game Management Areas, a bird sanctuary, and the world's largest Chimpanzee Sanctuary and Wildlife Orphanage (*Chimfunshi*).

The Government of the Republic of Zambia is committed to protecting, conserving and managing its wildlife estates effectively. The Government is also committed to improving the quality of life among communities located in the wildlife estates as maintaining and sustaining biodiversity in National Parks and Game Management Areas whilst working to reverse the decline in wildlife resources.

The Zambian Government is also committed to improving wildlife resource management to a level that will secure sustainable flow of benefits from the resources and considerably improving the wildlife resource base investment in co-operation with the private sector and local communities. I hope and trust that these newsletters will assist in keeping our stakeholders in the tourism industry and the private sector as well as other interested parties well informed on Zambia's tourism potential for the U.S. market.

Joe Chilaizya

Chargé D'Affaires



MESSAGE FROM THE FIRST SECRETARY OF TOURISM

Marsha A. Holdway

Welcome to the first edition of the Tourism Newsletter for the Embassy of Zambia, USA.

During the course of this period, you can look forward to monthly newsletters from us that will keep you up to date with what is trending on the Zambian tourism front. In addition, we will provide with you up to date news from Zambia Tourism Board (ZTB) and keep you abreast of any tourism policy updates including relevant news on visa requirements and processes.

In this issue I will give you a glimpse of what it felt like be a Tourist to the most popular site in Zambia - the Victoria Falls which is one of the seven (7) Natural Wonders of the World as well as a National Heritage site.

To showcase the efforts to promote Zambia's Tourism abroad, I will also take you on a tour of some of the many events that we've held in the Washington DC area as well as around the United States in recent weeks.

We hope that you will enjoy the ride with us as we endeavor to share our experiences and journeys with you!

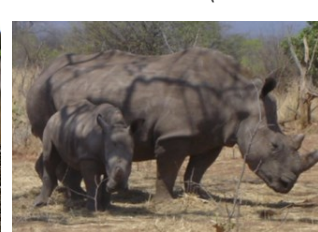
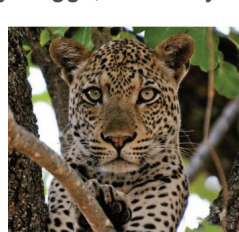
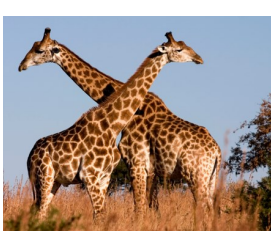
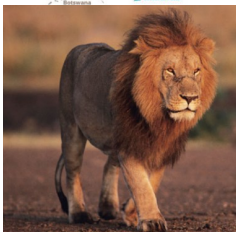
Marsha Holdway

*First Secretary of Tourism,
Embassy of the Republic of Zambia
Washington, DC, USA*



Located in the heart of the continent at the crossroads of Southern and East Africa, Zambia showcases some of the best, most vast wildlife reserves in all Africa. Explore the remote Lower Zambezi by canoe, boat or open Land Rover. Walk or drive with a pro guide between small, exclusive bush camps in the magnificent Luangwa National Park or helicopter over Victoria Falls, the longest wall of falling water in the world. Zambia is known as one of the most safe and welcoming countries in Africa, boasting 50 years of stable democracy.

- Cherry Briggs, Honorary Consul for Zambia (Colorado)





MARSHA AS A TOURIST IN ZAMBIA



The Devil's Pool

Livingstone Island

The "Devil's Pool" (or "Devil's Swimming Pool") is a real phenomenon, a natural rock pool at the very top of Victoria Falls in Zambia. At certain times of year, adventurous swimmers can splash around in relative safety just a few feet away from where the waters of the Zambezi River cascade over the waterfall and plunge more than 100 meters into the gorge below. The terrifying aspect of such an adventure is heightened for first-time visitors because the pool does not appear to have any sort of barrier (natural or otherwise) to protect swimmers who jump into it from being swept over the edge of the falls.

- Clive Andres, *The Mirror*

Sitting at edge of Victoria Falls

If you asked me what I was thinking and feeling at this point, sitting on this rock formation very close to the edge of the greatest waterfall in the world, one of the natural wonders of the

world and a national heritage site, I would be lying if I said I could describe the experience adequately but I will give it a try.

It's like a feeling like no other, that of being in a different world to the one we live in. A feeling close to being star-struck perhaps, and a feeling close to fear but also of being very brave. A feeling of being tiny but also big, a feeling of being close to nature in a way that strips you bare of anything that is man-made and still makes you feel incredibly rich. It is a feeling of total humility, it is a feeling of total pride, and it is a feeling of love so complete that it makes you want to burst with it, it is a feeling of finding oneself without any obstacles.

It was like every burden, worry and thoughts just melted away in one fell swoop. I sat there and just felt at peace. At peace with the world, at peace with myself, at peace with everything and everyone, because let's face it, if you come face to face with a wonder like this, what else is there but to surrender to its magic.

And this, was on my way to the "Devils Pool" but I will tell you about that experience in the next edition of the newsletter!

This trip was made possible by Zambia's Honorary Consul to Colorado, Ms. Cherri Briggs, the management of the Royal Livingstone Hotel, Susi and Chuma, Tongabezi, Baines River Camp, Chiawa Camp, Royal, Sausage Tree Camp, Luangwa House, Chindeni Bush Camp, Flat Dogs, Mfuwe Lodge, Chicheli, and South Luangwa National Park.



Marsha at Victoria Falls in Livingstone, Zambia





PROMOTING ZAMBIA TOURISM IN USA



New York Travel Show

It was such a pleasure working with Zambia Tourism Board (ZTB)'s senior marketing managers at the New York Times Travel Show. These ladies certainly know their

stuff and together we made a fantastic team, even though I say so myself. The New York Times Show is one of the biggest travel shows in the USA and is specifically designed as a hybrid trade and consumer show.

The collaborated efforts between ZTB and the Embassy at the show provided us with the opportunity to meet and do business with key leaders in the travel industry as well as consumers from one of the world's most affluent and most sought after markets.

The show afforded us an opportunity to participate and listen in on influential trade and consumer seminars where key note speakers in the travel industry addressed the pundits. The show attracted over 10,000 consumers with a sizeable number passing by our booth for information on travel to Zambia.

A number of consumers and trades people expressed interest in going to Zambia on vacation, some expressed joy of having already been, therefore validating our destination. The "trade" in the tourism industry expressed interest in the educational aspect of Zambia's tourism products and the logistics of travel for the purpose of enabling them to sell Zambia effectively to their clients. All in all, the seminar was very fulfilling and incredibly enjoyable. This is a show that ZTB has set as priority in the U.S so no doubt we will be doing this again next year!



Sligo Creek Elementary School's Cultural Day

The Embassy took part in the Sligo Creek Elementary School World Cultural Day on April 28th. The day was made extra special by the recruits namely, Nana Littiya, Owain Holdway and Chileshe Holdway respectively.

This was a rich cultural event with numerous displays on site from various countries. The children were brought in groups from all classes to sit in a 15 minute presentation at each booth.

The diplomats in attendance were First Secretary (Press & Public Relations) and First Secretary (Tourism). The three recruits worked tirelessly explaining to their counterparts what constituted Zambian food, traditional dress and explained where Zambia stood geographically and pointed out the top tourist spots of Zambia including the Mighty Victoria Falls



World Bank Heritage Day

The Embassy of Zambia took part in the World Bank Heritage Day on the 9th of March 2016 to showcase the best of Zambia's cuisine. The Zambian Chef, Mrs. Catherine Mwange Payne served lunch to more than 250 people in the World Bank Executive Dining Room. The ambiance was enhanced by Zambian music which was played in the background. The Embassy laid out an elaborate

exhibition showcasing Zambia's artifacts, pictorial images of our culture, tourism attractions and trade investment opportunities. The event was supported by Mrs. Betty Phiri and Mr. Oliver Chibwe, owners of Vuvu Stone Collections and One Dream Foundation; Mrs. Cecilia Milambo, owner of Maliketi which sells dresses and materials; Mr. Mwansa Mupunda owner of 'Musabwe' who showcased and sold Zambian jewellery, paintings and dry foods.



PROMOTING ZAMBIA TOURISM IN USA

Kaloroma Candle-light Tour

Over 300 tourists sampled Zambian cuisine and admired the elaborate Zambian display of artifacts laid out during this annual



Kaloroma Candlelight Tour.

This tour is hosted by the President Woodrow Wilson House, a National Trust Historic Site built in 1915. The self-guided walking tour featured selected Embassy Row homes, ambassadorial residences, and embassies, giving an inside peak at architectural gems of the historic Kaloroma neighborhood. Light refreshments and entertainment were provided throughout. All the embassy diplomats turned up for this one! Together we sold Zambia like never before. The whole set-up had a dramatic effect with displays of our cultural artifacts, traditional dress, traditional music playing and an array of the very best of Zambian cuisine for our guests to sample. It was simply perfect!

Many guests expressed pleasure in the taste of our cuisine and culture as a whole. Many learned for the first time where Zambia lay geographically and many more were convinced in considering Zambia for their next vacation. Indeed as Americans like to say, "This one is on my bucket list". I guess I could safely say that this was an evening well spent, wouldn't you...?!

Cultural Exchange at University of District of Columbia

I love these cultural exchange events with the University of District of Columbia. Not only do they happen very frequently, but they are also organized by one of our own Ms. Chileshe who has just recently graduated from the same university. Congratulations!!! In addition to her, there is another Zambian student called Ben who participates in these cultural events.



The cultural events are open to both University students and the public. A lot of the time is taken up with the educational aspect of the job; namely the geography of Zambia, what it has to offer in terms of culture and tourist sites and so on. Funnily enough, many people will have heard of the Victoria Falls but not as many would have known of where it is found.

Another aspect of these events that I enjoy is just being able to connect with students who are full of enthusiasm to learn about foreign lands and their cultures, celebrating differences and embracing them. A big part of selling a destination is being able to explain away people's fears and judgements about the unknown, because let's face it.....How does one travel thousands of miles to a destination that one knows very little of and not have preconceived notions and fears about it? So I take such forums to educate and reassure..... Trust me it is fun!





NEWS FROM ZAMBIA TOURISM BOARD

African Parks, Norman Carr Safaris to Build Luxury Camp in Liuwa Park

AFRICAN Parks, a conservation non-profit firm and Norman Carr Safaris, say they will construct a luxury camp in the Liuwa Plain National Park in Western Province. And the Zambia Tourism Board says an erratic rainfall pattern has started taking a toll on wildlife in the South Luangwa National Park. Since 2003, the Liuwa National Park has been managed by African Parks through a public-private partnership with the government and the Barotse Royal Establishment (BRE). According to the Zambia Tourism Board, the luxury camp to be called Mambeti is being funded by African Parks' donors, with the design and construction being implemented by Norman Carr Safaris Group, which would also manage and market the new offering. Construction works at Mambeti are expected to start this month and the luxury camp is expected to open in early 2017. [Read more here](#)

Zambia Eyes India Market

THE Zambia Tourism Board (ZTB) is this year eyeing India as a potential contributor to the development of tourism in Zambia due to the Asian country's high population and growing economy.

This is a follow-up to ZTB's several high-profile tourism roadshows in India conducted last year which revealed that the market is lucrative.

[Read More Here](#)



French Travel Bloggers Set Their Sights on Zambia

PARIS, France – Zambia's Ambassador to France, His Excellency Humphrey Chilu Chibanda, met with two French travel bloggers who will be traveling to Zambia to cover the Livingstone International Cultural and Arts Festival (LICAF) slated for Livingstone from March 25-27, 2016.

There is growing interest by French travel media to promote Zambia's tourism potential, with many planning to visit the country to explore its vast

tourism potential. [Read more here](#). Bloggers were selected to travel to Zambia under the sponsorship of the Zambia



Ambassador Chibanda with French Bloggers

Tourism Authority (ZTA), formerly known as the Zambia Tourism Board, and Kenya Airways.



UPCOMING EVENTS

Zambia in Summary

The *Zambian wilderness* represents wild Africa at its best. From the mists and thunder of Victoria Falls to the remote Luangwa National Park, here you will find the real Africa. Aside from its incredible national parks and scenery, Zambia is also becoming one of Africa's most acclaimed adventure capitals. You can choose your adrenaline! Bungee jump from the Victoria Falls Bridge or brave class 5 white-water rapids on the Zambezi River below. Cast a line for a hard fight with a tiger fish or glide silently by canoe past herds of elephant in the Lower Zambezi, staying in a simple tent on a tiny island or at a luxury lodge. Close up encounters with lion, buffalo, or elephant on professionally guided walks in the Luangwa occur daily. You are sure to find something to get your heart racing and awaken your senses as you explore Africa at its most pristine **WILD AFRICA**.

Cherri Briggs, President, EXPLORE INC.




ZAMBIA TRAVEL EXPO
 MULUNGUSHI INTERNATIONAL CONFERENCE CENTRE - LUSAKA, ZAMBIA
www.zambiatravelexpo.com


**2nd - 4th
June 2016**













ZAMBIA TOURISM AGENCY
 (Formerly Zambia Tourism Board)
www.facebook.com/zambiatourism www.zambiatourism.com

Register for Travel Expo: <http://www.ZambiaTravelExpo.com/register.html>

Passport DC 2016 (Washington DC Embassy Open Houses)

The Embassy of Zambia has been successfully participating in the Passport DC Event annually. However, regrettably, the embassy is unable to participate this Month on the 7th because our main Chancery is undergoing refurbishment. We would like to say to all our thousands of visitors who look forward to walking through our doors and experiencing a touch of authentic Zambian culture that we hope to be back next year in our new Chancery and welcoming you into our fold in this way once more.

For those of you who don't know about this event, Passport DC is an annual celebration of international culture presented by Cultural Tourism DC showcasing Washington DC's embassies and cultural organizations with tours of more than 70 embassies and hundreds of events that include street festivals, performances and exhibitions.

Look out for us again next year in May on this event.

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Important Links

Zambia Tourism Board:
<http://www.zambiatourism.com/>
zambia-tourism-board