



## Tanzania Land of Kilimanjaro & Zanzibar

It is a land of superlatives and contrasts, something for everyone: from the majestic Mount-Kilimanjaro to the fabled Islands of Zanzibar. The largest and most diverse wildlife concentrations on Earth including the matchless Serengeti plains, Ngorongoro Crater, Katavi and the mighty Selous Game Reserve. The Legacy of the ancient Swahili civilizations, such as Kilwa Ruins once a city of the Arabian Nights. Wonderful places for swimming, snorkeling, scuba diving, fishing off thousands of kilometers of Indian Ocean coastline and around the Africa's Great Lakes. And then there is Tanzania's greatest asset: its friendly people and cuisines. The country is among the world's leaders in Cultural tourism. This indeed is AUTHENTIC AFRICA.

### Tanzania to Host International Tourism Conference May, 2008

His Excellency President Jokaya Kikwete of Tanzania has agreed to be the host of the Eighth International Tourism Conference organized by the U.S.-based Leon H. Sullivan Foundation. The conference will be held in Arusha, Tanzania in May of 2008. President Kikwete, signed a Memorandum of Understanding with the Foundation indicating Tanzania's acceptance to host this prestigious conference. The Leon H. Sullivan Foundation was established in his memory following Leon Sullivan's death in 2001 for his efforts to promote the development of Africa, facilitate debt cancellation and training of Africans. Since its establishment, it has enabled 18,000 participants worldwide to go to Africa with the aim of building a bridge between Africa and United States. Approximately 6000 participants from the United States and also from Africa are expected to attend the conference whose main topics will be tourism and infrastructure. Among the notables expected

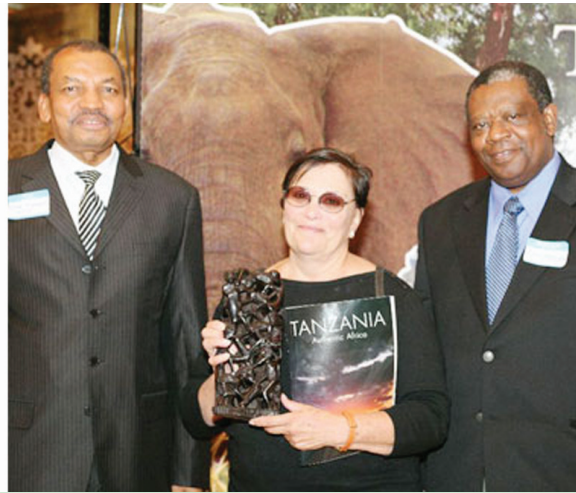
to attend is former President Bill Clinton of the U.S. Tanzanian Minister for Industry, Trade and Marketing, Nazir Karamagi will be discussing trade relations between Africa and the United States through the African Growth Opportunity Act (AGOA).

### Tanzania Gains Seventh World Heritage Site

The Kondoa Rock Art Site in Tanzania has just been named as a World Heritage Site by the United Nations Educational, Scientific and Cultural Organization (UNESCO) along with four other sites in Africa. This site will be the seventh World Heritage Site existing in Tanzania. The other sites are: Kilimanjaro National Park, Ngorongoro Conservation Area, Ruins of Kilwa Kisiwani and Ruins of Songo Mnara, Serengeti National Park, Selous Game Reserve and Stone Town, Zanzibar.



Kondoa Rock Art Sites in Dodoma Region, on the eastern slopes of the Maasai escarpment bordering the Great Rift Valley are natural rock shelters, overhanging slabs of sedimentary rocks fragmented by rift faults, whose vertical planes have been used for rock paintings over at least two millennia. The spectacular collection of images from over 150 shelters over 2,336 km<sup>2</sup>, many with high artistic value, displays sequences that provide a unique testimony to the changing socio-economic base of the area from hunter-gatherer to agro-pasto-



## Gala Travel Industry Event by Tanzania in New York

By Karen Hoffman

### H.E. Jakaya Mrisho Kikwete, President leads two week trade mission to USA.

Photo: Irene Markel, Jeffrey's World ofTravel (Tzell travel) Great Neck New York, Tree of life, was the lucky winner of a beautiful ebony carving, "tree of life," at Tanzania's Gala travel industry reception in New York City hosted by the Tanzania Tourist Board (TTB) in association with the Africa Travel Association. From Left: Peter Mwenduo, Managing Director, TTB, Dar es Salaam, Tanzania, Irene Markel; Mr. Elvis Musiba, Chairman, Ngorongoro Conservation Area Authority (NCAA), Tanzania. Photo Credit Robert Eilets

The Tanzania Tourist Board (TTB) in the US (represented by The Bradford Group), in association with the Africa Travel Association, hosted a gala travel industry reception in New York City as part of a two week trade and investment mission led by H.E. Jakaya Mrisho Kikwete, President of the United Republic of Tanzania. The festive evening which took place at "24 Fifth", attracted more than 250 tour operators, travel agents, Africa Travel Association members and participants of the Trade & Investment Mission from Tanzania, including representatives of Tanzania National Parks (TANAPA) and Ngorongoro Conservation Area Authority (NCAA). Special Guests from Tanzania were Ambassador Dr. Augustine Mahiga, Tanzania's Permanent Representative to the UN, Peter Mwenduo, Managing Director, TTB, Mr. Elvis Musiba, Chairman, NCAA, Mr. Bernard Murunya, Tourism Manager, NCAA, Col. E.S. Balele, Chairman, Board of Trustees, TANAPA, Mr. Gerald Bigurube, Director General, TANAPA, Mr. Joseph Kessy, Planning

Ambassador Mahiga, in his welcoming remarks said "Tanzania, the largest country in East Africa, with its rich cultural heritage, history, world renowned wildlife and natural wonders, archeological monuments, miles of beautiful white sand beaches along the Indian Ocean coast, offers visitors a diverse array of attractions. But just as important to the visitor, Tanzania, since its independence in 1961, has enjoyed peace and stability in a democratic environment. " This in fact has been one of the themes of H.E. President Kikwete's mission to the US, to promote the excellent environment that Tanzania offers for tourism as well as tourism investment.

Tanzania's most famous attractions include Mt. Kilimanjaro, the highest mountain in Africa; the Serengeti, home of the unparalleled spectacle of the annual animal migrations; the Selous, world's largest Game Reserve; The Ngorongoro Crater, often called the Eighth wonder of the World, and the Olduvai Gorge (cradle of mankind); and the exotic spice islands of Zanzibar. With more than 25% of the country protected, there are 14 National Parks including Saadani, a unique marine/bush park along the Indian Ocean Coast, and 13 Game Reserves. *Visit Africa Travel Magazine Online - www.africa-ata.org . Email africa@dowco.com*

### New Endangered Fish Species

New endangered fish species have been discovered on the beautiful island of Mafia, off the coast of mainland Tanzania on the Indian Ocean. This new discovery increases the number of the world's threatened species found in Tanzania. Marine experts say that "whale-shark" one of these rare fish species was found in the country's waters some two months ago. Whale-shark is mostly found in deep sea, about 200 meters below the water surface. What makes this discovery so unique is that the fish were found in shallow waters ion Mafia. Mafia Island and Mnazi Bay Marine Parks are amongst Tanzania's largest marine protected areas. Coelacanth, which has been re-discovered in some parts of the world after over 64 million years of apparent extinction was found in the coastal areas of Tanga, Kilwa, Lindi and Pangani.

John Mapepele of Marine Parks and Reserves Unit of the Ministry of Natural Resources and Tourism said the country is also endowed with a variety of the world's threatened fish species – tuna, barracuda, turtles and others. Tanzania is so rich in marine sources and one can find dolphins and whales as well as sea urchins, fruit-bats, starfish and octopuses. Visit [www.tanzaniatouristboard.com](http://www.tanzaniatouristboard.com); in the US (212) 447-0027; email [Tanzania@bradfordglobalmarketing.com](mailto:Tanzania@bradfordglobalmarketing.com)

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