

For Immediate Release



NEW YORK TIMES TRAVEL SHOW A GREAT SUCCESS FOR TANZANIA DELEGATION

(March 2, 2011 – NEW YORK, NY) The New York Times Travel Show deemed a great success for the 20 person strong public/private tourism delegation led by the Tanzania Tourist Board (TTB). Tanzania, *The Land of Kilimanjaro, Zanzibar and The Serengeti*, and the largest country in East Africa, was featured on the Focus on Africa Destination Seminar for travel agents and on the Africa Stage. Two lucky people won safaris for two to Tanzania on Ethiopian Airlines and ET African Journeys. Vacation 2 Africa also gave away two tickets to Tanzania on Ethiopian Airlines.

Deogratias Malogo, Research and Development Manager, and head of TTB delegation noted, “The American market is our number one source of tourism and judging from the flurry of activity at our booth, and bookings made with our tour operators on the spot, it looks like the American market will continue to be a growth market.”

According to Malogo, “Tanzania has a very proactive TTB office based in New York City which enables us to build partnerships with airlines such as Ethiopian Airlines and South African Airways, that benefit both travel agents and their clients by providing special packages and fares. TTB now also has over 1600 graduates of the Tanzania Specialist Training Program for travel agents which include a luxury travel component. “

Malogo was accompanied by TTB representatives, Bernard Murunya, Chief Conservator, Lucas Selesi, Board Member and Asantael Melita, Tourism Officer, Ngorongoro Conservation Area Authority; Menangsilig Salekwa and Seth Mihayo, Tanzania National Parks; and Suleiman Saleh, Second Secretary, Embassy of Tanzania, USA.

From Tanzania Tourism's private sector was Stella Swai, Ahsante Tours & Safari; Shamez Nizar and Vandy Sandhu, Mbalageti Safari Camps, Ltd; John Benedict Malago, Nanuri Safari Company; Unambwe Zephania Kaaya, Matunda Cultural Tourism & Safari Tanzania Ltd.; Mariam Adam, Zara Tanzania Adventures; and Evelyn Gaudance, Equitanz Resorts.

ABOUT TANZANIA

Tanzania, the largest country in East Africa, is focused on wildlife conservation and sustainable tourism, with approximately 28 % of the land protected by the Government. It boasts 15 National Parks and 31 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. Kilimanjaro; The Serengeti, home to the "Great Animal Migration" that was named the New 7th Wonder of the World by USA Today and ABC TV's Good Morning America; the world acclaimed Ngorongoro Crater, often called the 8th Wonder of the World; Olduvai Gorge, the cradle of mankind; the Selous, the world's largest game reserve; Ruaha, now the second largest National Park in Africa; the spice islands of Zanzibar; and seven UNESCO World Heritage Sites. Most important for visitors, the Tanzanian people are warm and friendly, speak English, which together with Kiswahili, are the two official languages; and the country is an oasis of peace and stability with a democratically elected and stable government.

Photo caption:

1. Lauri Lyons was the lucky winner of a Tanzania Safari sponsored by ET African Journeys and Ethiopian Airlines in partnership with the Tanzania Tourist Board at the New York Times Travel Show Saturday, February 26, 2011 at the Jacob Javits Convention Center.

From left to right: Asantael Melita, Chief Conservator, Ngorongoro Conservation Area Authority (NCAA); Michael Goren, President and CEO, ET African Journeys, a Group IST Brand; Suleiman Saleh, Embassy of Tanzania, USA; Kagnew Asfaw, Regional Director USA, Ethiopian Airlines; Lauri Lyons, the winner; Deogratias Malogo, Tanzania Tourist Board (TTB); and Bernard Murunya, Chief Conservator, NCAA

2. **Team Tanzania at the New York Times Travel Show-** The Tanzania Tourist Board (TTB) delegation included representatives from TTB, Embassy of Tanzania, USA, Tanzania National Parks, Ngorongoro Conservation Area Authority, and from Tanzania Tourism's private sector, Ahsante Tours & Safari, Mbalageti Safari Camps, Ltd., Nanuri Safari Company, Matunda Cultural Tourism & Safari Tanzania Ltd. ,Zara Tanzania Adventures, Equitanz Resorts, Basecha Tours and Moivaro Lodges & Tented Camps.

Media contact:

Karen Hoffman/Chanel LeMond

The Bradford Group

(212) 447-0027

Tanzania@bradfordglobalmarketing.com