

KAZA Excellency Tour Promotional Video Launched

23 April, Windhoek: The Minister of the Ministry of Environment and Tourism, Honourable Pohamba Shifeta, in partnership with the Botswana High Commissioner, the Zambian High Commissioner, the Ambassador of Zimbabwe and the United Nations Development Programme (UNDP) Resident Representative launched a promotional video of the KAZA Excellency Tour on Monday, 23 April 2018 at the Franco-Namibian Cultural Centre.



Participants at the launch of the promotional video, aimed at sparking interest in the Kaza Excellency Tour and ensuring that tourism remains a tool for development. UNDP

In November 2017, a delegation of 7 Ambassadors accredited to Namibia, Charges from Angola and Libya the UN Resident Coordinator and UNDP Resident Representative to Namibia Ms. Kiki Gbeho and the former Deputy Minister of International Relations Maureen Hinda participated in the six-day KAZA Excellency Tour. The purpose of this trip was to promote partnership for tourism, a cross border initiative, to promote the Kavango Zambezi Transfrontier Conservation Area (KAZA TFCA).

The KAZA TFCA is an initiative of the governments of Angola, Botswana, Namibia, Zambia and Zimbabwe. The KAZA TFCA is situated in the Okavango and Zambezi river basins where the borders of the five countries converge.

Covering nearly 520,000 km², the KAZA TFCA is the largest conservation area in the world comprising of 20 National Parks, 85 Forest Reserves, 22 Conservancies, 11 Sanctuaries, and 103 Wildlife Management Areas. It is home to a quarter of a million animals, including to 44 percent of Africa's elephants.

The delegation visited the Popa Falls of Namibia, Chobe National Park of Botswana, and the Victoria Falls in Both Zambia and Zimbabwe, amongst many other exciting activities in the respective countries from 10-15 November 2017.

“The involvement of our diplomats in this initiative is very commendable, this shows that they are not only here to promote good relations between their respective governments and that of the Republic of Namibia but also to promote economic diplomacy through conservation and tourism. Tourism being one of the major contributors to our national economies, we need to devise new policies to promote diplomatic tourism which support conservation efforts in our countries”, said Shifeta.

The tour will contribute to creating opportunities in marginalized areas in southern Africa and thereby also contribute to development, specifically in line with SDG Goal 1 'No Poverty', 8 'Decent Work and Economic Growth' and 10 'Reduced Inequalities'.

"According to our main partner, the Ministry of Environment and Tourism, by the year 2020 the tourism industry will attract 1.7 million visitors to Namibia. These visitors will help to generate an approximate N\$ 26.4 billion in revenue, thus contributing to a whopping 11.7% of Namibia's GDP", said UNDP Resident Representative, Kiki Gbeho. This influx of tourists and revenue, she added, would also lead to the creation of new employment opportunities not only in Namibia but within the KAZA region as well.

The launch of the promotional video is aimed at attracting interest in the route in order to ensure that tourism remains a significant tool for development.

KAZA Promotional Video Link: <https://www.youtube.com/watch?v=N6lkujXiA44&t=3s>