

# Namibia: Tourism Sector Turns to Local Support

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A NUMBER of players in the tourism sector have joined the Namibia Tourism Board (NTB) to promote domestic tourism.

The NTB's campaign is called 'Local Tourism Is Nawa'.

NTB chief executive officer Digu //Naobeb said the initiative's objective is to encourage local people to explore Namibia, to create awareness about the tourism products that are on offer to Namibians and to engage the private and public sectors in a national effort to promote tourism.

Under the campaign, which will run until October, a number of lodges, hotels, guest farms, bed-and-breakfasts, guesthouses and car rentals will offer special rates in an effort to make Namibians travel and enjoy their country.

"Corporate entities such as NamPost, Telecom Namibia, the City of Windhoek and Namibia Breweries are also supporting NTB in the campaign by sponsoring a number of activities that the board will stage as part of the campaign," //Naobeb said.

The NTB will also participate in local shows and trade fairs.

Asked about an NTB campaign to attract foreign visitors during June and July, when the Fifa World Cup was being held in South Africa, //Naobeb admitted that it was a flop.

He said it was badly planned and done in a rush.

The campaign offered a 50 per cent discount on normal published rates.