



Tanzania: the first time traveller to East Africa who wants to experience the well-known parks of Northern Tanzania," explains Altaf Visram from the UK office of AfricanMecca Safaris. "Returning travellers want to focus on the off the beaten path parks such as Ruaha, Selous & Katavi with its prized conservation models, amazing lodges and locally sourced foods"

A wealth of wonder and wildlife await visitor to the UNESCO World Heritage Site of Ngorongoro in the picturesque Crater Highlands region. As one of Africa's most beautiful landscapes, Ngorongoro contains some of the richest grazing ground in the continent, on a dramatic backdrop of volcanic craters with the Ngorongoro Crater, the world's largest intact volcanic caldera; home to the highest density of big game in Africa. With 600 metre high walls and a rich volcanic floor that plays host to the big five, Ngorongoro is one of the continent's most famous safari destinations. No trip to Northern Tanzania is complete without a visit to Ngorongoro where visitors will encounter one of the most beautiful natural wildlife sites on the planet. Venture out to Lake Magadi, cupped by the crater, to witness large concentrations of pink flamingos as a prelude to meeting a healthy population of black rhino, some of the biggest tusked elephants in Africa today as well as lion, leopard and hyena and good herds of wildebeest, buffalo and zebra. With Ngorongoro Crater itself limited to game driving only, it ensures the focus is wholly on the wildlife – and both grazers and predators thrive in this magnificent, ultra-fertile 2,200-metre crater under a veil of soft cloud.

"Our extraordinary landscape is a big part of what attracts tourists to Tanzania," explains a spokesman from Kilimanjaro Tanzania Safari. "Repeat visitors experience something new, exciting and wholly different every time they arrive – and they never tire of the incredible biodiversity, it astounds them."

For a touch of the exotic, head to semi-autonomous Zanzibar, one of the most stunning islands in the Indian Ocean, where calm turquoise waters lap the shores of Stone Town and Tanzania's go-slow pace almost grinds to a halt. As

Tourism Stats

- + Since Tanzania gained independence from British rule in 1961, Tanzania has increasingly promoted its tourism to world-wide markets
- + Tanzania ranks second in world for its natural resources, a prime driver in its tourism, which is arguably one of the most important sustainable industries in the country (World Economic Forum Travel and Tourism Report 2011)
- + Tourism provides a significant source of income in Tanzania (over \$1 billion in 2010)
- + An estimated 400,000 direct jobs for Tanzanians are generated by the tourism sector
- + 2010 was a record year for tourism in Tanzania with just under 800,000 tourists entering the country – up 300,000 since 2001 (National Bureau of Statistics)
- + Tanzania's national parks attract huge numbers of foreign visitors – with the Serengeti, the Saadani and Kilimanjaro the most popular.
- + In 2011 a US\$10.6 million state-of-the-art tourism college part-funded by the Tanzania Government (\$2.7 million) opened in Tanzania. Over 600 students enrolled to attend training and education programmes aimed at modernizing tourism services and hospitality industries.
- + Tourism is a fastest growing sector in Tanzania with the total contribution to GDP of 12.9 percent – with predictions this will grow to 13.4 per cent of GDP by 2021.
- + Over \$3 million is spent annually to promote Tanzania's tourism attractions - far below South Africa's \$70 million promotion budget (Tanzania Tourist Board)
- + Over 25 per cent of Tanzania protected in National Parks and Reserves
- + In March 2012, forward-thinking Ambassador Charles A. Sanga was appointed Chairman of the Tanzania Tourist Board to develop the organization to authority level.
- + In October 2012, KLM announced two new daily flights to Kilimanjaro International Airport, Tanzania's second airport.
- + From December 2012, Turkish Airlines will fly direct from Istanbul to Kilimanjaro International Airport

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