



REPUBLIC OF NAMIBIA

**Address**

**by**

**Honourable Uahekua Herunga, MP**

**Minister of Environment and Tourism**

**to the**

**National Assembly**

**on the Adventure Travel World Summit**

**Windhoek**

**09 October 2013**

**Right Honourable Prime Minister**

**Honourable Speaker**

**Honourable Deputy Speaker**

**Honourable Members**

I am delighted to announce that in less than 2 weeks, over 700 members of the adventure travel community will arrive in Namibia for the 10<sup>th</sup> Annual Adventure Travel World Summit. This is the first time this prestigious event is held in Africa – affirmation of our country’s growing recognition as an outstanding tourism destination, and our unprecedented work and innovation in the conservation sector.

At this juncture, I would like to inform the august house that four days ago, I opened the Luderitz Speed Challenge, an international tourism sporting event in which 19 nations including Australia, Germany, Russia and Namibia amongst others are battling for the world championship and records in kite-surfing and windsurfing. They will be in Luderitz for three weeks. The injection of this event into the economy of Luderitz is around N\$1.5m.

Kite-surfing and windsurfing are only two of the adventure activities that our country offers to visitors.

The Adventure Travel World Summit will introduce the range of adventures in Namibia as well as our conservation story to leaders and influencers in this growing and lucrative industry.

The Adventure Travel World Summit (ATWS) delegates will be touring Namibia to gain a deeper understanding of what our country has to offer, and our tourism industry throughout the country is prepared and excited to host these special guests. The delegates will be traveling on over 120 itineraries, visiting 28 conservancies and 18 Joint Venture lodges.

We project that the benefits from the Adventure Travel World Summit will total N\$51m into the Namibian economy. In the information packet before you, you will see that my staff has detailed the total sales and the value of the extensive media and public relations we anticipate.

This is the first time this prestigious event is held in Africa. More accredited media than ever before have registered and they are from influential publications, such as CNN and National Geographic.

My team, comprised of 72 members of the public and private sector, has worked hard to leverage this event by organizing

“excitement events,” including city wide clean up campaigns, a Women in Tourism Event, Adventure Connect events and a Special Indigenous Tourism Workshop for 250 people on the 25th of October. This will include representatives from all 79 conservancies as well as indigenous delegates from Canada, Australia, the United States, Sweden and Papua New Guinea. These events are organized to provide as much inclusiveness to Namibians as possible in the run up to the Summit.

During the opening ceremony on 29<sup>th</sup> of October, to which you are all invited, the Gift to the Earth Award will be presented to His Excellency the President Hifikepunye Pohamba by Chief Ameke Anyakou, a good friend of Namibia and the South.

This gift is awarded by the World Wildlife Fund (WWF) to Presidents and Nations in recognition of conservation successes and empowerment of rural people. Namibia received this gift fifteen years ago, when it was awarded to President Nujoma for the establishment of the first four communal conservancies.

On this day, communal game guards in all 79 conservancies will be recipient of a major equipment donation, valued at over N\$1,000,000 in recognition of their contribution to conservation.

Truly, our game guards are the first line of defense for conservation in Namibia.

On the 1<sup>st</sup> of October, I publicly thanked the Namibian private sector for the way and manner in which they have supported this partnership. Since the announcement that Namibia would host the Summit, Team Destination Namibia has received over N\$5million in corporate sponsorships towards the summit. If we factor in in-kind donations, time spent by private sector and civil society, I estimate that the total private sector contribution amounts to N\$6m.

The Namibian tourism sector does not stand alone. Collaboration between the public and private sector has reached new heights as we work closely together to make the Adventure Travel World Summit an amazing success.

I must say, that I am humbled to see that in Namibia, tourism is truly everyone's business. As a nation we have resolved to deliver a Summit never to be forgotten.

In addition to my statement, I am leaving with you a fact sheet on the overall Summit and benefits that Namibia will receive.

I thank you all for your attention.

