INVESTING IN ZAMBIA’S TOURISM SECTOR

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INTRODUCTION - TOURISM

• Tourism prioritized as one of the growth areas of the economy due to its potential as a foreign currency earner and contributor to socio-economic development.

• Government has targeted tourism, together with energy, agriculture and manufacturing to account for 50% of Zambia’s foreign currency earnings by 2030.

• Currently, these sectors account for 30% foreign currency earnings, with Mining accounting for 70%
INTRODUCTION (CONT)

• Tourism, due to its labour-intensive nature, is also recognized as an important source of jobs, prosperity and competitiveness.

• Tourism has been singled out as one of the priority sectors due to its numerous backward and forward linkages to other sectors of the economy, both economic and service.

• Tourism expenditure cuts across the entire spectrum of Zambia’s economy through its multiplier effects.
GOVERNMENT’S VISION FOR TOURISM SECTOR

‘To make Zambia an exciting and growing destination that realizes its full potential and rewards tourists with unique, authentic and treasured experiences, and be amongst the top five tourist destinations of choice in Africa by 2030’
POLICY AND LEGISLATIVE OVERVIEW

• To achieve this vision, government has revised the tourism policy and legislative framework through which a Tourism Master Plan and Tourism Export Strategy will soon be in place.

• The revised Tourism Policy, approved by cabinet mid-2015, stresses the existence of a government-led and private sector-driven tourism sector which aims at achieving 6% contribution to GDP by 2030.
The new Tourism and Hospitality Act No 13 of 2015 has resulted in the re-orientation of both mandate and effort at the Zambia Tourism Board (ZTB).

This has seen the addition of hospitality industry standards and services regulation as well as revenue collection mandate to the organization, over and above the existing Tourism Marketing mandate.
POLICY AND LEGISLATIVE OVERVIEW (CONT)

• In this respect, the institution will be known as the Zambia Tourism Agency.

• The new Zambia Wildlife Act No 14 of 2015 has resulted in the reversion of the wildlife management mandate back to mainstream civil service:

  – with the Zambia Wildlife Authority becoming defunct and renamed as the Department of National Parks and Wildlife under the Ministry of Tourism and Arts.
The broad-based strategic intention is to assure stakeholders of government’s seriousness with the conservation of the country’s wildlife resource by putting the operation under treasury funding.

New government policy for wildlife is to ensure its sustainability through a combination of government involvement, private sector and community participation under a well managed decentralization process.
POLICY AND LEGISLATIVE OVERVIEW (CONT)

• The desired outcome is to have local communities see benefits of sustainable wildlife management to buy into the exercise and assume ownership of the process.

• Government is also coming up with a new law to regulate casino business and training services in the tourism sector, this is aimed at:
  – enforcing compliance with statutes governing casino business to minimize negative social effects;
  – ensuring the country has adequate and better trained skill base to support government’s vision for the tourism sector.
OPPORTUNITIES – SECTOR & SUPPORT

• In order to contribute to diversifying the Zambian economy and promote the tourism sector, Government is developing Northern Tourism Circuit that includes Luapula, Northern side and part of Muchinga Provinces.

• In order to improve the tourism sector offerings of Zambia, the government is focused on two major project areas of greater Livingstone and the Northern Circuit in the Southern and Northern Provinces respectively.
OPPORTUNITIES – SECTOR & SUPPORT (CONT)

• Government has also started rehabilitation and new construction of infrastructure such as airports, roads and communication facilities.

• A phased approach, using the Kasaba Bay Tourism Project, is being used to invest in Northern Circuit as it is a huge project and resources are limited.
OPPORTUNITIES – SECTOR & SUPPORT (CONT)

• The Government is also investing extensively and effectively in marketing strategy to create awareness and demand of tourism opportunities in Zambia in terms of investment and offerings.

• Since successfully co-hosting the 20th General Assembly of the UNWTO in 2013, a lot of local, regional and international organizations have expressed interest or encouraged the country to offer hosting of mega conferences and events.
OPPORTUNITIES – SECTOR & SUPPORT (CONT)

• Current and future opportunities include AU Summit, UN conferences of specialized agencies and blocks, international service clubs, NGOs, sector organizations at all levels, sporting events at regional, continental and global levels.

• These grand events will require investment to create additional bed space, transport services, restaurants, communication facilities and supporting infrastructure.
INVESTMENT OPPORTUNITIES

TOURISM

Lodges and campsites

Eco Tourism

Wildlife

Hotels

Splendid sites
Tourism sites are offered in the following areas:

South Luangwa National Park (six (6) sites)
North Luangwa National Park (one (1) site)
Kafue National Park (four (4) sites)
Lusaka National Park (two (2) sites)
Blue Lagoon National Park (two (2) sites)
Lochnivar National Park (two (2) sites)
Chete and Sekula Wildlife sanctuary on the islands of Lake Kariba (four (4) sites)
Nsumbu National Park (nineteen (19) sites)
Mosi-oa-Tunya National Park (seven (7) sites)
<table>
<thead>
<tr>
<th>Name of site</th>
<th>Area size</th>
<th>Special feature</th>
<th>Recommended investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Site near ZAF Chalets</td>
<td>45 Ha</td>
<td>National park, international airport</td>
<td>Hotel facilities</td>
</tr>
<tr>
<td>2. Hubert Young site</td>
<td>5 Ha</td>
<td>Proximity to Victoria Falls, wildlife</td>
<td>Lodge facilities</td>
</tr>
<tr>
<td>3. Namoonda site</td>
<td>10.7 Ha</td>
<td>Zambezi River, rapids</td>
<td>Safari Camp</td>
</tr>
<tr>
<td>4. Dambwa Forest site</td>
<td>1,100 Ha</td>
<td>Open forest, wildlife</td>
<td>Hotels, Lodges, shopping malls, and multi-use centers</td>
</tr>
<tr>
<td>5. Songwe site</td>
<td>32 and 55 Ha</td>
<td>Songwe Gorge, Zambezi River, wildlife</td>
<td>Hotel facilities, water rafting facilities, Banji Jumping</td>
</tr>
<tr>
<td>6. Zain Mast site</td>
<td>215 hectares</td>
<td>Victoria Falls, scenic view</td>
<td>Hotels, Golf course, conference centre</td>
</tr>
</tbody>
</table>
HUBERT YOUNG SITE

✓ Location/Coordinates: Within Mosi-Oa-Tunya National Park, within Northings, 381500 and Eastings 8018500, 8021500 (UTM Coordinate system)
✓ Size: 5 Hectares
✓ Features: Natural vegetation, Proximity to the Victoria Falls, Wildlife
✓ Recommended Investment: Lodge

NAMOONDA SITE

✓ Location/Coordinates: Along the banks of Zambezi River, within Northings 329000, 330000 and Easting 8027000, 8027000 (UTM Coordinate system)
✓ Size: 10.7 Hectares
✓ Features: Zambezi River, Rapids, wildlife
✓ Rec.Investment: Lodge, Boating, Game viewing service, White water rafting
DAMBWA FOREST SITES

- Location/Coordinates: located within Dambwa Local Of rest to the Northern side of Livingstone International Airport, within 370000, 379000 and Eastings 8031000, 8036000 (UTM Coordinate system)
- Size: 1100 Hectares divided into 5 parcels of approx. 82 Hectares
- Features: Stream, open light forest, wildlife, trunk road T1, International Airport
- Rec.Investment: Hotels, Lodges, Shopping Malls and Multi use Centers

SONGWE SITES

- Location/Coordinates: located along the Songwe Gorge and within Mosi-Oa-Tunya National Park, within Northings 379000, 381000 and Eastings 8012500, 8014000 (UTM Coordinate system)
- Size: 32 & 55 Hectares
- Features: Songwe Gorge, Zambezi River, wildlife
- Rec.Investment: 5 Star Hotel, Water Rafting, Bunji Jumping
KASABA BAY SITE

- Location/Coordinates: Southern part of Lake Tanganyika, within Northings 242000, 244000 and Eastings 9057000, 9059000 (UTM Coordinate system)
- Size: 50 Hectares
- Features: Lake Tanganyika, beautiful beach, wildlife
- Rec. Investment: Lodge; maximum bed capacity 100
<table>
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<th>Area size</th>
<th>Special feature</th>
<th>Recommended investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Kabyolwe site</td>
<td>50 Ha</td>
<td>On confluence of Lufubu and Lake Tanganyika</td>
<td>1000, capacity conference center, beach game facilities</td>
</tr>
<tr>
<td>2. Keso site</td>
<td>5 Ha</td>
<td>Rapids, wildlife, panoramic views from park side</td>
<td>Camp site or small lodge</td>
</tr>
<tr>
<td>3. Mwepwe Public Picnic site</td>
<td>5 Ha</td>
<td>Mwepwe Falls, wildlife and tradition and cultural</td>
<td>Camp site</td>
</tr>
<tr>
<td>4. Mwepwe Commercial site</td>
<td>20 Ha</td>
<td>Mwepwe Falls, wildlife and tradition and cultural</td>
<td>Lodge facilities</td>
</tr>
<tr>
<td>5. Kalamate site</td>
<td>5 Ha</td>
<td>Wildlife, river view, proximity to island</td>
<td>Lodge facilities</td>
</tr>
<tr>
<td>6. Bupe Site (ox-bow lake)</td>
<td>5 Ha</td>
<td>Wildlife, river view, proximity to Mango Island</td>
<td>Lodge facilities, suspended bridge to island</td>
</tr>
<tr>
<td>7. Mango Island Site</td>
<td>20 Ha</td>
<td>Staired landscape river front, wildlife</td>
<td>Lodge facilities</td>
</tr>
<tr>
<td>8. Chambeshi Lufubu Confluence</td>
<td>50 Ha</td>
<td>Confluence of Chambeshi and Lufubu Rivers wildlife culture and tradition</td>
<td>Lodge facilities</td>
</tr>
<tr>
<td>#</td>
<td>Site</td>
<td>Size (Ha)</td>
<td>Description</td>
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<td>-----------------------------------------------------------------------------</td>
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<tr>
<td>9</td>
<td>Ishiba Lyamomba</td>
<td>30</td>
<td>Cliff for mountain climbing, pristine environment and wildlife</td>
</tr>
<tr>
<td>10</td>
<td>Chika Falls site</td>
<td>50</td>
<td>Chika Falls, wildlife and pristine environment</td>
</tr>
<tr>
<td>11</td>
<td>Kangwena site</td>
<td>2.5</td>
<td>Abundant wildlife, Kasaba Bay Airport, lake view</td>
</tr>
<tr>
<td>12</td>
<td>Kampemba</td>
<td>2.5</td>
<td>Abundant wildlife, Kasaba Bay Airport, lake view</td>
</tr>
<tr>
<td>13</td>
<td>Crocodile Farm site</td>
<td>2.5</td>
<td>Abundant wildlife, Kasaba Bay Airport, lake view</td>
</tr>
<tr>
<td>14</td>
<td>Airport Beach site</td>
<td>5</td>
<td>Entry of exit point for passengers, wildlife, lakefront with waterborne activities</td>
</tr>
<tr>
<td>15</td>
<td>Chilanga site</td>
<td>80</td>
<td>Waterfront, beach, wildlife</td>
</tr>
<tr>
<td>16</td>
<td>Chitobo site</td>
<td>60</td>
<td>Large beach, wildlife and birds</td>
</tr>
<tr>
<td>17</td>
<td>Kapalwe site</td>
<td>60</td>
<td>Beach, wildlife, lakefront</td>
</tr>
<tr>
<td>18</td>
<td>Crocodile Bay site</td>
<td>50</td>
<td>Thick vegetation, wildlife, crocodiles and hippo</td>
</tr>
<tr>
<td>19</td>
<td>Muzinga site</td>
<td>50</td>
<td>Beach, lakefront, Muzinga Falls, salt lake</td>
</tr>
</tbody>
</table>
South Luangwa National Park is the second largest national park covering an area of approximately 9,050 square km in extent and is one of the best known tourism destinations in Africa because of its abundant wildlife and exceptional scenic beauty and wilderness nature.

The park is situated more than 700 km from Lusaka via Chipata and is surrounded by five game management areas.
Kasenga Lagoon (site 1)
- This site is located at the bottom tip of the park on a lagoon off the Luangwa River. Common animals seen in the area include hippo, roan antelope, puku, reedbuck warthogs and elephants. The site is suitable for safari camp or lodge.

Mutipwazi (site 2)
- There are two sites being offered with one site situated off Mutipwazi River confluence and another in Sandwe Game Management area where hippo, puku, buffalo and elephants are a common wildlife feature. The sites are suitable for lodges or safari camps.
SOUTH LUANGWA (CONT)

Lusiwasi (site 3)

• Lusiwasi site is also composed of two sites on both sides of the Lusiwasi-Luangwa River confluence. Hippos and wildebeest are in abundance. The sites are suitable for safari camps.

Mukute (site 4)

• The site is located along the Mapandwe stream which is a tributary of the Luangwa River and is in a wooded area providing opportunity for good game viewing. Common wildlife species include elephant, buffalo impala and crocodile. The site is suitable for safari camps and lodges.
Nundwe (site 5)

- The site lies at the confluence of Nundwe stream and Luangwa River confluence where elephant, hippo, eland, buffalo are common species in the area.
- The site is suitable for lodge and safari camp.

Mpampongwe (site 6)

- The site is located in proximity of the Mpampongwe Hills in the Sandwe Game Management area. This site is suitable for a lodge.
KAFUE NATIONAL PARK

- There are four sites identified for investment purposes in the Kafue National Park and include the following:
  - **Flagship Lodge (site 19)**
    - The site is located on the shores of Lake Itezhi Tezhi and is characterised by rocky outcrops which are suitable for the construction of a lodge.
  - **Kapilikalila Mukombwe (site 10)**
    - The site is suitable for safari camp or lodge as it boasts spectacular features which include the Kapilikalila Hill which is good for hill climbing/hiking and the Nkala stream along which many species of animals’ concentrate making the area good for game viewing.
KAFUE NATIONAL PARK (CONT)

Kaindabaila (site 14)
• The site is located in the central part of the park at the southern end of the Mweengwa rapids on Kafue River.
• The rapids are a unique attraction and suitable for white water rafting. Investment in a lodge facility would be advisable.

Old Mweengwa (site 30)
• The site is also near the banks of the Kafue River with the Mweengwa rapids providing the backdrop scenery.
• The site is suitable for safari camps or picnic spot.
LUSAKA NATIONAL PARK

• The Lusaka National Park is a new park and is located south east of Lusaka City, adjacent to the Lusaka South Multi Facility Economic Zone.

• The park is established within a city environment and offers spectacular landscape and wildlife habitat for peaceful sightseeing and relaxation. There are two sites:

  Safari Lodge Site

• The site is located in the middle of the National Preservation and Tourism Development Zone of the park and is suitable for a lodge and safari camp.

Lusaka National Park Eatery

• This site is located within proximity of the main gate to the park through the Lusaka South Multi-Facility Economic Zone. The site is suitable for the development of a restaurant and picnic spot.
Summary: Areas of Investment

- Sites in 20 national parks and 36 game management areas
- Services for spectacular sites such as Victoria Falls and others
- Services for rich cultural heritage – traditional ceremonies
- Convention Centres, hotels of all grading categories
- Top end and business hospitality facilities in towns
- Transport and adventure – hot air balloons, city tour buses
- Infrastructure development
Thank You