

FROM THE MOTHERLAND

THREE OF TANZANIA'S WORLD RENOWNED ATTRACTIONS WIN "NATURAL WONDERS OF AFRICA" AWARD

Three of Tanzania's world-renowned attractions, Mount Kilimanjaro, the Great Migration in the Serengeti, and Ngorongoro Crater were named among Africa's seven "Natural

Wonders of Africa" by the Seven Natural Wonders Foundation. The ceremony, officiated by Hon. Mizengo Pinda, Tanzania's Prime Minister, took place at the Mt. Meru Hotel, in Arusha, Tanzania, and was attended by ministers, members of the Diplomatic Corps, and other dignitaries from all over Africa.

"We are delighted to be named one of the winners of this prestigious 'Natural Wonders' Award," said Hon. Pinda, "Tanzania, home to unsurpassed natural resources, has a strong tradition of respect for nature. The Tanzania government sets aside by law nearly 28% of its entire land as protected areas for forests, wetlands and wildlife areas. We are proud in playing a leading role in driving deliberate efforts at a national level to ensure that tourism development is undertaken carefully and responsibly, without damaging the abundant natural resources, all in a well-designed and sustainable package."

"Seven Natural Wonders," based in the United States, has been conducting a campaign since 2008 to determine the Seven Natural Wonders of Africa and received millions of votes from all over the world. The voting for the Seven Natural Wonders of Africa involved 12 tourist attraction sites on the African continent and ended on December 31, 2012 and Tanzania was the only country with the most winning nominations.

For more information on the Seven Natural Wonders Organization, visit www.sevennaturalwonders.org.



BOTSWANA TOURISM LAUNCHES TRAVEL ADVISOR SELECTION TOOL ON BTO WEBSITE

Consumers and Travel Agents Can Now Search For Best-Match Botswana Travel Advisors to Help Them Plan Their Perfect Holiday

It is often said that half the fun of a vacation is in the planning. But sometimes finding the right travel advisor to help plan your journey can be a challenging and time-consuming task. To make this important first step of travel planning easier, Botswana Tourism has launched a dynamic search tool to help pair travelers with Botswana travel advisors who best match their search criteria for vacation preferences and budget.

Located on Botswana Tourism's regional website for North American travelers, www.botswanaturism.us, users can also easily locate the Botswana travel advisor company they want to contact by name, if they have a specific advisor in mind. With one click, they are connected to the company's landing page and contact information.

In instances a user does not have a specific company in mind, the user can conduct a general search to get a list of companies that match selected travel and budget criteria. A more refined search can be conducted by entering additional travel preferences – such as cost, length of stay, group size, and preferred accommodations, among others – to narrow the list of "best match" companies.

The search results appear right on the webpage, where the user can review each company's descriptive landing page. Users

have several options after finding their best company matches: share search result with friends or family, view company profiles online, and/or request a company contact – all without leaving the Botswana Tourism website.

"For many people, a Botswana safari is an ultimate vacation experience. The destination offers so much to see and do, and we have so many knowledgeable and dedicated partners who each have their own areas of expertise, that we built this tool to help first-time travelers to Botswana find the right company to help plan their ultimate vacation," said Leslee Hall, Botswana Tourism office for U.S. and Canada.

To try out this exciting new search tool, go to: Botswana-Tourism.us/StartPlanning.

