



FOR IMMEDIATE RELEASE

Botswana Tourism Launches Specialist Training for North American Travel Professionals

Access the no-cost e-learning program at www.botswanaspecialistprogram.com

ANNAPOLIS, Md. (June 19, 2014) – Promoting Botswana travel with confidence just got easier. The Botswana Tourism Organization (BTO) U.S. Office is pleased to announce the launch of its Botswana Specialist Training Program, an e-learning program created specifically for travel professionals located in North America. Travel professionals can access the program at www.botswanaspecialistprogram.com.

The comprehensive, six-module e-learning program is designed to enhance travel professionals' knowledge about Botswana's prime and emerging tourism regions, its history and culture, as well as providing essential travel planning information.

In addition to education about the destination, the site provides other helpful resources for travel professionals, allowing them to sign up for the BTO North American trade newsletter, order destination marketing collateral, and view or download tips about promoting Botswana to clients. Keeping travel professionals' busy schedules in mind, the program can be completed over time without having to repeat modules that have already been successfully completed. Travel professionals who successfully complete the program will receive a Botswana Specialist Training Program certificate.

To access the Botswana Specialist Training Program, go to www.botswanaspecialistprogram.com.

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About the Botswana Tourism Organization

The Botswana Tourism Organization (Botswana Tourism or BTO) is a parastatal body set up through an Act of Parliament with the mandate to market the Botswana tourism product, grade and classify tourism accommodation facilities and promote investment in the tourism sector. With its long-standing commitment to the conservation of its land, wildlife and cultural heritage, Botswana enjoys a solid reputation as a progressive sustainable tourism destination and one of the top safari destinations in the world.

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