



Namibia Tourism Board

Tourism for the future: A Namibian perspective

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Synopsis Overview Cruise Ship Industry

- ❖ A rising trend toward larger and more frequent passenger or cruise ships, showing the globalizing nature
- ❖ Passengers desire to discover different opportunities, which may be offered also at the destination ports and not only on board
- ❖ Need to build a competitive offer by putting together passengers' tourist needs and the appeal of ports' brands, attractions, and inland assets
- ❖ Selling itineraries, not destinations. This underlines the core importance in the selection of a sequence of ports of call
- ❖ Itinerary and the port infrastructures are key factors in decision-making to select port of call
- ❖ Competition among coastal cities to be part of the cruise market is fierce



Synopsis Overview Cruise Ship Industry

- ❖ Ports need attractive, special, unique, or iconic characteristics to attract cruise lines
- ❖ Important **intangible requirements** are amongst other: the destination's brand, reputation, and inland potential tourism attractiveness
- ❖ Some **tangible requirements/infrastructure** are:
 - existence of a cruise terminal or an alternative docking facility,
 - docks of sufficient length, water of sufficient depth (cruise ships generally require between 8 and 9 m of water to operate safely),
 - the possibility for cruise ships to turn around,
 - a constant level of access regardless of sea conditions,
 - good facilities at the terminal or docking facility
- ❖ local institutions should invest in these requirements, if they would like to be part of the global cruise circuit



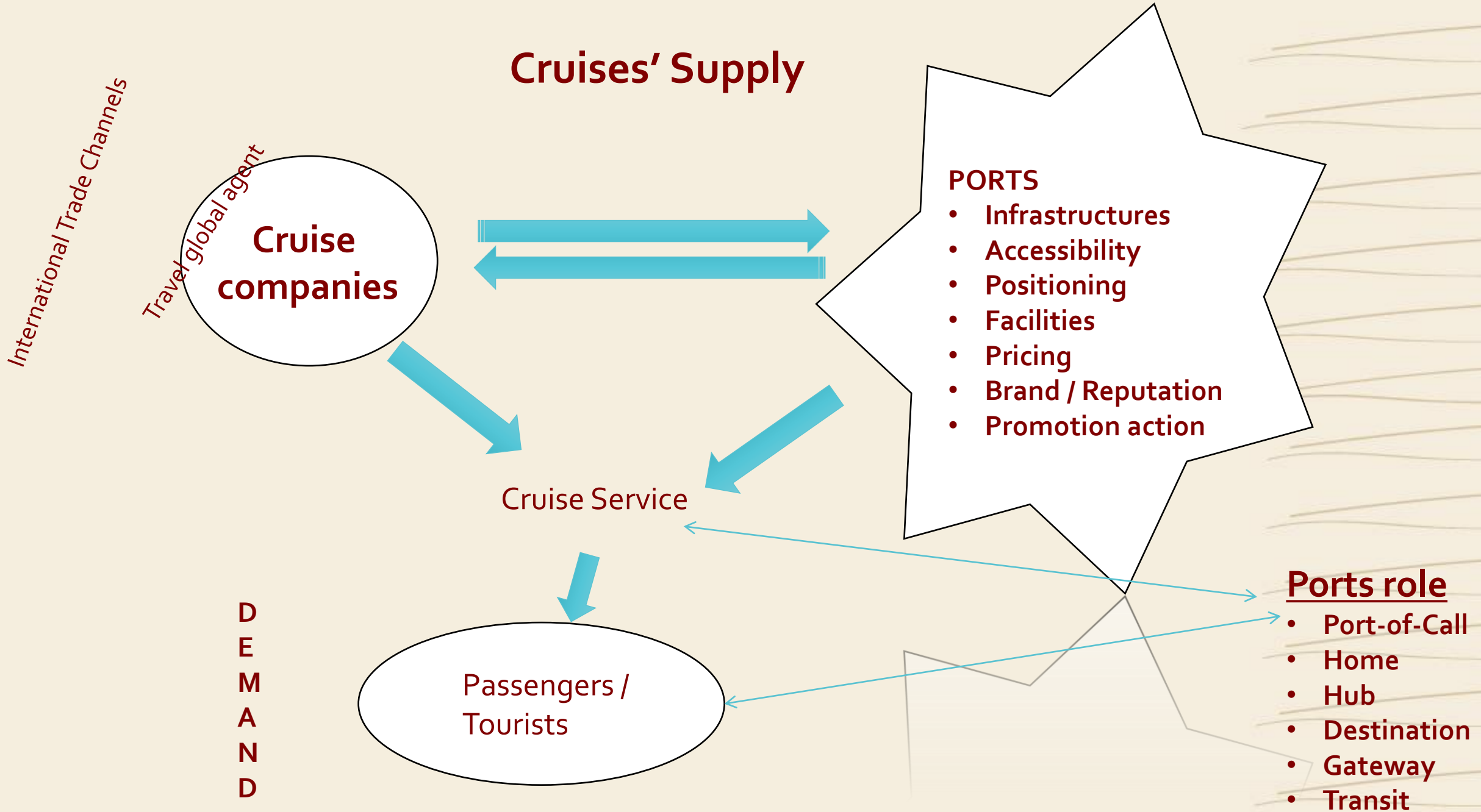


Figure: Cruise supply strategic process

Cruise Ship Industry Readiness – Perspective of Namibia

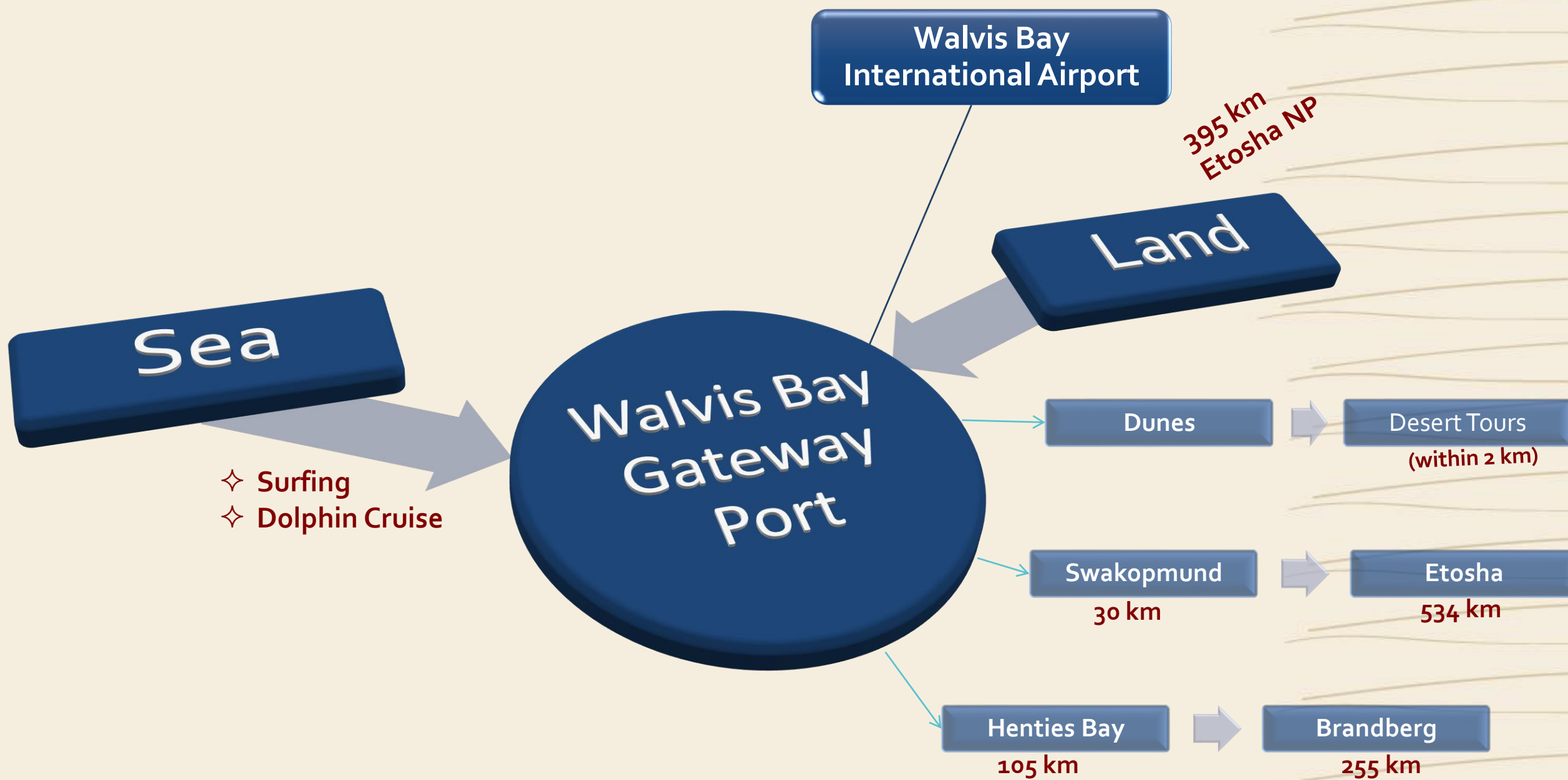
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Port of Walvis Bay

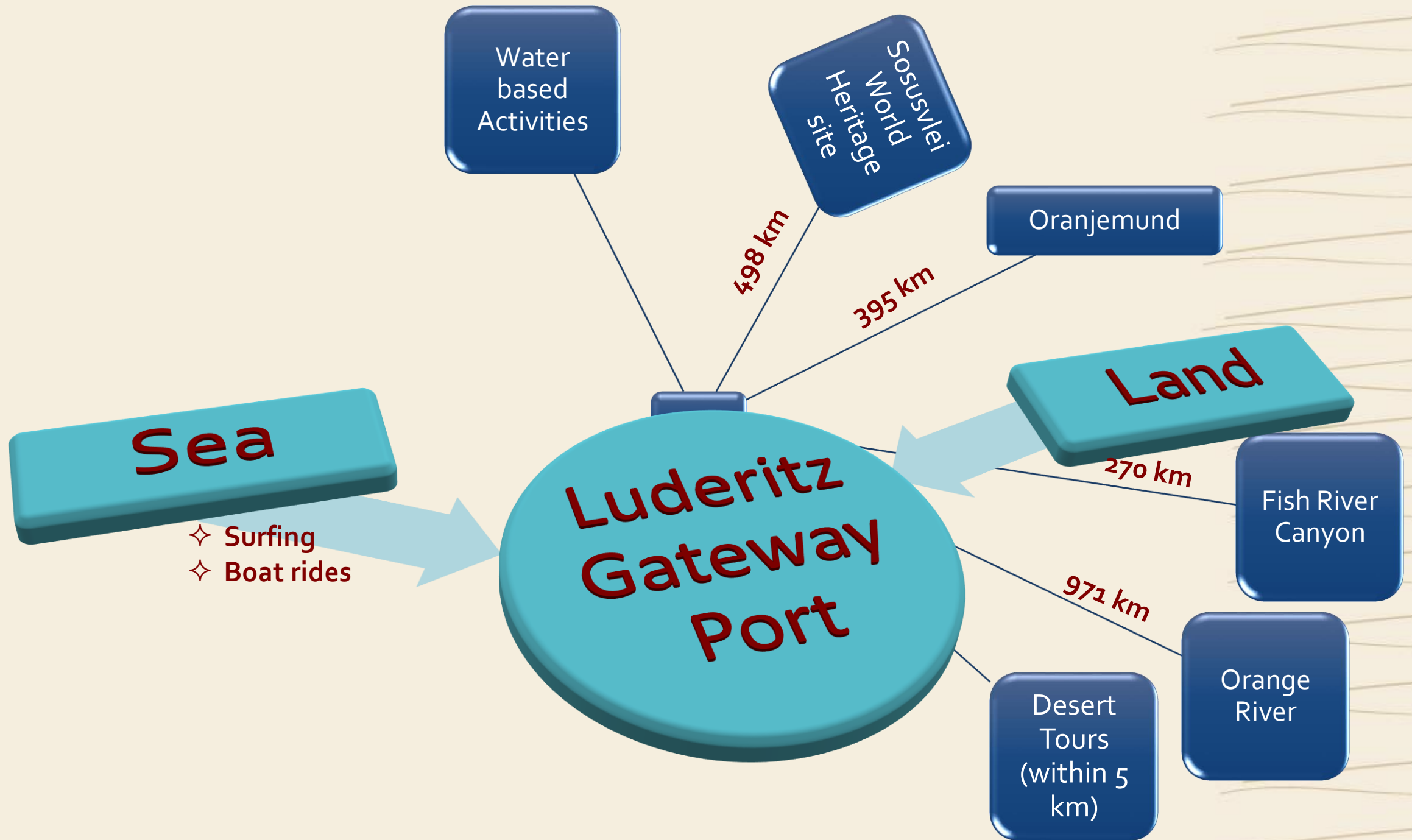
- General purpose port
- 1000 ~ 1300 ship calls annually
- Dedicated passenger cruise terminal



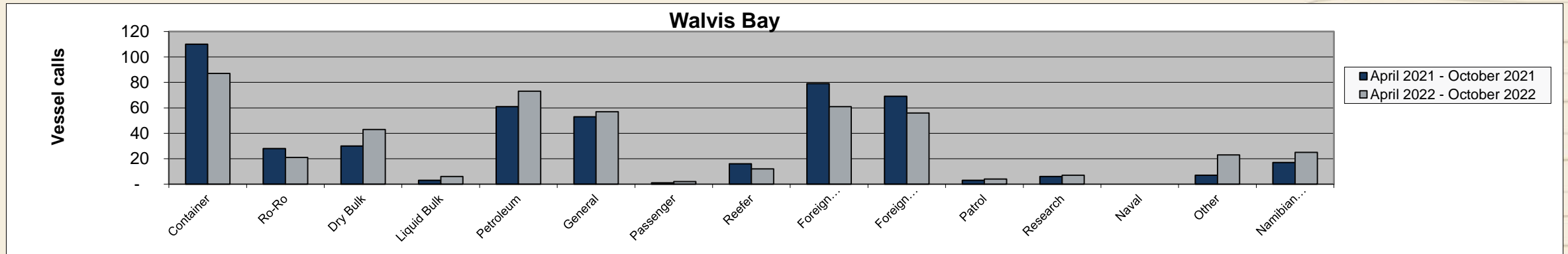
Port of Luderitz

- 730 ship calls annually
- Majorly a fishing port

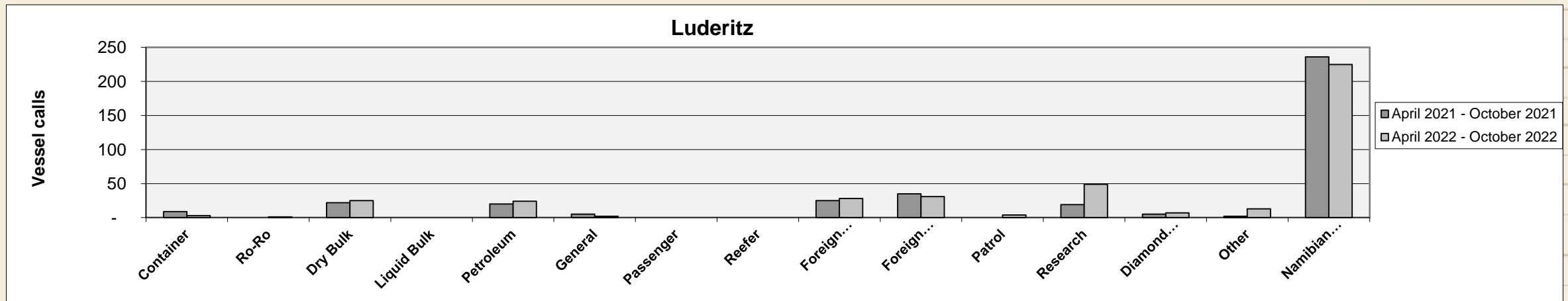




Vessel calls – Year to year comparison

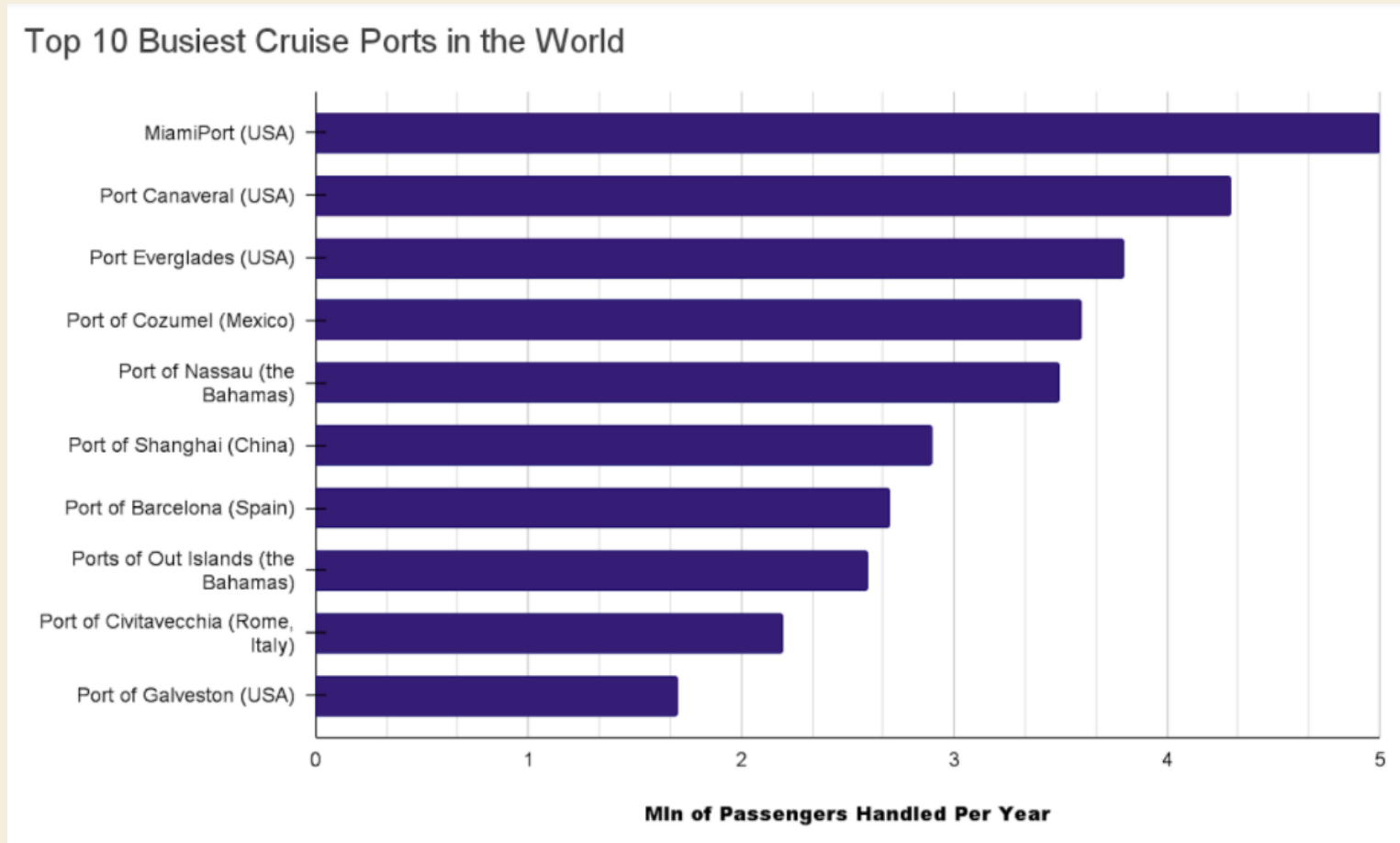


20~23 passenger ships annually (~8000 pax)



7~10 passenger ships annually (~4000 pax)

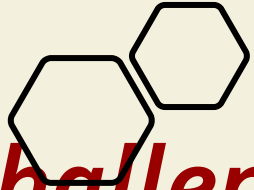
Vessel calls – Year to year comparison



Namibia only handles 8000 Passengers annually

Source: Maritime Zone





Challenges

- Passenger cruise industry in Namibia is still infant compared to leading cruise ship ports like Pireus (625), Long Beach, etc
- Aggressive engagement of the oligopolistic cruise industry to consider Namibia driven by NTB & NAMPORT
- Environmental compliance in terms of International Maritime Laws still a challenge (i.e. MARPOL)
- Research and development required:
 - To build passenger centric facilities
 - Increase industry awareness
 - Business needs for local industry



Overview Of Namibia Tourism – Why Consider?

- ❖ Tourism is the fastest growing economic sector
- ❖ Employs over 100,000 Namibians directly and indirectly
- ❖ Original landscapes, untouched savannah, the oldest desert in the world, the Namib, exotic wildlife and a unique mixture of African and European influences make Namibia a fascinating travel destination
- ❖ The number of foreign arrivals has been continuously growing
- ❖ 1,681.336 million tourists visited the country in 2019
- ❖ Top 10 tourist markets in 2019 were from Angola, South Africa, Zambia, Germany, Zimbabwe, Botswana, France, United Kingdom, USA and China





Whole-year round Destination: over 300 days of sunshine p.a.

Only 2,2 Mio inhabitants in a country 2x the size of France



Rugged

“It’s like a different planet here on earth”

“Namibia demands a lot, but gives you a lot in return”

“I like the idea of going somewhere before the rest of the world has discovered it”



Natural

“It’s as if God has finished and you’re the first person there”

“It’s like where the world ends”

“The animals came right up to me and surrounded me”

Soulful

A person wearing a green hat and light-colored clothing is sitting on a large, dark rock in a vast, arid landscape. The background shows rolling hills and mountains under a clear blue sky. The word "Soulful" is overlaid in a large, light blue font across the top of the image.

“The quiet that surrounds you lets you look inside yourself somehow”

“When you look at the Namibian landscape, you can see the hand of God.”

“It’s all about the vastness and what it does to you as a person”



Liberating

“The openness, silence, vastness, distances, stars – it all makes you feel fulfilled.”

“Offers real tranquility, here you can truly get away from people”

“Made me feel small, insignificant –
all the worries at home paled into nothing”

“There are still places in Namibia that you feel are yet to be discovered”



Thank You



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