

# TOURISM

## SECTOR PROFILE



**June 2013**



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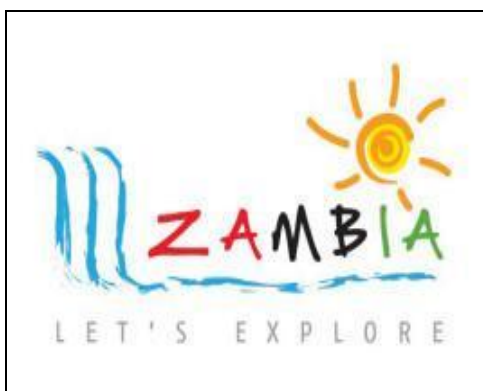
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## OVERVIEW

The Government of the Republic has identified tourism, including arts and culture as one of the priority growth sectors of the national economy. It has the potential to be a major contributor to socioeconomic development as an important source of jobs, prosperity and competitiveness, particularly in rural areas. Key assets include pristine national parks and game management areas, which are home to a great diversity of wildlife and flora. Tourism has also been singled out by government as one of the priority areas for investment due to its numerous forward and backward linkages to various other sectors of the economy.

Zambia stands out as one of the prime tourism destinations in Africa offering a wealth of natural tourism assets – waterfalls, lakes and rivers holding about 35% of Southern Africa's total natural water resource, 'wildlife protected areas' occupying about 10% of the country's total land area, and a tropical climate – a passport to sunshine almost throughout the year.

Zambia is home of the Victoria Falls, one of the Seven Natural Wonders of the World and UNESCO Heritage site. In addition, Zambia is endowed with a rich and diverse culture resulting in the occurrence of more than 30 colourful traditional ceremonies annually.



### **"Zambia: Let's Explore"**

Unveiled in June 2011, the new logo and slogan of Zambia's tourism beckons tourists, investors and general visitors to not only explore this amazing beauty – the magnificent waterfalls, rivers, lakes and rich sunshine under the crisp, Champaign weather; but is meant to attract more tourists and create an environment that ensures an equitable balance between development needs of the country

**"By rebranding the tourism slogan, we have the opportunity to benchmark ourselves against other countries in the region that are more successful in the development of their tourism sector"**

"A successful domestic tourism sector is a prerequisite for success in attracting foreign tourists. Zambia has abundant tourism products. The peaceful nature of the Zambian people and their hospitality has made the country remain a preferential tourist destination."

**Director, Tourism Department**



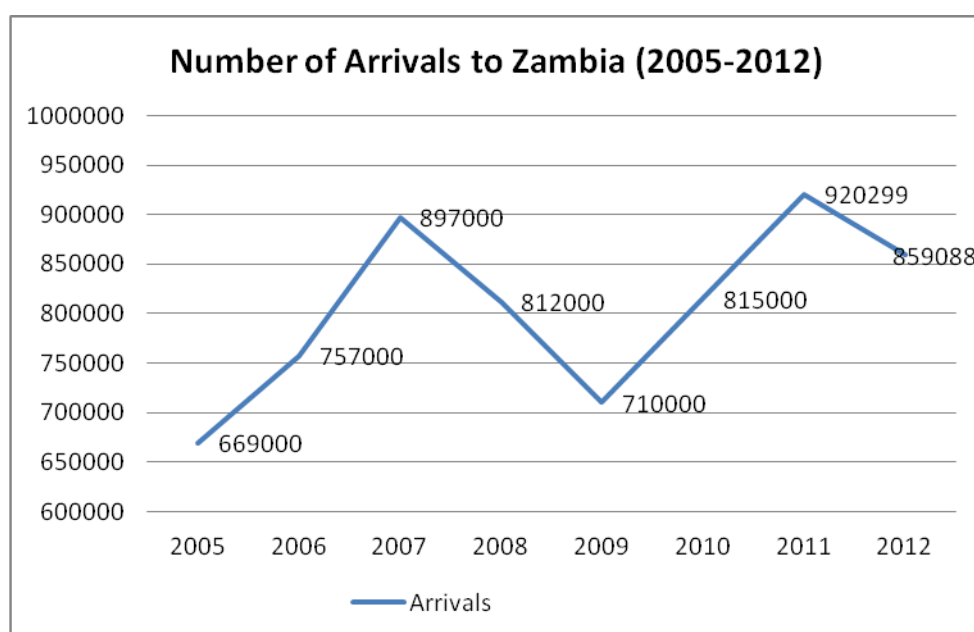
**Moving the administrative capital of the Southern Province from Livingstone to Choma will allow Livingstone to devote all its energies to enhancing its status as the tourist capital of Zambia.**

## II. WHY INVEST IN ZAMBIA’S TOURISM INDUSTRY?

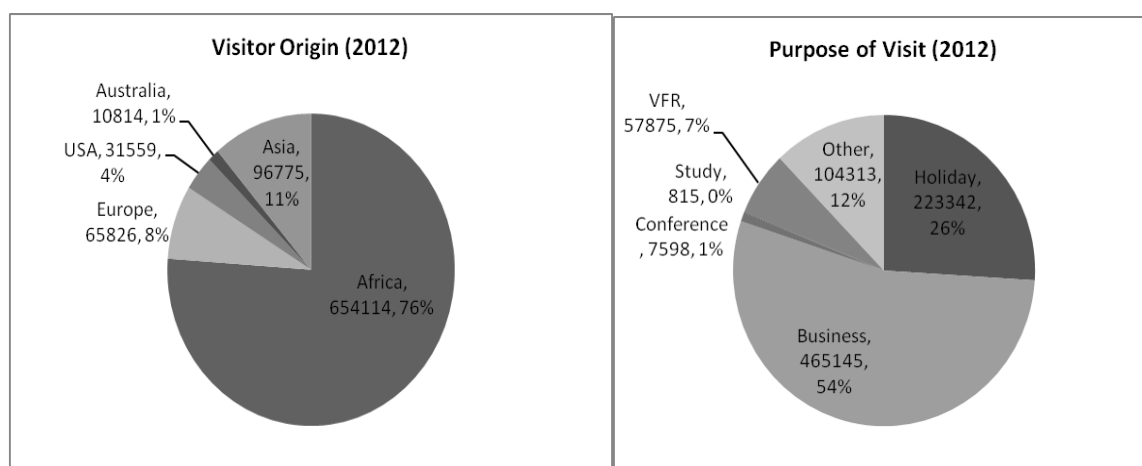
Tourism is one of the fastest growing sectors in Zambia. Notable improvements were recorded in the tourism industry during the Fifth National Development Plan (FNDP 2006-2010) period, as evidenced by higher tourist numbers and greater private sector investment. From a target of 736 450, international tourist arrivals averaged 793 999 over the FNDP. Accommodation in the hospitality industry also grew substantially, from 500 establishments in 2005 to 940 in 2009, and from 10,900 beds to 19,000 over the same interval. Average direct tourism earnings increased from US\$174.00 million in 2005 to US\$200.00 million in 2009 against the target value of US\$304.00 million by 2010. Employment in the sector rose to 25,860 in 2009 from 19,650 in 2005, compared with the FNDP target of 30,404. During this period, the sector’s contribution to GDP remained constant at 3.1 percent.

### 1. HUGE POTENTIAL IN HOTEL INDUSTRY

In 2012, 859,088 tourists visited the country compared to 920,299 arrivals recorded in 2011. Between 2005 and 2007, the number of visitors to Zambia increased threefold, reaching to 897,000 arrivals. While the 2007-2008 International financial crisis negatively affected the tourism industry, dropping the number of arrivals to 710,000 in 2009, the tourism industry made a quickly recovery. In 2010, the number of arrivals to Zambia was 815,000 and increased to 920,299 in 2011. There was a 6.7% decrease in the number of arrivals in 2012, to 859,088. However, despite this slight decrease recorded between 2011 and 2012, the trend is expected to pick up again as the country anticipates a growing number of tourists. This will be enhanced by the Government’s long term vision for the sector which is to ensure that Zambia becomes a major tourist destination of choice with unique features, which contributes to sustainable tourism, economic growth and poverty reduction. With the expected number of tourist arrivals, the development of hotels, holiday resorts, and private estates in identified and famous tourist destinations of the country, Zambia holds excellent opportunities for tourism investment.



*Source: Ministry of Tourism and Arts*



Source: Ministry of Tourism and Arts

The excellent investment opportunities in hotel development are evidenced in the substantial number of operators already established in the country. Zambia has a wide range of standards when it comes to places to stay – from five-star hotels and first class luxury lodges, to rustic bush camps, guesthouses and campsites. Additionally, the majority of visitors who entered into the country travelled for business purposes, this illustrates the abundant investment opportunities in Zambia.

#### International and Regional Hotel Brands Already in Zambia

- Hotel Intercontinental
- Taj Hotels
- Southern Sun
- Sun International
- Protea Hotels
- The Carlson Rezidor Hotel Group - Radisson Blu
- Courtyard
- Golden Bridge

#### NEW ENTRANTS IN THE HOSPITALITY INDUSTRY...

##### RADISSON BLU

*The Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel companies. It has a fantastic portfolio of 1,319 hotels in operation and under development, a global footprint covering 80 countries and a powerful set of global brands: Radisson Blu, Radisson, Park Plaza, Park Inn by Radisson, Country Inns & Suites By Carlson and Hotel Missoni*

The Radisson Blu Hotel in Lusaka places guests near the city centre and a variety of exciting attractions, such as Mulungushi International Conference Centre, Arcades and Manda Hill Shopping Centres and the Agricultural Show Grounds. Guests enjoy plush, comfortable rooms that feature thoughtful amenities, including free high-speed, wireless Internet access. The hotel features delicious dining options, an on-site spa and fitness centre and flexible meeting facilities.



## 2. RICH RESOURCES AND COMPETITIVE COSTS FOR INVESTMENT

Zambia offers competitive operational costs, motivated English-speaking labour force, and training subsidies from Government Institutions.

- **Labour:** Zambia offers competitive labour costs. The average monthly salaries are as follows; US\$7,000 for executives in a sizeable organization; US\$1,400 for fresh graduates; US\$1,000 for technical workers; US\$250 for level graduates and US\$150 for unskilled or manual labour. Furthermore, Zambians are very friendly people.
- **Power:** At US\$0.03 – US\$0.04 per kWh, Zambia has some of the lowest power tariffs in Africa. Its' power tariff falls below the typical price range of US\$0.05-US\$0.10 per kWh among developing countries.
- **Water:** The Tourism industry requires abundant water supply. Zambia is well endowed with water relative to other countries in Southern Africa. According to World Bank data covering the last two years, the renewable internal freshwater resource per capita in Zambia was estimated at about 5,952m<sup>3</sup> per year, well above the average for sub-Saharan Africa (4,710.3m<sup>3</sup> per person per year). In Zambia the non-residential tariff is about US\$0.59 per m<sup>3</sup> and the residential tariff is US\$0.48 per m<sup>3</sup>.
- **Other resources include:**
  - Land at central location in proximity to other countries in the region
  - Road Network
  - Telecommunication
  - Airline connectivity



[www.lusakaexperience.com](http://www.lusakaexperience.com)

## II. ZAMBIA'S TOURISM RESOURCE BASE

### 1. AWESOME AND MAGNIFICENT WATER FALLS!

Zambia is endowed with more than 20 magnificent waterfalls which are located in different parts of the country. These natural wonders have particular importance to the country in attracting tourists from all parts of the world. Investors are encouraged to establish their investments close to these natural wonders.

#### *The Victoria Falls*

The Victoria Falls, which is one of the Seven Natural Wonders of the World is 'a must see'. At their peak, the Falls plunge into the Zambezi River at about 550,000 cubic metres per second. The impact of so intense that falling water raises a cloud of vapour that can be seen more than 30 kilometres away. It is because of this that the falls have been known for centuries as Mosi – Oa – Tunya, meaning '*The Smoke That Thunders*'. The falls, which lie in the country's tourist capital of Livingstone, in the south of Zambia, was declared a World Heritage Site for its unique geological / geomorphologic significance. The Victoria Falls area is rich in biodiversity. There are eight gorges as fascinating as the falls, as well as the 'look-out tree' – an enormous Zambezi valley baobab in which a platform has been built for an excellent view of the falls.



**Magnificent Victoria Falls**



#### **Fact about the Victoria Falls Bridge**

**The Victoria Falls Bridge was commissioned by Cecil John Rhodes in 1900, although he never visited the falls and died before construction began, he expressed his wish that the “*railway should cross the Zambezi just below Victoria Falls. I should like the spray of the Falls over the carriages.*”**

#### ***Other Waterfalls***

The **Kalambo Falls** are the second most significant waterfalls in Zambia. Located on the Kalambo River some 33 kilometers to the north-west of Mbala town in northern Zambia, the Kalambo Falls are nearly twice as high as the Victoria Falls and are the second highest uninterrupted falls on the African continent at 235 meters high.

Other waterfalls include **Ntumbachushi Falls** in the Luapula province, **Lumangwe Falls**, **Ngonye Falls** on the Zambezi, **Chipempe Falls** and the **Chishimba Falls** located in northern Zambia. These untapped waterfalls lie in areas of scenic landscapes providing potential investors with rich areas for development.

## **2. LAKES AND RIVERS**

Zambia hosts 35 per cent of Southern Africa’s water resource. The country has lakes, rivers and swamps - there are 5 major rivers and 4 major lakes. The Zambezi River is Africa’s fourth largest river



and the country's longest spanning a total distance of 2,700 kilometers. It is on this river that the mighty Victoria Falls and the world's largest man-made Lake, the Lake Kariba lies. In the southern part of the country is the Kafue River which spills into the Zambezi River and in the Eastern Zambia is the Luangwa River. The Northern part of the country is endowed with two rivers bordering it namely the Chambeshi and Luangwa rivers, and three lakes that is, Tanganyika, Mweru and Bangweulu. These water resources provide opportunities fishing, white-water rafting, boat cruises, canoeing river boarding, jet boating, and Gorge wing.



**The Zambezi Floodplains in Western Zambia near Liuwa Plains**

### **3. NATIONAL PARKS**

Zambia's wildlife protected areas occupy about 10% of the country's total land area. There are a total of 20 national parks, 34 game management areas and 23 million hectares of land devoted to the conservation of spectacular variety of animals. The major national parks are:

#### ***Kafue National Park***

Kafue National Park is Zambia's oldest park and by far the largest. It was proclaimed in 1950 and is spread over 22 400 square kilometers - The Park is still a raw and diverse slice of African wilderness with excellent game viewing, bird watching and fishing opportunities. Opportunities for investment within the park are available.

#### **South Luangwa National Park**

The South Luangwa National Park, located in the Luangwa Valley in Eastern Zambia, has one of the largest concentrations of wildlife in the world. A unique feature about the Luangwa valley is its game viewing walks and drives which vary from one (1) to eight (8) days with bush camps along the way. The South Luangwa National Park with an area size of 9,050 km<sup>2</sup> has probably the largest variety of animals and bird life in Africa. Its river lagoons host large populations of hippopotamus and the plains are roamed by giraffe, buffalo, zebra and numerous varieties of antelope. Other animals are the elephant, lion and leopard. Visitors interested in flora and fauna will be delighted at the numerous and exotic species of flowering trees and blooms, which grow above and below the heads and hooves of Zambia's wildlife.

## **Mosi – Oa – Tunya Park**

The Mosi oa Tunya National Park is home to the mighty and spectacular Victoria Falls in Zambia's tourist capital of Livingstone. This park is home to a variety of wildlife and spreads over an area of 66,000 km<sup>2</sup>.

## **Lower Zambezi National Park**

The Lower Zambezi National Park is located in south Zambia and is mainly accessible by road and air. The park is endowed with both terrestrial and aquatic ecosystems and associated flora and fauna. It has a large population of elephants, buffaloes, waterbucks and Zebra. Other animal species include roan, eland, kudu and sable antelopes, lion, leopard, cheetah, African wild dog, hyena, etc.

Owing to its location and endowments, Lower Zambezi National Park is a very popular tourist destination. The tourist attractions include an abundant wildlife, mosaic of vegetation types ranging from the low floodplain seasonally waterlogged types to the mixed woodlands up on the plateau and the scenic escarpment provides important added attractions. The park offers the most spectacular canoeing experience than any other national park in Zambia. Tiger fishing takes place in the area and visitors enjoy viewing the sunset on the Zambezi River.

The legendary Zambezi River is in itself a spectacle and is the namesake of this pristine wilderness. Along its 2700 km course, the Zambezi fertilises the Barotse floodplains, plunges over the Victoria Falls and replenishes the massive Lake Kariba before reaching the Lower Zambezi. Here, a myriad of islands have formed, creating a home and feeding ground for an incredible amount of diverse wildlife. This together creates one of the most diverse and interesting eco-systems on the planet, providing the opportunity to explore these habitats in an unmatched variety of safari activities.



**View of the lower Zambezi**



#### 4. MUSEUMS

Museums present another source of entertainment and adventure for tourists, giving them an opportunity to acquaint themselves with some aspects of the country's history, culture and art. There are four national museums in the country that is, the Livingstone Museum in Livingstone, Copperbelt Museum in Ndola, Lusaka Museum in the capital Lusaka and Moto Moto Museum in Mbala. The museums play a significant role in interpreting the country's heritage through their research, collections, preservation and exhibitions. Investors are invited to set up hotels and other support services near the museums to take advantage of the flow tourists.

### ***Livingstone Museum***

The Livingstone museum was established in 1934 and it's the oldest and largest of the four National museums. It is located in Livingstone, the tourist capital of Zambia and home of the world famous heritage site, the Victoria Falls. It houses, among other things, a note book, in which Scottish missionary and explorer Dr David Livingstone, corded the actual date on which he saw and named the "Victoria Falls" after the Queen of England. It also holds a vast archaeological collection, ethnography, history, including mammalogy, ornithology, entomology, ichthyology, herpetology and botany.



### **Moto-Moto Museum**

The Museum is located in Mbala, near the tourist attractions of Lake Tanganyika and Kalambo Falls and it dates back to the 1940s. It became a National Museum in 1974 and most of its collections are from the Northern parts of Zambia, covering Prehistory (Archaeology), History and Ethnography. The prehistory collection includes the Kalambo Falls' findings that record the oldest evidence of the use of fire by man, south of the Sahara.

### **Lusaka National Museum**

Lusaka museum started as a national political museum. It is now a cultural history institution specializing in ethnography, art, archaeology and history.

## **5. ENVIRONMENT AND CLIMATE**

Despite its location in the tropical zone, Zambia has a temperate climate that makes it pleasant to visit all year round. As it is not as commercialised as many safari destinations, there are a variety of unspoilt wilderness environments.

## **III. UNDER-EXPLORED OPPORTUNITIES**

### **1. ECO – TOURISM AND ADVENTURE ACTIVITIES**

Eco-tourism is still under-exploited in Zambia. With abundant nature and wilderness, this segment of tourism offers exciting investment opportunities.

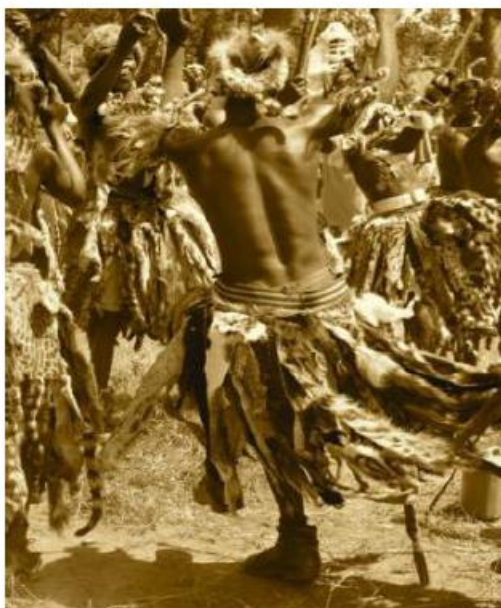
Opportunities exist in: safaris, makoroeing/canoeing, Game drives, Nature walks, Bungi jumping,



Microlight flights, Sport fishing, Rock-climbing and Orienteering.

## 2. CULTURAL TOURISM

Zambia's population is predominantly rural with only about 40% of the population being in urban areas while the remaining 60% lives in the rural parts of the country. The population is quite diverse with a total of 73 languages. However the major and most commonly spoken languages are Bemba, Lozi, Nyanja, Tonga, Lunda and Luvale. Each is distinguished from the other by unique and colourful traditional customs and lifestyles. Of great significance among the local customs, and 'must visits' are the several cultural festivals (traditional ceremonies) held annually to celebrate various events and seasons. Of these, there are six (6) major ones namely Kulamba (- Eastern Province), Kuomboka (- Western Province), Umutomboko (- Luapula Province), Likumbi Lya Mize (- North Western Province), and Shimunenga (- Southern Province) and Ukusefya pa Ng'wena (- Northern Province) ceremonies.



Ncwala Ceremony  
*(pictures are by Marek Patzer)*

**Nc'wala Ceremony:** The Nc'wala ceremony, held by the Ngoni people of the Eastern Zambia every last Saturday of February, celebrates the harvest (the ceremony is marked by magnificent tribal dances and traditional beer drinking!)

**Kuomboka Ceremony:** The glamorous and most famous Kuomboka ceremony is held by the Lozi people of Western Zambia annually in either March or April to mark the migration of the people from the flooded plains to higher ground. The move is prompted by the flooding arising from the rains.

**Umutomboko Ceremony:** The Umutomboko Ceremony of the Lunda speaking people of Luapula Province in north Zambia is held every last Saturday July at chief Kazembe's Palace.

**Likumbi Lya Mize Ceremony:** The Likumbi Lya Mize of the Luvale people of North-Western Zambia is held in July or August on the last Saturday of the month at the Mize palace of the Senior Chief Ndungu in Zambezi.



**Kuomboka Ceremony**



**Umutomboko Ceremony**

#### **Investment opportunities in cultural tourism include:**

- Packaging cultural ceremonies to local and foreign tourists
- Community/Ethno/Rural Tourism where tourists visit model villages to learn about the Zambian way of living

### **6. MOVIE TOURISM**

Investment opportunities also exist in movie tourism. Tax concessions are provided to movie production companies and other film makers for shooting the movies on location in the country.

## **B. GOVERNMENT'S IDENTIFIED AREAS FOR GROWTH AND PROJECT UPDATES**

There are currently two major areas which have been prioritized and earmarked by government for potential tourism development and these include the greater Livingstone and the Northern circuit situated in the Southern and Northern provinces of Zambia respectively. In order to support these, the Government has commenced rehabilitation works of infrastructure such as roads, airports and communications facilities.

The development of the Northern Tourism Circuit which encompasses Northern, Luapula and part of Muchinga Provinces presented an opportunity to not only diversify the economy away from copper as the country's economic mainstay, but also the tourism sector away from the focus of Livingstone as the main centre of tourism activities. Considering the huge extent of the Northern Circuit and the fact that such investments cannot be done at once due to limited resources, a phased approach beginning with an anchor project was deemed feasible and in this regard the Kasaba Bay Tourism Project area became the focus. The area encompasses Sumbu National Park, Iyendwe valley, parts of Tondwa and Kaputa Game Management areas and Sumbu Township.

Infrastructural works have begun in the following areas of the Northern circuit:-

**Mbala- Kasaba Bay Road** - In order to open up the Kasaba Bay Tourism Project area, government embarked on the programme to provide key basic infrastructure required for private sector investment. The construction of a gravel Mbala –Kasaba Bay road is one such activity and it is expected to link Mbala and other surrounding areas to the Kasaba Bay Tourism Project area. The works on the construction of the Mbala- Kasaba Bay road through the Road Development Agency (RDA) have significantly advanced.

**Lufubu River Bridge** - Works on the bridge on the Lufubu river which will connect Mbala to Mpulungu to Sumbu National Park were set to commence once the engineering and procurement process are complete. As at April 2013, KR9.0 Million has so far been appropriated to go towards the construction of the bridge in the 2013 Annual Work Plan (AWP2013).

**Mbala-Kasaba Bay Power line** - Government through the Rural Electrification Authority, has completed the construction of a 146 kilometres, 66 KV power line from Mbala to Kasaba Bay and this has been connected to the national grid with some commercial properties in the area utilizing this service. This project was completed in April, 2011 at a total cost of K94.0 billion and was technically commissioned on 6th May, 2011.

**Nkamba Bay Lodge, Ndole Bay Lodge** and some parts of Sumbu township have been connected to power. However, the Construction of a culvert under the Kasaba Bay airport runway to facilitate the connection of power to Kasaba Bay Lodge is in progress.

**Construction of Lunzua Power Station** - In order to ensure increased and sustainable power supply to the area, geotechnical and feasibility studies had been undertaken by ZESCO Ltd for the construction of a power generating plant at Lunzua power station with a capacity of 14.8 Mega Watts. The development of the power station is expected to be executed by the Engineering, Procurement and Construction (EPC) contractor.

**Rehabilitation and Extension of Kasaba Bay Airport Runway** - Government has advanced with works on Kasaba Bay airport runway intended to be extended from 1.7 kilometres to 2.1 kilometres and of which 1.5 Km of the major earthworks have been done.

# ZAMBIA AND ZIMBABWE TO CO-HOST 20<sup>TH</sup> SESSION OF THE UNWTO GENERAL ASSEMBLY, AUGUST 2013



## Event background

In August 2013, Zambia and Zimbabwe are set to co-host the world's biggest tourism assembly, the United Nations World Tourism Organisation's (UNWTO) 20th General Assembly. Up to 4 000 participants are expected to attend from the 180 member countries, making this one of the most prestigious events of the year. Zambia and Zimbabwe have a rich history and share the world heritage site, namely the Victoria Falls which is the biggest waterfalls in the world.

The UNWTO General Assembly is to be held in Zimbabwe's Victoria Falls town and Zambia's Livingstone town. This is only the second time ever that the UNWTO General Assembly will be hosted in Africa, the first African country to host it being Senegal. It is however, the first time the conference is coming to Southern Africa making this a historical milestone.

Zambia's President Michael Sata and Zimbabwean President Robert Mugabe signed the Trilateral co-hosting Agreement in May 2012, on behalf of their respective countries, with the UNWTO Secretary General Taleb Rifai, signing on behalf of the world tourism organization.



**Opportunities for Wealth and job Creation.** ZIIF 2013 is a unique platform that will bring together business and policy-makers together and will provide an unrivalled opportunity to position your company amongst the region's leading decision-makers in the investment community.

The Ministry of Commerce, Trade and Industry (MCTI) and Zambia Development Agency are organizing the 2<sup>nd</sup> Zambia International Investment Forum (ZIIF) scheduled to take place in Livingstone in August 2013, alongside the UNWTO General Assembly. The theme of this year's forum will be 'Harnessing Tourism





## LONG-TERM TOURISM GLOBAL TRENDS

A recent UNWTO publication revealed that over time, an ever increasing number of destinations have opened up and invested in tourism development, turning modern tourism into a key driver of socio-economic progress through export revenues, the creation of jobs and enterprises, and infrastructure development. In the past, emerging economy destinations have grown faster than advanced economy destinations, and this trend is set to continue in the future. Between 2010 and 2030, arrivals to emerging economies are expected to increase at double the pace (+4.4% a year) of those to advanced economies (+2.2% a year). As a result, the market share of emerging economies has increased from 30% in 1980 to 47% in 2011, and is expected to reach 57% by 2030, equivalent to over one billion international tourist arrivals.

*Source: UNWTO Tourism Highlights, 2012*

Given this background, Zambia's tourism sector has the right impetus for growth and for contributing to Zambia's comparative advantage as it is supported by the Government's vision and plans to intensify the integration of the various opportunities that lie in the sector to determine the optimal tourism development strategy.

## **C. INVESTMENT INCENTIVES IN ZAMBIA'S TOURISM SECTOR**

The Zambia Development Agency Act No. 11 of 2006 offers a wide range of incentives in the form of tax incentives, non-fiscal incentives, exemptions & concessions for companies. The Act provides for investment thresholds that investors have to meet to qualify for fiscal and non-fiscal incentives.

### **❖ FISCAL INCENTIVES**

- Zero percent tax rate on dividends for 5 years from year of first declaration of dividends.
- Zero percent tax on profits for 5 years from the first year profits are made. From year 6 to 8, only 50 percent of profits are taxable and years 9 & 10, only 75 percent of profits are taxable.
- Zero percent import duty rate on raw materials, capital goods, machinery including trucks and specialized motor vehicles for five years.
- Deferment of VAT on machinery and equipment including trucks and specialized motor vehicles.

### **❖ OTHER FISCAL INCENTIVES**

- Duty exemption on imported and qualifying capital items
- Import VAT relief for VAT registered businesses on imports of eligible capital goods (VAT Deferment).
- Zero rate of VAT on Tour Packages throughout Zambia.
- Zero rate of VAT on other tourist services provided to foreign tourists other than those included in tour packages.
- Refund of VAT for non-resident tourists and visitors on selected goods.
- No import VAT on all goods temporarily imported into the country by foreign tourists
- Capital allowances at 50% of the cost of plant and machinery.
- Investment allowance at 10% of the cost of an extension to an hotel (being an industrial building)
- 5% wear and tear allowance to an extension to an hotel (being an industrial building)
- 10% initial allowance on an extension to a hotel (being an industrial building) in the year the building is first brought into use.

### **❖ NON FISCAL INCENTIVES**

- Facilitation for land acquisition by investors
- Facilitation to provide services such as power, water and other amenities required for projects.
- Facilitation for acquisition of immigration permits including work permits for expatriates
- Facilitation for acquisition of other licenses required to operate a business
- Investors who invest in Zambia enjoy the following guarantees:
  - ✓ Repatriation of profits & dividends.
  - ✓ Protection against nationalization.
  - ✓ Investors can enter into Investment Promotion & Protection Agreement with the Government of the Republic of Zambia.

## D. USEFUL CONTACTS OF GOVERNMENT AGENCIES IN THE TOURISM SECTOR

S/N	NAME	ADDRESS	TELEPHONE/ FAX	E-MAIL/ URL
1	Zambia Development Agency (ZDA)	P.O. Box 30819, Lusaka	T: 260-211-220177 F: 260-211-293223	<a href="mailto:info@zda.org.zm">info@zda.org.zm</a> <a href="http://www.zda.org.zm">www.zda.org.zm</a>
2	Ministry of Tourism and Arts	P.O. Box 30055, Lusaka	T: 260-211227645/ 223930 F: 260-211-229421	(E-mail and web domain names to be activated in due course)
3	Patents and Companies Registration Agency (PACRA)	P.O. Box 32020, Lusaka	T: 260-211-255127 F: 260-211-255426	<a href="mailto:pro@pacra.org.zm">pro@pacra.org.zm</a> <a href="http://www.pacra.org.zm">www.pacra.org.zm</a>
4	Zambia Environment Management Agency (ZEMA)	P.O. Box 35131, Lusaka	T: 260-211-254130/ 254023/59 F: 260-211-254164	<a href="http://www.zema.org.zm">www.zema.org.zm</a>
5	National Heritage Conservation Commission (NHCC)	P.O. Box 320013, Lusaka	T: 260-211-226506 F: 260-211-226506	<a href="mailto:nhccecr@iconnect.zm">nhccecr@iconnect.zm</a> <a href="http://www.zambiaheritage.org.zm">www.zambiaheritage.org.zm</a>
6	National Museums Board of Zambia (NMBZ)	P.O. Box 50491, Lusaka	T: 260-211-233961 F: 260-211-220204	<a href="mailto:nmboard@zamnet.zm">nmboard@zamnet.zm</a> <a href="http://www.museumszambia.org">www.museumszambia.org</a>
7	Zambia Wildlife Authority (ZAWA)	Private Bag 1, Chilanga, Lusaka	T: 260-211- 278513 /366 F: 260-211-278244 /365	<a href="mailto:info@zawa.org.zm">info@zawa.org.zm</a> <a href="http://www.zawa.org.zm">www.zawa.org.zm</a>
8	Zambia Public Procurement Authority (ZPPA)	P.O Box 31009 Lusaka	T: 260-211- 250632/42/87 F: 260-211-250633	<a href="mailto:info@zppa.org.zm">info@zppa.org.zm</a> <a href="http://www.zppa.org.zm">www.zppa.org.zm</a>
9	Zambia Tourism Board	1 <sup>st</sup> Floor, Petroda House, Great East, P.O Box 30017, Lusaka	T: 00260 211 229087/9 F: 00260 211 225174	<a href="http://www.zambiatourism.com">www.zambiatourism.com</a> <a href="mailto:info@zambiatourism.org.zm">info@zambiatourism.org.zm</a> <a href="mailto:ztb@zambiatourism.org.zm">ztb@zambiatourism.org.zm</a>

## **APPENDIX 1: REGISTRATION REQUIREMENTS FOR TOURISM ESTABLISHMENTS**

- Brief description of Project/detailed project or business plan for 5 years, including time of completion of the development or each phase thereof.
- Emergency plan (in case of fire)
- Employment plan
- Marketing plan
- Financial Information for five years
- Information on the safety and welfare measures to be adopted in the course of developing the tourism enterprise
- Information on security
- Investment certificate of registration (COR) issued by the Zambia Development Agency, where applicable
- Photocopies of curriculum vitae, work permits and other relevant permits issued by immigration department
- If the project is to be established or carried out in a national park or Game management area, a heritage site or other protected area, a licence or permit issued under the Zambia Wildlife Act, No.12 of 1998, the National Heritage Conservation Commission Act, Cap. 173 and the Forest Act, cap. 199.
- Environment Impact Assessment (where applicable)
- Authorization for the change of land use issued by relevant local authority (where applicable)
- Architectural plans (where applicable)
- For existing tourism enterprise, attach latest audited accounts or financial statements, or, in the case micro enterprise, tax returns.
- Copies of certificate of registration of person to be employed as hotel manager (in case of a hotel)
- Tax clearance certificate issued under Income Tax Act (Cap.323) and Tax Payers Identification Number (TPIN)
- Fire certificate (where applicable)
- Liquor licence (where applicable)
- Public health permit (where applicable)
- Any other information which the Director of Tourism may require.
- Payment of non-refundable application fee as prescribed by the Minister in the Licence schedule under regulation 21



## APPENDIX 2: 2012 INTERNATIONAL VISITORS ARRIVALS ANALYTICAL REPORT

Area of Origin	Mwami	Mtwezi Airport	Kenneth Kaunda	Simon Mwanga Kapwepwe	Nakonde	Kasimbaalese	Chirundu	Kariba	Vic Falls	Harry Mwanga Nkomo	Kazungula	Katimamulilo	Mpungu Port	Total
South Africa	867	84	9,937	13,845	8,677	4,366	34,847	15,318	18,570	14,935	4,720	8,446	0	134,602
Zimbabwe	826	73	2,646	6,034	1,652	1,006	51,447	14,427	21,437	8,142	8,644	2,584	82	119,100
Other Southern Africa	15,880	29	9,486	357	1,202	739	11,672	6,449	987	6,708	12,592	8,526	3	74,630
Sub Total	17,573	186	22,069	20,236	11,531	6,101	97,966	36,194	40,994	29,785	25,956	19,556	85	328,332
Kenya	253	2	2,526	348	6,185	227	370	15	125	35	265	184	108	10,643
Tanzania	2,786	1	5,718	272	168,330	29,708	2,009	16	843	110	383	289	4,355	214,820
Other East Africa	4,519	11	3,746	270	8,790	765	2,114	407	800	582	199	61	1,833	24,097
Sub Total	7,558	14	11,990	890	183,305	30,700	4,493	438	1,768	727	847	534	6,296	249,560
North Africa	9	13	1,273	37	0	46	39	0	36	5	2	5	9	1,474
West Africa	41	0	5,780	373	55	983	1,154	3	429	229	1	2	504	9,554
Central Africa	487	22	8,370	806	1,952	44,161	6,643	95	1,645	362	211	190	250	65,194
Sub Total	537	35	15,423	1,216	2,007	45,190	7,836	98	2,110	596	214	197	763	76,222
United Kingdom	966	119	11,235	2,187	103	200	914	67	2,168	5,732	1,525	216	14	25,446
Germany	693	68	2,575	272	176	45	88	32	629	1,041	648	339	13	6,619
Italy	267	5	1,338	288	19	29	87	90	211	293	317	25	3	2,972
France	95	5	1,363	154	25	105	97	68	161	639	261	50	0	3,023
Denmark	232	5	780	109	48	22	135	5	212	212	84	13	4	1,861
Sweden	77	0	930	249	7	11	163	17	133	317	98	49	6	2,057
Other Scandinavian	68	15	4,354	239	84	44	276	199	281	591	918	185	18	7,272
Other Europe	553	57	7,507	1,686	188	448	310	157	865	3,748	723	318	16	16,576
Sub Total	2,951	274	30,082	5,184	650	904	2,070	635	4,660	12,573	4,574	1,195	74	65,826
America	641	77	13,086	1,329	135	149	252	77	1,768	4,750	1,376	168	19	23,827
Canada	186	21	2,513	485	34	111	198	16	339	1,273	289	72	0	5,517
South America	14	23	1,202	249	7	5	19	0	113	517	63	3	0	2,215
Sub Total	841	121	16,801	2,063	176	265	469	93	2,220	6,540	1,708	243	19	31,559
Australia	206	7	4,815	1,321	55	65	207	75	690	2,841	472	53	7	10,814
New Zealand	229	2	670	103	8	11	122	55	89	203	83	4	4	1,583
India	137	3	11,933	2,219	68	359	101	100	48	281	40	5	39	15,333
Japan	75	10	1,628	974	34	80	43	39	234	234	133	50	1	3,535
Other Asia	98	11	10,066	739	119	166	341	114	71	368	117	20	202	12,432
China	5,549	34	30,199	6,370	35	30	68	363	20,604	194	29	46	56	63,882
Sub Total	6,294	67	59,311	11,726	319	1,026	882	746	21,736	4,121	874	178	309	107,589
Grand Total	35,754	697	155,676	41,315	197,988	84,186	113,716	38,204	73,488	54,342	34,173	22,003	7,546	859,088

(Visitors Arrivals by Area of Origin and Port of Entry in 2012)  
Source: Ministry of Tourism and Arts

**In addition to all the numerous attractive features in the tourism sector, ZAMBIA ALSO OFFERS:-**

- Stable political system,
- Guarantees security to investors with legislated rights to full and market value compensation,
- Progressive banking, legal and insurance services of international standards and stock exchange market.
- Good place to work and live – Tropical climate and friendly people. Open-air lifestyle with nature reserves, game parks, rivers, lakes and waterways.

For more information and services tailored to your needs, contact ZDA to guide you through the investment process.

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Zambia Development Agency has established a One-Stop Shop aimed at supporting Investors in obtaining information and processing all the regulatory requirements in one place thereby making it easier and quicker to set up or expand their businesses in the country



**Livingstone One-Stop Shop**