

AMAZING

TANZANIA

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Tourism overtakes Gold as Tanzania's Leading Forex Generator

Kicking tourism into football through CHAN

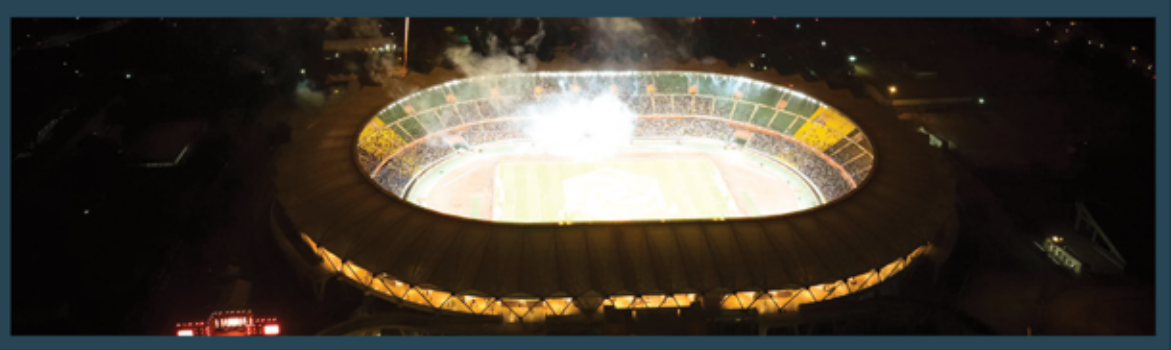
Blocked Serengeti Migration, TANAPA bans tour driver.

TANZANIA
Unforgettable!



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TOURISM OVERTAKES GOLD AS TANZANIA'S LEADING FOREX GENERATOR

Tourism has officially overtaken gold as Tanzania's top foreign exchange earner.

The Central Bank of Tanzania (BoT)'s June 2025 Monthly Economic Review shows that tourism generated \$3.92 billion in the year ending May 2025, up from \$3.63 billion the year before, now making up 55.1 percent of all service-related earnings.

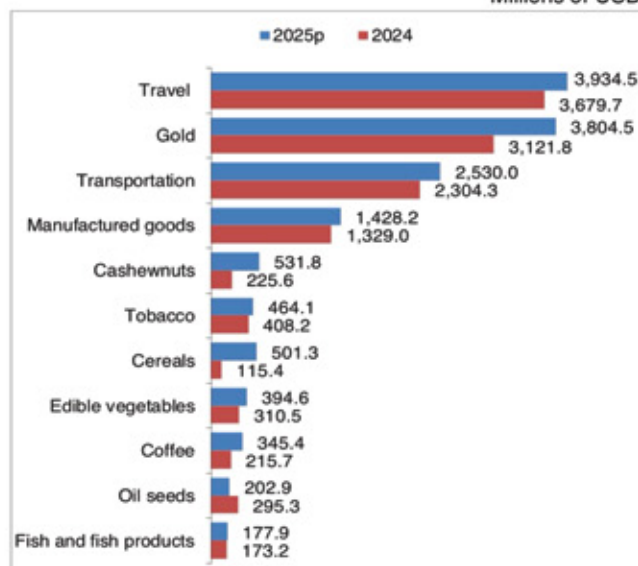
The earnings placed tourism just ahead of gold, which brought in \$3.83 billion over the same period.

A surge in international arrivals played a central role in the sector's rise, with visitor numbers reaching 5.2 million by April 2025 up from 1,961,870 in the prior period.

President Samia Suluhu Hassan has also played a central role in promoting Tanzania's tourism sector through appearing in travel documentary films such as 'The Royal Tour Tanzania,' which according to the Permanent Secretary in the Ministry of Natural Resources and Tourism Dr Hassan Abbas was aired through more than 300 television stations in the U.S.

Chart 2.7.2: Exports of Goods and Services

Millions of USD



Source: Tanzania Revenue Authority and Bank of Tanzania computations

Note: p denotes provisional data

President Samia was also featured in the 'Amazing Tanzania,' film produced in China.

On the other hand, her administration introduced targeted policy reforms aimed at easing operational constraints and driving industry growth.

On July 8, 2025, the central bank granted tour operators partial exemptions from certain foreign exchange controls, a move widely praised by industry stakeholders.

The new exemptions allow tourism operators to use foreign currency for two key purposes: paying for services on behalf of non-resident tourists and acquiring specialized tourism vehicles from local suppliers.

The central bank's decision reflects an effort to ease operational bottlenecks while maintaining broader currency stability.

The move also signals a broader strategic commitment to tourism as a cornerstone of Tanzania's economic development.

With world-renowned attractions like Mount Kilimanjaro, Serengeti National Park, and the beaches of Zanzibar, the country is steadily carving out its place as a top choice for global travelers.

Tanzania's appeal as a tourist hotspot continues to grow, with the country earning top honours at the 2025 World Travel Awards, including Africa's Leading Destination and the World's Leading Safari Destination.

BANK OF TANZANIA

MONTHLY
ECONOMIC
REVIEW

July 2025





TANZANIA INKS FOUR INVESTMENT DEALS WORTH 158.3BN/- TO BOOST THE COUNTRY'S TREKKING SECTOR

Tanzania, through the Ministry for Natural Resources and Tourism has signed four investment agreements under the Strategic Wildlife Investment Concession Agreement (SWICA) framework worth 158.5m/-

The agreements will provide the investors with the opportunity to conduct both photographic tourism and tourist hunting activities within the same concession area.

The investment which will take place in the Burko Open Area (Monduli–Arusha), Selous MHJ1, Selous MHJ2, and Selous ML1 (Liwale–Lindi) differs from the traditional tourist hunting arrangement, in which investors mainly focused on hunting activities only.

The Minister of Natural Resources and Tourism, Ambassador Pindi Chana, said the SWICA arrangement offers investors the opportunity to conduct both photographic tourism and tourist hunting activities within the same concession area. This differs from the traditional tourist hunting arrangement, in which investors mainly focused on hunting activities only.

Ambassador Chana explained further that the government is expected to collect a total of 36bn/-for over 20 years

She further noted that residents living in the surrounding villages of the investment areas will benefit from jobs and community development projects such as the construction of dispensaries, water projects, and classroom buildings worth about 4.6bn/-



TANZANIA HAS KICKED OFF THE CONSTRUCTION OF THE AFRICA LIBERATION MUSEUM IN DODOMA

The Ministry of Natural Resources and Tourism in collaboration with the Ministry of Information, Culture, Arts, and Sports are jointly undertaking the project in Kongwa District of Dodoma.

The National Museum of Africa liberation project is being under taken in the implementation of the directive from President Samia Suluhu Hassan, who on August 10, 2025, during the burial mass of the former Speaker of the National Assembly the late Job Ndugai, in Dodoma, said the historical facility will serve as an important memorial of the liberation struggles in southern African countries and a testament to Tanzania's contribution to the struggles.



Tanzania intends to make both the proposed museum and the surrounding location serve as yet another tourist attraction for visitors and researchers in Africa History.

The late Parliamentary Speaker Ndugai, was among the leaders who supported the initiative insisting the importance of establishing the historical museum.





FROGS ON MOUNT KILIMANJARO: NEW DISCOVERY BAFFLING SCIENTISTS



Amphibians are not usually highland species but scientists have just discovered Africa's highest-living frogs on Mount Kilimanjaro at an higher elevation of nearly 4000 meters.

The encounter was made by a team of researchers who happen to be simply climbing Kilimanjaro as tourists before encountering this strange phenomenon.

A recent entourage led by the Moshi-based tour company is now opening new doors on studies regarding what can or can't survive on Africa's highest peak.

This unearthing led to a scientific study to determine whether the frogs represent a new species or are known frogs living much higher than previously thought.

Until then, scientists believed no frogs lived above 3,000 meters in Africa.

The discovery was initially reported to the Arusha-based Tanzania Wildlife Research Institute (TAWIRI), and after that, a full expedition was launched to investigate the fact further.

Professor Alan Channing, an amphibian expert from the North-West University in South Africa, confirmed that no frog species had previously been found at such an altitude in Africa.

That therefore makes the strange Mount Kilimanjaro amphibian to set a world record cutting across Flora, Fauna and Ecology.

Between February 20 and 25, 2025, a research team explored the river systems on Mount Kilimanjaro between 3,500 and 4,000 meters, or up to 13,100 feet.

The team successfully located the frogs, and obtained DNA samples for laboratory analysis.

The testing was conducted in South Africa and revealed that the frogs belong to the *Amietia wittei* species, indicating that this frog can survive at elevations far higher than previously documented.

Scientists have however raised concerns about potential threats to the frogs' survival, including water contamination from dishwashing chemicals used by Kilimanjaro porters, reduced water availability due to climate change, and predation by birds.

They suggested that additional research will be needed to understand these factors' impact and inform conservation efforts.

According to researchers, this discovery highlights the importance of Kilimanjaro's fragile ecosystem and the need for responsible environmental management.

The scientists hope that the study will contribute to broader conservation strategies for the East African region.

Apparently, during the trip, members of the researching team speculated that these frogs might live even higher, but the absence of rivers above 4,050 meters likely limits the amphibian habitat.





BLOCKED SERENGETI MIGRATION, TANAPA BANS TOUR DRIVER

The Tanzania National Parks Authority (TANAPA) has imposed a one-year ban on six tour guides for breaching park regulations.

The six, who also serve as safari drivers for various tour companies, will not be permitted to undertake any professional work in Tanzania's national parks during this period.

According to TANAPA Conservation Commissioner Musa Kuji, the guides violated professional ethics by allowing tourists to disembark from vehicles and block a major wildebeest crossing point at the Kogatende section of the Mara River in the Serengeti.

This disruption caused confusion and panic among the animals. In some instances, tourists were even allowed to sit on vehicle bonnets during game drives.

The incidents, which occurred between July 20 and 29, 2025, came to light after South African guide and wildlife photographer Nick Kleer shared footage of the blocked crossing.

Those banned are Tareto Samwel of Asilia Lodges & Camps Ltd, Lucas S. Manonga of L & L Tanzania Safaris Co. Ltd and Edmund I. Burra of Nomad Tanzania Ltd, all of whom, according to TANAPA, committed the offences on July 21, 2025; Elidanos J. Tito of Lapwing Company Ltd, whose violation occurred on July 24; Richard A. Ngowi of R & R Tanzania Specialist Ltd, on July 25 and Ombeni J. Mbise of Africa Scenic Safaris Ltd, on July 28.

Tanzania Tour Operators Association (TATO) Executive Director, Mr Elirehema Maturo, welcomed TANAPA's decision, saying it would deter future violations of wildlife protection laws.

“This is a commendable move by TANAPA and all stakeholders should support it,” he said.

He added that TATO had produced a Safari Code of Conduct and Ethics booklet, translated into nine languages, to encourage compliance with conservation laws among safari guides and tourists.

This latest disciplinary action is part of a wider effort by TANAPA and industry stakeholders to enforce strict compliance with park rules. In recent years, the authority has increased patrols, introduced heavier penalties and worked closely with tour operators to educate visitors on responsible safari conduct.

“These measures are essential to protect our natural heritage and to ensure that all tourism activities in national parks follow established regulations,” TANAPA stated.

The ban will remain in force until mid-2026, meaning the prohibited drivers will miss out on participating in next year’s migration season



CHINA'S BEAUTY QUEEN AND MISS TRAVEL WORLD 2025 IN TANZANIA

Miss World China, Jiang Siqi will be jetting into Tanzania in the final week of October 2025 during her special tour of Africa.

Jiang Siqi, is expected to grace the Miss Travel World 2025 grand finale pageant in Arusha.

The beauty from Beijing happens to be not only a revered Chinese model, but also an influencer, Media presenter and Sino fashion event director.

Jiang has won the Champion of Miss World China 2021–2022 and has been successful in Chinese pageants and other international beauty events.

Ms Siqi holds several positions in the pageant industry, including being the director of Mister Global in China, Miss Scuba International, and Miss Niseko World, where she is responsible for selecting and training Chinese contestants to showcase their talents on the global stage.

Jiang is currently pursuing a PhD in Human Capital and Innovation Entrepreneurship Management in Thailand, at Suan Sunandha Rajabhat University.

Now Jiang is expected to make a special appearance as an official guest at the Miss Travel World 2025 Grand Finale event taking place in Arusha, which is Tanzania's Northern City renowned as hub of the country's tourism industry.

"We are thrilled to welcome Miss World China 2021, Siqi, to Tanzania as our Special Appearance Guest at the Miss Travel World 2025 Grand Finale next October in Arusha," goes an official announcement from the organizers.



Previously, Miss World 2025, Opal Suchata from Thailand and Miss World Africa 2025, Hasset Dereje from Ethiopia, toured Tanzania in July 2025 to undertake a special cultural and promotional tour ahead of the envisaged Miss Travel World 2025 Pageant Finale.

They were accompanied by Julia Evelyn Morley CBE also known as née Pritchard who is an English businesswoman, charity worker and former model.

Julia Morley is the chairperson and Chief Executive Officer of the Miss World Organization, an outfit which organizes the Miss World and Mister World pageants.

Miss Travel World was previously planned to take place in Dar-es-salaam, in September 2025 but it seems the event has been pushed forward to October with venues changing to Arusha.



TOURISTS USING HADZA BUSHMEN FOR LEWD CONTENT CREATION NABBED

Tanzania has started to take action against emerging cases of foreign visitors who force members of the hunters and gatherers communities of Mang'ola, in Karatu District to pose for lewd, inhuman photos and videos.

The Karatu District Commissioner Dr. Lameck Karanga, explained that some foreign tourists together with their local guides have been filming members of Hadza communities to create some inappropriate content.

According to the District Commissioner, the local authorities in Karatu together with immigration officers have started addressing the issue including probing the suspects behind the unlawful content created at the expense of the Hadza minorities.

"After arresting and interrogating the suspects we discovered that many of them had overstayed in the country, beyond their visas, while others were here illegally," said DC Karanga, adding that appropriate action has already been taken against them.





“Visits” Serengeti The Africa’s Leading National Park 2025 and enjoy The Best Balloon Experience.





TANZANIA'S DOUBLE ENTRY INTO AFRICA'S TOP 10 BUSIEST AIRPORTS: WHAT IT MEANS FOR THE NATION

Tanzania has made history by securing two coveted spots in the ranking of Africa's Top 10 busiest airports, as of July 2025. Abeid Amani Karume International Airport (AAKIA-ZNZ) ranked ninth with an average of 92 flights per day, while Julius Nyerere International Airport (JNIA-DAR) in Dar es Salaam ranked tenth with 84 flights per day. This milestone places Tanzania alongside continental heavyweights such as Johannesburg, and Addis Ababa.

A critical catalyst in this growth has been President Samia Suluhu Hassan's bold tourism diplomacy, particularly the production and global promotion of The Royal Tour documentary. By personally inviting the world to experience Tanzania, President Samia placed the nation's natural and cultural treasures on the global stage. The result has been a surge in international awareness, leading to record-breaking tourist arrivals in Zanzibar and mainland Tanzania, which in turn has driven demand for flights and boosted airport traffic.

The recognition of both Zanzibar and Dar es Salaam airports among Africa's busiest is more than a matter of prestige — it is an indicator of economic growth and global connectivity. Zanzibar's rise reflects its status as one of Africa's most sought-after holiday destinations, with increased flight traffic translating into higher tourist arrivals, foreign exchange earnings, and job creation across hospitality, transport, and cultural industries. Dar es Salaam, as the country's main commercial hub, benefits from improved connectivity that facilitates cargo, business travel, and investment opportunities, particularly with East African neighbors and global partners. Collectively, this strengthens Tanzania's national brand and global positioning.

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Behind these achievements lies the regulatory role of the Tanzania Civil Aviation Authority (TCAA). As the country's aviation regulator, TCAA has been ensuring compliance with international safety and security standards, streamlining licensing and certification of operators, and coordinating with airport authorities and airlines to support sustainable growth. At the same time, operators such as airlines, ground handlers, and airport companies have invested in improved services, fleet expansion, and customer experience, helping position Tanzania as a rising aviation hub.

With Tanzania's airports now firmly on Africa's aviation map, the challenge will be to sustain and scale this growth. This calls for continued investment in airport infrastructure, enhanced regional connectivity to cement Tanzania's place as a hub for East and Central Africa, and stronger public-private partnerships to expand capacity and maintain world-class service.

Tanzania's entry into Africa's Top 10 busiest airports is both a symbol and a signal: a symbol of how far the country has come in aviation, tourism, and economic development; and a signal of the limitless opportunities that lie ahead. With the visionary leadership of President Samia Suluhu Hassan, the guidance of TCAA, and the commitment of aviation stakeholders, the nation's skies have never looked brighter.



UNIVERSITY OF DAR-ES-SALAAM CHAMPIONS THE HERITAGE WAY WITH FIRST ACADEMIC MUSEUM

The University of Dar es Salaam has become the first institution of higher learning in East Africa to establish a special museum which now serves as a bridge between Tanzania's academic excellence and global heritage.

The Deputy Minister for Natural Resources and Tourism, Dunstan Kitandula, underscored the national and international significance of the facility, describing the museum as a centre dedicated to preserving, showcasing, and advancing the learning institution's rich academic, cultural, and historical heritage.

"This museum is not just a house of collections, but a treasure of knowledge, a mirror of our history, and an inspiration for our future," the deputy minister maintained.

The Deputy Minister also commended the role of the World Bank and other partners in making the vision a reality, urging Tanzanians—especially the youth—to embrace a culture of visiting museums as a means of learning and nurturing national pride.



On her part, Ambassador Mwanaidi Sinare Maajar, the Chairperson of the UDSM Council, emphasized the university's pioneering role in higher education and heritage preservation.

“The University of Dar-es-salaam is once again leading the way in this sector,” she said, adding that the museum must be used effectively, and I urge the University to ensure it flourishes as a resource for generations to come”.

UDSM Vice Chancellor, Prof. William Anangisye described the new facility as a “knowledge hub, heritage archive, and platform for academic and societal engagement.” He highlighted its dual role as a teaching and research centre as well as a “living classroom” for students, researchers, and the wider public.





TARZAN IN TANZANIA: LODGE OPERATOR WHO SPEAKS THE LANGUAGE OF ELEPHANTS IN TARANGIRE

Brenden Simonson, may be only 33 years old, but reckons he has lived long enough to be able to converse with wild animals, precisely the giant elephants that happen to be regular visitors at his safari lodge in Tarangire.

"I speak with elephants, they listen and understand everything that I say, they recognize my voice regardless of where they might be within the wilderness," explains Brendan.

He was born inside Tarangire National Park in 1992. Since then, Brendan Childhood would be spent among wildlife and he grew to understand most species.

"Mine should be the most outstanding happening in the 60 years of the country's Independence, as far as conservation is concerned," he stated



Tarangire, mapped within Arusha, Manyara and Dodoma regions, is famous for its larger-than-life elephants. These Jumbos have since become his best friends.

Except for the fact that his family lived in thatched huts located adjacent to the Tarangire Safari Lodge, Brendan could almost have mimicked Tarzan's lifestyle.

He is also proud to be the 'jungle boy' moving around the park taking pictures of animals and gossiping with the beasts in the process.

His father, the late Jon Simonson, an American by origin and who started out at Ilboru in Arusha, established the Tarangire Safari Lodge in 1985 and it was the first such facility to operate in the Tarangire National Park.

Brendan recalls that when he was only three, there used to be an extremely huge elephant which liked to visit their lodge.

"My father named it 'Thor' after the Greek God and this is the animal which introduced me to the jumbos," he said, holding a framed photo of himself, his father and the giant elephant.

There is a family of elephants which pays a visit to the lodge, a property which Brendan runs now, following the death of his father.

The Jumbo family comprises Mother Doris (Mama Tembo), Mponda, Ahsanta and Ronaldo.

"The Elephant named Ronaldo has this habit of kicking everything in his path," explained Brendan.

Apart from speaking to animals, Brendan also speaks fluent Kiswahili and Maasai language. In fact, he earned a Maasai name, Mollel from the residents of surrounding villages.

Ali Omar is the Tanzania National Park's Conservation Ranger Grade I who worked at Tarangire.

"Elephants have great memory and even sharper senses of smell which is 160 times more than human's," he explained.

Tarangire is home to some of the largest elephants on record.

The park is occasionally used for scientific studies of jumbos.

Kaido Haagen, from the Albion Group of Estonia who together with his team were in Tarangire, said the only thing which brought them to the park was the huge herds of elephants that can be spotted easily and readily.



THERE ARE ONLY 100 SEA COWS LEFT IN THE WORLD. ALL OF THEM ARE IN TANZANIA

They may have gone extinct in other parts of the world, but Tanzania still has 100 sea cows but according to marine experts, the Sirenians in the Indian Ocean are also about to disappear for good.

Climate Change, destruction of Marine ecosystems, increasing human activities and dwindling underwater vegetation are being described to be the main reasons behind the creatures being driven extinct.

The Dean of the School of Aquatic Sciences and Fisheries Technology at the University of Dar es salaam (UDSM), Dr Blandina Lugendo, on presenting a scientific paper on 'Marine and Coastal Ecosystem Conservation and Resilience, told journalists that seas and the animals living in it, are also suffering the negative effects of climate change.

The Senior UDSM Lecturer was presenting a paper on Blue Economy to the members of the Journalists Environmental Association of Tanzania (JET) in a special training organized by the International Union for Conservation of Nature (IUCN) for writers and reporters.

On his part, the Senior Research Dean at the Tanzania Fisheries Research Institute (TAFIRI) Rushingisha George, revealed that ocean acidification is currently affecting the seas, including coastal estuaries and waterways and as the result, marine creatures are being threatened.

Sea Cows, also known as the sirenians, or Manatees and as 'Nguva' in Kiswahili, are fully aquatic, herbivorous mammals that inhabit swamps, rivers, estuaries, marine wetlands, and coastal marine waters, that are now bidding the earth farewell.

In Tanzania, the Sea Cows were mostly found along the Indian Ocean shorelines, but according to experts their numbers have dropped down to just 100 animals, rendering them to be highly threatened and on the brink of extinction.

Elsewhere in the world, Sea Cows, known locally here as 'Nguva,' have been officially classified as extinct.

However, Tanzania still has 100 of them swimming along the country's Indian Ocean coastline.

"The last time a Nguva (Sea Cow) was seen around here was in 1994," recalls the Mkinga District Fisheries Officer, Ezra Katete, explaining that the giant aquatic mammal had been captured by a fisherman of Kichalikani Village, in Moa Ward of Tanga Region.

"But even then, we suspected that the Sea Cow could have been caught on the Kenyan side of the Indian Ocean," pointed out Ezra Katete, adding that the animals have been rarely seen and as far as they are concerned, they must be hiding from people.





LUSAKA AGREEMENT TASK FORCE MULLS DIGITAL TOOLS TO TACKLE ENVIRONMENTAL CRIMES

The Lusaka Agreement Task Force in collaboration with the Tanzanian Ministry of Natural Resources as well as the Tourism and Wildlife of Kenya, together with the Remote Sensing Technology Centre of Japan convened a high-level side event on the side-lines of TICAD 9 in Yokohama, Japan.

The event, themed “Digital Public Infrastructure and a Regional Command and Control Centre to Address Human–Nature Conflicts in Africa,” marked a major step toward building a continent-wide digital response framework to tackle escalating environmental challenges.

The President of the Lusaka Agreement Governing Council, Ambassador Pindi Chana underscored the urgency of the effort, noting that digital tools will enable Africa to detect, prevent, and respond to environmental crimes more effectively.

The Lusaka Agreement Taskforce (LATF) is spearheading the establishment of a Regional Command and Control Centre supported by a Digital Public Infrastructure (DPI) to integrate real-time data, strengthen enforcement, and foster predictive rather than reactive governance.

According to Dr Chana, who is also the Tanzanian Minister of Natural Resources of Tourism, the initiative will connect wildlife, customs, immigration, and policing sectors across borders, enabling seamless collaboration.

A secure United Nations-hosted cloud platform will anchor the system, ensuring inclusivity, transparency, and reduced data management burdens for African states.

Leaders described the idea as a watershed moment, with strong backing expressed by governments, United Nations agencies, and private sector partners for the proposal by Lusaka Agreement member states to establish a Digital Public Infrastructure (DPI) and a Regional Command and Control Centre (RCCC) in Africa.

President William Ruto of Kenya emphasized that the DPI and Command Centre, to be hosted at LATF headquarters in Nairobi, will “transform environmental data into decisive action against poaching, illegal logging, and human–nature conflicts, marking a new model of cross-border collaboration where technology, science, and governance converge

Delegates called for the necessity of a unified action to mobilize resources, build institutional capacities, and align digital innovation with Africa’s ecological and developmental goals. It reflects growing momentum for a collaborative and future-facing approach to environmental governance, as endorsed by multiple stakeholders at TICAD 9.





KICKING TOURISM INTO FOOTBALL THROUGH CHAN

Football is always regarded as the number one sport in the world, accounting for most fans and fanatics.

Sporting events such as soccer have developed into social bridges linking different communities.

Sports also foster peace and solidarity, but most importantly, it has been a catalyst for the economic development among individual athletes as well as the nation as a whole.

For Tanzania, football is more than just a game – it's an opportunity.

When the Confederation of African Football (CAF) appointed Tanzania to co-host for the African Nations Championships (CHAN 2024) tournament alongside Kenya and Uganda, it marked another evidence that this type of sport was growing in the country.

Through the Tinga Chan campaign, Tinga Tanzania – You Win Either Way, Tanzania proved to the world that the country was not only the master of tournament hosting but also the capability of combining sports with luxurious travel adventures.

Visitors who came for sports ended up getting more than what they expected; they sampled local cuisine, enjoyed cultural tourism, basked in the Dar-es-salaam beaches and some took time to drive into National Parks and Game Reserves.

All that was generously packaged in the friendliness and hospitality of people in the host country.



THE IMPACT OF CHAN ON TANZANIA TOURISM

A BOOM TO HOSPITALITY INDUSTRY

Dar-es-salaam has some of the best tourist properties such as the Johari Rotana, Serena, Hyatt Regency and the high-end hotels hosted members of the participating teams and their fans.

The hotels also enjoyed limelight and global exposure through the international media and football federations' online portals.

But with CHAN as the pivotal link, guests who visited Tanzania for the sporting event took time to taste local dishes such as kebabs, grilled fish, coconut-flavored rice, not to mention Ugali with assorted vegetable servings.

The Tanzanian cuisine alone was enough to make sports fans plan another visit to the country for a gourmet encore.





SHOWCASING THE COUNTRY'S MODERN INFRASTRUCTURE

1. Showcasing the country's Modern Infrastructure

Officials from the Confederation of African Football Associations (CAF) football fans and other guests, witness the highly developed infrastructure in the country, starting with modern roads and bridges to the state-of-the-art arenas.

Dar-es-salaam is also a sky scrapping haven featuring towering edifices like the PSSSF complex and other buildings well planned to beautify the city landscape, all painting Tanzania as a hybrid destination for sports and tourism.

3. Social Impact through jobs creation

Most Tanzanians benefitted from the series of events that came up through CHAN 2024.

Temporary employment slots were created for drivers, chefs, entertainers, waiters and event organizers.

These forms of service-oriented jobs brought local people into direct contact with foreign visitors creating, building friendship and creating international networks of acquaintances.

As part of the Tinga Tanzania campaign, a special publication was produced and distributed to all visitors and the magazine was used to promote local attractions found in close proximity to Dar, such as the historical Bagamoyo and Kigamboni hamlets.

The magazine featured National Parks and Game Reserves that could be easily accessed from the city on day trips, such as Saadani, Mikumi and Nyerere Parks.



You Win Either Way – Tinga Tanzania Chan 2024

CHAN 2024 events have proved that sports tourism is yet another sector which highly complements the country's travel and hospitality industries.

This threshold event has served as a proper curtain raiser and stimulant for an even bigger sporting occasion, the forthcoming Africa Cup of Nations (AFCON) 2027 which Tanzania gets to host with Kenya and Uganda.



TINGA CHAN, TINGA TANZANIA



Serengeti



WWW.TANZANIA TOURISM.GO.TZ



THIS CHAN

Travel the Tanzania
You've Never Seen





TOURISM MINISTER URGES JAPAN TO CONTINUE SUPPORTING AFRICA

Tanzania has lauded Japan for its continued support to the developing countries, and urged the government in Tokyo to maintain cooperation with African states.

The Minister of Natural Resources and Tourism, Ambassador Pindi Chana, stated that Japan's assistance to countries like Tanzania not only spurs development programs on the continent but many of the related projects create employment opportunities for the youth and women.

Dr. Chana was speaking during a special Meeting of African Leaders and the Japan International Cooperation Agency (JICA) on the side-lines of the Ninth Tokyo International Conference on African Development (TICAD 9).

The Minister pointed out that TICAD 9 was an important platform through which African countries can strengthen their cooperation with Japan.

She added that the new initiative to hatch sister city cooperation between Japan and African countries in Africa and Asia would further stimulate opportunities for mutual learning and strengthen sustainable development. '

The global youth population is increasing and in many countries the number of young people accounts for 50 percent of the global population and all of them need jobs.

But as employment opportunities become scarce, alternative forms of occupation such as sports and other creative activities in technology and modern farming can create jobs for the youth, reducing cases of crime and leading to a safer world.





TALE OF TWO MOUNTAINS: WHICH IS TANZANIA'S THIRD HIGHEST PEAK?

Home to Mount Kilimanjaro, the world's tallest free-standing natural feature, towering at 5,895 metres above sea level, Tanzania also boasts other higher-than-life peaks in the country's Northern Circuit.

Focusing on Kilimanjaro, it is easy for Tanzania to forget other big mountains found within its borders, with the slight exception to Mount Meru, the 4th highest peak on the continent, at an elevation of 4,562.13 metres, featuring a dormant Volcano.

But there are other two big mountains located not far from both Meru and Kilimanjaro.

There is the sacred Oldonyo L'engai, revered as a place of worship among the Pastoral Maasai Communities and which is one of the few active volcanoes in Africa.

There is also Mount Hanang, located in Katesh, Manyara, which is another altar for cultural worship but relatively safer, lava wise.

Members of communities living at the base of the two mountains, Oldonyo L'engai and Mount Hanang' have been arguing over t which of the two could be the 'third highest peak' in Tanzania after Kilimanjaro and Meru.

The residents of Katesh, in Hanang District, where Mount Hanang is located and people at Enkaresero, near Mount L'engai are fighting over which of the two should be the third natural sky-scraper in the country after Kilimanjaro and Meru

People in Southern Tanzania have also tried to argue that Mount Rungwe, located in Tukuyu Division of Rungwe in Mbeya, could be the third highest in the country.

But as the three parties continue to argue about the heights of their respective domestic peaks, another peak has just cropped up.



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This is the Mount Loolmalasin found within the Ngorongoro Conservation Area which is also emerging to claim the country's 'third highest peak' title.

It seems geologists in the past never bothered to file the country's top ten elevations, satisfied with just the data of two mountains, Kilimanjaro and Meru.

Even the Loolmalasin was only recently measured by an expert mountaineer Mr Juan Ramon Morales from the United States who together with his team had scaled the peak, while touring the Conservation Area a few years ago.

"Loolmalasin should officially be the third highest peak of Tanzania. It's located in an area commonly known as the 'crater highlands' when trekking from the village of Nainokanoka during popular trips towards Lake Natron," Morales had written.

"We climbed to measure the Loolmalasin peak (pictured below) again at another new angle which peaked at 3825 metres on that point and that is 145 metres higher than the most frequented summit," Morales maintained.

The Ngorongoro Conservation Area Authority has already documented Loolmalasin to be the third highest peak in Tanzania and the NCAA is aggressively marketing the claim in its tourism promoting brochures.



KING CHARLES III GETS CROWNED WITH 'ROYAL NATURE TRAIL,' AT THE FOOT OF MOUNT MERU IN ARUSHA

King Charles III has a special nature walking trail named after him at the foot of Mount Meru, which is Tanzania's second highest peak.

King Charles III nature trail, which leads to a giant waterfall in the Arusha National Park, has been created to honor the United Kingdom monarch.

The special walking route traces the footsteps of both the King and Queen as they trekked on foot at the foot of Mount Meru, Tanzania's second highest peak.

The 'Royal Trail,' which the Arusha National Park management has just unveiled, also includes a memorial sign post erected next to a fig tree, the spot where King Charles III showed particular interest during his 2011 visit to Tanzania.

The signpost features an immortalized photo of both the King and Queen standing on the same place where the notice has been erected.



It was only five days towards King Charles' 63rd Birthday on November 11, 2011, when the then Prince of Wales together with the Queen Consort, Camilla Parker Bowles then Duchess of Cornwall undertook a lengthy nature walk in the Arusha National Park.

One of people who were in the entourage was the Senior Conservation Ranger of the Tanzania National Parks, Michael Ngatoluwa, who still works for the Tanzania National Parks (TANAPA).

There was also the former Arusha National Park's Chief Warden, Domician Njau.

Ranger Ngatoluwa reveals that King Charles III asked many questions about the fig tree at which the new sign post now stands.

Students from the Mweka College of African Wildlife Management in Kilimanjaro who happened to be around later on answered the Monarch's questions to his satisfaction.

"In England there are fig trees but most people there plant them in their gardens and they never grow to be as big as this," Ranger Ngatoluwa recalls King Charles' comment.

During his more than 120 minutes tour of the park, the Royals saw various plants and wildlife species, including herds of buffaloes, giraffes and elephants.







TANZANIA LAUNCHES NATIONAL MANGROVE RESTORATION STRATEGY

TANZANIA has launched the National Strategy for the Conservation, Management and Development of Mangroves.

The Mangrove conservation strategy 2025-2035, aims at protecting marine biodiversity in line with stimulating the blue economy sectors along the country's Indian Ocean shoreline and islands.

This 10-year strategy is expected to cost 54.7 billion shillings, targeting to both restore and conserve over 60 percent of the mangroves and other wetlands biodiversity facing destruction either from human activities or effects of climate change.

Tanzania, according to available data, has over 158,000 hectares of mangroves, along the country's 1000 kilometers of the Indian Ocean coastline and Islets.

The Rufiji Delta alone is reported to nearly half of all the mangroves found in Tanzania.

Addressing the audience at the peak of the International Day for the Conservation of Mangroves, the Minister for Natural Resources and Tourism, Ambassador Dr Pindi Chana stressed the need to ensure that the initiative of restoring marine biodiversity bears fruits.

The event, which coincided with the launch of the National mangrove restoration strategy, the Minister directed public institutions and conservation entities precisely the Tanzania Forest Services Agency (TFS) research centers and development stakeholders to ensure they implement the program swiftly and effectively.

It was pointed out that mangroves are vital in addressing climate change, reducing ocean acidity and safeguarding the shores against erosion caused by sea waves.

Mangrove forests are also a source of new economic opportunities including carbon trading, eco-tourism, aquaculture, and beekeeping.

The Conservation Commissioner for Tanzania Forestry Services (TFS), Professor Dos Santos Silayo, states that the strategy has been developed in collaboration with environmental stakeholders and will be an important tool in the sustainable conservation of mangroves involving communities and the private sector.

Other organizations that contributed technical, financial, and educational support include the International Union for Conservation of Nature (IUCN), the National Environmental Management Council (NEMC), the Marine Parks and Reserves Authority (MPRU), the Coastal Conservation Network (Mwambao), EarthLungs and Wetlands International.



TANZANIA LIKELY TO RECORD 6 MILLION TOURISTS BY THE END OF 2025

Tanzania has succeeded to reach and surpass its own target of attracting 5 million incoming tourists by 2025.

The budget report from the Ministry of Natural Resources and Tourism (MNRT) which was presented before the National Assembly in Dodoma indicated that the number of tourists recorded in the country until April 2025 was 5.3 million, which had hit 107 percent of the intended target.

The number is expected to hit 6 million, by the end of 2025 after taking into consideration the peak season which normally runs between the months of June and October.

"And we have surpassed the target three months before the end of the fiscal year, 2024/2025," reads part of the budget speech.

In addition, the United Nations (UN) Tourism cites Tanzania as the leading country in Africa as far as Post Covid-19 tourism recovery.

Among the strides taken, include the increase of visitors from China where at the moment 71,000 tourists' arrivals from the Far East have been experienced in the current fiscal year.

The increase of Chinese tourists is credited to the recently produced, Amazing Tanzania film, a travel documentary about Tanzania, featuring top Sino actors with the appearance of President Samia Suluhu Hassan.

The Tanzania Association of Tour Operators is also affirming that the influx of Tanzania-bound tourists is huge, with future bookings recorded by TATO members already being sold or lining up for 2026, 2027 and to as far as 2028.

The Ministerial Budget recently tabled before the Parliament in Dodoma, revealed that the sector continues to be the goose which lays the golden eggs, on that earnings from tourism have increased from USD 1.3 billion recorded in 2021 to over USD 3.9 billion in 2024.



The Ministry, through its several institutions such as Tanzania National Park (TANAPA), Ngorongoro Conservation Area (NCA) and Tanzania Wildlife Management Authority (TAWA) and the MNRT Portal has managed to realize the total revenue collection of 912.9 billion, which is 94.2 Percent of the fiscal year target, way before the milestone.

Tanzania will on the other hand, continue to promote its tourism destinations through international airlines, popular sporting events, travel documentaries and special events.

Tanzania was privileged to host the prestigious World Travel Awards 2025 gala ceremony which was held in the country's commercial capital of Dar-Es-salaam.

The World Travel Awards (WTA) organizers confirmed that Tanzania will be the venue of the Gala Ceremony for Africa and Indian Ocean winners in 2025.

The Africa and Indian Ocean Gala Ceremony was held on Saturday, June 28, 2025 at the Johari Rotana Hotel.

Meanwhile there has been positive development in the sector as well, including abolishing unnecessary tariffs that have been irking investors, tour operators and people who work in the industry.

For instance, Park fees for tour guides have been scrapped, as long as the driver-guide is accredited with official permits.



MARRIOTT SIGNS ANOTHER AUTOGRAPH COLLECTION IN SERENGETI

Marriott is expanding its Autograph Collection brand significantly by opening another classic tourist property in the Serengeti National Park.

"Mapito Safari Camp will mark a defining moment for Autograph Collection as we introduce the brand's first safari experience in one of the world's most breath-taking wildlife destinations," said Jerome Briet, Marriott's chief development officer for Africa, Europe and the Middle East.

The camp is located near the Fort Ikoma gate, along the Great Migration route, thus the name 'Mapito,' meaning passageway.

This is where herds of wildebeest, zebra, and antelope pass between May and July each year.

Mapito Safari Camp, Serengeti, Autograph Collection, features 16 tented suites, including a 2-bedroom villa. Each will boast an outdoor deck, a fire pit, and a retractable roof.

Facilities will include a spa, a fitness center, a swimming pool, and several dining options, including a restaurant inspired by traditional bonfires. Guests will also have access to daytime game drives, hot air balloon flights, bush dining, and engagement with a local tribe, according to the press release.

Mapito Safari Camp now becomes Marriott's first Autograph Collection safari property.

Autograph Collection is part of Marriott's Premium tier, which includes brands such as Le Meridien, Renaissance Hotels, and Tribute Portfolio. The brand is known for its collection of independent hotels, "hand-picked" for their originality.

According to the management, Marriott clearly sees African safaris as travel hotspots and has big plans for areas such as the Serengeti and Masai Mara in Kenya.



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International Arrivals January to July 2025



9.2% 

Increase in the number of tourists entering the country between January and July 2025 compared to the same period last year



ARRIVALS

1.16 milioni

Total international arrivals Jan - July 2024

1.27 milioni

Total international arrivals Jan - July 2025

195,946

190,313

140,597

130,340

137,365

202,226

274,130

January

February

March

April

May

June

July

Source: Ministry of Natural Resources and Tourism