

NEWSLETTER

DEC 2025

tasa

TOUR & SAFARI ASSOCIATION

Bringing Tourism Together

TASA YEAR END REPORT 2025

Throughout 2025, TASA remained deeply engaged across Namibia's tourism landscape. Our involvement extended through strategic committees, technical forums, and industry platforms where tourism's voice must be present and persuasive.

We contributed to the restructured Industry Marketing Committee under NTB, supported human resource development through SIHDRC, and worked with the Eco Awards Management Committee to promote sustainable standards. TASA continued to represent the sector within FENATA and participated in the Ministry of Works and Transport's consultations on the New Transport Bill and the Industry Skills Committee. Safety remained a priority through our role in the Emergency Safety Project with NamPol and TAC.

At municipal level, we contributed to the Windhoek Tourism Development Committee and the broader Tourism Forum hosted by the City of Windhoek. Our founding membership in TOSCO reflects our long-standing commitment to conservation.

We engaged with the Ministry of Home Affairs on both the Visa on Arrival framework and the Welcoming Host program, and participated in the EU High Commission Board to strengthen international partnerships. At airport level, TASA contributed to the NAC Technical Committee focused on passenger facilitation and process efficiency at HKIA. Regionally, we supported the Walvis Bay Tourism Forum and continue to explore synergies with Swakopmund stakeholders. These engagements are not symbolic. They are operational, strategic, and essential to shaping a tourism sector that is resilient, inclusive, and future ready.

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Continued Page 2

MERRY CHRISTMAS * HAPPY NEW YEAR



The implementation of the new E Visa system by the Ministry of Home Affairs and Immigration was a major development this year. While the intent is clear, to modernize and simplify entry procedures, the rollout has presented challenges. TASA has worked relentlessly to assist in smoothing the process for arriving visitors across all entry points. We rely heavily on feedback and support from our industry partners to report back to the ministry. Standing together gives us strength, and it is only through unified, consistent input that we can advocate for meaningful improvements. The urgency is real. The Cirrus Report 2025 confirmed that tourism is one of Namibia's most significant GDP contributors, far exceeding previous estimates. Tourism is not a single sector. It is a value chain that touches transport, hospitality, conservation, retail, finance, and more. Streamlining visa access is not a convenience. It is an economic imperative.

Another key development has been the Government's proposal to establish a new Namibia Air. For tourism, this would be transformative. Namibia urgently needs more flight options to counter the current price dominance and limited connectivity. TASA fully supports the Air Connect Development Plan and commends NAC for its efforts to attract new airlines. Improved air access is essential if Namibia is to compete globally and deliver on its promise of sustainable, authentic travel experiences.

TASA also supports the Tourism Spatial Masterplan 2035, a long term vision that places conservation, sustainable tourism, and environmental management at the heart of Namibia's development strategy. These are not abstract goals. They are the foundation of our national identity and the key to protecting our assets for future generations.

Our work at TASA is not limited to our members. Every initiative we support, every meeting we attend, every policy we help shape is a contribution to the entire industry. We promote standards, foster collaboration, and advocate for progress, not for the few, but for the whole.

A special highlight this year is the Official TASA Road Map 2026 print run. After extensive discussions with Projects and Promotions, it was decided that the map, which includes two full maps of Namibia and Botswana, will no longer be available for individual branding with company logos. Instead, all TASA full members will have the opportunity to be listed on the Full Membership Listing of the 2026 edition, with a print run of thirty to forty thousand copies, at a minimal fee of NAD 1500. This ensures visibility, credibility, and collective representation. Further details are available in the Newsletter.

We wish all our partners, members, and colleagues a blessed year end 2025. We look forward to 2026 with renewed energy, shared purpose, and unwavering commitment to Namibia's tourism future.

The TASA Executive Committee 2025

FULL MEMBER SPECIAL

MAP PRINT RUN 2026

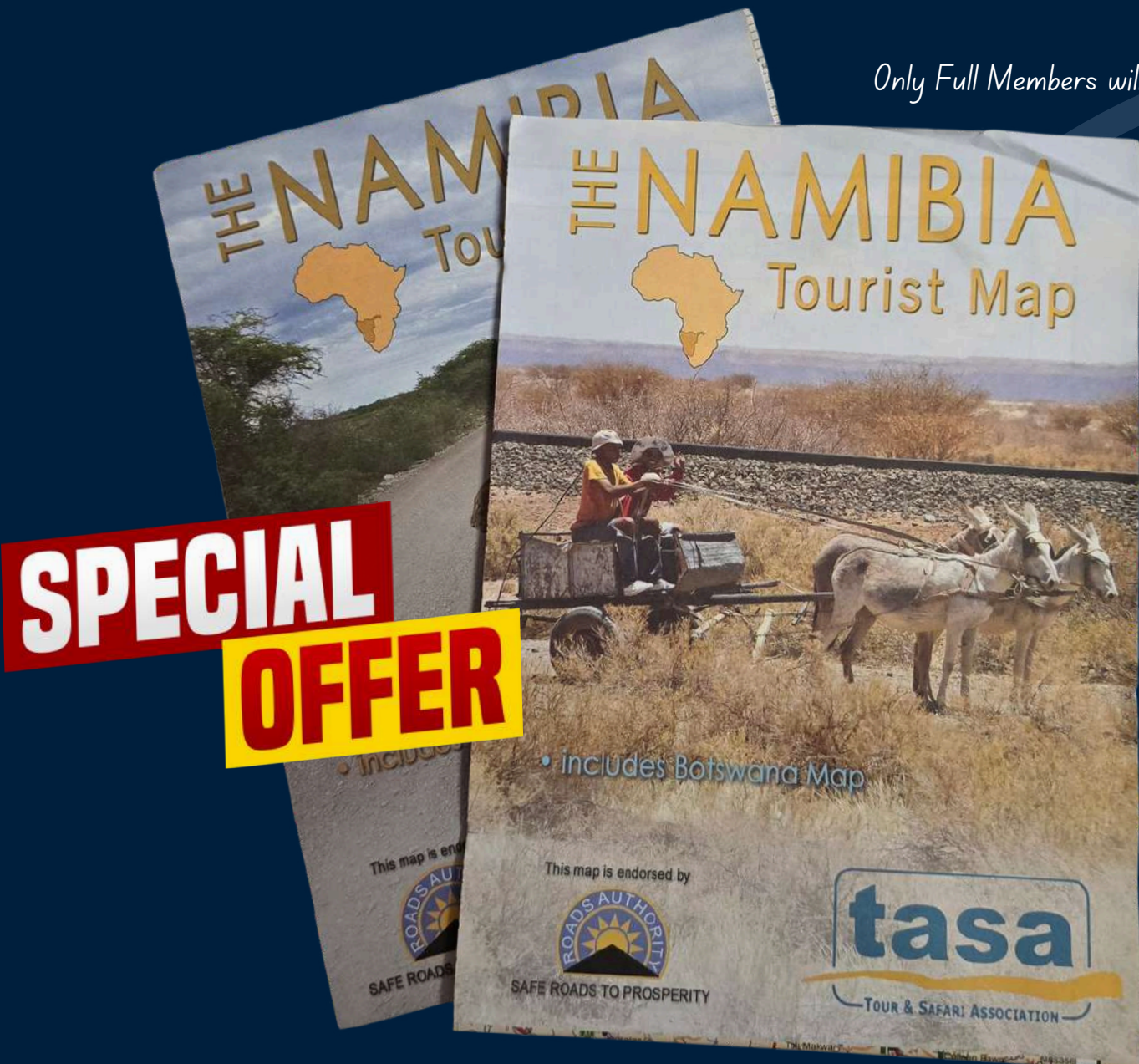
Be part of the NEW 2026 Full Members Promotion effort.

TASA FULL MEMBERS now have the exclusive opportunity to have their Company Name listed on the Official TASA Road Map 2026 print run of 30 to 40 thousand copies for only **N\$ 1500.00**

Confirm your participation by sending an email to:

info@tasa.na before **10 March 2026**

Only Full Members will be listed.



Please note that only written listing confirmations will be accepted for inclusion in the print run.
Without a confirmed submission, no listing will be made.

Visa Service Fee – (Effective January 2026) – **Non-Members**

Visa Type	Ministry Rate	TASA Service Fee Incl. VAT	Total Charge
Work <u>Visa</u> (3 month)	N\$ 1 100.00	N\$ 800.00	N\$ 1 900.00 per application
Tourist / Holiday Visa (90 days)	N\$ 1 600.00	N\$ 800.00	N\$ 2 400.00 per application
Appeal	N\$ 200.00	N\$ 800.00	N\$ 1 000.00 per application
PRP Conversion	N/A	N\$ 200.00	N\$ 200.00 per application
PRP Endorsement	N/A	<u>N\$ 800.00</u>	N\$ 800.00 per application
Work Permit (1 year)	N\$ 2 600.00	N\$ 2 500.00	N\$ 5 100.00 per application

Visa Service Fee – (Effective January 2026) – **TASA Members**

Visa Type	Ministry Rate	TASA Service Fee Incl. VAT	Total Charge
Work <u>Visa</u> (3 month)	N\$ 1 100.00	N\$ 650.00	N\$ 1 750.00 per application
Tourist / Holiday Visa (90 days)	N\$ 1 600.00	N\$ 650.00	N\$ 2 250.00 per application
Appeal	N\$ 200.00	N\$ 650.00	N\$ 850.00 per application
PRP Conversion	N/A	N\$ 200.00	N\$ 200.00 per application
PRP Endorsement	N/A	N\$ 800.00	N\$ 800.00 per application
Work Permit (1 year)	N\$ 2 600.00	N\$ 1 500.00	N\$ 4 100.00 per application

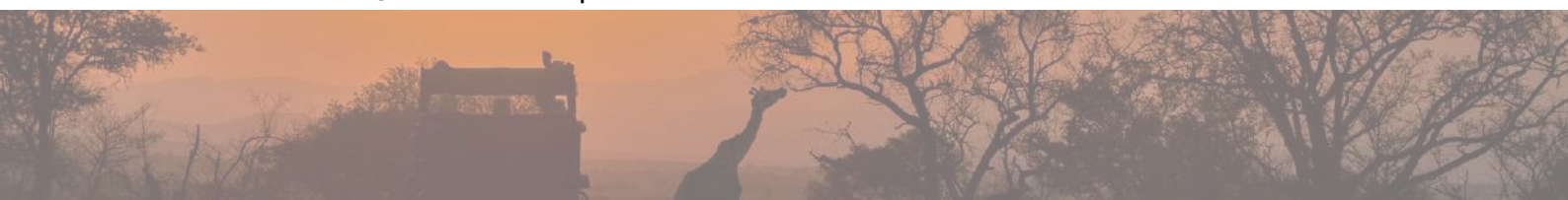


Maps 2026

Number of Maps - 2026	NEW Selling Prices per map (incl. VAT)
1-50	N\$ 24,50 per Map (Incl VAT)
100	N\$ 24,00 per Map (Incl VAT)
250	N\$ 23,00 per Map (Incl VAT)
500	N\$ 22,00 per Map (Incl VAT)
1000+	N\$ 20,50 per Map (Incl VAT)

Please note that for Non Members the price remains N\$ 24.50 per map regardless of quantity ordered. Discounted map prices apply exclusively to TASA Members.

Email: info@tasa.na / Telephone: (+264) 61 238 423 / Cell: (+264) 81 127 5859





**Eco Awards
Namibia**
Rewarding Responsible Tourism

Let's talk Eco



Eco Awards Namibia 2024–2025

Eco Awards Namibia is the country's official sustainable tourism certification program, established in partnership with the Namibian Tourism Board, NGOs, civil society, and tertiary institutions. The program evaluates tourism enterprises against rigorous criteria including conservation, water and energy management, waste reduction, guiding standards, staff development, and social responsibility. Certified businesses are awarded between one and five desert flowers, Namibia's symbol of sustainability excellence.

The Eco Awards Namibia 2025 ceremony at the Travel Namibia Festival in Windhoek recognized 14 establishments with Sustainable Tourism Certificates. The highlight of the awards was the presentation of the Best of Namibia 2025 Award for Environmental Conservation to the Naankuse Foundation, honoring its outstanding work in wildlife rescue, habitat restoration, and community empowerment. This recognition underscores Namibia's leadership in eco-tourism and strengthens our reputation as a destination where conscious travel and authentic experiences go hand in hand.

FIVE GREEN FLOWERS



Natural Selections' Hoanib Valley Camp / Etendeka Mountain Camp / Etendeka Hiking Trails / Hoadia Campsite / Ultimate Safaris' Camp Sossus / African Monarch's Kazile Island Lodge / African Monarch's Nambwa Tented Camp / Gondwana's Namib Desert Lodge / Gondwana's Dune Star Camp / Gondwana's The Whisper Pod / Wild Waters' Nkasa Lupala Tented Lodge /

FIVE FLOWERS



Gondwana's Canyon Lodge / Gondwana's Canyon Roadhouse / Gondwana's Canyon Village / Gondwana's Namib Desert Camping 2Go / Gondwana's The Desert Grace / Journeys Namibia's Grootberg Lodge / Onjala Lodge / Ultimate Safaris' Galton House / Wilderness Hoanib Skeleton Coast Camp / Wild Waters' Jackalberry Camp / Wild Waters' Serondela Lodge / Lifestyle Travel and Tours

FOUR FLOWERS



Hobatere Lodge

THREE FLOWERS



Ondudu Safari Camp

Official Notice – TASA Office Closure

TASA Offices will be closed from 16 December 2025 till 12 January 2026 for the annual festive season break. Mureal will be back on 15 January 2026, with full operations resuming from this date.

We look forward to serving you again in the new year, refreshed and prepared to continue supporting Namibia's tourism industry.

For all other details and updates, please visit the TASA website: www.tasa.na

A Call to Action For the Tourism Future

These 27 finalized Eco Awards reports completed during the 2024-2025 period showcase a positive trend in the Namibian tourism sector. For tour operators and travel agencies like yours, recommending these certified establishments is a strong act in favor of conservation and local communities.

We strongly encourage all tour operators to consider this national certification to contribute and promote as well a responsible tourism in Namibia. TASA, partner with Eco-Awards Namibia, can inform and guide you in this process, get in touch with us!

More information about the Eco-awards Namibia Certification soon.
Stay tuned!

 Hazel Milne, admin@ecoawards-namibia.org

 Philippe Laporte, damarana@me.com

Your path to a sustainable tomorrow



NTB Industry Marketing Advisory Committee Meeting

The Namibia Tourism Board (NTB) convened its Industry Marketing Advisory Committee on 28 November, with a follow-up session held on 3 December. The meetings brought together TASA Exco members alongside key industry partners including AirlinePros Air Connect, Cricket Namibia (highlighting sports tourism), the Ministry of Home Affairs, the Namibia Convention Bureau, and several other stakeholders.

The central focus of the discussions was the presentation of the **NTB Activity Calendar** for the **2026/2027** financial year. The industry has long awaited this planner, which will serve as a guiding tool for coordinated marketing and promotional efforts. Once finalized, the calendar will be shared with all partners. Equally important was the update on the **NTB Act**, which is currently undergoing amendments. This development is of particular interest to the sector, as it reinforces the NTB's role as the controlling and regulatory body. The revised Act is in its final stages before passing and will be shared once approved.

On behalf of TASA, appreciation was expressed to NTB for opening communication channels with the tourism sector and the association. This renewed cooperation is welcomed, and with a new CEO and team at NTB, there is optimism for stronger relationships and a refreshed vision – a “**NTB 2.0** - reloaded.”

TASA encourages all industry partners to share their challenges with the association, as that is our role: to stand strong in representing the sector and protecting Namibia's tourism assets and values.

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Information From Venture Media – Supported by TASA



TASA is proud to support Venture Media as one of our valued partners in the Namibian tourism industry. In today's fast-paced digital world, where electronic media often overwhelms us with fleeting impressions, print media remains a powerful and trusted tool.

A printed publication is tangible, lasting, and allows readers to engage more deeply, making it an essential complement to digital channels.

With this in mind, we encourage our members to be part of the upcoming **ITB Special Edition** of Travel Namibia, produced by Venture Media. This edition will be distributed at ITB 2026 and through NTB Germany, reaching the largest and most focused audience of international buyers, tour operators, and conscious travellers actively seeking their next African experience.

ITB 2026 Special Edition

The publication is available in both **German and English**, offering advertisers exceptional value and extended reach. This dual-language approach ensures that Namibia's story resonates across key source markets, while the combination of print and digital platforms maximizes visibility and impact.

If you want your Tour or Activity Operator, or brand to stand out where it matters most, this is the moment to claim your space. As Elzanne says, "Together, let's tell Namibia's story, and make sure the world hears yours."

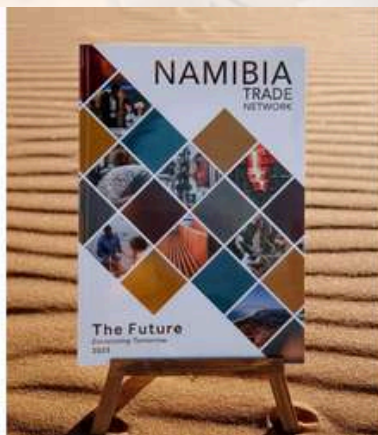
BOOKING DEADLINE: 12 December 2025

For more information and bookings, please contact:

Elzanne@venture.com.na

Inspiring Conscious Travel

one Namibian story at a time.



TASA 2025 Signature Year End

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Mushara
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THE WINDHOEK
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REDDEST
Portfolio

THE Ojiwa
COLLECTION

BAGATELLE
Kalahari Game Ranch

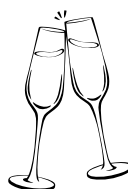
Huab Lodge
Blush Spa

Ugab
Terrace Lodge

SANDWICH MOUNT TOURS AND SAFARI CO.
ADVENTURE STARTS HERE



FRANS INDONGO
LODGE



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