



Accolades for Namibia



FROM ECO-TOURISM TO LUXURY TRAVEL, safaris to conservation efforts, travel to Namibia provides visitors with an experience they will never forget. The below quotations echo this sentiment.



“This was more than just an African game experience. This was a very successful ecotourism operation in which the local natives are partners.”

— Hans Tammemagi, *ecotourism.org*, ‘Namibia: An Ecotourism Success Story,’ January 2012



“Over the past dozen years, Namibia has developed a remarkable system in which community conservancies own their wildlife and decide how to benefit from it.”

— Richard Conniff, *The Atlantic*, ‘Circle of Life,’ December 2011



“Know that conservation is intrinsic to the country’s ethos. All 1,200 miles of its Atlantic coastline is government-protected. An emphasis on conservation is woven into the country’s Constitution, and only in Namibia are endangered species being translocated from National Parks to communal conservancies, where wildlife is protected to the benefit the local communities and travelers from around the world eager to visit this magical land.”

— Lynn O’Rourke Hayes, *familytravel.com*, ‘Namibia: Matt Lauer and Me,’ November 2011



“We’re in one of the most amazing countries we’ve been to in the 10 years I’ve been doing this series. It’s like something out of a movie.”

— Matt Lauer, *NBC Today Show*, ‘Where In World Is Matt Lauer,’ November 2011



“Living with animals and profiting is a thorny business, but it’s working in Namibia. As wildlife numbers decrease across Africa, they’re flourishing here.”

— Christopher Joyce, *NPR*, ‘To Save Wildlife, Namibia’s Farmers Take Control,’ October 2011



“Namibia may be most famous for Shiloh Jolie-Pitt—born in Namibia to Angelina Jolie and Brad Pitt five years ago—but the country is quickly coming into its own. Two new high-end hotels have opened, adding more glamour to the fast-developing nation.”

— Jena Tessa Fox, *Luxury Travel Advisor*, ‘Namibia Goes Luxe,’ August 2011



“The southwest African country is serene but breathtaking, with an impressive canyon, otherworldly landscapes, posh lodges and a town right out of Bavaria. And the night sky? Impressive.”

— Mark Vanhoenacker, *LA Times*, ‘Namibia: Desert, ghost town and the Skeleton Coast,’ July 2011



“Wildlife numbers are increasing, especially in conservancies and private reserves beyond national park boundaries. In the 1980s there were at most 10,000 springbok in the north; now there are an estimated 160,000. By 1990 black rhinos had been hunted to the brink of extinction in Namibia; now there are more than 1,400.”

— Alexandra Fuller, *National Geographic*, ‘Africa’s Superpark,’
June 2011



“Space sets Namibia apart. It’s a country of epic landscapes and cinematic beauty spread across an area nearly twice the size of California but with only two million people.”

— Chris Eckstrom, *National Geographic Traveler*, ‘Your Own Private Africa,’
March 2011



ABOUT THE NAMIBIA TOURISM BOARD

With the mandate of promoting tourism both nationally and internationally, ensuring the quality of accommodations and other tourist facilities, and developing environmentally sustainable travel practices, the Namibia Tourism Board (NTB) was formed by an act of Parliament in April, 2001. It brings together both the private and public sectors and is the only national body devoted entirely to implementing the national policy on tourism. The NTB’s domestic and international offices provide custom-tailored services to the members of the travel trade. <http://www.namibiatourism.com.na/>

NORTH AMERICA PUBLIC RELATIONS CONTACTS

Media Liaison: Malcolm Griffiths: malcolm.griffiths@aboutdci.com; 212-444-7112

Media Liaison: Terry Levine terry.levine@aboutdci.com; 212-444-7128