

Aviation and Tourism in Zanzibar: The untapped potential

According to Roland Ohaeri, writing in Aviation and Allied Business Journal, aviation in Africa has, over the last five years, experienced steady growth of 5% per annum and is expected to increase to 5,6% over the next 20 years. This is well above the world average of 4,8% and represents an opportunity for aviation and non-aviation industries to tap into a market with huge potential.

This potential is fed not only by the increase in economic activity on the continent, particularly in sectors such as mining, manufacturing and energy but also by a burgeoning tourist industry which has “rediscovered” Africa as a value-for-money destination.

Unfortunately, there is still a considerable amount of work that needs to be done. Aging or non-existent infrastructure; safety and security are all issues that need to be addressed urgently if the continent is to reap the maximum benefit from new investment.

Zanzibar Airports Authority (ZAA) will be hosting its inaugural international business-to-business Aviation and Tourism Forum from 16th to 17th March 2015 with the objective of creating a platform for exploring new aviation-related business opportunities with regional and international airlines and tourism investors including tour operators. It will also provide a networking opportunity and one-on-one meetings for sector players to discuss synergies, technologies and partnerships with each other as well as key representatives from relevant entities; the Zanzibar Commission for Tourism (ZCT); the Zanzibar Investment Promotion Authority (ZIPA); and the Zanzibar Planning Commission (ZPC).

By attending the forum, delegates will be exposed to potential business opportunities and partnerships through two days of unrivalled networking opportunities, a trade exhibition and familiarisation tours. ZAA focuses on delivering opportunities to anyone currently operating within the aviation and tourism industry or looking to do business in these sectors, including:

- Airlines
- Tour operators and travel associations
- Aviation and tourism agencies.

The forum is also expected to inform the key roles aviation and tourism play in Zanzibar’s economic and social development and to facilitate focus on some of the critical challenges currently facing the destination as well as detail solutions in areas such as:

- Improving accessibility to Zanzibar and Pemba
- Promoting tourism development in the region
- Providing information on Abeid Amani Karume International Airport & Pemba Airport; awareness concerning safety, security and operations
- Emphasising the investment system available in Zanzibar through ZIPA.

The two-day forum is a direct outcome of the Tourism Lab held in 2014; an intensive consultation process which involved various stakeholders and which delved into issues, proposed solutions, priorities and synergies among sectors to create a Multi-sectoral Tourism Development Programme (MTDP) to cover the budget years 2014/15 to 2016/17.

For further information contact:

Hafsa Mbamba

Event Manager / ZAA Investment Forum

Email: marketing@zaa.go.tz

Tel: + 255 (0) 772 821 725

www.zaa.go.tz