

amazing

TANZANIA

Issue No. 2 | JULY 2025



Tanzania and Morocco lead in post-pandemic Tourism growth in Africa -**Pag. 21**

Tanzania on fast-track to host Miss World 2027-**Pag. 7**

Favorable Investment Policy in Tanzania Attracts Investors to the Tourism Sector-**Pag. 14**

TABLE OF CONTENT

1. A National Park a Day keeps the doctor away – Researcher finds mental disease cure by spending time in Tanzania's protected areas- **Pag. 1**
2. Bohra Spiritual Leader samples Tanzania's tourist attractions-**Pag. 3**
3. Tanzania appreciates UNESCO's contribution in Heritage Sites Protection-**Pag. 4**
4. From Thailand with Love: Miss World 2025, Suchata - **Pag. 5**
5. Tanzania on fast-track to host Miss World 2027-**Pag. 7**
6. Tanzania to Strengthen Transboundary Wildlife Conservation-**Pag. 9**
7. TaFF describes the Fund's achievement in the four-year period of Samia Suluhu's Presidency-**Pag. 11**
8. Songea Town and the legendary History of Majimaji Rebellion-**Pag. 12**
9. Favorable Investment Policy in Tanzania Attracts Investors to the Tourism Sector-**Pag. 14**
10. Tanzania and Uganda to cooperate in preservation of shared historical and heritage sites-**Pag. 18**
11. India and Tanzania to boost cooperation in the tourism sector-**Pag. 19**
12. Dar and Seoul to jointly promote tourism between South Korea and Tanzania-**Pag. 20**
13. Tanzania and Morocco lead in post-pandemic Tourism growth in Africa -**Pag. 21**
14. Tourism Minister Chana Meets UNESCO Director-**Pag. 23**
15. Tanzanian attractions Shine in TripAdvisor's "Best of the Best Awards 2025"- **Pag. 24**
16. Over 150 American Visitors retrace President Samia's footprints onto Makoma Hill in Serengeti-**Pag. 26**
17. Serengeti Golf Course: Where real tigers get to play in the Woods-**Pag.28**



A NATIONAL PARK A DAY KEEPS THE DOCTOR AWAY – RESEARCHER FINDS MENTAL DISEASE CURE BY SPENDING TIME IN TANZANIA’S PROTECTED AREAS

The Minister for Natural Resources and Tourism, Ambassador Dr Pindi Chana, recently held an audience with Professor Chantal Henry, author of the book *Tanzano-Thérapie*, which explains how a relaxing tour of any of the natural attractions in the country could solve a lot of mental related illness.

It seems, Serengeti, Ngorongoro, Lake Manyara and Ruaha could be just what the doctor has ordered in terms of mental illness arising from stress, fatigue or overworking.



In the book, Prof Henry explores in depth how visiting protected areas in Tanzania can provide relief from stress and serve as a form of mental health therapy.

A Senior Lecturer at the Paris-East Créteil University (UPEC) and a mental health expert in France, Prof Henry explained that her book presents findings from research conducted in Tanzania, where she observed and analysed the therapeutic benefits of tourism in conservation areas.

She stated that the research featured in the book demonstrates how individuals can recover from psychological challenges and experience emotional rejuvenation by visiting protected areas and observing wildlife and natural features.

"I visited the Serengeti, Ngorongoro, and Gombe-Mahale parks with my family, and later returned as a researcher. I discovered that touring these areas in Tanzania offers healing for mental health patients, especially those suffering from stress," said Prof. Henry.

Based on her own experience and the interviews made with various tourists, the scholar launched a campaign across Europe to encourage people to visit Tanzania natural sites for psychological healing.

Speaking after the meeting held in Paris, France, the Tanzanian tourism Minister Dr. Pindi stated that the book complements the efforts by President Samia Suluhu Hassan who recently produced two travel documentary films, 'The Royal Tour Tanzania,' and 'Amazing Tanzania,' to market the country abroad.

Meanwhile, the Permanent Secretary, in the Ministry of Natural Resources and Tourism, Dr. Hassan Abbasi, said they will persuade Prof. Henry to have the book translated into multiple languages, including English and Swahili, to reach a wider global audience of tourists.





BOHRA SPIRITUAL LEADER SAMPLES TANZANIA'S TOURIST ATTRACTIONS

THE spiritual leader of the global Bohra Muslim community (Da'i al-Mutlaq), Syedna Mufaddal Saifuddin, recently visited Tanzania for a tourism-oriented excursion in the country.

Syedna Mufaddal Saifuddin was officially received at Tabora Airport by several officials, including the Permanent Secretary in the Ministry of Natural Resources and Tourism, Dr. Hassan Abbasi, and the Tabora Regional Administrative Secretary, Dr. John Mboya.

Various members of the Bohra community from various parts of the country also attended their leader's reception in Tabora.

Da'i al-Mutlaq who commands leadership over one million followers worldwide, is well known for his commitment to providing various social aid programs around the world.

His trip to Tanzania was essentially a private visit which was spent sampling various tourist attractions found in the Western parts of the country.



TANZANIA APPRECIATES UNESCO'S CONTRIBUTION IN HERITAGE SITES PROTECTION

The Permanent Secretary in the Ministry of Natural Resources and Tourism, Dr. Hassan Abbasi has expressed appreciation to the United Nations Educational, Scientific and Cultural Organization, for the UNESCO contribution in safeguarding the world heritage sites including those found in Tanzania.

Dr. Abbas was presenting the national statement from Tanzania, during the Africa Group side meeting at the 47th session of the United Nations Educational, Scientific and Cultural Organization's World Heritage Committee (WHC) held recently in Paris, France.

The Africa Group sessions are usually organized to discuss issues related to world heritage sites on the continent and hatch initiatives on how African member countries could cooperate with other continents in protecting the sites and interest of Africa.

The WHC Africa Group side Meeting was also attended by the Tanzanian Ambassador to France, Ali Mwadini as well as the heritage sites experts from Tanzania.



During the meeting Dr. Abbasi thanked UNESCO for continuing to support African countries in the preservation of their respective heritage sites.

Tanzania is home to seven world heritage sites.

During the WHC several reports on the status of conservation in the world heritage sites found in Tanzania, including those in the Selous Game Reserve, the Kilwa Kisiwani Ruins and Ngorongoro Conservation Area were presented and approved by UNESCO.



FROM THAILAND WITH LOVE:

Miss World Suchata

Tanzania was recently honored with a visit by Miss World 2025, Opal Suchata Chuangsri.

Kicking off her journey in Dar-es-salaam, traveling inland and managing to sample the country's top attractions such as the Serengeti and Ngorongoro Crater, the Thai beauty was clearly impressed.

After concluding her several-day visit to Tanzania, Miss World expressed admiration for the country's unique landscapes, rich culture, and the successful efforts in the conservation of Natural Resources.

"My experience of Tanzania started in Dar es Salaam, where we had the opportunity to enjoy the coastal Swahili life, learn about the culture and experience the hospitality of its people," she stated.

"The Tanzania shoreline is among the most beautiful coastlines, but even more breath-taking are the sunrise and sunset onto the Indian Ocean's horizon, it was splendid."



After the Dar-es-salaam tour, Miss World landed in the country's leading tourist attraction sites, the Ngorongoro Conservation and Serengeti National Park.

"I truly appreciate how Tanzania preserves its natural resources and heritage sites. In the future the world will be flocking into the country just to get the experience of the special blend of history, culture and nature," she said.

"It is very important for the rest of the world to learn from Tanzania. I mean unless we take good care of the earth; the planet will not be able to sustain us, mankind," said Suchata Chuangsri.

After the beauty of the highlands, Miss World found herself in the spice islands of Zanzibar.

"The isles are among the most beautiful places in Tanzania. My visit there was very pleasant and captivating. Again the people in Zanzibar were wonderful, there is so much to admire in Tanzania and I appreciate the country for hosting us." She stated.





TANZANIA ON FAST-TRACK TO HOST MISS WORLD 2027

While in Zanzibar, Miss World 2025 had the rare opportunity of meeting and having talks with President Samia Suluhu Hassan, Tanzania's visionary leader.

Among the various topics of their discussions, the issue of Tanzania getting to host the global Miss World Beauty Pageant 2027 cropped up and it seems the East Africa country will be staging the event in two years' time.

Representatives from the Ministry of Information, Culture, Arts and Sports, and the Ministry of Natural Resources and Tourism also attended the meeting in Zanzibar.

Commenting after the session, the Permanent Secretary in the Ministry of Natural Resources and Tourism, Dr Hassan Abbas lauded the meeting between President Samia Suluhu and Miss World 2025 Suchata Chuangsri as another milestone in the country basking in international limelight.



"The decision by Her Excellency President Samia Suluhu Hassan to give us the greenlight for commencing the preparations of the Miss World 2027 International Beauty Pageant Tanzania will unlock even more opportunities for the country," said Dr Abbas.

According to Dr Abbas, the tourism industry will especially benefit from the occasion, which is yet another episode in branding Tanzania internationally.





TANZANIA TO STRENGTHEN TRANSBOUNDARY WILDLIFE CONSERVATION

Tanzania will collaborate with fellow members of the Southern African Development Community in implementing a program for conserving ecosystems that span across two or more countries.

The initiative essentially targets to curb wildlife poaching and protect other natural resources, while also boosting the economies of local communities through tourism.

The Deputy Permanent Secretary of the Ministry, CP Benedict Wakulyamba, said the Transboundary Conservation program also aims at restoring wildlife corridors to allow wider movement of species and increase incomes for communities living around protected areas.

"We are focusing on sustainable use of natural resources, such as carbon trading, beekeeping and honey production to be enhanced through the implementation of this program," said CP Wakulyamba.





Southern African Development Community (SADC) countries will also implement joint management of ecosystems, wildlife, forests, and water sources, alongside enhancing social development through tourism and trade opportunities.

The acting Director of the Wildlife Division, Dr. Fortunata Msoffe, said the member countries are developing a master plan to establish a Trans-frontier Conservation Area (TFCA) between Tanzania and Zambia and identify opportunities for community development in relevant areas.

“Tanzania has been cooperating with Mozambique in the management of the Selous–Niassa ecosystem since 2007, and this new program will further expand transboundary resource supervision for economic and ecological benefits,” Dr. Msoffe added.

The program implements the resolutions reached during the SADC Heads of State Summit held in May 2025 in Harare, Zimbabwe, that among other things, aim at strengthening transboundary conservation for economic and ecological benefits.



TaFF describes the Fund's achievement in the four-year period of Samia Suluhu's Presidency

More than 20 billion/- have been disbursed through the Tanzania Forest Fund (TaFF) within the four years period of President Samia Suluhu Hassan's leadership.

The money was invested in supporting the management, conservation, and development of forest and beekeeping resources in the country.

According to Dr. Tuli Msuya, Acting Chief Executive Director, the money was issued as grants to various stakeholders and institutions to augment the activities related to forest and beekeeping including adding value to the related products for the benefit of both communities and the nation as a whole.

Speaking recently, during the projects inspection funded through the TaFF in the financial year 2024/2025 in Tabora Region Dr. Msuya explained that the funds were a result of good governance by the Sixth Phase Government through the Ministry of Natural Resources and Tourism, as well as revenue collection efforts by the Tanzania Forest Services Agency (TFS).

"These funds have been used to empower forest and beekeeping groups, conduct research, sponsor students, and build infrastructure in forest and beekeeping training institutions under the Ministry of Natural Resources and Tourism, including the Beekeeping Training Institute in Tabora, Olmotonyi Forestry Training Institute of Arusha and the Forestry Industries Training Institute in Moshi," said Dr. Mbwambo.



The Fund's Head of Projects and Planning Unit, Dr John Mbwambo added that the Fund has also been supporting field studies and research on the contribution of the forest and beekeeping sector to the National GDP, studies on diseases and productivity in tree plantations, as well as research on different types of beehives and honey, in order to improve the quality and value of these products for both local and international markets.

On his part, the Principal of the Beekeeping Training Institute (BTI) of Tabora, Mr. Semu Daudi, said the projects funded by TaFF have enabled the construction of a lecture hall, a workshop, and a honey processing center.

The facilities, according to Daudi, will improve the teaching and learning environment, thereby producing skilled professionals who will help grow the value chain of beekeeping products in the country.

"The Tanzania Forest Fund has provided us with over 500 million/- for the construction of a large lecture hall, a project which is now over 70 percent complete. TFS has also offered scholarships for students pursuing degree and diploma levels," said Mr. Daudi.



SONGEA TOWN AND THE LEGENDARY HISTORY OF MAJIMAJI REBELLION

There is more to Songea Township, the headquarters of Ruvuma Region, than what meets the eye.

Songea is the time stamp holding profound memories of the brave heroes who fought fearlessly against German colonial rule during the Majimaji Rebellion between 1905 and 1907.

Historically more than 67 Majimaji fighters were hanged in Songea in 1906 for one reason only: courageously resisting German rule.

Their courage of cavalry could also have been driven by the faith that the water applied to their bodies could melt the bullets fired from German guns.

The water is thus the basis for the term 'Majimaji,' as 'Maji' is the Swahili term for water.

Among them, 66 martyrs were buried together in a mass grave.

This remains a powerful symbol of unity and unwavering bravery.

Nduna Songea Mbano, one of the most influential leaders, was hanged separately and buried in his own grave, which is still revered today within the Majimaji Memorial Museum in Songea.

The Majimaji museum, officially opened in 1980 under the supervision of the late Dr. Lawrence Gama, has continued to serve as a center for remembering the liberation struggle.



In 2010, it was formally handed over to the National Museum of Tanzania and elevated to the status of the Majimaji National Museum under the Ministry of Natural Resources and Tourism.

The development granted the area a more tourism status, attracting historians and other interested visitors. This therefore boosts and strengthens the preservation of this unique heritage site.

The Majimaji National Museum is one-of-a-kind in Tanzania, preserving authentic Majimaji war weapons, clothing, photographs, and original battle maps.

The museum attracts more than 10,000 visitors every year with most of them being students, researchers, and international tourists eager to learn the true history of African resistance against colonialism.

But Songea's legacy is not limited to just the Majimaji War.

The Ruvuma Region also produced a total of 270 heroes who fought in World War II between 1939 and 1945, among them three women.

The women who fought in WWII are hardly mentioned in history or war narratives and sometimes one needs to travel to Songea for the details.

In addition to the Majimaji National Museum, statues of renowned Maji Maji fighters such as Mpambalyoto Soko bin Msarawani, Nduna Songea Mbano bin Luwafu, Zimamoto Gama bin Fusi, and Nduna Usangira stand tall—names that echo like poems of freedom.

For those eager to reflect on history with their own eyes, the graves of the 66 heroes are a stirring attraction that touches the heart of any patriot. That is where the spirit of Songea Mbano resides.



KARIBU MAKUMBUSHO YA MAJI MAJI

Makumbusho haya ni ya kumbukumbu ya vita vya Maji Maji vilivyotokea mwaka 1905 hadi 1907 kupinga ukoloni wa Kijerumani. Tarehe 06/07/1980 yalifunguliwa rasmi kwa maonesho na kuweka kumbukumbu ya ushiriki wa wananchi Mkoa wa Ruvuma katika vita hiyo.

Makumbusho haya yamejengwa eneo ambalo mashujaa wa vita walizikwa kwenye kaburi la pamoja baada kuniyongwa na wakoloni wa Kijerumani tarehe 27/02/1906.

WELCOME TO MAJI MAJI MUSEUM

Maji Maji Museum is a memorial Museum to commemorate Maji Maji war resistance against German colonial rule which occurred from 1905 to 1907. The Museum was opened to the public on July 1980 to show the important role played by the societies of Ruvuma Region, during the war.

The Museum have been built at a place where many Maji Maji heroes were buried in a mass grave after being hanged to death on 27/02/1906 by the German colonialists.



Favorable Investment Policy in Tanzania Attracts Investors to the Tourism Sector

Tanzania's favorable investment policies and strong government cooperation continue to attract major investors in the tourism sector—most notably Neptune Hotels.

Mr. Amin Mohamed Merali, Chairman of the Neptune Hotels group of Companies, emphasized his long-standing commitment to Tanzania, highlighting his frequent visits and ongoing plans to establish more hotels in national parks and key tourist destinations across the country. He stated that his vision goes beyond business: it's about serving the community and the nation, in alignment with the support of Tanzanian authorities. His focus is on empowering locals by creating sustainable employment opportunities that help families thrive, while also boosting the country's economy through strategic tourism investment.



Neptune's latest investment is a new luxury hotel under construction on the Soroi Hills within Serengeti National Park. The project marks the company's third property in Tanzania, following successful establishments in Ngorongoro and Zanzibar.

Clemens Faber, Director of Business Development and Neptune Hotels' on-site representative, shared updates on the USD 10 million project, which features a luxury tented design with 20 upscale guest units. "When completed and opened in November 2025, it will accommodate 50 to 80 guests—just in time for the Christmas and New Year holiday season," he said. Guests will be able to view wildlife from their rooms thanks to the elevated location, and a specially constructed viewing tower with telescopes will offer panoramic views of the Serengeti.

Faber also noted that the construction is being carried out with a strong sense of patriotism: more than 200 Tanzanian workers are engaged in the project, and all construction materials are being sourced locally.



Rakesh Prasad, General Manager of Neptune Hotel, highlighted the company's commitment to capacity-building and environmental responsibility. "The new hotel will create over 90 jobs for Tanzanians upon opening. We also aim to provide professional training to help staff build valuable skills in the hospitality industry," he said. He added that Neptune Hotels continues to support green and environmentally sustainable practices to preserve natural ecosystems.

Serengeti National Park—Tanzania's third-largest after Nyerere and Ruaha—receives over 450,000 tourists annually and has earned numerous international awards, securing its place as one of East Africa's leading tourism destinations.



SAMIA SULUHU'S ROYAL TOUR INSPIRES LUXURIOUS VIP CABINS TO BE BUILT ON MOUNT KILIMANJARO

As more dignitaries continue to show interest in climbing Mount Kilimanjaro, the Tanzania National Parks is now constructing luxury cabins on the roof of Africa, to accommodate the VIP guests.

Assistant Conservation Commissioner, Angela Nyaki reveals that, more distinguished persons and celebrities from around the world now want to attempt to conquer the world's highest free-standing mountain and therefore the management is working to ensure that accommodation facilities on Kilimanjaro are top notch.

"President Samia Suluhu's travel documentary, 'Tanzania the Royal Tour,' which covered her stint on Kilimanjaro, seems to have inspired many distinguished personalities from East Africa, the continent and around the globe to also scale the mountain," Commissioner Nyaki explained.

As a result, special luxurious mountain cabins, equipped with all amenities to guarantee creature comforts are now under construction at the Mandara and Kibo stations, in addition to those previously built at Horombo.

Speaking at the Kilimanjaro National Park's headquarters at the Marangu entry gate, Angela Nyaki pointed out that, while in the past people used to consider the Kilimanjaro Hiking as just grueling experience, TANAPA wants to make sure that people who want to climb Kili for relaxation will also be catered for.



"We in consultations with the Tanzania Electricity Supply Company (TANESCO) to find proper ways of networking power lines up the mountain without disturbing its pristine environment, to ensure reliable energy in Kili," she stated.

Also, the Kilimanjaro National Park (KINAPA) management is planning to pump water up the mountain through environment friendly systems.

"Immediately after the Pandemic, President Samia Suluhu gave us over 800 million/- to rehabilitate and upgrade the infrastructures on the mountain, precisely passageways," the conservator added.

Between July 2024 and February 2025, more than 55,000 people had already climbed Mount Kilimanjaro, with the National Park, which is also a World Heritage Site generating over 92 billion/- within the eight-months period.

During the pre-pandemic years, Kilimanjaro used to attract an average of 49,000 climbers per year. But now the mountain is getting nearly 60,000 trekkers within just the first half of the year.

According to the conservator, the majority of climbers hail from the United States and it is possible that the mountain will realize 100,000 visitors by the end of this fiscal year.

"Of course, tourism activities fell during the Covid-19 period and in fact it was President Samia Suluhu's efforts through the 'Royal Tour' documentary that played an important role in rescuing the previously slumped travel industry in the country," said the Assistant Commissioner.

Kim Vertleyden from Switzerland who had just climbed Kilimanjaro said it was his long-term dream to scale Africa's highest peak after watching a documentary about it from a Belgian Television when he was a child.

His guide during the expedition, Benedict Mato, says what President Samia Suluhu did in Royal Tour was also sowing similar seeds among young people who are watching it now, for them to trace her footprints in future.





TANZANIA AND UGANDA TO COOPERATE IN PRESERVATION OF SHARED HISTORICAL AND HERITAGE SITES

Tanzania and Uganda have agreed to work in unison in the proposed joint efforts in the preservation of Antiquities properties, historical and heritage sites found in the two East African countries.

The agreement between Dar-es-salaam and Kampala was reached during the meeting between Tanzania's Permanent Secretary in the Ministry of Natural Resources and Tourism, Dr. Hassan Abbasi and his Ugandan counterpart, Doreen Katusiime of the ministry of Tourism, Wildlife and Antiquities.

The session which also involved sectoral experts from both countries was held as part of side meetings during the 47th session of the United Nations Educational, Scientific and Cultural Organization's World Heritage Committee (WHC) in France.

It was pointed out during the side meeting that Tanzania and Uganda had heritage sites that bear close similarities, including ancient rock paintings found within the Lake Victoria zone.

Tanzania and Uganda have therefore agreed to work together in protecting the important historical sites found within their joint Lake zone.





INDIA AND TANZANIA TO BOOST COOPERATION IN THE TOURISM SECTOR



The Minister of Natural Resources and Tourism, Ambassador Pindi Chana has recently held talks with the Indian High Commissioner to Tanzania Bishwadip Dey on how the two countries can reinforce cooperation in the tourism sector.

The meeting between the two leaders took place at the National College of Tourism (NCT) in Dar-es-salaam.

The sessions were essentially meant to find a way of attracting more entrepreneurs from India to come and invest in Tanzania, precisely in the country's tourism and hospitality industries.

Minister Chana insisted that the government was more than open to welcoming investors and investments from India and other Asian countries.

On his part, the Indian envoy to Dar-es-salaam, Bishwadip Dey assured that his country will continue to cooperate with Tanzania in boosting investments, trade and exchanging experiences in various sectors including tourism.



DAR AND SEOUL TO JOINTLY PROMOTE TOURISM BETWEEN SOUTH KOREA AND TANZANIA

South Korea will work with Tanzania to upgrade and improve the National College of Tourism in Dar-es-Salaam.

Apparently, Seoul plans to work with Tanzania in the development of a number of projects that will help to boost their tourism sectors, including the training institute.

The Tanzanian Minister of Natural Resources and Tourism, Ambassador Pindi Chana met and held talks with the South Korean envoy to Dar-es-salaam, Ambassador Eunju Ahn to that effect.

Tanzania and South Korea through their respective tourism sectors develop joint programs aimed at boosting tourists' arrivals and exchange experience in matters related to the travel and hospitality industries for both nations.

As for the National College of Tourism, South Korea the two leaders discussed how more experts and improved curricula will be among the steps taken to ensure that the NCT achieves the highest standards in training scholars.





TANZANIA AND MOROCCO LEAD IN POST-PANDEMIC TOURISM GROWTH IN AFRICA

The United Nations' World Tourism Organization report for the first quarter of 2025 indicates that Tanzania is among the countries that perform well both in Africa and globally.

Built on the global tourism data up to May 2025, the UNWTO report indicates that Tanzania ranks among the top three African countries with the highest increase in tourists arrivals compared to the pre-pandemic period of 2019.

Tanzania recorded an increase of 50 percent tourists, ranking third in Africa after Morocco leading with 60 percent and Ethiopia coming second with 52 percent.

Tanzania also leads in Africa when it comes to tourism earnings recording 66 percent increase in revenue compared to 2019.

Tunisia comes second with 62 percent, while Morocco this time ranking third with 49 percent.

World Tourism Barometer

(PPT version)

Volume 23 · Issue 2 · May 2025

Market Intelligence, Policies and Competitiveness
Department



Globally, Tanzania ranks in the 12th position, alongside countries like Norway, Brazil, Qatar, Saudi Arabia, and Moldova.

The Permanent Secretary in the Ministry of Natural Resources and Tourism, Dr. Hassani Abbasi, who also chairs the Presidential Committee for industry promoting, said the achievement was also about setting the right strategies.

“When it comes to promoting tourism, we all set out to work,” he said

According to Dr Abbas, even President Samia Suluhu Hassan went out in the field, featuring in two travel documentary films ‘The Royal Tour’ and ‘Amazing Tanzania,’ with great success.

“Even top officials from the ministry, government leaders, diplomats, various private and public institutions, as well as other stakeholders all actively promoted the country locally and internationally, precisely through major expos.”

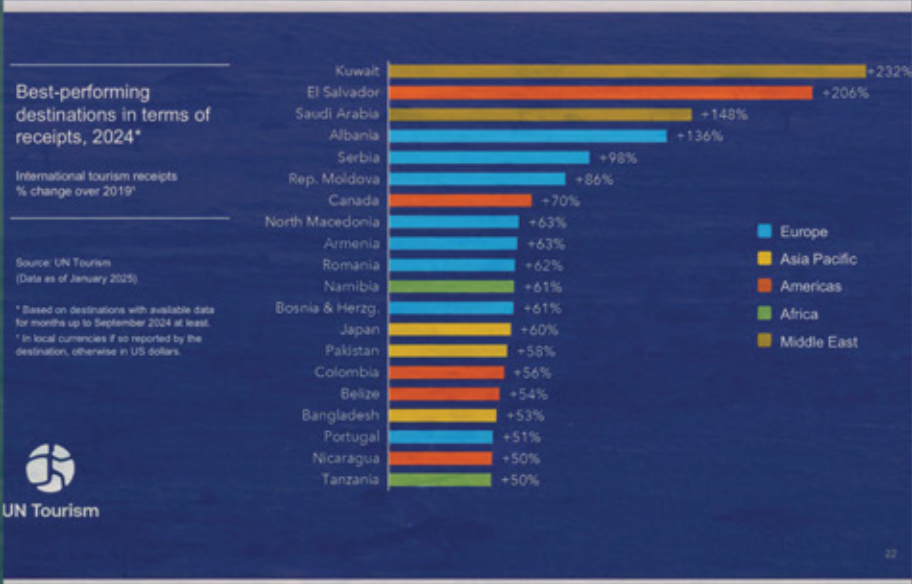
“These seeds have borne fruit. Now, our focus is even more strategic—targeting top-tier global platforms. Look at the report; Qatar and Saudi Arabia are ahead due to strategic investments in sports and international events.”



But do the figures on paper reflect reality?

Dr. Abbas response

“Our country is bustling with tourists right now. The stats align with those from UN Tourism. For instance, the Central Bank of



Tanzania recent report shows tourism generated USD 3.92 billion, in revenues becoming the highest foreign currency earner. Revenues from TANAPA, TFS, TAWA, and Ngorongoro Conservation have all been on the rise.”

“Our promotion efforts have also paid off internationally, US tourist arrivals rose by 41 percent, China by 108 percent, and India by 75 percent,” added the Permanent Secretary.



TOURISM MINISTER CHANA MEETS UNESCO DIRECTOR

In July 2025, the Minister for Natural Resources and Tourism, Ambassador Pindi Chana, held an audience with Ernesto Ottone, the UNESCO Assistant Director-General for Culture, on the side-lines of the 47th World Heritage Committee Meeting in Paris, France.

During the meeting, which was also attended by the Tanzanian envoy to France, Ali Mwadini, the two leaders agreed to strengthen cooperation between UNESCO and Tanzania in conserving the country's World Heritage Sites.

Tanzania hosts seven UNESCO World Heritage Sites.

The UNESCO Assistant Director-General for Culture Ernesto Ottone assured Tanzania that the organization will continue to support the country's cultural, historical and world heritage sites.





04.

Serengeti Balloon Safari and authentic bush breakfast



📍 Seronera, Tanzania

TANZANIAN ATTRACTIONS SHINE IN TRIPADVISOR'S "BEST OF THE BEST AWARDS 2025"

Results from a global survey based on traveler reviews conducted by TripAdvisor—a world-renowned digital tourism platform—have once again placed Tanzania in the spotlight.

Several of the country's attractions have been standing out in the prestigious 'Travelers' Choice: Best of the Best Awards 2025.'

Tanzania earned its accolades thanks to votes cast by millions of travelers worldwide, who selected destinations that left lasting impressions due to their exceptional experiences.

TripAdvisor, headquartered in Needham, Massachusetts, USA, handles approximately 350 million monthly requests and has around 900 million registered users.

It offers services related to accommodation, transportation, and travel bookings.

The ‘Travelers’ Choice: Best of the Best Awards give millions of TripAdvisor users the opportunity to vote for destinations that captured their hearts.

In the “Bucket list Experiences” category, which highlights unique and unforgettable tourist experiences, the hot air balloon safari over Serengeti National Park ranked 4th globally, surpassing other iconic experiences such as:

- Scuba diving in Honolulu, Hawaii (5th)
- Desert evening safari in Dubai (6th)
- Motorbike tour in Hanoi, Vietnam (7th)

Additionally, both the Ngorongoro Crater and Tarangire National Park were listed among the ‘Top 25 Attractions in Africa,’ ranking 6th and 10th respectively, in the “Top Attractions” category that showcases the continent’s most captivating tourist sites.

A five-day safari combining Ngorongoro, Serengeti, Tarangire, and Lake Manyara was also named the 8th best experience in Africa, further cementing Tanzania’s status as a global leader in the tourism sector.

tripadvisor.com

Africa ▾

Experiences Top Attractions ✓ Bucket List

06.

Ngorongoro Crater 

 Ngorongoro Conservation Area, Tanzania

4.8  (6,240 reviews)

 Ngorongoro Crater is a place where you can find diverse wildlife, breathtaking landscapes, and luxurious accommodations. With knowledgeabl...

[Read more](#) ▾





OVER 150 AMERICAN VISITORS RETRACE PRESIDENT SAMIA'S FOOTPRINTS ONTO MAKOMA HILL IN SERENGETI

More than 150 tourists from the United States recently traced the footsteps of President Samia Suluhu in Serengeti, by trekking up the Makoma Hill, overlooking the vast plains.

Senior Conservation Officer in charge of the Tourism Department at the Serengeti National Park, Victor Raphael Ketansi, reveals that the American tourists also had an open-air bush lunch on top of the Beacon Hill, where President Samia took her iconic 'Royal Tour,' footage about four years ago.

"Makoma is a hill where one can stand and get a view of the entire Serengeti plains below," explained Conservator Ketansi, adding that the escalation stands out of the park because Serengeti is mostly wide plains. The 150 American tourists that climbed the Makoma hill are just part of the many visitors who of late, have been taking great interest to scale the hill.

Before the shooting of the Tanzania Royal Tour documentary, the Makoma Hill was almost unknown, but the film has pumped new life to the bushy escalation which now attracts many visitors and becomes its own standalone attraction in the park.

Makoma is part of the crescent shaped hill-range which offers a spellbinding 360 degrees view of the National Park. It can be scaled on foot or by cars. President Samia drove up there in an all-terrain vehicle during the shooting of the 'Tanzania Royal Tour.'

"With increasing number of attractions, Serengeti is also experiencing an increase of 9 percent in tourists flow per year," stated Ketansi, adding that the park also records a 14 percent increase in annual incomes from tourism activities.

Serengeti also accounts for 54 percent of the total revenue collected from the 21 National Parks mapped across the country.

The park attracted nearly 365,000 tourists in 2023, the number which rose to 397,800 visitors in 2024 and with a 9 percent annual increase, it is expected that by the end of 2025 Serengeti should record over 434,000 tourists.

"During high seasons, more than 1000 vehicles pass through Naabi gate into Serengeti, mind you there is also the Fort Ikoma Gate which also records car entries," pointed out John Simon, one of the tour guides who had just taken visitors into the park.

The park management is now striving to encourage more investors to set up accommodation facilities in the country's third largest National Park, which is famous for its annual wildebeest migrations.

So far, the Serengeti National Park has 6 luxury lodges, 31 permanent tented camps, 31 makeshift camps, one hostel capable of hosting 84 guests and a rest house run by the Tanzania National Parks which can accommodate 30 people.

Chen Jianxing, a Chinese Author, Photographer and travel Videographer who has been promoting Serengeti in China, says the park is easy to sell in Beijing because it has a variety of wildlife species that people in the Far East are interested in.





SERENGETI GOLF COURSE: WHERE REAL TIGERS GET TO PLAY IN THE WOODS

As they wait for their plane at the Fort Ikoma airstrip, Richard Thelene and his wife Corinne Thelene wander off towards the adjacent golf course currently under construction.'

The tourist couple from France seem interested with the new development, which sees Serengeti becoming the first National Park in the world with its own full-fledged golf course.

Richard happens to be a golfer and in fact also sponsors a golf club back home in Paris.

The couple had just concluded their extended tour of Tanzania where they visited Tarangire and Lake Manyara National Parks before moving to the Ngorongoro Conservation Area and peaking their experience in the Serengeti.

Their departure at Fort Ikoma suddenly gives them another reason to return to Tanzania Golfing in the Serengeti.

Tanzania is anticipating to soon start staging the PGA European Professional Golf Tours, but with a bit of a difference. The events are set to be staged in the wilderness of Serengeti.

The 18-hole Serengeti Golf Course, which is set in the backdrop of wilderness and wildlife, happens to fit the bill very well.

The Tanzania National Parks (TANAPA) management is implementing the establishment of the proposed Golf Course, coming up at the Fort Ikoma section of Serengeti, adjacent to the wildlife-filled National Park.

Construction work for the Serengeti Golf Course is being undertaken by the TANAPA Investment Company Limited (TIL) has gone past the 80 percent stage, towards its completion.

The TANAPA Infrastructure Development Manager, Assistant Conservation Commissioner, Engineer Richard Matolo, who supervises the project, reveals the Serengeti Golf facility will feature the longest course stretching over 7.065 kilometers.

Mapped within 450 acres of land, the Serengeti Golf Course comes with an inbuilt airstrip, a club house and luxury five-star cottages overlooking the famous National Park.

Now with the international golf course being added, Serengeti, which is Tanzania's third largest National Park, stands to capture the attention of prestigious sports enthusiasts who may want to experience what it feels like, teeing off in the wilderness as all sorts of wild beasts look on.

Once completed the wild golf arena will comprise the standard course of 18 holes, including front nine inbound holes (1-9) and back-nine outbound (10-18) it will also be among the world's longest fairways.

Constructed on a real estate of virgin land measuring 450 acres, the Serengeti National Park Golf Course will have cost USD 3.7 Million or more than 9.5 billion/- Tanzanian shillings when it eventually tees off.



International Arrivals for the Period of January to June 2025

5.4% ↑

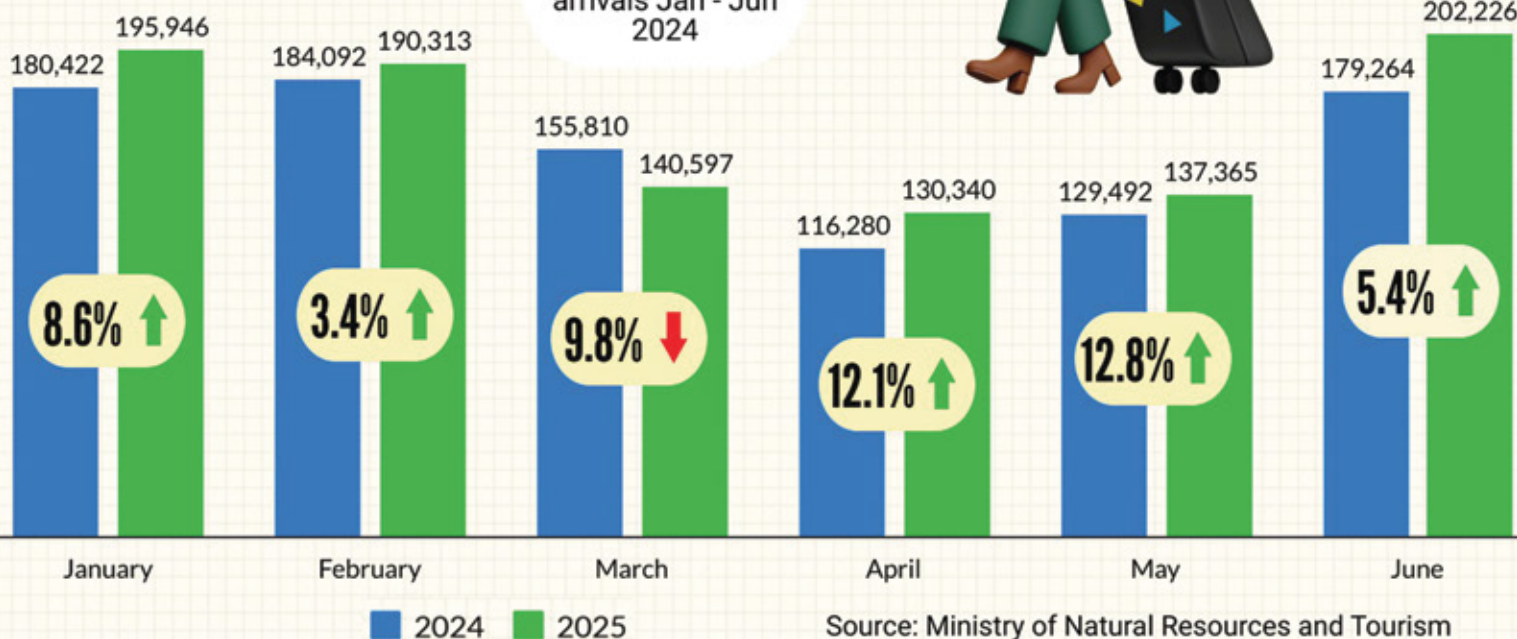
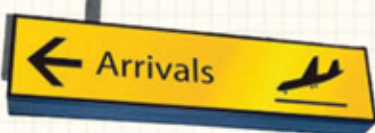
Increase in the number of tourists entering the country between January and June 2025 compared to the same period last year

996,787

Total international arrivals Jan - Jun 2025

945,360

Total international arrivals Jan - Jun 2024



Source: Ministry of Natural Resources and Tourism