



**THE UNITED REPUBLIC OF TANZANIA  
VICE PRESIDENT OFFICE**

**ADDRESS BY HIS EXCELLENCY DR. PHILIP ISDOR MPANGO, VICE  
PRESIDENT OF THE UNITED REPUBLIC OF TANZANIA DURING THE  
OFFICIAL OPENING OF THE SIXTH EDITION OF SWAHILI  
INTERNATIONAL TOURISM EXPO – SITE, 2022**

**22<sup>ND</sup> OCTOBER, 2022  
MLIMANI CITY CONFERENCE CENTRE  
DAR ES SALAAM TANZANIA**

**Honorable Pindi Hazara Chana (MP), Minister of Natural Resources and Tourism;**

**Ministers and Deputy Ministers present;**

**Honourable Amos G. Makalla, Dar es Salaam Regional Commissioner;**

**Prof. Eliamani M. Sedoyeka, Permanent Secretary- Ministry of Natural Resources and Tourism;**

**Permanent and Deputy Permanent Secretaries presents;**

**All Members of Parliament Present led by Honourable Ally Makoa (MP), Chairman of Parliamentary Standing Committee for Land, Natural Resources and Tourism;**

**Excellencies Ambassadors, High Commissioners and Representatives of the International Organizations;**

**Distinguished Participants, exhibitors, buyers and Sponsors of the Swahili International Tourism Expo;**

**Members of the Media fraternity;**

**Ladies and Gentlemen;**

**A very good morning...**

**Jamhuri ya Muungano wa Tanzania...**

I am very pleased to be here today to officiate the opening of the Sixth Edition of Swahili International Tourism Expo - SITE, 2022. On behalf of Her Excellency Samia Suluhu Hassan, the President of the United Republic of Tanzania, I wish to welcome you all to this important event that provides an opportunity to showcase the potential of the tourism sector in Tanzania. For those who came from outside Tanzania, KARIBUNI SANA to the land of Kilimanjaro, Serengeti, spice Islands of Zanzibar and the birthplace of Kiswahili language! We are greatly honoured by your presence and we look forward to engage and partner with you.

I am informed that, this SITE, 2022 is being attended by more than 200 exhibitors from within and outside Tanzania; over 100 international buyers from within and outside Africa; and more than 5,000 trade visitors. Moreover, the Expo will be featured by business exhibitions, investment forum and seminars, Speed-networking sessions, cultural performances, and familiarization/FAM Trips to unique tourist attractions across Tanzania. With all this in place, I am sure, you will learn and enjoy a great deal and have a lot to tell by the time you reach the end of this special Expo. At this point, allow me to commend the Honourable Minister of Natural Resources and Tourism and your team for organising this event in such a creative manner. **Hongereni sana!**

***Honorable Ministers, Distinguished Guests, Ladies and gentlemen;***

Tourism is among the priority sectors for President Samia Suluhu Hassan's administration. Her Excellency the President has been champion of revamping the sector post-COVID-19. Through her innovative marketing documentary, **The Royal Tour**, Her Excellency has succeeded to revitalize the sector and we have started to witness positive results in terms of increased tourist arrivals and revenue. Her contribution has also been recognised by the World Tourism Organization (UNWTO) during the Commission for Africa (CAF) Meeting held this October 2022 in Arusha where she was given an award in promoting and reinvigorating the tourism sector as well as making tourism a key economic driver.

The significance of the tourism sector in Tanzania is evidenced by its performance before the outbreak of COVID-19 pandemic. For instance, in 2019 tourism sector contributed 25 percent of total export earnings, generated revenue to the tune of USD 2.6 billion, and created more than 1.6 million direct and indirect jobs. In that year, the country received 1.53 Million inbound tourists. Post COVID-19 recovery is also promising. According to the 2022 National Tourism Survey, tourism earnings recovered by 83 percent to USD 1.3 billion in 2021 where we received 922,692 tourists (an increase of 48.6% tourists) compared with the performance in 2020.

The Government recognizes the importance of private sector as the driver and engine of the tourism sector and over the years, we have been taking a number of legal and fiscal reforms to support growth of the sector. We have continued to improve the infrastructure of tourism services which includes construction of the standard gauge railway, building and repairing roads, airports, tourist camps,

hiking trails and scaling up our National Carrier (Air Tanzania) in order to facilitate travels within Tanzania as well as connecting the country to key tourist source markets. Also, since 2020 the Government has been working to align infrastructures and providing incentives to attract investment in MICE Tourism as our strategic tourism product. In addition, we are vigorously promoting other unpopular touristic attractions especially in the Southern Corridor of our country namely Mikumi, Ruaha, Nyerere and Udzungwa National Parks which we believe also have a great potential to boost this sector to new heights. The achievements recorded in pre COVID-19 pandemic period and the recent recovery is a clear testimony of joint efforts made by the Government and the Private Sector to boost the development of the tourism sector. I therefore, take this opportunity to welcome all investors to come and partner with us.

***Distinguished Guests, Ladies and gentlemen;***

Tanzania is uniquely endowed with tourist attractions and resources comparable to none. Over 30 percent of the total land area which is almost equivalent to the size of Germany is preserved for national parks and reserves, marine parks and the likes. Tanzania is home to 22 National Parks, 24 Game Reserves, 27 Game Controlled Areas, 38 Wildlife Management Areas, 19 Nature Reserves, 1 Conservation Area and 3 Ramsar Sites. In addition, the country has more than 125 archaeological sites and historical sites including the Olduvai Gorge which is arguably the most important fossil site in the world that holds the earliest evidence of human ancestors. Moreover, we are also blessed with over 1,400 km of coastline with pristine beaches, 3 marine parks, 15 marine reserves, 3 Great Lakes, the Spice Islands of Zanzibar and on top of all this, Tanzania is a home to the 'Roof of Africa', the Mount Kilimanjaro. The existence of all these attractions, position Tanzania amongst the most popular tourists' destinations in the world. According to 2022 African Nomad Report, Zanzibar is ranked 11<sup>th</sup> most loved destination in the world out of the top 100. In the same listing, the Northern Corridor was ranked 12<sup>th</sup>. In addition, according to CNN travel, the Ngorongoro Reserve and Kilimanjaro mountain, constitute 30 of Africa's most amazing places to visit. And just this month, our Serengeti National Park famous for annual wildebeests Migration, won the UK-based World Travel Awards 2022 as the Africa's Best National Park, 4 times consecutively since 2019. The same Award has named Nungwi Beach in Zanzibar as Africa's leading beach destination for the second year running.

It is my hope that most of you will find time to visit one or the other touristic site and get to be a part of the unforgettable experience. I also wish to invite investors here present to use the opportunity to acquire all necessary information on investing in this sector. There is plethora of investment opportunities including construction of hotels, lodges, holiday homes, developing amusement parks; sea and lake cruising as well as expanding tour operators and agencies to say the least. I wish to assure you that, Tanzania is the right place to invest, given the unique natural beauty, abundant tourism potentials, conducive policy framework as well as peace, political stability and a committed government leadership.

***Honourable Ministers, Distinguished Guests, Ladies and gentlemen;***

It is my expectation that, through this Expo we will have a wide-range of constructive discussions that will enable further strengthening of the Tourism Sector and thus stimulate accelerated economic and social development of our country. The Government is ready to receive and act on your opinions and recommendations to address any concerns that you may have.

Before I conclude my remarks, I also wish to challenge the Ministry of Natural Resources and Tourism and other stakeholders in the Tourism sector. As I have illustrated, Tanzania is unquestionably endowed with abundant tourist attractions. However, the sector is not contributing to the economy as it should compared with other peer countries with equivalent or even a less number of attractions. We need to ask ourselves what are we not doing right! I am of the view that it is about time, the Ministry and all stakeholders take bold and aggressive promotion strategies to capitalize on President Samia's initiatives with emphasis on tapping new/sleeping touristic sites. And while doing so, we should also strongly promote domestic tourism and entice more citizens of different age groups to visit our ample tourist sites.

I understand much progress has been made to entice tourists' spending as evidenced by the 2022 National Tourism Survey whereby spending per tourist has improved to USD 199 per day in 2021 compared with USD 152 in 2020. To achieve our USD 6 billion annual tourism earning target by 2025, we need to do more. The general public are encouraged to take on opportunities to supply goods demanded by tourists including the local cuisine and artifacts. I also wish to task the banking sector to continue easing payment systems, particularly

encouraging use of credit cards in service delivery and point of sale. On the other hand, players in the sector including Government institutions must continue to enhance clientele services and address tourist concerns.

***Honorable Ministers, Distinguished Guests, Ladies and gentlemen:***

Before I end my remarks, I am obliged to thank and recognize the support from SITE, 2022 key sponsors including; Tanzania Ports Authority (TPA); Vodacom Tanzania; CRDB Bank; TBC; Meta & ONA Stories; Air Tanzania; ITV; NMB Bank; Serena Hotels; Gran Melia; Tanzania Association of Tour Operators (TATO); Johari Rotana Hotel; Precision Air; Auric Air; and Sun Tours Safaris just to mention a few. Your support has indeed contributed a great deal in making this event a success. **Asanteni sana!**

To conclude, let me reiterate that, Tanzania offers a conducive, peaceful, and stable environment for businesses and investments. I encourage all potential investors to take advantage of the vast and untapped investment opportunities especially in the sector of tourism. I call upon all participants of the SITE, 2022 to use this Expo as a platform to expand your business and strengthen our cooperation. Let us work together to take this sector to new and greater heights!

With these remarks, it is now my singular honour and pleasure to declare **the Sixth Edition of Swahili International Tourism Expo officially opened.**

**I thank you for your kind attention!**