

HATABNEWS

May 2024

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Save The date

27 SEPTEMBER 2024





CEO'S DESK

MS LILY RAKORONG

I am delighted to extend my heartfelt thanks to each and everyone of you for your support and contributions to the success of the HATAB Annual General Meeting and Conference. Your dedication ,participation , and support have truly made a difference and set the stage for a promising future for the tourism industry in Botswana.

The recent HATAB Annual General Meeting was a resounding success , and I would like to extend my warmest congratulations to the new Executive Committee. I would also like to express my sincere gratitude to the members for your attendance , sponsorship , and support at the 2024 HATAB Annual Conference . One of the highlights of this years conference was the presence of His Excellency Dr Mokgweetsi Eric Keabetswe Masisi the President of Botswana. His recognition of the vital role that the tourism industry plays in our country and his commitment to addressing key issues , such as consultation , review of the permitting system , Collaboration and Partnership between Govt & Private sector , establishment of Botswana Economic Development Board to deal with regulatory bottlenecks and delays which investor encounter and attraction of long haul carriers to promote the growth of tourism, are truly encouraging.

During his speech , President Masisi emphasized the importance of giving back to the communities in which we operate . This message resonates deeply with our values as an association , and it is in line with our commitment as an industry . In the light of this the HATAB secretariat is working on the best practices to showcase our members' community engagement initiatives. The secretariat will also be embarking on a public awareness education to amplify our voice and raise awareness about the positive contributions of the tourism industry to the growth of Botswana.

We recently had the privilege of meeting with the Assistant Minister of Zimbabwe, the CEO of SATSA, FEDHASA, and the High Commissioner of India just to mention a few. These engagements were fruitful and productive as they focused on strengthening partnerships to promote sustainable tourism in Botswana and the region.

The Secretariat had the honour of attending the Heads of State Summit organised by Kavango Zambezi Transfrontier Areas(KAZA). This meeting provided a platform for high-level discussions on regional cooperation , conservation efforts, and sustainable tourism development in the Kavango- Zambezi Transfrontier Conservation Area.

As we approach the second quarter of our sector meetings, I would like to update members on the upcoming collaborations with the Ministry of Agriculture to explore partnerships related to Long Term Restriction On Vegetables . Additionally , we will be working with our partners in Government to address concerns regarding rejections of applications for work and residence permits

Last but not least , we are at the final stage of analysing the impact of the introduction of local per diem for public Service Officers on our members businesses . Once this analysis is complete , we will approach the Government for a solution.

Happy Reading !!

JOE MOTSE HAS BEEN RE-ELECTED AS THE **CHAIRMAN OF HATAB**



I am deeply honored and humbled to have been re-elected as the Chairman of HATAB for another term. I would like to express my heartfelt gratitude to each and every one of you for your continued support, trust and confidence in my leadership

Mr Joe Motse has been re-elected as the Chairman of the Hospitality and Tourism Association of Botswana for another term.

Motse has been a prominent figure in the hospitality and tourism industry in Botswana for many years, and his experience and expertise have been instrumental in guiding HATAB through various challenges and opportunities. Under his leadership, HATAB has been able to advocate for the interests of its members, promote sustainable tourism practices and strengthen the industry.

As Chairman, Motse will continue to work towards the growth and development of the hospitality and tourism sector in Botswana, and ensure that HATAB remains a strong and effective voice for its members.

MEET HATAB EXECUTIVE COMMITTEE



CHAIRPERSON
Mr. Joe Motse



VICE CHAIRPERSON
Ms. Keletso Bogatsu

CAMPS & LODGES



Rep:
Mr Joe Matome



Alternate:
Ms Kate Nelson

HOTEL SECTOR



Rep:
Mr Tafadzwa Tafadzwa



Alternate:
Mr Andrew Kamanga

SERVICE SECTOR



Rep:
Ms Simone Preiss Mathole



Alternate:
Mr Motlatsi Sello

TOUR OPERATORS SECTOR



Rep: Ms Angela Masisi
Makula



Alternate:
Ms Elsie Mosweu

AIR CHARTER SECTOR



Rep:
Mr Kago Paul



Alternate:
Mr Keith Simmonds

MOBILE SECTOR



Rep:
Mr Adam Hedges

Alternate:
Mr Mark Swaffield

HATAB ANNUAL CONFERENCE COCKTAIL RECEPTION

– POWERED BY STANBIC BANK BOTSWANA



On the 25th April 2024, HATAB held a cocktail reception at Okavango Craft Brewery as a way of welcoming the guests who were part of the HATAB Annual Conference 2024 to **unwind** and **network**, courtesy of Stanbic Bank Botswana.

When giving a keynote address Stanbic Bank Botswana Chief Executive Officer, Chose Modise said “This year’s theme, **‘Advancing towards a world-class tourism investment climate to create jobs,’** speaks directly to the challenges and opportunities facing the sector in the aftermath of the pandemic – Covid-19. Therefore, As Stanbic Bank Botswana, we are inspired by this promising and thriving industry. We feel compelled to not only admire and appreciate the splendour of our country’s natural treasures but also to actively engage in efforts to grow, preserve and safeguard our heritage for generations to come.”

Mr Modise expressed his gratitude to HATAB for the partnership and commended the Association for the dedication to advancing the hospitality and tourism industry in Botswana and together with Stanbic Botswana they can drive positive change, foster growth, and create a brighter future for all.



Head of Business & Commercial Banking for Stanbic Bank Botswana, Mr. Lesego Osman also highlighted how they are proud to support and sponsor this year’s Annual HATAB Conference Welcome Cocktail Reception.

“This sponsorship is a true testament to our dedication to empowering businesses and SMEs in Botswana, and to our belief in the transformative power of collaboration to drive meaningful growth. It is through these initiatives that enable the industry and critical stakeholders to exchange ideas on how to propel Botswana forward”

Mr Osman stated.

He further emphasized that their objective to be part of this event is to listen, engage and understand the needs of the industry. And in understanding more, to avail financial solutions that enable advancement and expansion of individuals and organisations that make-up the sector.



MASISI OFFICIALLY OPENS HATAB ANNUAL CONFERENCE 2024

The 2024 HATAB Annual conference was held on the 26th April 2024 in Maun, Maun Lodge under the theme

**"Advancing towards a world class tourism
investment climate to create jobs".**

The event was officially opened by The President of the Republic of Botswana, His Excellency Dr. Mokgweetsi Eric Keabetswe Masisi. The event attracted members of the Diplomatic Co, Minister, Members of Parliament, Maun Kgosi, His Worship, Mayor of Gaborone City Council, Senior government Officials, Captains of the Industry and CEO's of Private Sector and Members of the 4th estate.



When addressing the delegates, His Excellency Dr. Mokgweetsi E.K Masisi urged the tourism sector to take lead in raising the productivity levels as well as inoculating a world class service culture, for both domestic and international guests at various hotels, lodges and camps. Furthermore, His Excellency expressed his delight to be officially opening the 2024 HATAB Annual Conference under the chosen theme as it stands relevant and aligned to Botswana's National Vision 2036. He also assured the delegates that the Government is doing its utmost best to provide a world class investment climate for not only the tourism sector but the private sector as a whole.



"Citizen investment could be expedited through employee share options. There is need to improve access into areas of tourist interest. Some areas do not have any infrastructure at all. This will require substantial government participation. But industry will have to reciprocate by improving the social welfare of the communities in the destination areas." Mr Tibone highlighted when he concluded his speech and applauded HATAB for hosting the biggest tourism conference in the country given that tourism industry is one of the fastest growing industries worldwide.



THE CONFERENCE COVERED SEVERAL SUBJECTS WHICH WERE DEEMED CRITICAL TO THE TRANSFORMATION OF NOT ONLY THE TOURISM SECTOR BUT THE ECONOMY AS A WHOLE;

- HATAB's role in local entrepreneurship, SMME development and job creation
- Trophy hunting and contribution to tourism
- National strategy and master plan implementation
- Boosting tourism growth through regional collaboration
- Leveraging on artificial intelligence for tourism competitiveness
- Integrating sustainability into investment strategies
- Air Botswana to increase its fleet





In his remarks, when addressing one of the key issues that has been burning for a long time; *Vegetable Ban*, The Minister of Agriculture Hon Fedelis Molao mentioned that collaboration is crucial for Batswana's enrichment and the industry should innovate to address challenges and provide clients with the quality they demand.

The government has allocated P250 million this financial year through Ministry of Entrepreneurship to establish a collection center for small producers, enabling them to aggregate their produce.

One of the keynote speakers at this year's conference Hon. Dumezweni Mthimkhulu, Minister of Environment and Tourism urged stakeholders to join forces on innovative strategies to attract more tourists and showcase Botswana's offerings. He believes that sustainable tourism initiatives will benefit the economy and preserve natural resources for future generations, and calls for new growth opportunities.

Through this gathering, resolutions were made and the secretariat is working on below items



2024 CONFERENCE RESOLUTIONS

Update on the
2023 conference
resolutions

1

Implementing a Streamlined Online Visa Application System Resolved, that in order to strengthen the tourism sector and enhance global accessibility, Botswana shall adopt an efficient online visa application system. This initiative aims to facilitate digital submissions, promoting convenience and efficiency for travelers. By embracing this approach, Botswana will position itself as a premier tourist destination, accelerating sector growth and bolstering the country's economy.

2

Compliance with International Regulatory Standards and Infrastructure Revamp Resolved, that recognizing the significant growth of the tourism sector, Botswana shall ensure compliance with international regulatory requirements and upgrade infrastructure to accommodate various flight sizes. This proactive measure aims to diversify the country's economy and sustain the momentum of tourism growth. Resolution

3

Advancing Tourism Industry Towards High-Income Economy Status Resolved, that in pursuit of Vision 2036's goal of achieving a high-income economy, Botswana shall lead the tourism industry in providing exceptional customer service, fostering job creation, increasing productivity, and cultivating a world-class service culture. This commitment, rooted in BOTHO values, goes beyond profit motive and reflects Botswana's dedication to sustainable economic development. Resolution

4

Adoption of Customer-Centric Model for Enhanced Tourist Experiences Resolved, that to enrich sightseers' experiences, Botswana shall adopt a customer-centric model prioritizing their needs and preferences. This model entails identifying and addressing journey loopholes through strategic measures such as positioning scanners, installing ramps for travelers with reduced mobility, and designing specialized counters for families with children. By catering to diverse needs, Botswana aims to create a more welcoming and enjoyable environment for tourists.

Thank You
**To all our Sponsors for
or the HAC!**

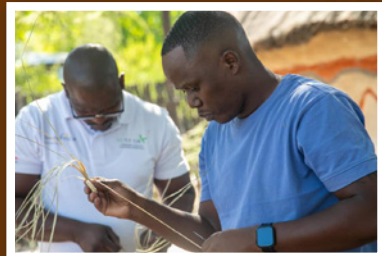


HATAB CONTINUES TO ENGAGE MEDIA IN VARIOUS ACTIVITIES AT HAC 2024



As a way to continue forging meaningful partnerships with media for the betterment of the industry, at on 23rd April 2024 one of HATAB Members from the hotel sector Grand Palm Hotel Casino Convention Resort hosted Members of the Media, BNPC and HATAB Management for an exclusive dinner at Beef Baron prior to the conference. The purpose of this exclusive dinner was to get a pre-brief for the conference as well as to appreciate Members (Grand Palm) product offering.

On arrival in Maun (25th April 2024), they were taken out for a breather around the village before the main event resumed. One of the highlights of these activities included a visit to The Hambukushu Cultural Village where they learnt the art of basketry for human development. Founder of Bots Quality, Ms Thitaku Khushonya alluded the need to pass this indigenous knowledge to the young generation.



Already, Khushonya, who started her basketry business in the 1980s, has shared her knowledge with other women aged 18–35. When she started her business, she had 10 under her wings and now she has shared her skills with 100, she has engaged currently. Khushonya, aged 55 from Etsha 6, but now based in Boronyane in Maun, said her life changed for the better when she started her business.

The media commenced their tour by visiting Maun's refurbished TRANS Cash & Carry to get a better insight of their day-to-day duties and the Wholesale's product offering, they completed their tour at Cresta Rileys where there was a divine lunch specially prepared for them by AVANI's Chef Melissa.

These activities were proudly sponsored by;



GABORONE HOTELS MARKETING MANAGERS BRUNCH



In collaboration with Avani Gaborone Resort, HATAB hosted the annual Gaborone Hotels Marketing Managers session (Members) at **Avani** on the **22nd March 2024**. The aim of the session was to share tips and experiences and as well as to deliberate on pertinent issues affecting the hospitality industry. This event was held under the theme...

"The door to all possibilities in the tourism and hospitality".



When giving a keynote address to the Hotel Managers, HATAB Public Affairs and Communications Manager Ms. Tebogo Ramakgathi applauded the Managers for their contribution within the sector and for gracing the session. She highlighted that the aim of the event was to reintroduce, unpack new areas of collaborations for Gaborone hoteliers.



Proudly sponsored by;

AVANI
Hotels & Resorts





WTM AFRICA CONTINUE TO PROVE AFRICA AS A LUCRATIVE AND SUSTAINABLE INVESTMENT DESTINATION

HATAB was an Association Partner for a Business-to-Business exhibition famously known as World Travel Market Africa. The expo was held on the 10th-12th April 2024, Cape Town-South Africa with an attendance of

Exhibitors

705

Industry Professionals

5,752

Countries

99

...which facilitated a record 10,505 pre-scheduled meetings, reinforcing WTM Africa's stature as the continent's premier business-focused travel trade show.

Through these collaborations, the Association aims to give Members an opportunity to access emerging markets as well as to nurture their existing relationships with buyers for better business deals.

WTM Africa is a premier gathering for travel and tourism experts in Africa. It is a platform where industry leaders converge to explore trends, forge connections and discover new opportunities in Africa's ever evolving travel landscape.

POLICY SNAP UPDATES



LONG TERM RESTRICTION VEGETABLE, BAKERY GOODS AND MEAT IMPORTS

The Secretariat continues to encourage the government to undertake a Regulatory Impact Assessment (RIA) before introducing new policies such as import restrictions but unfortunately this has not been done. HATAB will engage further with the government. On a related matter, the Secretariat met with Farmers United – a group of horticultural farmers to assess produce that could be supplied to the hospitality sector. Farmers United will also update Members in terms of availability of produce and collaboration in order to improve the reliability of supply.



REJECTION ON WORK AND RESIDENCE PERMITS

The Secretariat has to deal with the misperception that the tourism industry is dominated by expatriates although the Department of Tourism's statistics show no such thing.

Members suggest that a quota system of work permits would be useful to the sector by making administration effective and efficient. They also reiterated that the quota system which was developed ten (10) years ago but was not implemented and revived. Engagement with the government on this issues are on going and members will be updated accordingly.



OUTDATED TOURISM STATISTICS

The Ministry of Environment and Tourism has assured the industry that funding has been secured for the Department of Tourism to produce up to date statistics, with the aim of having real time data going forward.



DEVELOPMENT OF INFRASTRUCTURE IN NATIONAL PARKS AND GAME RESERVES

The Ministry of Environment and Tourism has assured the industry that funding has been secured for the Department of Tourism to produce up to date statistics, with the aim of having real time data going forward.



ACCESS TO K GALAGADI FRONTIER PARK

There is evidence that many guests would use the route should it be made convenient to access northern Botswana from KTP and vice versa. Operators in northern Botswana and those in southwestern Botswana stand to benefit from utilization of this route.

However, it is currently it for guests to fly from Maun and Kasane to Kgalagadi Trans frontier Park (KTP) and vice versa. CAAB has indicated that the decision to open up the route lies with the Government because this is about a bigger and well-functioning tourism strategy.

HATAB was requested to develop a position paper (or recommendation) regarding the undeveloped tourism attraction area in the country such as KTP, Nxai Pan, Makgadikgadi. This effort will be led by Members.



IMPROVEMENT ON AVAILABILITY OF RELEVANT SKILLS REGARDING THE SECTOR

Human Resource Development Council agreed to support the project (Tourism and Hospitality career fair) by availing resources to improve relevant skills. The sector will be updated accordingly on project plan.



OPEN SKIES

It was highlighted that Botswana has open skies, open frequency and open operation to all potential airlines. However private operators are unable to reap the benefits of the system due to the costs.

Members are also informed that CAAB, BTO and BITC have formed a committee that is mandated to attract international airlines to Botswana. A consultant has also been engaged to assist the said committee to find solutions.



MICE STRATEGY

BTO has engaged Members in different areas of the country for their views regarding the MICE Strategy. The Secretariat is still waiting for BTO to finalize the document and share it with members.



INTRODUCTION OF LOCAL PER DIEM FOR PUBLIC SERVANTS.

The Secretariat was asked to engage government regarding the implications of government introducing per diem for the employees.

The issue was raised with the Ministry of Environment and Tourism, looking at the implication this will cause. The DPSM also informed the Secretariat that there will be a review after six (6) months of implementation.

Members are requested to provide data on the impact of this decision to the Secretariat. This information will be helpful in our engagement with the government.

MEMBERSHIP UPDATE

We are happy to have you on board!



Blueberry Voyage Travels	Tour Operators	Gaborone
Space Travel	Tour Operator	Kasane
Moonlight Safaris & Tours	Mobile Safaris	Kasane
Renns Excursions	Mobile Safaris	Maun
Zazu Epic Safaris	Mobile Safaris	Maun
Maun Waterfront Guesthouse	Guesthouse	Maun
Golden Door Villa	Guesthouse	Gaborone
Bush and Bull Maun	Services	Maun
Forgotten Sands Inc	Services	Gaborone
Ethnic Nature Tours	Mobile Safaris	Maun
Enjanga Tours & Safaris	Mobile Safaris	Maun
Malaba Woodworkers and Thatchers	Tour Operator	Kasane
Hotel 430	Hotel	Gaborone

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