



The City of Many Faces

**WELCOMING REMARKS BY HIS WORSHIP CLLR MUESEE
KAZAPUA, MAYOR OF THE CITY OF WINDHOEK, AT THE
OCASSION OF THE OFFICIAL LAUNCH OF THE 2017
NAMIBIA TOURISM EXPO**

DATE: 31 MAY 2017

TIME: 15H00

VENUE: WINDHOEK SHOW GROUNDS

Director of Ceremonies,

Hon Pohamba Shifeta, MP and Minister of Environment and Tourism;

Hon. Alpheus !Naruseb, MP and Minister of Works and Transport;

Your Worship the Mayors of the Namibia Town of the Year Finalists;

Hon City of Windhoek Councillors present;

Mr Josephat Mwatotele, Chairperson of Namibia Media Holdings;

Mr Albe Botha, Chief Executive Officer of Namibia Media Holdings;

Distinguished Captains of the Tourism Industry;

Distinguished invited Guests;

Members of the Media Fraternity;

Ladies and Gentlemen,

It is my honour and great pleasure to welcome you all, first to the City of Windhoek, and secondly to the 2017 annual Namibia Tourism Expo. My special welcome goes to our guests from outside Namibia and Windhoek, who have come to join us and with us their tourism experiences and ideas.

In the same vein, allow me to express my sincere gratitude to the Namibia Media Holdings and the Namibian Tourism industry at large, for joining forces to host this larger than usual

event, which the City of Windhoek is proud to host. The annual Namibia Tourism Expo is now acclaimed as one of the “Best Shows in Namibia” due to large tourism marketing and networking opportunities it offers.

To us as the City of Windhoek, tourism means jobs, business opportunities for small and medium enterprises, the renewal of urban and rural areas and, if properly managed, the preservation and promotion of natural resources and cultural heritage.

Equally important to note is the fact that tourism contribution is not only limited to the sector, but it is also a multiplier factor; through the value chain in many other sectors- from retail to agriculture, and banking to construction. The City Council remains committed to welcoming visitors to our beautiful City. Being a gateway City, Windhoek has seen thousands of visitors coming through, either for business or leisure. Together with our partners in this sector, we will endeavour to make Windhoek not only a gateway, but a destination where tourists will choose to stay.

Program Director, Ladies and Gentlemen,

I am pleased to note this year’s theme *Safe Travel*, a theme which would not have come at a better time than now, when Namibia is experiencing an upward surge in the road accidents occurrence.

We are informed that Namibia has one of the highest figures in the world in road accidents. Although there many local organisations that work tirelessly to inform and educate our people to pay attention to road safety through various campaigns, the rate of accidents are continuing on the up-tick. The Namibia Tourism Expo is one such organisation that wants to bring the importance of safe travel to everyone travelling in Namibia, and more so, to every visitor to our beautiful country.

I am also pleased to inform you that the City of Windhoek has also been on this course for a long time. With the Move Windhoek Campaign, the city has acquired in excess of 26 brand new busses, to systematically phase out the old fleet that is as old as 38 years.

The main aim is to ensure safe travel within the city boundaries and to encourage the use of public transport, thus minimising traffic congestions caused by other modes of transport. As Council, we in the process of introducing additional bus routes, in order to extend bus coverage in the city. These new busses boasts universal excess; which makes them also conducive to the residents who are wheelchair-bound, old people and those with special needs, as they are able to board and disembark without difficulties.

Furthermore, **Ladies and Gentlemen**, Namibians need to develop a safe travel culture. This can only be made possible if people are conscious about travelling time, discouraging the

culture of drinking and driving, making sure that vehicles are in good working condition, and by avoiding over speeding. However, as we appeal to the drivers and passengers to do their part, it is also important for us, as Council to do our bit; in ensuring that the roads are well maintained, potholes are fixed in time and making sure that old road signage's are replaced when needed. We undertake to do that!

Equally important to underline is the fact that tourism is a customer-driven industry. The appeal of a destination to tourists rests much more on the standard of service given to its visitors than it does on the attractions it offers. On this note, I call for quality service and customer care by all service providers.

To the exhibitors and visitors from outside Windhoek, I trust that besides your participation in the activities lined up in the expo calendar, you will also find time to visit places around our beautiful City. So please feel at home, as Namibia, and Windhoek in particular, is your home away from home.

Please ask your Namibian counterparts to take you around town to explore more, as to what Windhoek can offer you, in terms of tourism and other business transactions. Who knows, you may end up making valuable connections.

With these few remarks, **ladies and Gentlemen**, once more,
welcome to Windhoek

I thank you.