

Issue 1.

2018 Newsletter

MALAWI TOURISM COUNCIL

The Official Tourism Private Sector Voice in Malawi



THE VOICE OF THE TOURISM INDUSTRY

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Foreword from The chairman

ON behalf of the Board of Trustees, all Members for Malawi Tourism Council and on my own behalf, I wish to welcome all our Esteemed Members of the Malawi Tourism Council to the first Issue of the 2018 Malawi Tourism Council Newsletter dubbed “*The Voice of the Tourism Industry*” which is featuring some of the developments in the Tourism Industry, that have taken place within the first four (4) months of the year, that is, January to April, 2018.

The Voice of the Tourism Industry is a Newsletter that is focusing on developments that are taking place in all tourism sub-sectors within the tourism industry across the country. It is a Newsletter that will be published three (3) times a year, with the aim of disseminating information to all our Members and various players, on activities of the Council and various developments taking place in the public and private sector that are tourism-related or affects the tourism industry.

The main objective is to create a common platform for sharing information with each other within the destination - Malawi. The Malawi Tourism Council believes that this Newsletter has the ability to bring about the much needed information on what has transpired, upcoming events, and general updates to the Tourism Industry players. *The Voice of the Tourism Industry* offers an effective platform for business information, partnerships and networking for the private sector who are very key in the tourism offering delivery value chain.

I wish to appreciate most sincerely, Members of the Malawi Tourism Council from various sub-sectors for their tireless efforts and dedication in supporting the Council in cash and in kind, just to ensure that the Council through its Secretariat, is functional. Your support to the Secretariat is highly appreciated.



Oswald Bwemba : Board Chairman

To all those that are just joining the Tourism Industry, welcome to the Malawi Tourism Council, the “*Official Private Sector Voice*” a Council that speaks and acts on behalf of the tourism private sector players in Malawi.

A handwritten signature in black ink, appearing to read 'Oswald Bwemba'.

Oswald Bwemba

BOARD CHAIRPERSON



WELCOME REMARKS FROM THE EXECUTIVE DIRECTOR

I wish to welcome all Esteemed Members of the Council to the first Issue of the 2018 Newsletter “*The Voice of the Tourism Industry.*” The Tourism Industry has more to offer in terms of economic opportunities for every serious business-minded person. Your interest and participation in the tourism industry, is a clear indication that tourism is all-inclusive, gender responsive, has low barriers to entry, everyone can participate in one way or the other; and it is an industry that accords you the opportunity to be part and parcel of the integrated global economy.

Tourism is one of the key players in international commerce representing one of the major income generators for many countries, thereby, triggering competition and diversification of destinations. In Malawi, Government has prioritized Tourism in its national development agenda for the next five (5) years, as one of the key sectors for achieving enhanced socio-economic development and job creation for the citizenry. A number of strategic outcomes

have been highlighted and include: Improved investments in tourism support infrastructure; Improved quality of tourism products and services; and Improved conservation and management of cultural heritage resources. With this development, it is believed that a number of challenges that have been impeding the tourism development will be sorted out.

Malawi is set for tourism development, and the continued participation of tourism operators from the various sub-sectors in various activities, such as, Tourism Expos, Conferences, Carnivals, and Exhibitions is not an option if we are to grow and improve the quality of our tourism offering and meet the international standards of the travelling public.

I, therefore, wish to call upon all players in the tourism industry, to take advantage of Government’s recognition of Tourism as priority sector, and work with the Council as it advocates, influence opinions, and lobby for improved allocation of resources to the Tourism Sector and other



Elsie M. Tembo: Executive Director

Sectors that support tourism; improved operating environment through all-inclusive sectoral policies and legal frameworks that incentivize and facilitate tourism investment and operations for the indigenous Malawian at the grass-root level.

A handwritten signature in blue ink that reads "E. Tembo".

Elsie M. Tembo

EXECUTIVE DIRECTOR



Peter Manda: Finance Officer

MTC HAS SOME NEW FACES.

The council now has 2 new faces as we aim to intensify our service delivery to our members.

Mr Peter Manda is our Finance officer and he joins us on the back of vast experience working in different roles as an accountant and an auditor.

Ms Tillius Phiri is our Membership services and communications officer.

We welcome the team to the council and we hope you will make their stay a pleasure!



Tillius Phiri: Membership Services and Communications Officer

AfDB funded project “Promoting Investment and Competitiveness in the Tourism Sector” (PICTS) in the pipeline.



AfDB Team meeting representatives of Youth in Tourism Malawi Chapter who stand to benefit from this project.

The Council continues to win confidence of Cooperating Partners, such as, the African Development Bank (AfDB). The Council participated in the AfDB Appraisal Mission consultation meetings held in September, 2017 whereby the AfDB Appraisal Mission had audience with the Council with a view to understand the Mandate and Mission of the Council and determine its capability in the implementation of the Project that would be coordinated by the Department of Tourism.

The Appraisal Mission consultation meetings culminated into the project dubbed: “Promoting Investment and Competitiveness in the Tourism Sector” which was approved by the Board of the African Development Bank on 11th January, 2018. The Minister of Finance and Economic Planning in Malawi and the AfDB signed the Grant Agreement Protocol. Currently, finalization of preparations for the commencement of implementation of the project is at an advanced

stage. Terms of Reference for various Consultants that will be involved in the Project, and Procurement plan have been finalized. The process of opening of a Bank account was completed in readiness for the first disbursement.

The target beneficiaries of this project for the next four (4) years from this year 2018 will be paid up members of the Council. To this effect, operators in the tourism sector are encouraged to register with the Council as members, in order to benefit from the various trainings and capacity building workshops, and 50% matching grant especially women and youth entrepreneurs.

The Main Objective of the Project Component 2 of which the Malawi Tourism Council is a beneficiary is: To promote a conducive business environment for the development of SMEs in the tourism sector with a view to capacitate youth and women to invest and manage businesses in the hospitality and tourism sector.

For more information contact
info@malawitourismcouncil.com



MTC MAKES IT TO ZATEX EXPO HELD IN LUSAKA, ZAMBIA.

Zambia Tourism Expo was held from 12th to 14th April, 2018 at Mulungushi International Conference Centre in Lusaka, Zambia where the Malawi Tourism Council participated alongside the Department of Tourism in the Ministry of Industry, Trade and Tourism. The report makes recommendations for improvements on the Malawi Stand through more private sector participation, where Malawian operators can learn and share experiences with their counterparts in Zambia moving forward.

The Expo was officially opened by the Minister of Chiefs and Cultural Affairs in Zambia who was the Guest of Honor. In his speech the Minister informed the audience that travel markets are dynamic and continuously change, hence, the need to move with time. He further said, tourism is the number two most important sector worldwide. Without well-developed infrastructure, tourism will not thrive. Infrastructure needs for tourism growth include: good



road network; aviation infrastructure, such as, modern airports with modern equipment to ensure hassle free movement of the travelling public as well as enhanced security for passenger confidence; internal connectivity between attraction sites, and organized and affordable transport system to facilitate



movement of the travelling public within the destination. The Minister further informed the audience that Zambia Airways will be re-

launched and the cost of travel into Zambia will be reduced. He was proud to inform the audience that Zambia was the ITB Berlin 2018 Convention and Culture Partner. This promotion of Zambia as the Convention and Culture partner at ITB Berlin 2018 was in line with the Ministry's Vision 2030 which is "A Destination of choice with unique features thriving on well conserved natural resources, cultural heritage, and creative industries that significantly contribute to employment creation, sustainable economic growth and poverty reduction".

The Expo attracted thirteen (13) Foreign Exhibitors; forty-eight (48) international buyers and travel writers; and seventy-four (74) local exhibitors.

Despite the no show by our private tourism operators on the Malawi stand, the Malawi Tourism Council Desk was kept busy with various people, both local and international, visiting the stand and enquiring on various tourism issues.

MALAWI TOURISM COUNCIL REPRESENTATION AT STATUTORY BOARDS OF GOVERNMENT.

Members may wish to be informed that the tourism private sector through the Malawi Tourism Council that speaks and acts on behalf of the tourism players in the country is represented at the following Boards: -The Tourism and Hotels Board;

The Malawi Institute of Tourism Board; and The Civil Aviation Au-

thority Board.

In this regard, Members are encouraged to share information with the Council's Secretariat on any policy issues that impede on their operations in the course of implementing programs and activities. This will ensure that such policy issues that negatively affect implementation of

tourism programs and activities are reported to the relevant authorities at that level. Submissions should be addressed to the: Executive Director, Malawi Tourism Council,

P O Box 1044, Lilongwe. Email:

info@malawitourismcouncil.com or call at +256 995676531 or +265 991868931.

Takulandirani 2018 Expo a Success!

Malawi Tourism Council (MTC), joined hands with the Ministry of Industry, Trade and Tourism in organizing the 2018 Takulandirani Malawi International Tourism Expo! 150 exhibitors registered for the second edition of Takulandirani Malawi International Tourism Expo which was held from 26th to 28th April, 2018 at Bingu International Convention Centre in Malawi's capital, Lilongwe.



During the opening of the Expo, Minister of Industry, Trade and Tourism Henry Mussa said the 2018 Expo had high patronage compared to last year.

He revealed that so far, over 150 exhibitors have registered for the expo representing over 100 percent increase from last year.

“The expo attracted over 130 local and international exhibitors which represents a 48 percent increase over last year’s figure of 88,” he said.

According to Mussa, the country is a tourist destination and the objective of hosting the expo is to promote domestic, regional and international tourism.



Activities that happened during the event included business to business days on 26th and 27th April while on 28th April was a public day for members of the general public including families and children to visit the Expo and appreciate tourism products.

The Takulandirani Expo is meant to create a platform for engagement and exchange of knowledge, business opportunities, skills and best practices among various local industry players as well as regional and international players on home soil, under one roof.

Among the activities, there was a Malawi Cultural Night which was held at Kumbali Country Lodge and Malawi through the Department of Tourism signed an Memorandum of Understanding (MoU) with the Government of Zambia in the field of tourism between the two countries.



MTC partners with GIZ on Lake-based tourism activities.

In partnership with the GIZ-More Income and Employment in Rural Areas (MIERA), MTC will be hosting a number of activities mainly centered around the southern and central Lakeshore districts.

Elizabeth Bailie, formerly with the Responsible Safari Company, will be engaging with operators in Salima, Cape McClear and Mangochi throughout the year, in order to help further strengthening their cooperation with small businesses at the local level, boosting product diversification and innovation.

Beginning in August this year a new partnership initiative with the German province of Brandenburg along the Lakeshore will kick off with a study tour hosting an official from Brandenburg Tourism. The German province has a notable lake-based tourism industry and infrastructure. The initiative will continue with professional exchanges and transfer of knowledge

between German and Malawian tourism professionals, including a study tour to Brandenburg, Germany.

From September, MTC and GIZ will hold several training workshops and short courses at business level, facilitated by GIZ-MIERA tourism experts in Salima, Cape McClear and Mangochi.

Further information on specific dates and venues will follow over the next couple of months.

Malawian tourism professionals interested in participating in the study tour to Germany are kindly requested to contact MTC for further information. Preference in the participant selection process will be given to MTC paid up members under the age of thirty-five (35) and women.



MTC Spearheads The establishment of Malawi Cultural Heritage Association (MACHA)

One of the immediate benefits from the consultation meetings which the Council held with a view to consult members in the sector on MTC Constitution and five (5) year Strategic Plan that was held across the country in all the four (4) Tourism regions, has been the establishment of a national association for the Cultural Heritage sub-sector called Malawi Cultural Heritage Association (MACHA). The MACHA has an Executive Committee which is representative of all major cultural groupings in Malawi. MACHA is legally registered, and has already paid a courtesy call on their technical Minister of Civic Education and Culture, Hon. Grace Chiumia, MP. A request to use the name “Malawi” was submitted to the Office of the President and Cabinet for approval, and they expect to launch the Association as soon as approval to on the use of the name “Malawi” from the Office of the President and Cabinet is received.

The objects for which the Association is established are:-
Conduct and document the origins, beliefs and values of various cultures in Malawi for posterity and transmission to younger generations and for research purposes;



Members of the newly formed Cultural Heritage association Executive paying a courtesy call to Minister of Culture together with the MTC ED.

Compliment government in implementing the 2018-2022 MGDS III, SDGs, National Cultural Policy and other governing instruments;

Become a lobbying vehicle to relevant authorities such as parliamentary committees to enable the allocation of adequate resources in meeting the 2018-2022 MGDSIII which places tourism in the third priority area;

Raise awareness and help transmit cultural heritage elements to younger generations and attract tourists through conducting of periodic national events such as carnivals, exhibitions, road shows for all cultural groups across Malawi;

Foster and promote intercultural dialogue, respect and diversity and mutual understanding among peoples of different ethnic and cultural background in Malawi.

Initiate and promote youth programs and build their capacity in promoting culture as a tourism products in line with the Malawi Tourism Marketing Strategy framework (2017 – 2021);

Ensure cultural heritages are enhanced, promoted and preserved and develop them as tourism products surpassing all other natural endowments;

Embed and promote Eco-tourism approach in promoting culture as a tourism product;

Involve the grass-root community and facilitate com-

munity based cultural tourism training and capacity building to ensure the benefits of culture as a tourism product are felt at all levels;

With this development, we believe that the cultural product that has been lacking the attention it deserves as a tourism product, will now be developed as a tourism product that can benefit the destination just like, wildlife, nature, and the lake. Composition of the Executive Committee for MACHA is as follows:-

Chairperson: Mr. Richard Mdyet-seni (Chewa Heritage Foundation (CHEFO));

Vice Chairperson: Mr. Japher Mussa, (Chiwanja cha Ayawo)

Secretary General: Mrs. Lucy Kumwenda (Maseko Ngoni Heritage)

Treasure General: Mr. Muchanakhwaye Mpuluka (Mulhako wa Alhomwe)

Members:

Ambassador Asimenye Kalinde (Karonga-Chitipa Heritage)

Mr. J. D. Mhone (Tumbuka Heritage)

Mr. Levi Gwede (Mchinji Ngoni Heritage)

Mr. Stanley Nyandoro Mthenga (Ngumano wa Sena na Mang'anja)

Ms Mbumba Banda (Mdauko wa Tonga)

Mr. Aupson Ndabazake Thole (Mzimba Ngoni Heritage)



Pictures above: Members of the Lhomwe and Ngoni Cultural groups which form part of MACHA exhibit At the Takulandirani 2018 Tourism Expo.

Experience the Beauty of Malawi!



Feel the Warmth of the Warm Heart of Africa.



EXPERIENCE LAKE



EXPERIENCE NATURE



EXPERIENCE WILDLIFE



EXPERIENCE CULTURE & PEOPLE



EXPERIENCE MICE



- **International arrivals in Malawi in 2015 were 804,000**
- **Accounted for 6.2% of total employment in 2016.**
- **In 2016 the Malawi tourism sector contributed MK289 billion to the economy which was 7.2% of GDP (WTTC)**

Review of MTC Strategic Plan 2018-2022



Members posing for a photo during the stakeholders consultation meeting held at Lingadzi Inn in Lilongwe.

The Strategic repositioning of the Council, demanded the comprehensive review of the Strategic Plan 2015-2020 which had some gaps that required the involvement and input of all stakeholders in the tourism industry, in terms of their aspirations and expectations of what they wish to see their Council achieve in the next five (5) years to 2022. The current and emerging challenges facing the tourism industry require new thinking, innovation, and creativity if the Council is to survive the economic turbulence and sustain itself as a going concern.

Under the direction of the Board of Trustees, the Strategic Plan went through a consultative review process where all stakeholders in the tourism industry were consulted and had their input into the 2018-2022 MTC Strategic Plan. The process culminated into a new and enhanced strategic direction with a new Mandate, Vision, and Mission that is comprehensive and encompassing of the needs of the tourism industry. The final draft will be presented to the General Assembly during the 2017 Annual General Meeting for adoption, moving forward.

The review process was facilitated by a

Strategist from Mono-su Consultants, and involved the review and redrafting of the current Strategic Plan. Stakeholders' Consultative Meetings were held where a presentation of draft Strategy to all stakeholders in the tourism industry was made. To this effect, four (4) consultation meetings with stakeholders were held, one in each region across the country. Validation of the document with the Board of Trustees was held during the 2018 first quarter Board Meeting where the final draft Strategy was presented to the Board of Trustees for consideration and recommendation to the General Assembly for adoption.

Highlights of issues that emerged from the Consultation Meetings with Stakeholders on Constitution and Strategy 2022 can be accessed on the website under publications –



Pictures: The consultation meetings participants at Mpale Cultural Village in Mangochi. .

Review of MTC Constitution.



Photo : Consultations in progress during one of the consultation meetings

into the Constitution. The final draft will be presented to the General Assembly during the 2017 Annual General Meeting for adoption, moving forward.

during the 2018 first quarter Board Meeting where the final draft of the Constitution was presented for consideration and recommendation to the General Assembly for adoption. Copies of the final draft constitution were circulated to all members.

For more details, please contact the Secretariat at info@malawitourismcouncil.com

With the new strategic repositioning of the Council, the Constitution had to be reviewed in order to ensure it is relevant and responds to the current mandate of the Council and its objectives.

Under the direction of the Board of Trustees, the Constitution went through a consultative review process where all stakeholders in the tourism industry were consulted and had their input

The consultation process was facilitated by Zolomphi & Co legal practitioners. The review process involved the review and redrafting of the current Constitution. Meetings were held where a presentation of the draft constitution to the Tourism private sector operators was done. To this effect, four (4) consultation meetings with stakeholders were held, one in each region across the country. Validation of the document with the Board of Trustees was held



Memorandum of Understanding between the Malawi Tourism Council and the Federal Republic of Germany through GIZ-MIERA Project signed!

The Council continues to win confidence of the co-operating partners, such as, the Federal Republic of Germany through the GIZ-MIERA Project who have supported and continue to support the Council in various ways including support to consultative meetings with tourism stakeholders; provision of office equipment last year in June, i.e. heavy duty printer and copier; and three (3) laptops; three (3) office desks and three (3) swivel chairs in February, 2018. The Council is grateful for the support as it has eased a bit of the basic furniture challenges the Council has.

Other local institutions and members of the Council are encouraged to emulate what GIZ-MIERA Project has done, in support of the Council, as the Council is still lacking a number of



Photo : MTC and GIZ representatives

basic resources including: office furniture, motor vehicle, office space, and office equipment.

“The Council is grateful to the support as it has eased a bit of the basic furniture challenges the Council has”.

Our Esteemed members may also wish to know that the Council has a Memorandum of Understanding with GIZ-MIERA Project which was signed on Monday, 20th November, 2017 at the Sunbird Capital Hotel in Lilongwe. Mr. Oswald Bwemba, the

Board Chairperson of Malawi Tourism Council signed on behalf of the Tourism Private Sector while Mr. Florian Bernhardt, Team Leader for GIZ-MIERA Project signed on behalf of the Federal Republic of Germany. This Memorandum of Understanding highlights in broad terms, a working relationship between the two institutions in the field of Tourism.



LAKE OF STARS FESTIVAL BACK AFTER A YEAR BREAK.



After a year's break, Malawi's biggest international arts event, the Lake of Stars Festival, is returning to the central region for its 15th anniversary celebrations - another opportunity for tourism operators to benefit. The three day extravaganza will take place this year in a new location in Leopards Bay, Lifuwa Salima. The festival, which was recently voted one of the World's Best in the Fest300 Awards, is being held from September 28 – September 30 at the newly constructed, Malawi-owned, Kabumba Hotel Resort, situated at the foot of Senga Hills in Salima.

Lake of Stars, which has grown from humble beginnings attracting only a few hundred visitors, has grown to become an internationally respected event, garnering accolades from many quarters including CNN, The BBC, the Mail & Guardian, Lonely Planet and Time Out Magazine. Over the last 15 years, it has brought a unique blend of local and international talent to all three regions of Malawi, helping to boost tourism across the country and generating revenue for the economy.

Isaac Katopola, Director of Tourism says:

“We are delighted to see the festival return to Lake Malawi to celebrate their incredible 15 years of culture, music, arts and travel”.

Lake of Stars Director Will Jameson continues:

“I'm delighted to be returning to the central region and working with a new venue partner in 2018. Lake of Stars is known for breaking new ground in Malawi so it's fitting that for our 15th anniversary celebrations year we are offering something new and exciting for our loyal audience. When I started the festival I always planned for it to move around the country so that different areas of Malawi could benefit from the boost in tourism, social outreach and economic benefits that the festival brings. We are excited to celebrate our special anniversary at Kabumba Hotel, a stunning new site with over a kilometre of beach front, a tranquil wooded hillside and excellent facilities. It's also only around 125km from Lilongwe, making it accessible from people all around the country and international visitors to come and celebrate with us.”

Fans of the event can expect an exciting program of local and international music and arts, set on a wide expanse of rolling golden sands backed by a lush tree-covered hillside.

Early Malawian artist bookings for this year's festival include current hot Hip Hop artist Fredokiss, female artist Kim of Diamonds, who will be making her debut at Lake of Stars following their successful endeavors this year with Fredokiss hosting the Ghetto Shows and Kim impressing at the recent Set It Off event in Zomba. They will be joined by Madalitso Band who impressed crowds at Tanzania's Sauti Za Busura festival in 2017; George Kalukusha, who has recently returned to Malawi after a stint honing his musical craft in South Africa; and the Forus Dance Crew who have been wowing audiences with their jaw-dropping routines. Alongside these will be Scotland's Frightened Rabbit, who will be amping things up with their five-piece indie rock sounds, and poetry from charismatic Scottish wordsmith Michael Pedersen. Many more artist announcements will be made over the coming months spanning music, poetry, theatre, dance and more. An application process is also open for artists wishing to apply for the festival.

In line with Lake of Stars' strong tradition of engaging with the community within which it operates, an Outreach Program will be established again this year, working closely with the owner of Kabumba Hotel, Hon. Mganda Chiume, MP, and local community leaders. Past outreach successes have included hosting a Day of Ideas to inspire and motivate local school pupils, organizing community sports matches, staging free concerts for the local village, recycling wood from the festival into school desks and benches and donating mattresses and sheets to KCH.



Sauti Sol have been announced as the 2018, Regional Headliners

African Parks continues Malawi's Wildlife Transformation through 2018



expanded African Parks' management of Liwonde National Park to the adjoining Mangochi Forest Reserve, making it the fourth park in Malawi to come under African Parks' management. Mangochi Forest Reserve is a 320 km² adjoining forest and water catchment area. Ecologically linked to Liwonde, Mangochi Forest Reserve is critical to the long-term conservation of the entire landscape and expands African Parks' management by 60% in this area.

The new Robin Pope Safaris camp, Kuthengo opens in Liwonde this month, Nkhotakota's Bua River Lodge re-opens after an upgrade and under new ownership next month and there are new lodge concessions being finalized across the African Parks' management areas.

With all these fantastic developments continuing, it's a really exciting time to be visiting Malawi and witnessing the great strides being made in conservation and with its wildlife experiences.

African Parks have been responsible for transforming Malawi's wildlife in recent years, helping it to emerge as one of Africa's most complete destinations as the quality of its safaris develops to match the cultural, scenic and adventure experiences already well established. With new initiatives and projects continuing to be announced through 2018, their commitment to Malawi shows no signs of letting up!

Last year the #500 elephants project into Nkhotakota Wildlife Reserve supported by His Royal Highness Prince Harry captured the attention of wildlife enthusi-

asts and conservationists around the world as the largest elephant translocation in human history. But that wasn't all that African Parks achieved. Alongside the elephants, over 1000 head of game from other species were also moved into Nkhotakota and cheetah were returned to Malawi for the first time in 20 years in Liwonde National Park.

This year, Liwonde has already seen lions re-introduced and there are plans for more lions there and in Majete, plus giraffe for Majete (none of Malawi's state parks & reserves are currently home to giraffe.)

The Malawi government has just



Miss Malawi 2018 Crowned!



The search for the 2018 Miss Malawi who also represents the face of Malawi tourism was finally concluded on April 28th at the grand finale of the beauty pageant held at the Bingu International Convention Centre Auditorium.

The five panel of judges settled for Tionge Munthali to take over the crown from Ceceila Khofi after impressing in all requirements, such as confidence and poise.

Mwabi Mfunu was crowned 1st princess and Chimwemwe Buleya 2nd Princess. Tadala Uta was named 2018 Miss Face.

Cycling Tours adding value to visitor experience in Malawi.

Cycle Malawi, a collective of trailblazing cycling enthusiasts and now providers of cycling tours around Malawi have added a further two tours to their collection. The Satemwa Tea Estates – Bikes and Tea Tour along with Zomba Plateau Day MTB Tour cover two ‘southern hotspots’ which will be very popular amongst cyclists visiting the country.

Guests can now ride the slopes of Thyolo Mountain through the Satemwa tea plantations, with surfaces ranging from cobbled stoned paths to red soiled tracks and varying terrains with views of 890 hectares of tea bushes. The cycling tour also includes a refreshing tea tasting session at the Satemwa tea factory at which participants can try all the local varieties including the unique ‘Antlers’ white tea, popular classics such as earl grey and commercial black tea, and specialty teas including ‘Green Mint’, and ‘Peach Passion’.

The Zomba Plateau Day MTB tour takes riders across the mixed terrain of Malawi’s southern mountain known as the Zomba Plateau. The 6000ft mountain features forest woodland trails,

marsh grasslands, mountain slopes with the benefit of a cool climate, is suitable for all year round cycling. On this tour, participants will cycle through towering pine trees, past trickling streams and waterfalls, and stop by panoramic viewpoints and vistas of breath-taking mountain scenery.

Meanwhile, another cycling tour of the townships is thriving in Lilongwe catering for visitors interested in the authentic lifestyle of Malawians. The tours called Uwawuke take visitors on a tour of Lilongwe's sub urban areas giving them an opportunity to experience the lifestyles of people, taste local delicacies, hangout at a local pub and learn about different things happening in these areas through an immerse encounter with the locals.

"At Uwawuke Tours &Adventures we offer authentic cultural tours and adventures to tourists visiting Malawi's Capital City Lilongwe and Malawians looking for experiences outside their normal environments with cycling and walking safaris being our primary offering and townships our main destination.



We do not sell tours. We sell Malawian authentic lifestyle experiences only that we use bicycles to get closer to the people and to cover longer distances".

Said Rodgers Notta the operations manager for Uwawuke.

"Uwawuke means **"Lets Go/ Catch a fire**, its a call to action to do something and not just stay in the hotel rooms". He added.

On the other hand, Cycle Malawi is a travel organisation working to promote cycling tourism as a positive force for responsible travel in Malawi. They provide tour planning for a host of different cycle tours from race events, charity challenges to custom-designed interactive cycling tours to support community development projects in partnership with local communities, NGOs and tour operators in Malawi.

MALAWI TOURISM COUNCIL

The Official Tourism Private Sector Voice in Malawi

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Mandate

To be an official umbrella body that represents and acts for the Tourism Private Sector in Malawi; and promotes the value of Malawi tourism; advocate, lobby and influence opinions, policies, and plans; and work for creation of a favourable and all inclusive legislative, fiscal and physical environment for the sustainable development and growth of the tourism industry.

Vision

The leading, efficient, highly reliable and influential representative umbrella body of the Tourism Private Sector in Malawi.

Mission

To promote the sustainable development of a quality and competitive tourism industry that meets the needs of its members, customers, investors, and employees, and respects the environment and communities in all respects, through effective and efficient provision of professional guidance; coordination between and among sub-sector associations; and linkages between the associations and Government and other stakeholders.

The voice of the Tourism Industry in Malawi