



April 2011  
For Immediate Release

### **NTB Launches New *Endless Horizons* Trade Campaign**

Traditionally referred to as the land of contrasts, Namibia remains one of Africa's hidden gems, just waiting to be discovered, explored and appreciated. For this reason, the Namibia Tourism Board (NTB) has decided to embark on a travel trade campaign entitled ***Namibia: Endless Horizons***, reinforcing their current branding as well as providing a wealth of information on the destination..

The campaign will run from 1<sup>st</sup> April to 31<sup>st</sup> May 2011 and will use various mediums such as banners, e-mailers, adverts, press releases and give-aways to reinforce the message of ***Endless Horizons***.

NTB launched its new brand, entitled ***Namibia: Endless Horizons*** last year, introducing the updated logo and slogan to all. The objective of this trade campaign is to reinforce this message, along with the fact that the NTB is celebrating 10 years of existence.

"We are very pleased to be able to share with the trade that the NTB has been in existence for 10 years already! The NTB has had a very successful relationship with the travel trade and hopes to continue to do so! This campaign is to reinforce the ***Endless Horizons*** brand as well as various attractions that make Namibia so appealing to the South African public, including Namibia's natural beauty, unprecedented wildlife, rich culture and wide range of action adventure activities," commented Chantal Matthee of the NTB.

Simply put, Namibia has it all. From endless horizons of untouched beauty, to abundant untamed wilderness and a rich cultural heritage, its charm, diversity and charisma will have you and your clients returning time and again. The campaign will assist in promoting areas and attractions of this diverse destination, thereby assisting the trade by providing updated relevant information on this land of contrasts.

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"We are confident that this campaign will have the travel trade looking at Namibia in a new light, seeing that there is more to the destination than purely the major cities and Namib Desert but also the smaller, yet just as important, aspects of the country that will intrigue and interest their clients. From hot air balloon rides, seeing one of the oldest desert plants worldwide, rich culture to close encounters with some of the Big 5 at one of the country's 17 game reserves and parks, Namibia is a country that needs to be explored, discovered and enjoyed...it truly is one of Africa's hidden gems!" said Ms Matthee.

For further information regarding Namibia, visit their website on [www.namibiaturism.com.na](http://www.namibiaturism.com.na) or contact the NTB on (011) 702 9602 or (021) 422 3298.

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