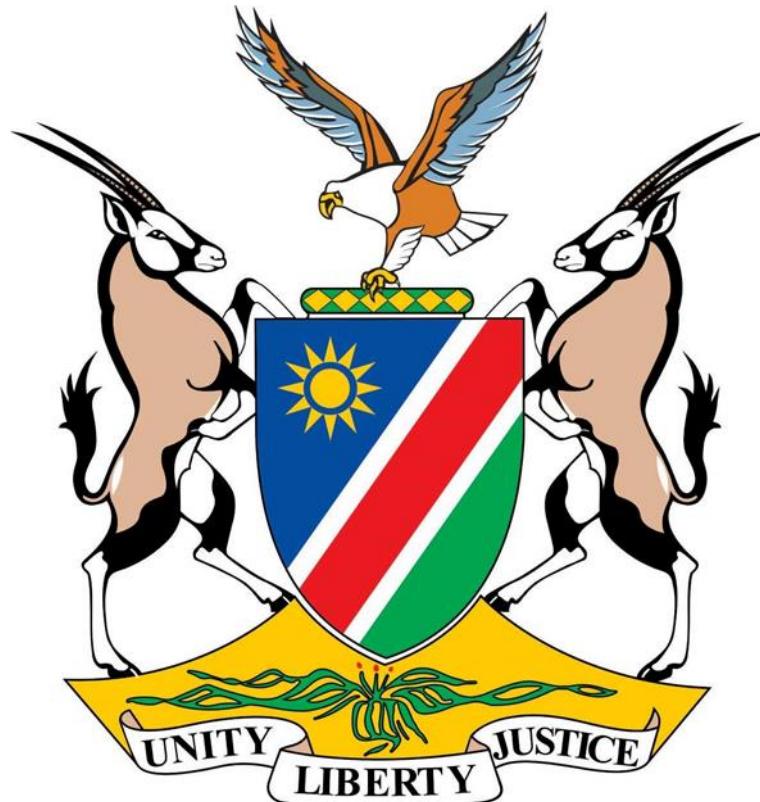


Ministry of Environment, Forestry and Tourism



**Statement
By
Hon. Pohamba Shifeta, MP
Minister of Environment, Forestry and Tourism**

**On the Occasion of The Launch of The
(TSA) Sixth Edition of The
Namibia Tourism Satellite Account (TSA) Report 2022**

**February 08, 2024
Windhoek, Namibia**

Director of Ceremonies – Madam Seimy Shidute, who is the Deputy Executive Director responsible for Tourism, Planning and Finance; H.E. Ms. Hopolang Phororo, UN Resident Coordinator (RC), UN Namibia;

Mr. Teofilus Nghitila, Executive Director of the Ministry of Environment, Forestry and Tourism;

Mr. Alex Shimuafeni, Statistician General – Namibia Statistic Agency;

All Executive Directors of various Ministries present;

Mr. Bonny Mbindzo, Acting Chief Executive Officer of Namibia Tourism Board;

Ms. Olayinka Bandele, Chief of Inclusive Industrialization Section, UNECA Sub-regional Office for Southern Africa;

Representatives from various Ministries, NGO's and Support Agencies,

Representatives from Tourism Sector Associations and Forums

Distinguished invited guests

Esteemed Members of the Media

Ladies and Gentlemen,

Good morning to you all!

As we all know by now, a dark cloud has befallen upon us all Namibia. We have lost our beloved President which has touched us all in Namibia and beyond. Therefore, let us observe a moment of silence in remembrance of our President.

I stand here today to mark the launch of the much-awaited Sixth edition of Namibia's Tourism Satellite Account Report 2022. This important occasion denotes a significant milestone and achievement in our national efforts to comprehensively measure and understand the economic impact of tourism on the overall Namibian economy.

Director of Ceremonies,

Ladies and gentlemen,

The Tourism Satellite Account (TSA) is one of the main tools for economic measurement of tourism, which compiles and presents information about the participation of the tourism sector in the national economy. Thus, tourism is not just about travel and leisure, but the sector is a vital economic driver of the Namibian economy that contributes significantly to the national Gross Domestic Product (GDP) through job and employment creation, foreign currency earnings, skills development, and overall economic and social development.

Namibia TSA is based on the framework developed by the United Nations World Tourism Organisation (UNWTO). The implementation of this TSA is anchored under Strategic Intervention 4 of Namibia's Tourism Sector Recovery Plan (2022-2024), which aims to "*increase tourism market intelligence through statistics and data collection.*" The finalisation of the 6th edition of TSA takes us closer to achieving the above goals and objectives.

The development of Namibia's TSA framework and its implementation therefofe provides integrated, comprehensive data on tourism-related activities, expenditures, and employment. This accounting framework

allows us to gain a holistic understanding of the sector's contributions to our economy but will also:

- ✓ Increase and improve knowledge of tourism's importance in relation to overall economic activity in a given country;
- ✓ Provide a coherent and credible set of tourism accounts that can also be compared internationally across countries;
- ✓ quantitative estimates of tourism value-added and, thus, analyse the importance of tourism in the economy;
- ✓ Identify employment generation in the tourism industry and the role tourism plays in job creation for different types of workers;
- ✓ Create awareness of the economic importance of this activity among players directly and indirectly involved in tourism, and extend the role of tourism in all industries involved in producing the goods and services demanded by visitors.

**Director of Ceremonies,
Ladies and gentlemen,**

The TSA capacity building project was launched on May 19, 2022, and today we are here to witness the outcome of the project. As per the key findings stated in the report, during 2022, tourism's direct contribution to GDP was estimated at about 7 percent. In monetary terms, the tourism sector is estimated at N\$14.3 billion of the total GDP of N\$206.2 billion.

This contribution by the tourism sector is commendable considering the negative impacts of the COVID-19 pandemic on the tourism sector globally in 2020 and 2021, respectively. It was scientifically established through this process that tourism benefits more other sectors and industries. With the launch of this report, policymakers, industry

stakeholders, researchers, and the public at large will now have access to robust data that can guide strategic planning and policy formulation in the sector.

The wealth of information contained in this report empowers us to identify trends, assess the effectiveness of marketing initiatives, and tailor our offerings to meet evolving consumer preferences. Moreover, it facilitates evidence-based decision-making that supports sustainable development while maximising the socio-economic benefits derived from tourism. In addition, the TSA enhances transparency by providing clear insights into the economic flows associated with tourism. This transparency not only benefits public and private sector entities but also instils confidence in our investors and potential investors, demonstrating the tangible value of tourism as a driver of economic growth. I therefore emphasise the importance of cementing collaboration among government agencies, the private sector, academic institutions, and, by and large, all tourism stakeholders. By working together to gather and analyse data through this standardised framework, we can collectively advance our understanding of tourism's multifaceted impacts, work towards sustainable development goals for tourism, and further boost the industry.

Director of Ceremonies,

Ladies and gentlemen,

I would like to take this opportunity to appreciate the United Nations Economic Commission for Africa (UNECA), and Prof. Pius Odunga (the consultant) for offering financial and technical assistance, to Namibia that led to the production of this report.

I would equally extend my sincere gratitude to the National TSA Steering Committee under the able directorship of the Director of Tourism and Gaming, Cde. Sebulon Chicalu, Namibia Statistics Agency, the Bank of Namibia, and many Ministries, Agencies, and their staff that were involved in the compilation of this sectoral report. Thank you all for your precious input, expertise, dedication, and support that you have provided in reaching this final stage.

In closing, I want to extend my appreciation to all of you for your presence here today.

It is now my singular honour to officially launch the 6th edition of Namibia's Tourism Satellite Account Report, 2022.

I thank you!