

# PRESENTATION TO SOUTH EAST ASIA TRAVEL TRADE

## ABOUT MALAWI TOURISM



# PRESENTATION OUTLINE

- ▶ QUICK FACTS ABOUT MALAWI
- ▶ MALAWI'S ADVANTAGE
- ▶ HOW TO GET TO MALAWI
- ▶ COVID 19 AND HEALTH PROTOCOLS
- ▶ VISA
- ▶ MALAWI TOURISM PRODUCT
  - Malawi Tourism's Product Lines
  - BEST TIME TO VISIT MALAWI

# QUICK FACTS ABOUT MALAWI

- ▶ **LOCATION:** Southern Africa
- ▶ **SIZE:** 118,484 Sq KM
- ▶ **CAPITAL CITY:** LILONGWE
- ▶ **COMMERCIAL City:** Blantyre
- ▶ **POPULATION:** 19 Million
- ▶ **CURRENCY :** Malawi Kwacha (1 US\$ = MK795.90)
- ▶ **LANGUAGE:** English is Official Language. Chichewa is National Language
- ▶ **Economy-**Predominantly agricultural based.

# QUICK FACTS CON'D

**Climate**  
**Varies considerably:**

**Cool-dry season** May to August (temperature 15 to 18°C)

**Hot season** Sept to Nov (temperature 22 to 34 °C)

**Rainy season** Nov to April  
(rainfall 750mm-1000mm)



# MALAWI'S ADVANTAGE

- ▶ **Safety and Stability**-Malawi is a democratic republic with a multi-party system. Malawi has cordial relations with almost all countries globally. Malawi offers secure and peaceful leisure activities to global tourists, since it has one of the lowest crime-rates in Africa.
- ▶ **Geographical Location**- Malawi is located in a popular belt of tourist destinations for long-haul, tourists. The country has near similar time-zones with Europe, Middle-East and the Indian subcontinent.

# MALAWI'S ADVANTAGE

- ▶ **Big in hospitality** - Peaceful environment, neighbourly social interaction, tolerant and authentic relationship with visitors and other cultures.
- ▶ **Rich in contrast** - diverse lake experience with endemic fish species, variety of landscapes, habitats, climates and cultural assets.
- ▶ **Best top 10 destination to travel-** Declared by Lonely Planet as a Top Country to travel to in 2022 based on commitment to sustainability, inclusivity and community in tourism and readiness to welcome visitors.

# GETTING TO MALAWI

## FLIGHTS INTO MALAWI

- ▶ There are regular flights into Malawi through these hubs;
  1. Addis Ababa -3.5 hours
  2. Nairobi - 2 hours
  3. Johannesburg – 2 hours
- ▶ Through these hubs, you can connect to Malawi with Malawian Airlines which offers frequent flights to these and other cities in the region.
- ▶ You can also connect into Malawi through Lusaka, Harare and Dar- es salaam



# GETTING TO MALAWI....

- ▶ Malawi is well connected to her neighbours by road such as Zambia, Tanzania and Mozambique.





# COVID 19 AND HEALTH PROTOCOLS



# COVID 19 AND HEALTH PROTOCOLS

- ▶ Malawi was declared as one of the safest places to travel to by the World Travel and Tourism Council in 2021
- ▶ Malawi's borders were fully opened in August 2021 to allow entry for all travelers with a negative PCR test obtained no more than 72 hours prior to arrival.
- ▶ A full valid electronic COVID-19 vaccination Certificate is required at point of entry by travelers.



# COVID 19 AND HEALTH PROTOCOLS

- ▶ Those unable to show a certificate will be expected to access COVID-19 Vaccine made available for free.
- ▶ Those not vaccinated will undergo institutional quarantine for 10 days at their cost.
- ▶ To ensure the integrity of presented certificates at Malawi's borders, the Ministry of Health (in collaboration with the African Union and Africa CDC) are implementing an online system to authenticate and verify travelers COVID-19 certificates in line with the Trusted Travel (TT) framework

# COVID 19 AND HEALTH PROTOCOLS

- ▶ all tourism enterprises observe the general protocols for safety of their staff, clients and the general public whom they interact with.
- ▶ All tourism enterprises shall ensure that they are adhering to physical distancing rule, which is the distance between any two persons shall be a minimum of 1 meter



# VISA

► For the past five years Malawi has made strides towards making Malawi an easier destination to visit through

1. Reduction of visa fees as follows:

US\$75 to US\$50 single entry;

Transit visa US\$ 50

Multiple entry Visa(6 months) US\$ 150

Multiple entry Visa (12 months) US\$ 250

2. Introduction of e-visa



# THREE SIMPLE STEPS TO APPLY

## 1. Apply for e-Visa

If you are a new User, then create an account on the Official Malawi e-Visa Portal

## 2. Proceed with payment

do online payment for the visa fee and convenience fee by your credit card or debit card Visa/Master.

You will receive a confirmation email notification for your visa application after you do payment.



# SIMPLE STEP TO APPY

## 3. Receive your Visa Certificate/ Document

After approval for the Visa Application you have to download the e-Visa and print it out.

You need to show the e-Visa on arrival at the Port of Entry

**NOTE:** *The Visa approval letter must be shown to the Passport control counter at ports of entry for verification.*

*Malawi follows the Visa Reciprocity policy system meaning Countries that Malawian traveler requires a Visa will also have their visitors need a visa to visit Malawi*

# THE MALAWI TOURISM PRODUCT

- ▶ Malawi, popularly known as the Warm Heart of Africa, is endowed with rich natural and cultural resources that potentially make it one of the most attractive tourist destinations in the SADC region and globally.
- ▶ The Malawi Tourism Resource base comprises Nature and Culture





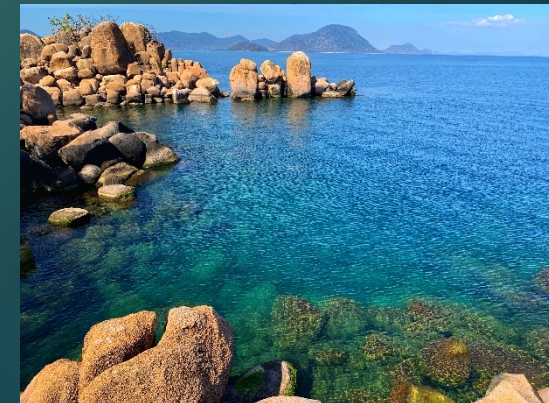
# PRODUCT LINES

- ▶ Experience the Lake
- ▶ Experience Nature
- ▶ Experience Wildlife
- ▶ Experience Culture & People
- ▶ Experience MICE



# EXPERIENCE THE LAKE

- ▶ It is the 3rd largest, 2<sup>nd</sup> deepest lake in Africa, 5<sup>th</sup> largest Fresh Water Lake in the world by volume, 9<sup>th</sup> largest by area
- ▶ Known as calendar lake (365 miles long & 52 miles wide) and Lake of Stars
- ▶ Clean sandy wide beaches
- ▶ Fresh, clear, warm and safe water
- ▶ Bird islands some of which are inhabited: Likoma & Chizumulu Islands
- ▶ Home to over 1 000 species of cichlids most of which are unique to Lake Malawi
- ▶ Water sports include scuba diving, kayaking, sailing, snorkelling



# EXPERIENCE NATURE

- ▶ Malawi has varied topography ranging from plains, mountains, valleys, lakes and rivers
- ▶ Ideal for activities such as mountain biking and hiking, nature walks & horse riding
- ▶ Varied landscape attracts diversity of animal and plant species
- ▶ Mulanje mountain (3002m) is the third highest in Central Africa with huge tea plantations at foot of mountain
- ▶ Lake Malawi National Park: World's first freshwater marine park (World Heritage Site)
- ▶ Nyika Plateau, 1,800 m above sea level



# EXPERIENCE WILDLIFE

- ▶ Malawi has five (5) national parks and four (4) Wildlife Reserves
- ▶ Africa's newest Big 5 Destination & less crowded
- ▶ Unique game viewing on foot, horseback, boat safaris and game drives
- ▶ Over 600 species of birds
- ▶ Cichlid fish species endemic to Malawi



# EXPERIENCE PEOPLE & CULTURE

- ▶ Malawi known for its friendly & peace loving people: undisputably the Warm Heart of Africa
- ▶ Historical Sites e.g. Chongoni Rock paintings, declared World Heritage site in 2006
- ▶ Cultural museums e.g. Mua Mission
- ▶ Unique traditional foods: chambo (tilapia), aromatic Malawi rice
- ▶ Unique Traditional dances e.g. Gule Wa Mkulu



# EXPERIENCE MICE

- ▶ Malawi is becoming a MICE Destination for business, leisure & Special Events
- ▶ Malawi has diverse facilities for hosting meetings, exhibitions, conferences e.g. BICC
- ▶ Malawi hosts a number of internationally recognised events e.g. Lake of Stars, Porters Race, Lake Malawi International Sailing Marathon

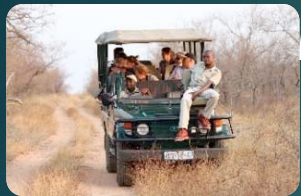


# BEST TO VISIT MALAWI

- ▶ It is an all year round destination to visit best time to visit Malawi during dry season is between May and October.
- ▶ Its cooler with bright sunshine and fresh evenings temperatures ranging from 18-33 degrees Celsius.

# TOURISM MARKET SEGMENT

Malawi's eight market segments in the source markets are as follows:



Mainstream and Convenience-

Pursuing Explorers



curious and price sensitive digital agers



Authentic Nature and Culture

Lovers



Special interest and sensation seekers



Active and Thrill-Oriented

Adventurers



Short Holiday Makers



Free thinking and sophisticated people



Public and Private Event Organizers





**THANK YOU**