



OVERVIEW OF MALAWI



PRESENTATION OUTLINE

- ❑ QUICK FACTS ABOUT MALAWI
- ❑ COMPOSITION OF MALAWI'S TOURISM PRODUCT
- ❑ PRODUCT LINES
- ❑ COMPELLING REASONS TO VISIT MALAWI
- ❑ MALAWI IN SUMMARY



MALAWI

QUICK FACTS

LOCATION: South-Eastern Part of Africa. Sharing Borders with Tanzania, Zambia & Mozambique

SIZE: 118,484 Sq KM

CAPITAL CITY: LILONGWE

COMMERCIAL City: Blantyre

POPULATION: 20 Million

CURRENCY : Malawi Kwacha

LANGUAGE: English is Official Language

LOCATION



MALAWI

QUICK FACTS

WEATHER: Ranges from an average of 13 degrees in winter to 30 degrees in Summer

CONNECTIVITY:

Directly connected to 3 of Africa's Air transport hubs:

- Addis Ababa, Ethiopia (4hrs)
- OR Tambo, South Africa (2.5 hrs)
- Jomo Kenyatta, Kenya(2 hrs)



COMPOSITION OF MALAWI'S TOURISM PRODUCT

NATURE



CULTURE



COMPOSITION OF MALAWI'S TOURISM PRODUCT

WILDLIFE



FIVE PRODUCT LINES

Why do tourists visit? To experience something new

The experiences Malawi offers are categorized in terms of 5 Product Lines:



Fresh Water



Wildlife



Nature



MICE



People and Culture



FRESH WATER EXPERIENCES

LAKE MALAWI



- ✓ L. Malawi is one of the rift valley lakes. It covers 20% of the total surface area in Malawi
- ✓ It is 3rd Largest lake in Africa, 5th Largest fresh water lake in the world by volume and 9th largest lake in the world by area
- ✓ over 1000 colourful fish species out of which all but 5 are endemic to the lake
- ✓ Designated UNESCO world heritage site since 1981
- ✓ Ideal for water transport investment – either for leisure or business

FRESH WATER EXPERIENCES



WILDLIFE EXPERIENCES

MALAWI HAS 9 MAJOR NATIONAL PARKS AND WILDLIFE RESERVES



AFRICA'S NEWEST HOME OF THE BIG 5 (ELEPHANT, LION, BUFFALO, RHINO & LEOPARD)



WILDLIFE EXPERIENCES

THE LARGEST AND MOST SUCCESSFUL WILDLIFE
TRANSLOCATION AND CONSERVATION STORY (IN 2022 263
ELEPHANTS AND 431 OTHER ANIMALS. IN 2017 520
ELEPHANTS)



UNCROWDED WILDLIFE VIEWING EXPERIENCES
WITH FLEXIBLE SCHEDULES



NATURE EXPERIENCES

HOME TO AFRICA'S LONGEST ROCK CLIMB



MULANJE MOUNTAIN

- ✓ 1,2km western face of the mountain lies Chambe peak offering 1.2km rock climb
- ✓ 6 major trail heads
- ✓ 10 rustic mountain lodges
- ✓ 20 peaks over 2000m above sea level
- ✓ 12 majestic pools
- ✓ 25km annual mountain race
- ✓ Breath-taking scenery
- ✓ One of the world's biosphere reserve

NATURE EXPERIENCES

MULANJE MOUNTAIN



NATURE EXPERIENCES

HEAVEN ON EARTH UNWINDING
EXPERIENCES



MICE

MALAWI OFFERS A VERY CONDUCTIVE ENVIRONMENT TO DO MEETINGS, INCENTIVES, CONVENTIONS AND EVENTS (MICE) WITH ALL TIME FAVORABLE CLIMATE, GOOD QUALITY OF LIFE, GOOD PHYSICAL INFRASTRUCTURE AND ABOVE ALL, POLITICAL STABILITY

IT OFFERS A RANGE OF MODERN CONFERRING AND EVENT FACILITIES BOTH IN ITS MAJOR CITIES AND ALONG THE SHORES OF LAKE MALAWI



PEOPLE AND CULTURE

SOME OF THE WORLD'S
FRIENDLIEST PEOPLE



LAKESHORE EVENTS



PEOPLE AND CULTURE

UNESCO LISTED MASTERPIECES
OF ART-VIMBUZA AND

GULE WAMKULU



PEOPLE AND CULTURE

ART AND CRAFTS



MOUTH-WATERING CUISINE



In Summary, Malawi is..

- RICH IN CONTRAST** – Diverse lake experience, variety of landscapes, habitats, climates and cultural assets
- COMPACT IN SIZE** - Short distances, comparatively not crowded
- BIG IN HOSPITALITY** – Peaceful environment, neighbourly social interaction, tolerant and authentic relationship with visitors & other cultures

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