

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 Boarders with Tanzania, Zambia & Mozambique

SIZE: 118,484 Sq KM

CAPITAL CITY: LILONGWE

COMMERCIAL City: Blantyre

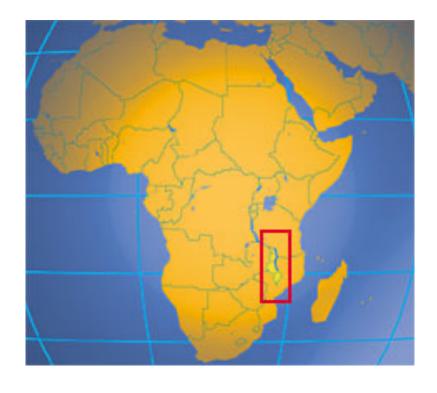
POPULATION: 20 Million

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

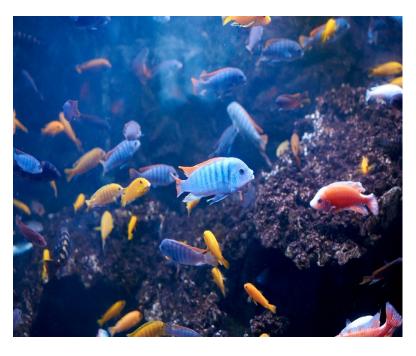
The experiences Malawi offers are categorized in terms of 5 Product Lines:





FRESH WATER 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)











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 CONDUCIVE 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 CONFERENCING 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

We welcome you to Africa's most complete destination! www.visitmalawi.mw



