

TRAVEL WEEKLY

THE NATIONAL NEWSPAPER OF THE TRAVEL INDUSTRY

MARCH 23, 2009



Photo by Dana Allen

Discover Botswana...

Breathtaking, bountiful and beyond imagination.

Botswana offers your clients unparalleled safari experiences. Let Botswana's breathtaking wilderness, bountiful wildlife, ancient traditions, and welcoming people transport your clients to a simpler place and time – where everyday stresses melt away and imaginations soar.

With its commitment to wildlife management, conservation, and responsible tourism, Botswana offers superb bird and game viewing, and its culture and people provide your clients with unforgettable vacation experiences. See Botswana for yourself in *The No. 1 Ladies Detective Agency*, the new television series based on Alexander McCall Smith's best-selling novels, premiering Sunday, March 29 at 8pm on HBO.

Botswana Tourism Board, U.S. office:

Toll-free: 1.888.675.7660

Email: info@botswanaturism.us

Web: <http://trade.botswanaturism.us>

botswana
tourism board



© 1995-2009, James Weis



© 1995-2009, James Weis



For an unforgettable African safari, send your clients to Botswana.

There is no better safari destination in the world than Botswana. Situated in southern Africa, Botswana is home to the world renowned Okavango Delta, Kalahari Desert, Chobe National Park, Moremi Game Reserve and Makgadikgadi salt pans, as well as the beautiful and remote Tuli Nature Reserve.

An outstanding array of lodging options - including some of the most elite small lodges and luxury camps in the world - accommodate families, couples, friends traveling together and solo travelers alike in comfort. Add in the many friendly, knowledgeable, and highly qualified Botswana guides and you have it all - unmatched service, authentic African ambience and a captivatingly unspoiled natural environment.

So go ahead... book them on an adventure beyond their imagination. Whether by boat, on foot, in an open 4WD, on the back of a horse or an elephant, or on a mobile camping safari, they will be delighted by Botswana's truly personalized service and uncrowded safari experience.

© 1995-2009, James Weis

© 1995-2009, James Weis

The No. 1 Ladies' Detective Agency

chronicles the adventures of Precious Ramotswe, a heroine who proves that with the right dose of confidence and determination, anything is possible. Precious truly embodies the characteristics that a No. 1 Lady possesses - she is a leader who is confident, independent, compassionate, optimistic, empowered, determined, and inspirational. To celebrate the premiere of *The No. 1 Ladies' Detective Agency* on March 29th at 8PM, HBO is partnering with the Botswana Tourism Board to recognize and celebrate inspiring women across the US through the No. 1 Ladies' Contest. Through an interactive microsite, individuals will be able to nominate a "Number 1 Lady," and five winners will receive a fully financed, inspirational trip for two to Botswana and a \$1,000 cash prize. Visit www.mynumberonelady.com for more information and to share your story!



WHO'S YOUR No.1 LADY?

Maybe she's your mother, daughter, wife or friend. She might be a teacher, a mom, or an entrepreneur. Maybe your No. 1 Lady is you!

HBO *botswana* tourism board



THE No.1 LADIES' DETECTIVE AGENCY

BASED ON THE BEST-SELLING NOVELS

NEW SERIES PREMIERES SUNDAY MARCH 29 at 8pm

AIRLINE PARTNER:



DIAMOND PARTNERS:



Botswana Tourism Board, U.S. office:
 Toll-free: 1.888.675.7660
 Email: info@botswanaturism.us
 Web: <http://trade.botswanaturism.us>

botswana
 tourism board