



## We're Awarded Best Tour Operator in Mountain climbing

### Winners Takes it all!!!

On the latest edition of the Tanzania National Parks Authority Awards in Arusha, ZARA Tours was named by TANAPA as the Best Tour Operator of the year and Overall Winner for Mountain Climbing (Mount Kilimanjaro and Meru).

Zainab Ansell, The Managing Director of Zara Tanzania Adventures was particularly celebrated as an extraordinary woman who fought extremely hard to emerge at the top of the male-controlled business and shape the tourism industry through her dedication, hard work, and innovation.

With an experience of over 30 years in the Travel and Tourism industry, Zara Tours has evolved into Tanzania's largest Kilimanjaro outfitter and one of the largest safari operators in East Africa. It is a one-stop shop offering experiences and accommodation in Tanzania's tourism hotspots.

In 2009, the company launched Zara Charity to give back to marginalized communities, making its footprint in the global movement for sustainable tourism development. Zara Charity supports marginalized communities in Tanzania's tourism host communities by addressing healthcare, education, unemployment, and women and children's challenges.

Zara Tours has been widely recognized for promoting Sustainable Tourism Development in Africa, making Ansell a multi-award winner.

She has received over 13 local and international awards, including the World Travel Market (WTM) Humanitarian Award, the Business Entrepreneur of the Year Award (2012), the Iconic Tourism for The Future Award (2015), and the African Travel Top 100 Women.

Zainab Ansell has also been recognized and awarded for being the Most Influential Woman in Business and Government for her achievements in East Africa's Tourism and Leisure Sector 2018/2019 during the CEO GLOBAL Pan-African Awards. Tanzania National Parks also recognized Zara Tours as Tanzania's best Tour Operator (2019).

"Zara Tours' presence has an impact on thousands of lives in Tanzania by directly employing over 1,400 people on both permanent and seasonal basis, sustaining thousands of families in a country with a relatively high unemployment rate," said the Tanzania Association of Tour Operators (TATO) Executive Secretary Sirili Akko, adding:

"TATO is proud of the Zara Tours founder and CEO for her generous heart to support the underprivileged."



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