

MOON WALK

But it's what lies beyond these beaches that truly makes Zanzibar a destination of choice for the discerning global traveller. On the far west side of the island is Zanzibar's historic centre, Stone Town. One of the world's last operating slave trade markets, this UNESCO World Heritage Site offers cultural history, vibrant markets, twisting alleyways and a feast of food experiences, unique in their blend of Swahili, Indian, Arab and European influences. Add to this the island's famous spice plantations dating back to the 16th century; out-of-this-world marine wildlife experiences and plenty more, Zanzibar offers an unparalleled holiday or business travel destination.

It's no surprise then that this island paradise will soon be home to Blue Amber Zanzibar, a 411-ha mixed-use development – the largest in Africa – the first phase of which is due to open in 2020. This high-end resort will cater to the escalating number of tourists and new residents who have their sights set on East-Africa. The first phase will be home to two 5-star hotels: the Ritz Carlton Zanzibar, which will feature 90 keys (?), 20 over-water villas and four bars and restaurants; and the Anantara Hotel, offering 150 luxury rooms, a world-class spa and multiple bars and restaurants.

Zanzibar, like most destinations in developing nations, relies heavily on jobs generated – directly and indirectly – by the tourism industry: Dr. Ali Mohamed Shein, Zanzibar's President, has predicted that 50 percent of the island's population will be involved in tourism activities by 2020. One of the greatest advantages of Blue Amber Zanzibar resort is the positive social and economic impact it is expected to have on Zanzibar. The resort's Socio-Economic Benefit Assessment Report, prepared independently by SRK Consulting earlier this year, estimates that the development will attract 12 800 visitors annually, adding approximately US\$30 million per annum at 2016 prices to the Zanzibari economy.

Blue Amber Zanzibar is expected create 5 600 jobs in Zanzibar's formal economy, expanding the formal labour market by 2.9%. In addition, the economic activity stimulated by the resort will increase the income of up to 14 000 local people directly and indirectly, thereby improving the livelihood of nearly 50 000 Zanzibaris – particularly those in the local communities of Kijini and Mbuyu Tende. These communities will also benefit substantially from the development's corporate social responsibility programmes which focus on education, health, nutrition, sanitation and infrastructure.

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For further information on Blue Amber Zanzibar as both a holiday destination and an investment opportunity, please visit www.amberzanzibar.com.

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