

## **PRESS RELEASE - ZARA TOURS**

27 May 2013

### **HIGHVIEW HOTEL in TANZANIA RECIEVES 2013 GLOBAL CERTIFICATE OF EXCELLENCE FROM TRIPADVISOR**

**Arusha, Tanzania, 27<sup>th</sup> May 2013** – Highview Hotel in Karatu Tanzania receives a certificate of Excellence from TripAdvisor last week on the ..... This prestigious award is given to businesses worldwide that consistently earn high ratings from TripAdvisor travelers. It places Highview Hotel in the top-performing 10% of all tourist businesses around the world on TripAdvisor in 2013.

Ms. Leila Ansell High View Hotel's general manager said "We are very honoured to receive this recognition. It means a lot to us especially because TripAdvisor is one of the most reputable source of tourism and hotel information for global travelers. This goes to show that High View Hotel has earned its place among the leading global hotels market. Our clients have always been at the core of our operations as we thrive to ensure that their experiences at Highview are beyond memorable. "

TripAdvisor is the world's largest online travel site that enables travelers to plan and have perfect trips. It offers trusted advice from real travelers about a variety of travel choices, itineraries, accommodation and travel experiences. TripAdvisor branded sites make up the largest travel community in the world, with more than 200 million unique monthly visitors, and over 100 million reviews and opinions. The site operates worldwide.

Highview Hotel was opened in 2006 and sits on a beautiful hilltop looking down on a small valley and other neighboring hills. Tourists exploring Lake Manyara, Serengeti National Park and the Ngorongoro conservation area usually lodge at Highview.

The Hotel is owned and operated by ZARA Tanzania Adventure, a travel agency and tour operator based in Moshi Tanzania. Mrs. Zainab Ansell a sustainable tourism advocate from Moshi/Tanzania founded the business in 1987. They now boasts of not only a successful tour

operation and travel agency but also 5 properties in the Northern circuit including Springland Hotel in Moshi, High View Hotel in Karatu, Serengeti Wild Camp, Ikoma Wild Camp and Ngorongoro Wild Camp.

ZARA Tanzania Adventures has won a couple of awards in recent years including the 2012 global World Trade Market (WTM) Humanitarian Award in London for practicing sustainable tourism under its foundation Zara Charity, and Mrs. Ansell was awarded the business entrepreneur award under Tanzania Women of Achievement in 2011.