

KARIBU-KILIFAIR MAGAZINE

20
JUNE 8
24



Friday June 7, 2024

KKF 2024 OPENING CEREMONY!

The official opening ceremony of KARIBU-KILIFAIR 2024, held on June 7th at Magereza Ground in Arusha, Tanzania, was a momentous occasion attended by esteemed dignitaries. Hon. Minister of Tourism in Tanzania, Hon. Angellah Kairuki, along with Hon. RC Paul Makonda and Hon. German Ambassador Thomas Terstegen, graced the event, highlighting the significance of the tourism industry in Tanzania.

The presence of TATO Chairman and directors Tom Kunkler and Dominic Shoo further emphasized collaboration within the sector. As speeches echoed promises of sustainable growth and cultural exchange, the ceremony set a tone of enthusiasm and commitment towards promoting Tanzania's diverse attractions on the global stage.



Chino Kid performing at Korogwe

SOUNDS OF KILI IS TONIGHT!

Saturday June 8, 2024 | at 19:00 - Late

Tonight marks the debut of "Sounds of Kili," our first-ever music night. Featuring electrifying performances by CHINO, Warriors from the East, Meja Kunta, and other talented local artists, the stage is set for an unforgettable evening of rhythm and melody. Don't miss out on this epic musical experience!



BELIEVING IS SEEING

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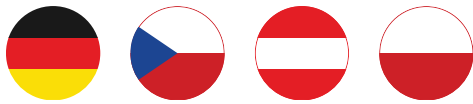


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EXHIBITORS & BUYERS COCKTAIL PARTY



NETWORKING AT FUN RETREAT

June 7, 2024

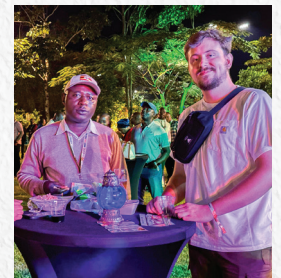
The KARIBU-KILIFAIR 2024 Exhibitors / Buyers party at Fun Retreat- Arusha, was a spectacular gathering, showcasing the vibrant spirit of the tourism and hospitality industry.



Attended exclusively by invited Exhibitors, Buyers and VIP guests, the event buzzed with excitement and networking opportunities. Enjoying the stunning garden of Fun Retreat, attendees were treated to a night full of new and meaningful connections while strengthening existing partnerships.

The atmosphere was electric as industry leaders mingled, exchanged ideas and explored potential collaborations.

Delicious cuisine and refreshing beverages added to the allure of the evening, tantalizing taste buds and creating a sociable ambiance. Live entertainment, featuring local performers, infused the event with the rich culture and traditions of Tanzania, captivating guests and enhancing the overall experience.



Throughout the night, conversations flowed freely, as exhibitors showcased their offerings, buyers expressed their interests, and VIP guests provided invaluable insights into the evolving trends of the tourism market.

The party served as a testament to the ongoing success of KARIBU-KILIFAIR 2024 in bringing together key stakeholders and driving growth in the East African tourism sector. As the festivities drew to a close, attendees departed with fond memories and a renewed sense of enthusiasm for the opportunities that lie ahead in the dynamic world of travel and tourism.



WHAT I WANTED TO SAY...



ANGELLA KAIRUKI

Hon. Minister of Tourism in Tanzania

The Minister of Tourism in Tanzania expressed profound appreciation for KARIBU-KILIFAIR 2024, highlighting the pivotal role of collaboration between the government and the private sector in promoting tourism.

Emphasizing the government's mandate to promote tourism through

various agencies like Tanzania Tourist Board, TANAPA, Ngorongoro Conservation Area, TAWA, and TFS, she stressed the indispensability of private sector support.

The Minister commended the proactive involvement of the private sector in organizing exhibitions and expos both locally and internationally, citing their invaluable contribution to attracting local and international buyers.

Looking ahead, she unveiled plans for numerous expos and events across different regions to unveil hidden tourism gems and promote diverse tourism activities like ecotourism, gastronomy tourism, and cultural tourism.

With a shared vision of showcasing Tanzania's tourism potential, the Minister emphasized the collaborative efforts needed to propel the industry to greater heights.



MUDRIK SORAGA

Hon. Minister of Tourism & Heritage Zanzibar

The Minister of Tourism in Zanzibar shared glowing remarks about KARIBU-KILIFAIR 2024, emphasizing its pivotal role in fostering B2B networking opportunities and marketing Zanzibar's tourist attractions.

Describing the event as a platform to promote heritage tourism and showcase the rich Zanzibarian culture, he expressed enthusiasm about maximizing collaborations with KARIBU-KILIFAIR and partnering with the right stakeholders.

Recognizing the fair's significance in connecting industry players, he reiterated the importance of strategic alliances to drive tourism growth in Zanzibar.

With a keen eye on leveraging networking platforms, the Minister conveyed optimism about the potential impact of the renowned KARIBU-KILIFAIR in elevating Zanzibar's tourism sector to new heights.



Tanzania's Cruise Ship Experience Awaits!

Article by UNFORGETTABLE TANZANIA

Tanzania cruise ship annual visit of the "Silver Cloud", carrying around 230 tourists from various countries to Kilwa Island. The visitors got to explore Kilwa ruins and Songo Mnara, both World Heritage Sites managed by TAWA. This event highlights the ongoing success of Tanzania's Royal Tour championed by its flourishing cruise tourism industry.

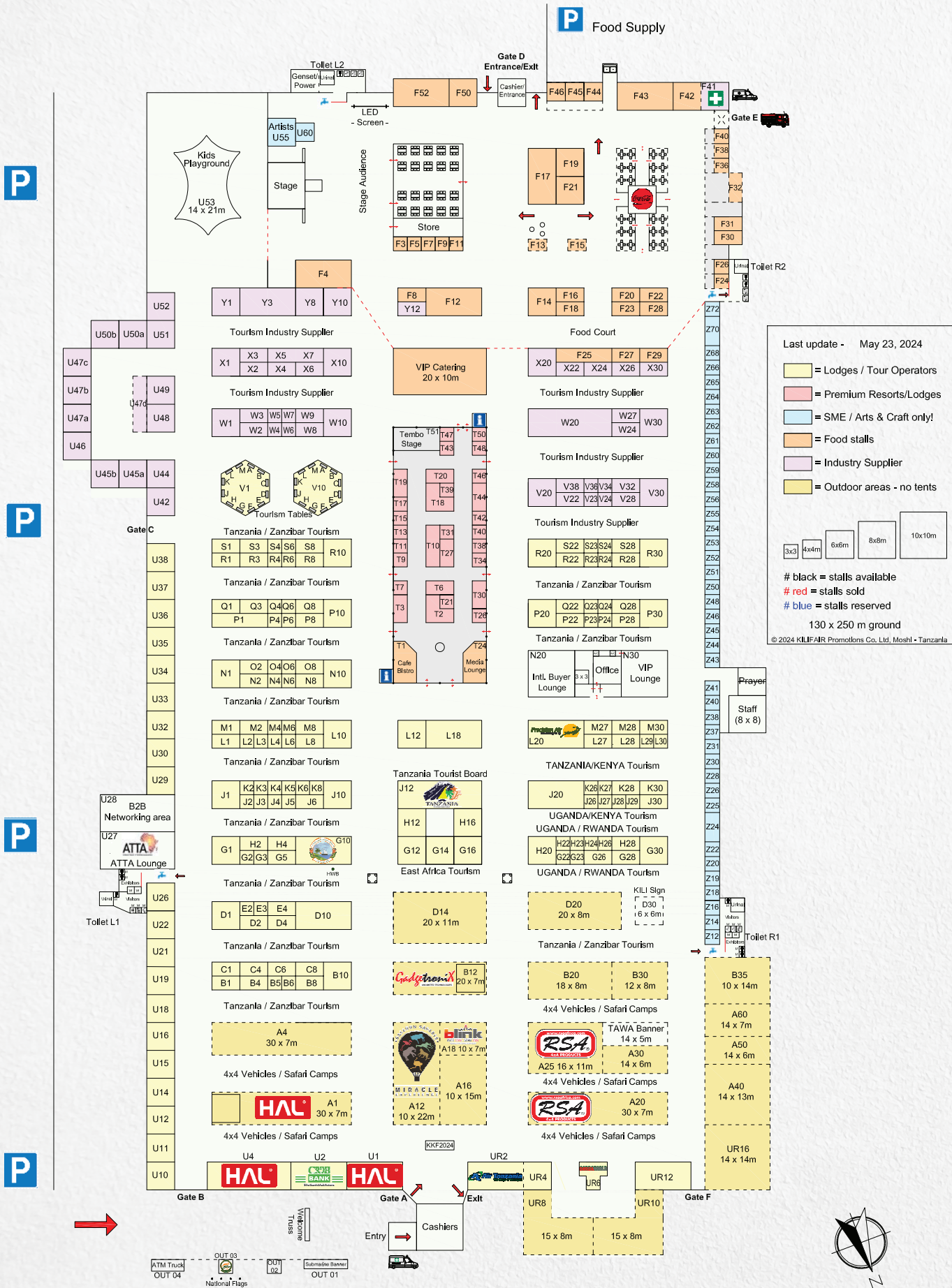


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KARIBU-KILIFAIR 2024 | FAIR LAYOUT




SCAN FOR EXHIBITOR LIST

Daily

@ TEMBO stage (stand # T51) - PRIME RESORT TENT



Serengeti Visitor Center Re-Imagined

Patricia McCauley Terhell

Saturday 8th - 11:00 hrs

Coming soon: The Iconic Migration Experience in Serengeti National Park is getting an update. Funded by a Tanzanian-German agreement, the revitalized venue will feature 800 meters of natural trails, a 3000 m² landscaped area, and new exhibits for all ages and interests while maintaining its peaceful and natural ambiance. A journey with all senses through the Serengeti eco-system.



Greener Tourism Strategies for Tanzania

Melissa Foley

Saturday 8th - 13:00 hrs

Melissa Foley leverages 20+ years in corporate marketing, global travel, and NGO consulting to promote ethical travel. Through All About Africa Consulting, she fosters collaborations among diverse stakeholders to advance sustainable tourism, emphasizing community protection, natural resources, and cultural preservation in the African tourism industry.

KARIBU-KILIFAIR 2024 | Stage Program

Time	Saturday, June 8
09:00	Speed Networking for buyers & exhibitors only (in B2B Business Lounge 9:00-10:30)
10:00	Opening time for KARIBU-KILIFAIR 2024 – Day 2 with MC Gomy
10:10	Live Music from CAC (Cultural Arts Centre of Makumira Training Institute, Arusha)
10:30	Acrobats from CAC
11:00	Maasai Performance - Cultural Tourism Group
11:30	Clown group from CAC
12:00	Traditional Dance Performance from CAC
12:30	ABC Dancers from CAC
13:00	Acrobats from CAC
13:30	Maasai Performance - Cultural Tourism Group
14:00	Kids Challenges with Clowns from CAC
14:30	Traditional Dance Performance from CAC
15:00	Live Music Band from CAC
15:30	Acrobats from CAC
16:00	Dance with CAC
16:30	Live Music from Music Department, Tumaini University Makumira, Arusha
19:00	SOUNDS OF KILI – Music Night, Live Bands & Live DJ’s at KARIBU-KILIFAIR stage area

HIGHLIGHTS & IMPRESSIONS OF THE EVENT



Director of KILIFAIR Promotion & C.E.O of Miracle Experience, June 7, 2024

TOGETHER IN ELEVATING EAST AFRICA'S TOURISM

We strive to grow East Africa's tourism through collaborative efforts in showcasing our natural wonders and treasures.



Maasai Dancing, June 7, 2024

AMAZING MAASAI PERFORMANCES

The traditional dances were a display of rhythm, movement, and cultural significance of Tanzania's heritage.



Tanzania Association of Tour Operators, June 7, 2024

WHAT DOES THE TOURISM INDUSTRY NEED?

Both the Government and private sectors can leverage each other's strengths to attract more visitors to our destinations.



Tembo Stage Panel Discussion, June 7, 2024

OUR FIRST DIALOGUE AT TEMBO STAGE

"The Importance of Sustainable Food in Tanzania Tourism" provided insights to both government and private tourism sectors.



MAIN STAGE ON FIRE!

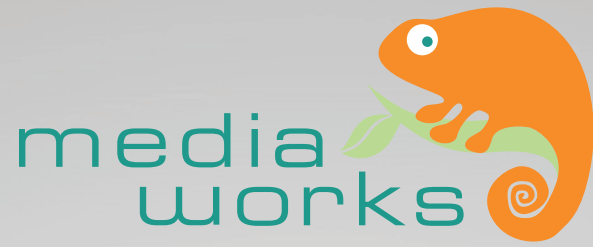
Thrilling traditional dances and entertainment from local artists, celebrating East Africa's vibrant cultural heritage.



HANSPAUL at Stand # A1 June 7, 2024

NEW INVENTIONS FOR SUSTAINABLE TOURISM

KARIBU-KILIFAIR 2024 Exhibitors showcasing new products and technologies that promote sustainable tourism.



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