

# KARIBU-KILIFAIR MAGAZINE

20  
JUNE 6  
26

  
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## THE OPENING CEREMONY AT THE MAIN STAGE

The KARIBU-KILIFAIR 2026 opening ceremony kicked-off with powerful energy, bringing together government leaders, tourism stakeholders, exhibitors, buyers, visitors, and industry professionals from across the region.

The ceremony was honored by Dr. Theresa Mugobi, representing Hon. Dr. Asha Kijaji, alongside Dr. Willy Chambulo, Mr. Suleiman Ali Mohammed, honorable Zanzibar representatives, and KILIFAIR Directors Tom Kunkler and Dominic Shoo.

Their presence highlighted tourism's vital role in Tanzania's economy, sustainable growth, and regional connection, sending one clear message: East Africa is ready to welcome the world today with confidence and ambition.



## SOUNDS OF KILI - TONIGHT!

@ Magereza Ground | 19:00 hrs - Late

Tonight, KARIBU-KILIFAIR 2026 comes alive with an electrifying Music Night featuring Anowyze, Erzon, Noel 255, CAC Fusion, and more.

Join exhibitors, visitors, and music lovers for good vibes, culture, rhythm, and celebration under the Arusha night sky. Feel the energy, dance freely, and enjoy every unforgettable beat and lasting memories.



## TODAY IS UGANDA DAY!

Africa's best-kept secret for authentic travel experiences.



Discover Uganda, the Pearl of Africa, where every journey opens a new world of wonder. From gorilla trekking in Bwindi and Nile adventures in Jinja to rich cultures, warm communities, vibrant cuisine, and breathtaking landscapes, Uganda offers experiences that stay with you long after the trip ends.

As Uganda takes center stage at KARIBU-KILIFAIR, discover why this remarkable destination continues to inspire travelers, trade partners, and adventure seekers from across the world to explore more again and again.

Read more @Pg.12

## GIVE US YOUR FEEDBACK.

Scan the QR code below to provide us with valuable feedback to improve the next expo.



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# WHAT HAPPENED & WHAT YOU CAN'T MISS!



## THE SUMMIT CHALLENGE - BEAT THE NEW RECORD!

@ Magereza Ground - Arusha, June 6 & 7, 2026 |

Take part in the Summit Challenge and push your limits on the slopes of semi-mount Kilimanjaro. The goal is simple: run as fast as you can from the starting point to the summit. This exciting race tests your speed, endurance, determination, and mental strength. Competitors will battle steep terrain and challenging conditions for the chance to claim victory.

The fastest participant to reach the summit will win the grand prize of TZS 1,000,000 (CRDB) and a FREE Mt. Kilimanjaro Climb (ZARA Tours) for the 1st place, TZS 500,000/- (MB Homes) for the second place, TZS 250,000/- (Media Works) for the 3rd place - in each female and male category. Accept the challenge, prove your strength, and make your mark on Africa's highest peak today.

### RECORDS TO BEAT

Fastest woman	18 Seconds
Fastest man	15 Seconds



## MEGA PARTY - LAST NIGHT!

June 5, 2026 | @ Fun Retreat, Moshono - Arusha



The well-known cocktail party, hosted in cooperation with our long-term partner @Funretreat, Moshoni, was a true highlight of the event. Guests enjoyed an unforgettable evening filled with meaningful networking, great food, lively music, and vibrant good vibes.

The relaxed and friendly atmosphere created the perfect setting to meet new people, strengthen professional connections, and celebrate together. The night reached its climax with spectacular fireworks, filling the sky with color and the crowd with joy, laughter, and high spirits, a memorable celebration that was truly worth being part of.



## B2B SPEED NETWORKING @ B2B LOUNGE

@ Stand U28 - June 6 & 7, 2026 | 09:00 - 10:30 hrs

The B2B Speed-Networking returns today, June 6, and tomorrow, June 7, at Stand #U28 from 9:00 to 10:30 hrs. Start your Expo morning with fast, focused meetings designed to spark fresh ideas, meaningful connections, and real business opportunities.

This popular KARIBU-KILIFAIR highlight brings industry professionals together to exchange insights, discover partnerships, and build momentum for exciting Expo days ahead. New or returning, this is your chance to connect smarter and grow your network.

Proudly supported by:



RUNNING TIMES		
Friday	Saturday	Sunday
12:00 - 13:00	10:00 - 11:00	10:00 - 11:00
14:00 - 15:00	12:00 - 13:00	12:00 - 13:00
16:00 - 17:00	14:00 - 16:00	14:00 - 15:30

# HONORABLE REMARKS



## WILBARD CHAMBULO

*Chairman, Tanzania Association of Tour Operators*

Welcome to **KARIBU-KILIFAIR 2026** – East Africa’s Leading Travel and Tourism Exhibition.

It is our great pleasure to welcome you to **KARIBU-KILIFAIR 2026**, a landmark event that brings together the very best of East Africa’s tourism sector. This vibrant fair represents a powerful collaboration between the Karibu Fair, established by the Tanzania Association of Tour Operators (TATO), and KILIFAIR, a dynamic platform driving tourism innovation and exposure. Together, they form an unmatched showcase of Tanzania’s tourism potential.

Rooted in TATO’s mission to support and elevate the interests of its members, Karibu Fair continues to offer a crucial avenue for tour operators and service providers to promote their offerings, connect with global markets, and drive industry growth.

By merging with KILIFAIR, this event has evolved into much more than a marketplace – it is now a key meeting point for strategic networking, business development, and the exchange of groundbreaking ideas. As tourism worldwide adapts to new trends and expectations, regional and international cooperation remains essential. **KARIBU-KILIFAIR 2026** embodies this spirit of partnership, bringing together industry players from across the globe to foster innovation, champion sustainable practices, and build lasting connections.

Through joint efforts, we can enhance the quality of visitor experiences while addressing the shared challenges facing our sector. As we look to the future, Tanzania continues to stand out as a destination rich in natural wonders, cultural depth, and

warm hospitality. With strong international partnerships – including TATO’s affiliation with UN Tourism – we are proud to maintain Tanzania’s global standing as a premier travel destination that supports inclusive and sustainable development.

We sincerely thank all participants, sponsors, partners, and visitors for your presence and support. Your engagement is vital to the continued success and transformation of Tanzania’s tourism landscape.

Thank you for your commitment to the future of Tanzania’s tourism. Karibuni sana!

Welcome to **KARIBU-KILIFAIR 2026!**



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## A CONVERSATION OF TWO PIONEERS IN THE TOURISM INDUSTRY.

*KILIFAIR Promotion Director - Tom Kunkler is meeting with Hasnain Sajan, Founder & Group CEO of Miracle Collection, GX Group, and The Tanzanite Experience.*

**Tom:** Everyone starts small, and as we know, you start very early in the electronic business with Gadgetronix many years back. What were your first steps? How did you get started in the technology business?

**Hasnain:** I was always passionate about technologies and bringing changes & differences in peoples life. Looking at people struggling and suffering back in the day with technology that was the initiative potential. I started to work on computers and new system installations.

**Tom:** How long are you actually in the business?

**Hasnain:** I would say I am close to 18 / 19 years, because I started very early. I started business from when I was 14.5 years old

**Tom:** The different companies you built in the meantime are working hand in hand with each other, but in different industries. Why is that and what do you enjoy most about working in these different fields like Tourism, Mining, Renewable energies, Internet?

**Hasnain:** All my businesses have one thing in common, which is service provision. We are serving the customers in every aspect. If you look at it from Miracle Experience, we are creating a difference, creating an experience for the people and this is a really one to one service. The same with Gadgetronix, we are providing Internet services with BLINK, Power to communities, water to communities and this is also part of our sustainable mission.

**Tom:** We believe to run a successful system like you are doing, you need a lot of competent and experienced people and we know the challenge to get these. How do you manage to find them, and what are you doing to keep them?

**Hasnain:** We are very fortunate to have great teams around me - the teams make it happen for us. And how do we keep them is, we live like a team, we live like a family. We do loose some very good people as well, which is very normal procedure in business. It is not like that we have people, who never go. But we look after our staff as best as we can and they look after us in exchange. It is just become a mission that follows the vision.

**Tom:** How do you keep them motivated, in addition of good salaries?

**Hasnain:** Yes of course. I think the interaction is very important, not only the money. We try to communicate as best as we can and



they know I am passionate about details and they know how to go the extra mile to customer service.

**Tom:** If you could use 5 keywords to describe a standard working day for you?

**Hasnain:** I would say “Innovate” is always what I look at, my first one. “Service”, where we always make sure the customers are happy. I enjoy and I am very passionate in what I do. And I will tell you the most important thing is be truthful in whatever you do and run fast.

**Tom:** Yes that is very important, I fully agree. What has been your biggest success in business so far? What are you most proud of?

**Hasnain:** I am most proud of my people. How we have been able to create a difference in the society within the community. We are close to employ 1000 people, and that makes us happy and at the same time that’s a big step.

**Tom:** And now, to close the bridge to KARIBU-KILIFAIR: You are a pioneer and one of the long-term partners. We have seen you are demanding more exhibition space every year, and your stand constructions are getting more and more extraordinary. Why do you increase the investment in KKF and what is special to you?

**Hasnain:** We are doing more than 40 expos in a year all across the world, but this is so far our biggest and most successful expo in the year. First of all because its home, in Arusha. Second, the expo is growing at a rate that we feel its giving the right justice to the industry. The organization, the team and the support we get in exchange from Tom and Dominic and the KILIFAIR Team is incredible and gives us more power to continue growing.

**Tom:** With all your achievements over the years, you are a idol for many young people in Tanzania. What are the 3 main pillars, what advice would you give to the young generation if they asked you, how to run a successful business?

**Hasnain:** I think the most important thing is honesty, the flexibility of being available and there is no shortcut in life. You need to work very hard.

**Tom:** I am sure you are not done yet with your visions. What can we expect from you in the near future?

**Hasnain:** That’s why we call the company Miracle Group and it is a Miracle whats coming next. That’s the motto now and we keep growing.

**Tom:** If I am right, the next developments are the Airport Lounges, or?

**Hasnain:** Yes, the Lounges is our current project, we are doing the Kilimanjaro, Arusha & Daressalam and in Kilimanjaro we are working three shifts to make it happen in the first week of July.

**Tom:** Thanks a lot for your time! I know, it was a busy day - thanks and let’s keep the good relationship up!





# KARIBU-KILIFAIR 2026 | STAGE PROGRAM

Time	Saturday, June 6 (Uganda Day)
09:00	Speed Networking for Buyers & Exhibitors only (in B2B Business Lounge 9:00 - 10:30)
10:00	Opening time for <b>KARIBU-KILIFAIR 2026 – DAY 2</b> with MC Simon
10:00 - 15:00	Traditional Dances, Modern Afro-Dance, Acrobats & Clowns
11:00 & 13:00	Maasai Performance - Cultural Tourism Groups
15:30	<b>Showcase - Uganda</b>
16:00 - 17:30	MTI Live Music (Popular, Fusion, Arabic)
19:00 - Late	<b>SOUNDS OF KILI – Music Night, Live Bands &amp; Live DJ's</b> at KARIBU-KILIFAIR stage area





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# PANEL DISCUSSIONS & WORKSHOPS

Daily

@ TEMBO PANEL stage (stand #L16)



Saturday 6<sup>th</sup> - 11:00 hrs



## Beyond Halal: Understanding the modern Muslim traveler

Faith Frank | Salam Africa  
Biubwa Omar | Safari Gateway Ltd.  
Suleiman Mohammed | ZATI Chairman  
Aisha Mussa | ZATO



The modern Muslim traveler looks for more than halal food. They value comfort, family-friendly services, privacy, cultural respect, and easy access to prayer facilities. Tourism businesses that understand these needs can attract more Muslim visitors. By offering inclusive and respectful experiences, destinations can create stronger connections and grow their tourism market successfully.

Saturday 6<sup>th</sup> - 12:00 hrs



## WBeautiful Story, Broken Booking Journey? Fixing the gap between inspirations & direct booking conversions

Lizanne du Plessis | Eco Africa Digital  
Robyn de Villiers | Eco Africa Digital  
Ziada Hamisi Abeid | Crescendo Digital  
Barry Clemens | Hospitality EQ  
Omotoke Fatoki | ALARINKA



African tourism brands hold rich stories of landscapes, culture, conservation, and human connection. Yet many narratives lack structure for AI, search engines, or booking systems. The challenge is transforming storytelling into trusted, bookable content through GEO thinking, smart video, and conversion-focused design.

Saturday 6<sup>th</sup> - 13:00 hrs



## The East African idea - Uganda and Tanzania - 2 Destinations, 1 Journey.

Faith Frank | Salam Africa  
Sirili Akko | Visit East Africa / GIZ  
Civy Tusiime | Uganda Tourist Board  
Ernest Mwamwaja | Tanzania Tourism Board  
Tafleh Salim | Taffie Safaris



Uganda & Tanzania together offer travelers one unforgettable East African journey. Visitors can enjoy wildlife safaris, mountain adventures, beautiful lakes, beaches, and rich cultures in both countries. Promoting the 2 destinations together creates more tourism opportunities, attracts international visitors, and encourages regional cooperation. One journey across East Africa gives travelers a richer and more exciting experience.

Saturday 6<sup>th</sup> - 14:00 hrs



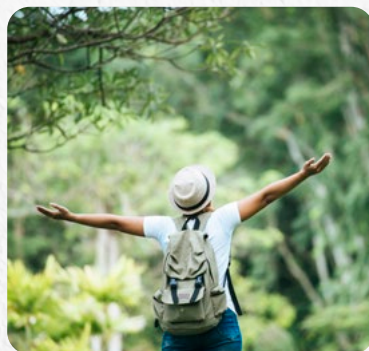
## The Direct Booking Equation: Website, Booking Engine, CRM & Data Working Together

Robyn de Villiers | Eco Africa Digital  
Barry Clemens | Hospitality EQ  
Sherry Zhong | Trip.com



This panel focuses on the heart of what many tourism businesses need: fewer lost enquiries, less OTA dependency, better conversion, cleaner data and a stronger direct booking strategy. Many African tourism businesses are visible, but still lose bookings because the journey breaks somewhere: the mobile website is clumsy, the booking engine does not convert, enquiry forms disappear into inboxes, CRM data is not used, or marketing and reservations teams work in silos.

Saturday 6<sup>th</sup> - 15:00 hrs



## Responsible Tourism: Turning principles into practice

Faith Frank | Salam Africa  
Andrew Wallace | OKOTA  
Kelvin Nicholaus | Africraft  
Clamian Kitesho | Masai Eco Boma  
Melissa Foley | All about Africa



Responsible tourism means traveling in a way that protects nature, supports local communities, and respects culture. It is not only about ideas, but real actions like reducing waste, choosing local services, and conserving wildlife. When tourists and businesses act responsibly, tourism becomes more sustainable, benefits everyone, and helps preserve destinations for future generations.

Saturday 6<sup>th</sup> - 16:00 hrs



## The importance of sports tourism in Tanzania - AFCON 2027 Are we ready?

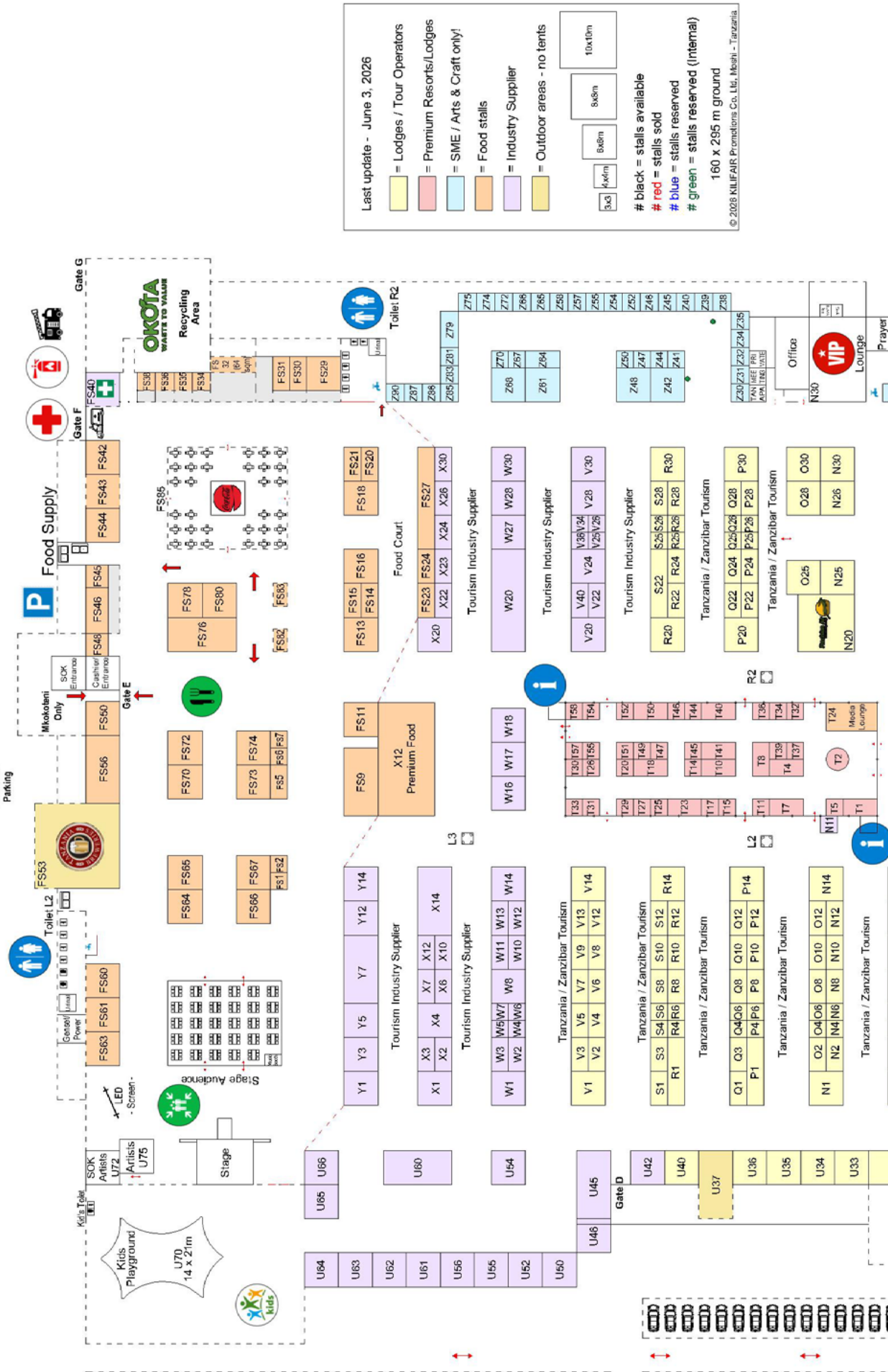
Babbie Kabae | Media & PR Communication Specialist  
Hon. Paul Makonda | Minister of Cultural Arts & Sports  
Simbu Alphonse | World Champion Marathon Runner  
Tim Mdinka | Cape to Cairo Marathon  
Simon Mtuy | Summit Expeditions & Nomadic Experience  
Wilfred Moshi | Kili Treks Tanzania



Sports tourism is rising in Tanzania, drawing visitors for events, matches, and stadium experiences. It boosts hotels, transport, and local businesses. Hosting AFCON 2027 could enhance global visibility and investment, requiring strong infrastructure, organization, and safe, modern sports facilities to succeed.

# EXPO LAYOUT

## KARIBU - KILIFAIR 2026 - Expo Layout Magereza Ground / Arusha, June 04 - 07





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# VISIT EAST AFRICA - FEEL THE VIBE

Once again partnering with **KARIBU-KILIFAIR IN PROMOTING East Africa as a top tourism & travel destination in Africa!**

Visit East Africa – Feel the Vibe Where wonders await. Immerse yourself in the warmth of our people, the rich tapestry of our cultures, and the timeless traditions that have shaped generations. Feel the rhythm of our dancers. Hear stories carried through communities, landscapes, and heritage that connect us across borders. Witness nature’s grand spectacle. Our majestic wildlife roams freely across vast savannahs and within our lush protected parks.

Behold the awe-inspiring Great Migration, a breathtaking ballet of life unfolding before your very eyes. Lose yourself in the pristine beauty of our beaches, where turquoise waters meet sun-kissed shores. Delve into our timeless history, a heritage waiting to be discovered and cherished for generations to come. Uncover the stories of ancient civilizations and walk in the footsteps of those who came before. The adventure is thrilling and unforgettable.

From heart-pounding safaris to tranquil mountain trails, there is something for everyone. Every moment is a memory in the making. Prepare to be mesmerized by breathtaking landscapes, serene vistas, dramatic peaks, rolling plains, and endless horizons. A symphony of nature’s artistry. Awaken your senses with the aromas and flavors of our diverse cuisines. Connect with the heart of our culture through the vibrant rhythms of our music and the creativity of our entertainment. Marvel at the artistry of local crafts and handmade treasures born from passion and tradition.



Beyond the experience, East Africa is coming together through a shared vision to promote the region as a multi-destination tourism experience. Through the regional tourism brand Visit East Africa – Feel the Vibe, the East African Community (EAC), together with the tourism boards of Burundi, the Democratic Republic of Congo, Kenya, Rwanda, Somalia, South Sudan, Tanzania, and Uganda, are strengthening regional collaboration in tourism promotion and investment by showcasing the diversity and opportunities of each Partner State.

The initiative is supported by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the European Union as part of efforts to deepen regional economic integration through trade in services within the EAC. Karibu. Bienvenue. Welcome to East Africa. Visit East Africa – Feel the Vibe Pulsating Nature. Culture in Every Beat. Amazing Adventures.



# FROM KILIMANJARO DRINKING WATER TO KILIMANJARO **NATURAL MINERAL WATER**



Kilimanjaro Natural Mineral Water proudly unveils a refreshed brand identity, evolving from the trusted Kilimanjaro Drinking Water brand that has served Tanzanian consumers since 1994. Over the years, the brand has undergone several visual identity enhancements, with the most recent redesign introduced in 2010. As one of Tanzania's leading water brands, this transformation represents a renewed commitment to modernity, premiumness, purity, and consumer confidence.

The transition from Kilimanjaro Drinking Water to Kilimanjaro Natural Mineral Water better reflects the product's authentic natural source

and emphasizes its naturally occurring minerals, reinforcing its premium quality and natural purity. This transformation further strengthens the brand's positioning as a premium natural mineral water sourced directly from nature.

In line with the rebranding, the product label has been enhanced to provide consumers with clearer and more transparent information. The updated label now details the natural mineral composition and the required limits in compliance with standards set by the Tanzania Bureau of Standards. The QR code has also been upgraded to enable easier access to product information and provide a convenient platform for customer feedback. Additionally, the Superbrands East Africa recognition seal has been incorporated into the new label, reinforcing the brand's credibility and leadership in the market.

These enhancements reaffirm the brand's commitment to quality, purity, transparency, and the distinctive natural mineral composition that defines Kilimanjaro Natural Mineral Water as Tanzania's number one source water brand.

Kilimanjaro Natural Mineral Water is a product of The Coca-Cola Company and is bottled by Bonite Bottlers Limited, located in Shirimatunda, Moshi, Kilimanjaro, Tanzania.

## MAJI ASILIA YA KUAMINIKI KILA SIKU



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# UGANDA DAY - THE PEARL OF AFRICA

Nestled in East Africa, Uganda, the “Pearl of Africa,” rewards curious travelers with variety. It brings together landscapes, culture, adventure, wildlife, and warm hospitality, creating authentic journeys.

This year, the Uganda Consulate in Arusha, in partnership with the Association of Uganda Tour Operators (AUTO), is leading Uganda’s participation at Karibu Kilifair, one of Africa’s major tourism trade shows. At the Uganda Village, Stand L35, 20 travel experts and government agencies, including Uganda Tourism Board, Uganda Wildlife Authority, and the Consulate, will showcase Uganda.

Uganda’s landscapes are among Africa’s most diverse. From the snow-capped Rwenzori Mountains and western tea plantations to northern savannahs and southwestern tropical forests, every region reveals a different side of the country. The River Nile begins its journey from Uganda, flowing out of Lake Victoria, Africa’s largest lake. Visitors can explore waterfalls, crater lakes, highlands, forests, and national parks within short distances.

Uganda is the world’s primate capital. More than half of the world’s remaining mountain gorillas live there, making gorilla trekking in Bwindi Impenetrable Forest a sought-after wildlife experience. Chimpanzee tracking in Kibale Forest adds another raw encounter with nature. Savannah parks feature elephants, lions, buffaloes, giraffes, leopards, antelopes, and Queen Elizabeth National Park’s tree-climbing lions. Murchison Falls combines wildlife viewing with the Nile’s plunge through a narrow gorge. With over 1,090 bird species, Uganda is also a leading birding destination.



For adventure seekers, Jinja stands as East Africa’s adventure capital, offering rafting, kayaking, bungee jumping, tubing, and Nile cruises. Travelers can also hike the Rwenzori Mountains, explore volcanic landscapes, cycle, ride horseback, fish, walk in nature, and enjoy community tourism.

Uganda’s people remain central to its appeal. Known for warmth and hospitality, Ugandans create meaningful connections with visitors. More than 60 indigenous ethnic groups share traditions, languages, music, dance, and customs. Ancient kingdoms, including Acholi, Buganda, Bunyoro, Tooro, Busoga, and Alur, continue to preserve cultural practices. The Ndere Cultural Troupe offers a memorable cultural experience, while communities share crafts, performances, and stories.

Food is another highlight. Local dishes include matooke, groundnut sauce, luwombo, millet bread, roasted meats, lake tilapia, tropical fruits, and the popular rolex, made with chapatti, eggs, and raw tomatoes. Uganda also offers farm-to-cup coffee experiences featuring Arabica and Robusta.

As travelers seek responsible tourism, community initiatives, conservation programs, eco-lodges, and wildlife protection efforts support livelihoods, endangered species, and habitats. AUTO continues uniting professionals who deliver safe, high-quality, sustainable journeys across Uganda.



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# HIGHLIGHTS & IMPRESSIONS



## STRENGTHENING RELATIONSHIPS IN BUSINESS

At Gadgetronix, we strengthen business relationships through trust, collaboration, communication, reliability, innovation, and mutual growth.



## REACHING NEW HEIGHTS IN TOURISM

At KARIBU-KILIFAIR, Kilimanjaro symbolizes adventure, achievement, inspiration, growth, and discovery worldwide.



## CONNECTING ZANZIBAR TO THE WORLD

Zanzibar opening its doors to the world through tourism, culture, innovation, partnerships, trade, and unforgettable experiences..



## FROM CONTENT TO CONVERSION - MEET THE EXPERTS

Learn proven strategies from industry professionals to attract audiences, increase engagement, and drive growth.



## WHERE INNOVATION MEETS SUSTAINABILITY

Innovative solutions and sustainable practices come together to create lasting impact, efficiency, and growth.



## A WORD FROM THE KILIFAIR DIRECTOR - DOMINIC SHOO

Mr. Dominic Shoo is welcoming global tourism leaders, exhibitors, and buyers to connect, collaborate, showcase destinations, and grow.

KILIFAIR PROMOTION & IN-ARUSHA

PRESENTS

# SOUNDS OF KILI

MUSIC NIGHT

JUNE 6<sup>TH</sup>, 2026

FROM 7:00 PM TO LATE | MAGEREZA GROUND  
ARUSHA



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