

KARIBU-KILIFAIR MAGAZINE

20
JUNE 7
26


SUN
25°C



SOUNDS OF KILI - AN UNFORGETTABLE NIGHT!

Sounds of Kili 2026 delivered an epic night on the KARIBU-KILIFAIR 2026 stage, turning Magereza Ground into a powerful celebration of East African music, dance, and culture.

The DJs, dancers, and live band brought incredible energy, keeping the crowd alive with unforgettable rhythms, vibrant performances, and non-stop good vibes. From the first beat to the final song, the atmosphere was electric, with exhibitors, visitors, and music lovers dancing, cheering, and celebrating together under the Arusha night sky.

The stage came alive with the best sounds of East Africa, creating a night full of joy, movement, and connection. It was more than just a music event;



it was a true festival moment that captured the spirit of KARIBU-KILIFAIR 2026. For everyone who attended, Sounds of Kili 2026 was a fun special night to remember. For those who missed, it was truly something special.

Visit
Zanzibar

TODAY IS ZANZIBAR DAY!

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



Zanzibar Day at KARIBU-KILIFAIR 2026 is a special celebration of one of East Africa's most captivating island destinations. This dedicated day gives Zanzibar the spotlight to showcase its rich culture, unique tourism attractions, vibrant hospitality, and growing business and investment opportunities to the world. Zanzibar continues to position itself as a destination full of promise.

Zanzibar Day creates an exciting platform for visitors, exhibitors, investors, and travel professionals. Learn more about why Zanzibar is rising as one of the world's most desirable & sustainable travel destinations.

Read more about the program on @Pg.2

GIVE US YOUR FEEDBACK.

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



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TANAPA GO connects you to cultural treasures, digital brochures and destination highlights. Explore historical sites, access travel information and uncover investment opportunities. Stay updated with tourism promotions that shape Tanzania National Park's future; all in one smart app!

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WHAT HAPPENED & WHAT'S ON TODAY!



YOUR LAST CHANCE TO WIN TZS 1,000,000/- TODAY!

@ Magereza Ground - Arusha, June 7, 2026

Today marks the final day of the Summit Run Challenge at KARIBU-KILIFAIR 2026, and the energy is higher than ever. Participants still have the chance to push their limits, conquer the climb, and compete for outstanding grand prizes in both male and female categories.

The presence of Alphonse Simbu, Tanzania's celebrated marathon runner, who joined KILIFAIR Director Tom Kunkler for a commemorative lap, inspiring everyone to give their best. With speed, endurance, and determination, every runner can make a mark. From TZS 1,000,000 (CRDB) and a free Mt. Kilimanjaro climb (Zara Tours) TZS 500,000/- (MB Homes), TZS 250,000/- (Media Works) this is the moment to rise, run, and win!



RUNNING TIMES			
Sunday	10:00 - 11:00	12:00 - 13:00	14:00 - 15:30

RECORDS TO BEAT	
Fastest woman	18 Seconds
Fastest man	15 Seconds



ZANZIBAR DAY - DAILY PROGRAM!

June 7, 2026 | @ Stand No. L16 / Panel Discussion Stage

Organizer: Zanzibar Commission for Tourism

11:00 hrs: Cultural Performance

Performance by - Rahat Lzaman

Zanzibari traditional music (Taarab) showcase

11:20 hrs: Panel Discussion

Topic: Sustainable Tourism in Zanzibar and its Practicality

Moderator: Hakeem Ali Foum – Head of Department PR – ZCT

Panelists:

- Aisha Hussein Mussa – Vice Chair person ZATO
- Maskat – Founder / Owner
- Shigeki Komatsubara – Resident Representative UNDP Tanzania

Salim Abubakar Mzee – Marketing Officer ZCT

12:10 hrs: Cultural Experience & Networking

A Taste of Zanzibari Tradition

Traditional food tasting featuring Urojo

Venue: Zanzibar Pavilion (G14)

All visitors are warmly welcome to experience Zanzibar's culture through music, dialogue, and authentic cuisine.



B2B SPEED NETWORKING - LAST CHANCE!

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

Today is the final chance to join B2B Speed-Networking at the B2B Lounge from 9:00 to 10:30 hrs. Exhibitors and buyers can start the day with fast, focused meetings designed to spark fresh ideas, build valuable connections, and unlock real business opportunities. Don't miss this last moment to meet the right people, exchange insights, and create partnerships that move business forward.

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HONORABLE REMARKS



MR. SULEIMAN ALI MOHAMMED

Chairman of ZCT & ZATI

What gives me great pleasure to welcome you to **KARIBU-KILIFAIR 2026**, taking place from 4-7 June at Magereza Grounds in Arusha.

As one of East Africa's premier tourism and networking events, Kilifair continues to provide an invaluable platform for showcasing the region's diverse tourism offerings, fostering partnerships, and driving sustainable growth within our industry.

Tourism remains a key pillar of our economy, creating employment opportunities, attracting investment, and contributing significantly

to community development. Events like **KARIBU-KILIFAIR** play a vital role in connecting tourism stakeholders from across Tanzania, Africa, and the world, allowing us to exchange ideas, promote innovation, and strengthen our collective competitiveness.

This year's exhibition comes at an exciting time for Zanzibar and Tanzania as we continue to invest in infrastructure, improve visitor experiences, and position ourselves as leading destinations for leisure, business, and cultural tourism.

The resilience & commitment demonstrated by industry stakeholders over the years are a testament to the strength of our tourism sector and its promising future.

I encourage all participants, exhibitors, buyers, and visitors to make the most of the opportunities available during **KARIBU-KILIFAIR 2026**. Together, let us celebrate the beauty, diversity, and potential of our destinations while building lasting partnerships that will shape the future of tourism.

I wish you a successful and rewarding **KARIBU-KILIFAIR 2026**.

Mr. Suleiman Ali Mohammed Chairman, Zanzibar Association of Tourism Investors (ZATI) Chairman, Zanzibar Commission for Tourism (ZCT)



ZATI
Zanzibar Association
of Tourism Investors



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ZANZIBAR'S ELECTRIC BUS REVOLUTION

A NEW ERA OF PUBLIC TRANSPORT

Zanzibar's Electric Bus Revolution: A New Era of Public Transport
Zanzibar is embracing a new chapter in its transportation sector with the introduction of modern electric buses that are transforming the way residents and visitors move around the island.

Launched officially in February 2026, the electric bus project is a government initiative operating under the Zanzibar Social Security Fund (ZSSF), with South African transport company Unitrans responsible for managing operations.

The first phase of the project saw the arrival of 10 electric buses in January, and the fleet has already expanded to 15 buses currently serving passengers across Zanzibar. More than just a new mode of transport, the project represents a significant investment in sustainability, innovation, and employment.

To date, 30 drivers have been recruited and trained to operate the buses, with many of them transitioning from the traditional daladala transport sector. This has created new opportunities while ensuring experienced local drivers remain at the heart of Zanzibar's public transport system. The buses themselves are equipped with modern technology designed to improve passenger comfort and safety. Features include onboard cameras, advanced monitoring systems, and passenger stop-request buttons that allow travelers to notify the driver when they wish to disembark.



These upgrades provide a more reliable and comfortable travel experience for commuters. Complementing the new fleet is the ongoing construction of modern bus terminals and stations across Zanzibar.

These facilities are expected to further enhance the efficiency and attractiveness of public transportation, creating a network that meets international standards while supporting the island's growing population and tourism industry. Perhaps most exciting is the scale of the vision. According to ZSSF, this is only the beginning.

The long-term goal is to expand the fleet to 100 electric buses, significantly increasing coverage and accessibility throughout Zanzibar. As destinations around the world seek cleaner and more efficient transportation solutions, Zanzibar is positioning itself as a leader in sustainable mobility within the region.

The electric bus project demonstrates the island's commitment to innovation, environmental responsibility, and improved public services. For residents, it means a more comfortable journey. For visitors, it offers a glimpse into a modernizing destination. And for Zanzibar, it marks another step toward a smarter, greener future.

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5th Edition
2027



2027

FEBRUARY, 3-5

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TUNGUU - ZANZIBAR

Business & Inspiration!

Join the 5th Z-Summit Zanzibar, where industry leaders meet local, East African, intl. travel agents & investors to create new business opportunities. Be a part of ...

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- B2B NETWORKING
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TANZANIA:

AFRICA'S COMPLETE TOURISM EXPERIENCE



MINISTRY OF NATURAL RESOURCES AND TOURISM



Hon. Dr. Ashatu Kijaji (MP)
MINISTER FOR NATURAL RESOURCES AND TOURISM



From the endless *Serengeti plains* and the snow-capped summit of *Mount Kilimanjaro* to the turquoise waters of the *Indian Ocean*, Tanzania offers one of the world's most diverse tourism experiences. With 21 National Parks, Conservation area, 28 Game Reserves, 23 Game Controlled Areas, forests, islands, and Great Lakes, the country brings together nature, culture, adventure, and innovation.

Visitors can witness the *Great Wildebeest Migration*, explore Ngorongoro Conservation Area, discover humankind's origins at Olduvai Gorge and Laetoli, trek through Amani and Pugu Kazimzumbwi forests, enjoy Mpanga Kipengere waterfalls, or swim with whale sharks in Mafia Island. As the World's Leading Safari Destination, Tanzania continues to improve travel through digital innovation, including Giraffa, a mobile travel companion, and an AI-powered tourism chatbot offering instant information, itinerary support, and destination recommendations.

Beyond wildlife, Tanzania celebrates more than *120 tribes* united by Swahili, offering rich cultural and culinary experiences. From Zanzibar spices and seafood to pilau, nyama choma, ugali, and regional cuisines, every journey is full of flavour. The country is also promoting Apitourism, connecting visitors with beekeeping, honey harvesting, biodiversity conservation, and community livelihoods. Tanzania's global recognition continues to grow. After hosting the World Travel Awards Africa & Indian Ocean Gala Ceremony in 2025, Zanzibar will host the ceremony again in August 2026, followed by Tanzania hosting the Grand Final Gala Ceremony in December 2026.

With a vision of attracting eight million visitors by 2030,

Tanzania from **5MB** *unforgettable: Africa's home of adventure, culture and discoveries.*





Cultural Arts Centre
Tumaini University Makumira



© gary spert

KARIBU-KILIFAIR 2026 | STAGE PROGRAM

Time	Saturday, June 6 (Zanzibar Day)
09:00	Speed Networking for Buyers & Exhibitors only (in B2B Business Lounge 9:00 - 10:30)
10:00	Opening time for KARIBU-KILIFAIR 2026 – DAY 3 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	Showcase - Tanzania (Zanzibar)
16:00 - 17:30	MTI Live Music (Popular, Fusion, Arabic)



YOUR GATEWAY TO GLOBAL TRAVEL TRADE

From 7 - 9 April 2027 immerse yourself in the region's leading travel event where matchmaking tools streamline your connections with the right buyers. Exhibitor, Buyers and Trade Visitors can maximize their experience with meaningful appointments, unique networking opportunities, and explore activations with industry suppliers. Harness global brand exposure through our dynamic media partnerships, ensuring your product launches reach a worldwide audience.

HOST CITY

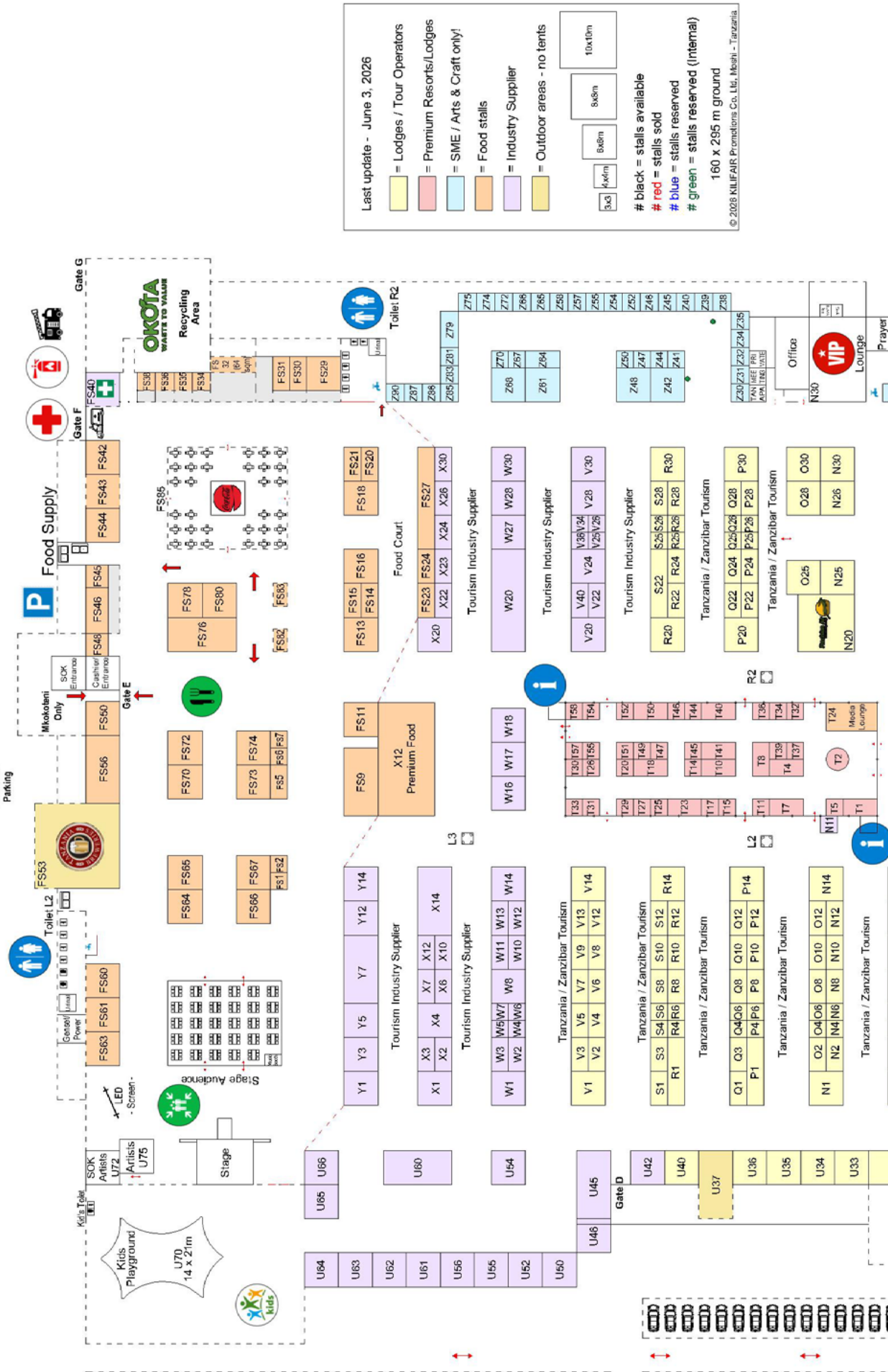
CAPE TOWN



2027 EXHIBITOR REGISTRATIONS ARE NOW OPEN

EXPO LAYOUT

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



Last update - June 3, 2026

- = Lodges / Tour Operators
- = Premium Resorts/Lodges
- = SME / Arts & Craft only!
- = Food stalls
- = Industry Supplier
- = Outdoor areas - no tents

3x3
4x4m
5x5m
6x6m
8x8m
10x10m

black = stalls available

red = stalls sold

blue = stalls reserved

green = stalls reserved (internal)

160 x 295 m ground

© 2026 KILIFAIR Promotions Co. Ltd. Meshi - Tanzania



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SCAN FOR
**EXHIBITOR
 LIST**



Bolt Parking Shuttle to hotels + Cocktail Party



A RELIABLE PARTNERSHIP WITH A CREATIVE VISIONARY



KILIFAIR Promotion sits down with Arjav Vyas, founder of Merit Concept, the award-winning creative and marketing agency behind some of East Africa's most recognised hospitality brands.

KILIFAIR: Every founder has someone who shaped them. Is there a person you credit for where Merit Concept stands today?

Arjav: Without question, Hasnain Sajan. A great deal of the credit for who I am and where Merit has reached belongs to him. He is a true gentleman with an extraordinary vision building not just businesses but ecosystems across Miracle Collection, GX Group, and the Tanzanite Experience. Always pushing into new territory. He has shown me what genuine support looks like and raised the standard I hold myself to. I don't take that lightly.

KILIFAIR: Media Production Company of the Year, ACOYA 2025, 18-plus international film festival wins. Does the recognition matter?

Arjav: It validates the team. But the only trophy that truly matters is a client coming back for the fifth year especially with KILIFAIR Promotion expos. That means we delivered consistently, awards are nice but "Loyalty" is everything.

KILIFAIR: What separates a Merit client from any other operator?

Arjav: Intention. Are you here to make money, or to make something that matters? The best ones are obsessed with the guest experience. They lose sleep over details. They want to elevate standards, not just maintain them. Those are my people. Everyone else, no hard feelings, we're not for everyone.

KILIFAIR: You keep saying "solve challenges," not "make videos." What's the difference?

Arjav: Anyone can film a room. Our work begins with the challenge behind the brief. A new lodge may need to launch with distinction, not blend into the noise. A safari company may need to communicate why its philosophy truly matters. We go deeper,

understanding the founder's vision, uncovering their purpose, and shaping a story that helps the right guest feel it. The video is only the vessel. The real value is the strategy built within it.

KILIFAIR: Do you remember how the KARIBU-KILIFAIR x Merit partnership began?

Arjav: In 2022, you gave me an opportunity. I arrived with one camera and one assistant to capture the Expo. Since then, we have grown together for five years. My team has expanded, the Expo has reached new heights, and the scale of production has grown with it. We are always happy to be a partner to KARIBU-KILIFAIR.

KILIFAIR: Five years together. Here's to the next five...

Arjav: ... to the brave ones, the visionaries and to Tom, Dominic, and this incredible team. You built something real here. We're proud to stand beside it.

KILIFAIR: Last but not least, what's your advice to the young creatives in Arusha holding a camera and dreaming?

Arjav: Stop waiting for permission. Your portfolio is what you go out and create, not what someone hires you to shoot. Work harder than the next person. Put in more effort than expected. And never, ever, ever! deliver something you wouldn't proudly put your name on. Reputation is built one frame at a time.





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As a thank-you to every exhibitor who has trusted us and shown up season after season, we're offering an exclusive 20% discount across all Merit Concept services.

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KARIBU-KILIFAIR 2026

EAST AFRICA'S LARGEST TOURISM FAIR

Offer valid exclusively for Karibu Kilifair exhibitors · Limited time

We craft damn good visuals that drive bookings.

A Multi-Award-Winning Creative Agency in Arusha, We create powerful visuals that help tourism and hospitality brands stand out, connect, and grow.

WHAT WE DO BEST



MARKETING
FILMS

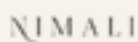


HOSPITALITY
PHOTOGRAPHY



WEB
DESIGN

In-frame: Olkambe Simba Lodge, Tarangire



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August 12, 2026

Kampala



October 1-3, 2026

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October 21-23, 2026

Singapore



January 20-24, 2027

Madrid



ITB
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March 16-18, 2027

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TO LEARN MORE

www.kilifair-tanzania.com

KARIBU-KILIFAIR 2027

EAST AFRICA'S LARGEST TOURISM FAIR

June 4-6 | Magereza Ground - Arusha

EXHIBITOR INFO



Why attend?

- ▶ Meet 600+ Exhibitors on 45,000 sqm
- ▶ Create NEW B2B Partnerships in Africa
- ▶ Networking Events | Panels | B2B Lounge
- ▶ Dedicated East Africa Pavilion
- ▶ 2 Live Stages | Giant Food Court



#karibukilifair

"Where business meets wildlife"

TANZANIA
Unforgettable!



HIGHLIGHTS & IMPRESSIONS



WORLD RECORD HOLDER SIMBU ALPHONCE

Simbu Alphonce compete with KILIFAIR Director Tom Kunkler at the Summit Run Challenge during his full day visit @KKF26.



CELEBRATING UGANDA DAY WITH COLORFUL DANCES

The Uganda day, organized by the Ugandan Embassy has been again a absolute highlight during the KILIFAIR weekend.



ANOTHER SUCCESSFUL YEAR OF A PARTNERSHIP

The picture MB Homes Founder & CEO Huseyin Buyukballi with the KILIFAIR Directors Tom Kunkler & Dominic Shoo.



NEW VISITORS RECORD @ KARIBU - KILIFAIR 2026!

We reached record-breaking heights for the Expo and raised the standard of professionalism to an entirely new level.



AFCON 2027 - IS TANZANIA READY?

A Panel discussion about the importance of sports tourism in Tanzania led by Babbie Kabae with famous pioneers from the sports industry - including Simbu Alphonce.



NEXT YEAR - BIGGER & BETTER!

KARIBU-KILIFAIR Directors Tom Kunkler & Dominic Shoo and the KILIFAIR Team are focusing every year to improve the Expo with innovation and professionalism.

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8 Max 3 Hrs

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Per Adult

\$119
Per Child



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Per 4Hours

\$900
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SCAN ME



Location (Stone Town)

Forodhani Gardens next to Capetown Fish Market

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