

# KARIBU-KILIFAIR 2026

# MAGAZINE

20  
JUNE 4  
26



## ARE YOU READY? AFRICAS LARGEST TOURISM PLATFORM

The first day of KARIBU-KILIFAIR 2026 kicks off with fresh highlights, bold ideas, and an exciting new atmosphere. The setup is complete, and the gates are officially open. Today, we warmly welcome all sponsors, exhibitors, and media partners, from tomorrow, international travel agents and the public will become part of the expo experience. This year, the exhibition ground covers around 47,000 sqm, filled with inspiring attractions and exciting new experiences ready to be discovered.



**TOM KUNKLER / DOMINIC SHOO**  
KARIBU-KILIFAIR Directors

Welcome to KARIBU KILIFAIR 2026! We are delighted to welcome you to this year's expo, taking place from June 4 - 7, 2026 at Magereza Grounds in Arusha. KARIBU KILIFAIR is a special platform where tourism professionals, travel enthusiasts, and business partners come together to share ideas, build relationships, and discover new opportunities.

In addition to the diverse portfolio of exhibiting tour companies and the breathtaking displays of East Africa's leading hotels and camps, visitors can enjoy one of Africa's largest food courts, featuring 50+ specialty restaurants and bars, as well as 100+ artists performing live across two stages.

High-level panel discussions will address the latest developments and trends in the East African tourism.

A big thank you to all sponsors, partners, exhibitors, buyers, and visitors for being part of this exciting event. Your support helps tourism grow stronger every year.

We wish you a successful and enjoyable time at KARIBU KILIFAIR 2026.

### 1<sup>ST</sup> EDITION OF AN EXHIBITOR DAY!

In 2026, for the first time, the KARIBU-KILIFAIR Expo will run for four exciting full days. The opening day is reserved exclusively for exhibitors and media, features a special Exhibitor get together starting at 17:00 hrs in front of the main stage.

It's a perfect opportunity to meet, network, and build valuable connections with exhibitors from Tanzania, Zanzibar, Kenya, Uganda, and beyond, helping you expand your business opportunities.

Find more information on how to plan your Exhibitor Day - Read on Pg. 2



**SCAN FOR  
EXHIBITOR  
LIST**



## TANAPA go App

Wild at your fingertips!

Embrace adventure across national parks; game drives, hiking trails, canoeing, birdwatching and cultural encounters. From iconic wildlife to breathtaking landscapes, the app guides you effortlessly to unforgettable experiences. It's your ultimate gateway to nature, culture and safari thrills. Plan, explore and enjoy Tanzania's wonders at your fingertips.

[www.tanzaniaparks.go.tz](http://www.tanzaniaparks.go.tz)



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# PLAN YOUR EXHIBITOR DAY!

June 4<sup>th</sup> 2026

Over the years, **KARIBU-KILIFAIR** has grown not only in size but also in participation, reaching new milestones year after year. With more than 550 exhibitors from 15 countries in 2026, we have dedicated an entire day exclusively to exhibitors to connect, network, and build new partnerships. Throughout the day, you'll have the chance to explore a variety of stands and exhibition areas, an opportunity not to be missed.

Visit the Prime Resort Pavilion to explore exclusive luxury accommodation options and special rates. Also stop by the East African Pavilion, where exhibitors from Kenya, Uganda, and Rwanda showcase unique travel experiences, regional partnerships, and exciting cross-border tourism opportunities.

Take part in engaging workshops and inspiring panel discussions at the Tembo Panel Stage, covering key topics and trends shaping the tourism industry. See the full schedule on [page 5](#).

In the evening, this special day will come to a memorable close with a unique Exhibitor Party in front of the main stage.



## NETWORKING EVENTS YOU CAN'T MISS!



### EXHIBITOR GET TOGETHER

June 4, 2026

Starting @ 17:00hrs

@ Main Stage, Magereza Ground

Join us from 17:00 hrs for an engaging evening featuring one hour of complimentary drinks and snacks, exclusive presentations from sponsors, and excellent opportunities to connect with other Exhibitors from this year. Enjoy meaningful conversations, build valuable relationships, and exchange ideas in a welcoming atmosphere. Food stands will remain available for optional purchases.



### THE MEGA PARTY

June 5, 2026

Starting @ 19:00hrs

@ Fun Retreat, Moshono - Arusha

Tomorrow evening, the well-known cocktail party returns in cooperation with our long-term partner @Funretreat, Moshoni. Meet new people, strengthen professional connections, and enjoy great conversations in a relaxed and friendly setting. It's the perfect chance to share ideas, catch up with colleagues, and spend an enjoyable evening with other attendees.



### B2B SPEED NETWORKING

June 6 & 7, 2026

Starting @ 09:00 - 10:30 hrs

@ B2B Lounge - Magereza Ground

The **KARIBU-KILIFAIR** classic networking event takes place every Saturday and Sunday morning, offering excellent opportunities to grow your business and connect with professionals from across the industry. Don't miss this chance, these one-and-a-half hours can take your business to the next level.

# HONORABLE REMARKS



**DR. ASHATU K. KIJAJI (MP)**  
*Minister of Natural Resources and Tourism*

Dear Esteemed Guests and Participants, As the Minister for Natural Resources and Tourism, it is with great pleasure that I extend a warm welcome to all attending the distinguished KARIBU-KILIFAIR Tourism Expo. This important event provides a dynamic platform to spotlight the immense -and still largely untapped potential of our tourism industry. It offers an opportunity to showcase our rich and diverse tourism offerings while advancing sustainable growth in both domestic and international tourism markets. Tanzania stands as a land of extraordinary

encounters, uniquely positioned to benefit from the evolving landscape of high-value tourism. From our world-famous wildlife and cultural heritage to the pristine shores of both the Tanzania mainland and the Zanzibar Archipelago, our nation continues to captivate travelers from across the globe. The tourism sector currently supports more than 1.6 million jobs-both directly and indirectly and its continued success relies on strong collaboration among a wide range of stakeholders.

The Government remains dedicated to harnessing the economic strength of the tourism industry. Our commitment is reflected in a variety of strategic initiatives, including major infrastructure investments, participation in global trade shows, and flagship campaigns such as Tanzania The Royal Tour and Amazing Tanzania. These initiatives, championed by Her Excellency Dr. Samia Suluhu Hassan, President of the United Republic of Tanzania, and supported by the private sector, have already yielded remarkable growth in international visitor numbers. Tourism development is a shared

mission, and your presence at this event signifies your vital role in that journey.

Our National Tourism Policy of 1999 underscores the importance of inclusive development by engaging the private sector and other stakeholders in the planning, promotion, and investment in tourism-related ventures.

I extend my sincere appreciation to the organizers of the KARIBUKILIFAIR Tourism Exhibition for their dedication and contribution to the advancement of this sector. The Ministry of Natural Resources and Tourism looks forward to continued partnership with all of you.

It is my hope that, this expo fosters meaningful business connections, opens doors to fruitful collaborations, and enables a valuable exchange of knowledge and experiences among exhibitors. May this event further elevate Tanzania's tourism profile and enhance opportunities for investment across the sector.



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# PANEL DISCUSSIONS & WORKSHOPS

Daily

@ TEMBO stage (stand #L16) - PRIME RESORT TENT



Thursday 4<sup>th</sup> - 11:00 hrs

## Waste Management by OKOTA.



Faith Frank | Salam Africa  
Andrew Wallace | OKOTA

This interview highlights the importance of clean environments for tourism and everyday life. Andrew Wallace, the leader of KARIBU-KILIFAIR's waste management partner, outlines how waste is responsibly collected, recycled, and managed. Effective practices ensure cities and tourist destinations remain attractive, while safeguarding nature and promoting sustainable development. By prioritizing cleanliness and accountability, communities enjoy healthier surroundings and visitors experience welcoming spaces, reinforcing the vital connection between responsible waste management and long-term growth in the tourism industry.

Thursday 4<sup>th</sup> - 12:00 hrs

## AI-Ready Tourism Part 1: How to be Found and Chosen by Travellers and AI.



Lizanne du Plessis | Eco Africa Digital  
Robyn de Villiers | Eco Africa Digital

This workshop will show tourism businesses how to improve discoverability in the age of AI search. We will explore how smart video, storytelling, reviews, transcripts, schema, SEO and GEO content clusters can help tourism brands become easier for both travellers and AI platforms to find, understand and recommend, while strengthening visibility, building trust, driving bookings, enhancing competitiveness, and ensuring long-term resilience through innovative strategies that align with evolving.

Thursday 4<sup>th</sup> - 14:00 hrs



## AI-Ready Tourism Part 2: How to turn Visibility into Direct Bookings.

Lizanne du Plessis | Eco Africa Digital  
Robyn de Villiers | Eco Africa Digital

This workshop will help tourism businesses understand how to convert digital visibility into measurable bookings. We will cover performance ads, audience building, retargeting, KPI tracking, AI agents and the future of Agentic AI – where integrated systems will become essential for tourism brands that want to be bookable, not just visible, while strengthening competitiveness, optimizing conversion strategies, enhancing customer trust, driving sustainable growth, and technological innovation across global markets.

Thursday 4<sup>th</sup> - 15:00 hrs



## Your roadmap into Sustainability Compliance: A Beginner's Guide.

Melissa Foley | All About Africa Sustainability Consulting  
Jules Knocker | The Map's Edge Ltd  
Mary Njuguna | African Scenic Safaris  
Samantha Smits | Smits Sustour Consultancy

The new EU green rules can feel hard, especially for small and medium businesses. We will explore what the new directives are and why they are important. Also to show what international buyers are looking for. Participants will get practical advice, tools, and solutions. This helps businesses prepare early, improve transparency, and meet global standards, so they do not lose access to important international markets.

Thursday 4<sup>th</sup> - 16:00 hrs



## Your roadmap into Sustainability Compliance: A Beginner's Guide.

Faith Frank | Salam Africa  
Kenneth K. Komu | Global Rescue LLC  
Dr. Joseph Lelo | AMREF  
Jacek Rejman | Arusha Medivac LTD

Tourist safety is very important for Tanzania's tourism industry. Fast first-aid services and emergency evacuation can save lives and build traveler confidence. Tanzania is improving healthcare support for tourists through better training, medical services, and emergency response systems. Strong health and safety solutions help visitors feel secure and support the growth of sustainable tourism.



## 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.

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[www.wtm.com/africa](http://www.wtm.com/africa)

2027 EXHIBITOR REGISTRATIONS ARE NOW OPEN

# WHERE DOES YOUR WASTE GO?

Every piece of waste has a **destination**.  
There is no such thing as away.  
When you throw something away,  
it goes **somewhere**.



An African Safari - An unrivalled and magical experience immersed in the beauty of nature. But what gets left behind at the end?

Your average tourist is producing 2kg of waste per day and doing so in some of our planets most beautiful and untouched places. Turning a blind eye to that could have severe negative impact on our precious ecosystems.

Arusha produces **330 - 340 tonnes** of waste every day.

Without intervention, most of it ends in open landfills—impacting our landscapes, wildlife, and communities.

Thankfully there are a growing number of tourists and companies in our sector who do care, who are joining this global movement of sending less to landfill and taking an active interest in where their waste actually ends up.

Okota Waste Management are Tanzania's largest integrated waste management company. We have set up a zero-waste initiative for companies to ensure their waste can go to a facility where it is all sorted, processed and recycled - not in a ditch, in a river or in an animal.

Partnerships with responsible tourism operators have allowed us to extract and responsibly manage thousands of tons of waste from the African Bush, employing hundreds of people in the process.

This year our ambitions are even more lofty as we look to widen our reach, expand our recycling facilities and open new upcycling branches. Our presence at KKF 2026 means we can proudly refer to it as Africa's first and only zero-waste trade fair.

Come to W27 and learn how you too can ensure the beautiful Africa we so dearly cherish is still there for the next generation.



Andrew Wallace . CEO Okota Waste Management

## OKOTA CHANGES THE OUTCOME



### 1. INTERCEPT

We collect waste before it reaches landfill.



### 2. SORT

Materials are carefully separated for recovery.



### 3. BALE & RECYCLE

Waste is compressed and returned to the economy.



**66**  
TONNES

We collect waste before it reaches landfill.



**150+**  
EMPLOYEES

working across our operations and community programs.



**55**  
Tonnes

Of Carbon emissions avoided Every single day

## Partner with Okota.

Join our Circularity Scheme—designed for lodges, camps, and tourism operators committed to a cleaner, more sustainable Tanzania

### LET'S WORK TOGETHER

Call us today to discuss a waste solution for your property.

+255 715 592 337

info@okota.co

Arusha, Tanzania

www.okota.co



# Empowering Tourism Beyond Banking

Open a CRDB Biashara Account and access banking solutions designed for ambitious businesses

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# ELEVATING EXTRAORDINARY JOURNEYS

Some journeys are remembered for where they take you. Others stay with you because of how they feel. Miracle Collection brings together a set of redefined travel experiences across Tanzania - each designed with care, built for ease, and delivered with a consistent sense of comfort, precision, and quality.

## ELEVATING

Miracle Air brings ease and elegance to travel across Tanzania's most iconic destinations and beyond, offering exclusive charter, scheduled flights, and scenic flights - Fly in Style.

A modern fleet of Cessna Grand Caravans and a Dash 8 ensures flexibility, reliability, and comfort. Each flight is operated by two experienced pilots with dedicated cabin crew service, offering refreshments and light snacks onboard. Spacious cabins, panoramic views, and tailored seating configurations make every flight a refined part of the journey.



## EXTRAORDINARY

Miracle Concierge turns travel into a smooth, exclusive experience with extraordinary lounges, personalised meet-and-greets, fast-track check-in, dedicated immigration and security screening, and direct boarding. Guests move effortlessly through the airport with minimal wait times and maximum comfort designed for privacy and ease at key airports and airstrips in Tanzania.

## Available at:

Boma Terminal & Lounge - Arusha Airport (a few steps beyond the main terminal)

## Ziwani Lounge - Lake Manyara Airport

Uhuru VIP Terminal - Kilimanjaro International Airport (opening 1st July 2026)



With additional terminals and lounges coming soon at Kogatende Airstrip, Seronera Airstrip, and Dar es Salaam Airport. Each location offers air-conditioned comfort, premium seating, Wi-Fi, refreshments, and curated Tanzanian souvenirs.

At the Boma and Uhuru VIP Terminals, guests enjoy dedicated immigration and security screening, with direct boarding through dedicated security gates, eliminating the need to enter the airport's main passenger terminal at any stage and ensuring a seamless airport experience.

At the Uhuru VIP Terminal, guests benefit from additional facilities designed for greater comfort and flexibility, including short-stay rooms, quiet areas, and shower amenities to rest, refresh, or prepare for the next journey.

Dedicated meeting and coordination spaces also support tour operators and travel partners in managing guest movements with ease, while separate VIP and VVIP areas provide enhanced comfort and discretion for government officials, diplomats, and high-profile travellers.



**SCAN HERE!**  
**TO LEARN MORE**

[www.miracle-collection.com](http://www.miracle-collection.com)

# REAL ESTATE INVESTMENT IN ZANZIBAR



MB Homes is a growing real estate development company delivering high-quality residential projects in Zanzibar. The company currently offers three developments designed to combine investment potential with modern island living: The Eyes of Zanzibar in Nungwi, Aura Ra in Paje, and Aura Park, a new beachfront community created for long-term value and lifestyle-focused ownership.

Aura Park represents the company's latest vision for contemporary coastal living. Located directly on one of Zanzibar's most desirable shorelines, the development combines modern architecture, resort-inspired amenities, and direct access to the Indian Ocean. Residents benefit from thoughtfully designed apartments, landscaped outdoor spaces, swimming pools, wellness facilities, restaurants, and services tailored for both homeowners and investors.

With 393 apartments across 9 floors and a variety of unit types, Aura Park offers a unique opportunity to invest in one of Zanzibar's fastest-growing beachfront destinations. The Eyes of Zanzibar in Nungwi offers a strategic location just 600 meters from the ocean in one of Zanzibar's most established tourism destinations.

Aura Ra, situated in Paje, is located only 100 meters from the beach and combines contemporary design with convenient access to the area's vibrant restaurants, cafés, and water sports attractions.

With strong tourism growth, increasing international demand, and expanding infrastructure, Zanzibar continues to attract investors seeking stable rental income and long-term capital appreciation. MB Homes focuses on strategically selected locations, transparent processes, and developments created to support both lifestyle buyers and investment-oriented clients.

The company is headquartered in Stone Town, Zanzibar, and is committed to creating communities that contribute positively to the island's future while delivering lasting value for residents and investors alike.



*"Own property in Zanzibar's Booming Tourism Market"*

For more inquiries, contact:

Email: [hello@mbhomes.tz](mailto:hello@mbhomes.tz)  
Website: [www.mbhomes.tz](http://www.mbhomes.tz)

## Own in Zanzibar at an Entry Price You Can Afford

Premium Beachfront Apartment  
Starting from \$83,000

Zanzibar is rapidly becoming one of the world's most attractive coastal investment destinations. Driven by growing international tourism, expanding infrastructure, luxury hospitality development, and increasing global demand for holiday rentals, the island presents a rare opportunity for investors seeking both lifestyle and financial returns.



**Prime Coastal Locations**  
Carefully selected developments in Zanzibar's fastest-growing beachfront destinations.

**Strong Rental Income Potential**  
Capitalize on year-round tourism demand and short-term rental opportunities.

**Flexible Investment Entry**  
Own a premium apartment in a world-class destination.

**Secure Foreign Ownership Support**  
Professional guidance for international investors at every stage.

**High-Growth Market Potential**  
Zanzibar continues to attract global attention for tourism, infrastructure, and property investment growth.

**Aura Ra**  
Modern residences just 100 m from the ocean in Paje

- 223 Apartments
- 10 Floors
- Studio / 1+1 / 2+1 / 3+1
- Completion April 2027

**Aura Park**  
Beachfront living with direct access to the Indian Ocean in Paje.

- 393 Apartments
- 9 Floors
- Studio / 1+1 / 2+1 / 3+1 / 4+1
- Completion December 2029

**The Eyes Of Zanzibar**  
Investment apartments in Nungwi, 600 m from the beach.

- 264 Apartments
- 7 Floors
- Studio / 1+1 / 2+1
- Completion December 2026

# HIGHLIGHTS & IMPRESSIONS



## KARIBU-KILIFAIR OFFICE TEAM IN ACTION

The dream team delivering energy, precision, and passion behind every moment of KARIBU-KILIFAIR 2026.



## GROWING BIGGER AT THE FOOTHILLS OF MT. MERU

The event setup is complete, ready to welcome exhibitors, visitors, and unforgettable tourism business connections.



## WHERE FUNCTION MEETS STYLE

Exhibitors showcasing impressive safari tents built with creativity, safari-inspired design and craftsmanship.



## BUILDING BIG & STRONGER

This year RockBlocks has partnered with KARIBU-KILIFAIR in building bigger, stronger foundations for growth & innovation.



## READY. SET. GO!

The Summit Run Challenge is set, ready for runners to conquer the hill to win TZS 1,000,000/- and a FREE Kilimanjaro climb in each category. Prizes sponsored by: CRDB, MB Homes, ZARA Tours, and Media Works



## OKOTA - KEEPING THE GROUND CLEAN

Welcoming sustainability through responsible event waste management practices. [www.okota.co](http://www.okota.co)

# 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!*



www.karibu-kilifair.com

# UPCOMING EVENTS



## THE “MY TANZANIA” ROADSHOW - ALWAYS A SUCCESS!

The “My Tanzania” Roadshow organized by KILIFAIR Promotion Co. Ltd. is one of the leading tourism networking events for Tanzania and East Africa. Together with the Tanzanian Tourist Board, Tanzania National Parks (TANAPA), Ngorongoro Conservation Area Authority (NCAA) and Zanzibar Commission for Tourism (ZCT), the Roadshow is an important platform to promote Destination Tanzania in the European market.

Twice a year, the Roadshow visits 4 different cities and countries, creating direct connections with top European buyers and travel agents. Each event brings together around 150–200 tourism professionals, offering exhibitors a unique opportunity to present their products, build strong business relationships, and grow their international market presence.

Only 30 exhibitors are selected for every Roadshow, including 24 exclusive spots for Tanzania and Zanzibar, as well as 2 spaces for each Kenya, Uganda, and Rwanda. Tour operator spaces are strictly limited to 10, making participation highly valuable and exclusive. Alongside tour operators, government institutions, hotels, lodges, and balloon safari companies showcase their services and experiences.

Secure your place now and join one of the most successful tourism marketing platforms for East Africa.



**SCAN HERE!  
TO LEARN MORE**

[www.kilifair-roadshows.com](http://www.kilifair-roadshows.com)



# My Tanzania Roadshow 2026

## Central & Eastern Europe

Switzerland | Germany | Czech Rep. | Poland



Zurich | Munich | Prague | Warsaw

5 Days - 4 Events

# 09-13 NOVEMBER 2026

In cooperation with



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**QUALITY. DURABILITY. ELEGANCE**

We deliver lasting value for years.

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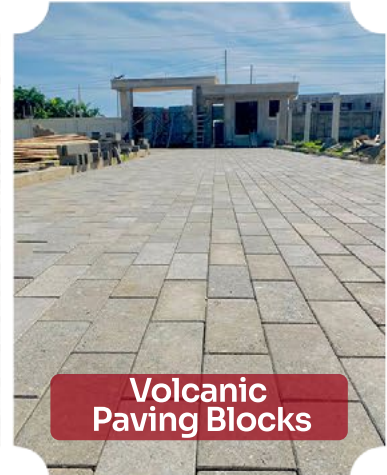
- **HIGH QUALITY**  
Strong stones, of high standards and long-lasting.
- **UNIQUE ELEGANCE**  
Various designs and colors that enhance the beauty of every space.
- **STRONG AND AUTHENTIC**  
They withstand weight, rain, intense sunlight, and daily use.
- **RELIABLE TRANSPORTATION AND INSTALLATION**  
Our team of experts ensures the work is done professionally and with precision.
- **ENVIRONMENTALLY FRIENDLY.**  
Our products are environmentally friendly and add value to your property.



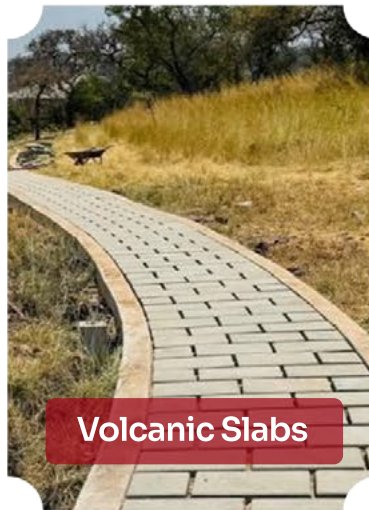
Volcanic Blocks



Volcanic Cobblestone



Volcanic Paving Blocks



Volcanic Slabs



Volcanic Cladding stone



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MBEYA, DODOMA**



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**I WE BORN FROM THE MOUNTAIN SHAPED  
BY HUMAN HANDS, DELIVERED WITH THE SPIRIT  
OF KILIMANJARO.**

*Legacy of Kilimanjaro*



## EXTRAORDINARY AIRPORT LOUNGES

**BOMA TERMINAL**  
Arusha Airport

Open



**UHURU VIP TERMINAL**  
Kijimanjaro Int' Airport  
VIP LOUNGE

Opening 01 June 2026



**ZIWANI LOUNGE**  
Manyara Airport

Open



Miracle Concierge is an aviation hospitality provider delivering extraordinary airport experiences across Tanzania's key airports and safari airstrips. Our VIP Terminals & Lounges elevate both pre-flight and post-flight journeys with personalised meet and greet, fast-track check-in, immigration and security, and seamless assistance. Open to travellers flying with all airlines, offered through tailored packages at set rates, guests enjoy serene lounges, curated amenities, and dedicated service, creating a luxurious, stress-free alternative to the main terminal journey.

### EXCLUSIVE AMENITIES

- Effortless bag check-in
- Boarding pass issued inside the lounge
- Direct boarding from the lounge
- Unwind before you fly
- Complimentary refreshments
- Boutique shopping just outside

### Additional for Uhuru VIP Lounge

- Children's play area
- Immigration and customs assistance
- Freshly prepared hot meals
- Passenger shower facilities
- Short-stay guest rooms

\*Infants below 2 years FOC, must be accompanied by an adult.

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