



Spotlight TravelExpo Arusha will be a **live face-to-face** TravelExpo targeting Arusha & Moshi-based travel agents & tour operators selling regional East African Travel and Southern Africa.

370 Trade from more than **233 companies** from Arusha, Moshi, Mwanza, DAR, including **40 DMCs** from Kenya, attended the January 2026 Spotlight TravelExpo



Spotlight Travel Expo is organised by **Houston Travel Marketing** in co-operation with **Kilifair Promotion Co. Ltd.**

GRAN MELIÁ
— ARUSHA —
TANZANIA

We are expecting **40 exhibitors** from **mainland Tanzania, Zanzibar and other East African countries** to participate.

The major focus of Spotlight Arusha is to promote domestic and regional tourism in Tanzania & Zanzibar and regional African tourism.

Who should Exhibit?

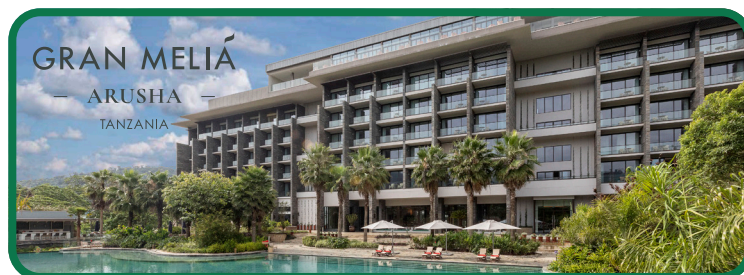
Zanzibar and Tanzania mainland hotel groups, resorts & safari lodges; car rental; international & regional airlines; East African hotels interested in gaining new corporate business from Tanzanian tour operators & agents.

Who will attend as Buyers?

Arusha- and Moshi-based inbound tour operators & travel agencies and some buyers from DAR & Kenya. **We expect that more than 350 trade will attend.**

Programme: 21 January - Gran Melia Hotel & Conference Centre

- **09h00:** Exhibitors set up tables
- **11h00 - 12h00:** Snacks served for exhibitors
- **12h00:** Registration by trade, tea & coffee
- **12h30:** TravelExpo starts
- **18h00:** Prize draw
- **18h30 - 19h30:** Cocktail party: snacks & drinks provided
- **19h30:** End of TravelExpo
- **19h30:** Trade and exhibitors invited to Roof Top Bar for the after party - **drinks and food for their own account**



TravelExpo Format

The TravelExpo will be a **free-flow format (i.e., no fixed appointments)**. Each exhibitor will have a table (approx. one metre long by 800 mm wide). Gran Melia does not provide table-cloths - we suggest you bring your own tablecloth with you. A maximum of two pop-up banners per table will be allowed. No posters etc. can be fixed to the walls.

If you are using a laptop, please bring your own extension cords/adapters and multi-plugs. We do however recommend that you use an iPad or tablet for your presentations.

TravelExpo Costs

The cost to attend Spotlight Arusha will be USD990 for a maximum of two staff members per table. Cost for extra staff members will be USD40 per person to cover catering costs.

Costs include:

- All TravelExpo expenses
- Promotional costs
- Meals as per the programme (exhibitor snacks & cocktail party canapes)
- 50-word descriptions in official catalogue that is distributed to all attendees
- A full contact address list of all attendees will be sent to exhibitors after the TravelExpo

Costs do not include:

Air fares, accommodation, airport transfers; meals other than specified in the programme.

Please note: For more than two staff members per table there will be an extra fee of USD40 per person to cover catering costs.



Branding opportunities

To gain more exposure before Spotlight Arusha and during the Expo exhibitors are invited to book extra, exclusive promotional opportunities. See details on the booking form below.

PLEASE NOTE

Please note that we do not allow sellers (e.g. hotels, airlines, lodges, tourism suppliers) to attend Spotlight as buyers unless they pay to exhibit. We only offer complimentary entry to bona fide buyers (travel agents & DMCs).

10% discount if you book tables at both Arusha & Nairobi. Book and pay by 01 December 2026

03 & 04 March: Spotlight Travel Expo Nairobi: Mövenpick Westlands Nairobi: Meet Kenyan travel agents & tour operators selling regional & overseas travel & domestic tourism. **Table cost:** USD2050/ZAR37,000 excl VAT

- 03 March- Spotlight TravelExpo 09h00 -16h30
- 04 March -Spotlight TravelExpo 09h00 -16h30

Booking Form

Spotlight TravelExpo: Arusha & Nairobi 2027

Email: derek@houstonmarketing.co.za | Tel: +27 12 665 1191/ +27 82 464 0901

Select your preferred options below

- ☐ Please reserve **one table for Spotlight Arusha & Nairobi (two representatives per table):**
Table cost: USD2,700/ZAR48,450 plus VAT for South African companies (**Early bird offer valid if booked and paid by 01 December 2026**)
- ☐ Please reserve **one table for Spotlight Arusha only: Thursday, 21 January (two representatives per table):**
Table cost: USD990/ZAR16,850 plus VAT for South African companies
- ☐ Please reserve **one table for Spotlight Nairobi only: Wednesday, 03 - Thursday, 04 March (two representatives per table):** **Table cost:** USD2,020/ZAR37,000 plus VAT for South African companies
- ☐ Please add _____ additional representatives at a cost of USD40/ZAR700 per person

Branding Opportunities

- ☐ **Full-page advert in the Exhibitor Directory per Expo:** USD200/ZAR3,600
- ☐ **Nairobi only: Soft drinks during one lunch:** USD500/ZAR6,500
- ☐ **Arusha only: Exhibitors snack & arrival coffee & tea: 11h00 - 12h00:** USD700 including extra branding opportunities banners and logos etc. Exhibiting staff will be in a separate area
- ☐ **Nairobi and/or Arusha: Visitors arrival coffee & tea per Expo:** USD500 including extra branding opportunities banners and logos etc.
- ☐ **Nairobi and/or Arusha: your logo on the visitor badges:** USD200/ZAR3,500 per expo
- ☐ **Arusha GOLD Partner: Cocktail drinks sponsorship including advert in directory & video on big screen plus extensive further branding – USD2,000**
- ☐ Total USD _____ payable by T/T (local bank charges & SWIFT charges are for the exhibitors' account)

COMPANY NAME (to appear on invoice): _____

Contact person: _____

Postal Address: _____

Post code: _____ Tel: _____

E.Mail: _____

VAT Number (SA registered companies only): _____

Houston Travel Marketing Services reserves the right to increase the Rand and US Dollar cost of the TravelExpos due to fluctuations in the exchange rates.

We have read and accept the standard Terms and Conditions of Houston Travel Marketing Services CC as published on the website: www.houstonmarketing.co.za

Signed _____ Date: _____

DATES ARE SUBJECT TO CHANGE AND COSTS ARE PROVISIONAL

Payment can be made either in USD or ZAR to Houston Travel Marketing Services in South Africa.

PLEASE NOTE: All quoted costs are excluding South African VAT - payable by South African registered companies only.