



Thank you to our sponsors and supporters



Dar es Salaam is the **commercial capital of Tanzania**, the **second biggest city in East Africa** and has a vibrant outbound travel market both for leisure travel and business.

African & Indian Ocean hotel groups, airlines, tourism organisations, beach resorts and safari lodges are invited to participate at this **live face-to-face** TravelExpo on **Friday, 31 July at Johari Rotana Hotel, Dar es Salaam**.

The focus of this TravelExpo will be to promote **domestic tourism** as well as **inter-regional tourism** to African countries as well as **overseas countries**.

Dar es Salaam is **served by many regional & international airlines** including SAA, Air Tanzania, Airlink, Turkish Airlines, Qatar, Emirates, Fly Dubai, Uganda Airlines, Kenya Airways, Rwandair, KLM, Ethiopian Airlines, Egypt Air, Oman Air with other airlines looking at the potential to fly into DAR.

The DAR **expatriate & diplomatic communities represent a major market** for leisure and business travel.

DAR-based inbound tour operators and travel agents, NGO's and corporates will be invited to attend. **We expect 125 - 150 trade and corporates to attend.**

123 trade attended the Spotlight 2025 TravelExpo representing **71 different travel agencies and tour operators** including many from Arusha, Moshi & Zanzibar etc.

Who should exhibit

- Zanzibar and Dar es Salaam hotels & resorts
- Tanzanian and Kenyan safari lodges
- Car rental companies
- Airlines
- Tourism suppliers
- African hotels seeking corporate business from DAR
- Indian Ocean beach resorts & lodges wanting to engage with DAR travel agents & inbound tour operators
- Hotels, DMCs, tourism boards wanting to promote outbound tourism from Tanzania to the rest of Africa & overseas destinations.

Who will attend the TravelExpo?

- Dar es Salaam-based:
 - corporate and leisure travel agents
 - inbound tour operators
 - conference organisers
 - corporate travel planners from major corporate accounts
 - government departments, NGO's, embassies and UN agencies

Expected attendance: we expect 125 - 150 attendees

How the TravelExpo attendance will be promoted

- The Spotlight TravelExpo will be extensively advertised to the travel trade in Tanzania by e-mail broadcasts and social media posting
- Karibu Kilifair and Dar Life will promote attendance at Spotlight DAR via their databases and social media posting.
- We also encourage travel agents to invite their corporate accounts to attend the TravelExpo with them
- Our hotel and airline partners will distribute invitations to their key corporate accounts and conference organisers
- TASOTA will distribute the invitations to their members and other trade in DAR



Programme: Friday, 31 July - Johari Rotana Hotel, Dar es Salaam



- **11h00:** Exhibitors set up their tables in the Almasi Ballroom
- **12h30:** Registration - tea and coffee
- **13h00 - 19h00:** Spotlight TravelExpo
- **19h00 - 20h00:** Drinks and snacks

Accommodation

Johari Rotana Hotel are offering a rate of USD175 Standard Single Room B&B. Twin Room and Superior Room rates available on registration.

E-mail: Reservations: res.johari@rotana.com **Contact:** Nassor Ramadhan **Reference:** Spotlight

You can also book airport transfers via Johari reservations.

Table Cost

- USD900 per table / ZAR 17,200 plus VAT for South African companies
- **Table costs include:**
 - All TravelExpo expenses and promotional costs
 - Cocktail party
 - 50-word description and logo on exhibitor website and in official Exhibitor Directory distributed to all attendees
 - Full contact address list of all attendees will be sent to exhibitors after the TravelExpo
 - Two representatives per table. The cost for additional representatives will be USD50/ZAR900 per additional representative
- **Table costs exclude:**
 - Flights to Dar es Salaam
 - Airport transfers
 - Hotel accommodation
 - Meals other than specified

Sponsorships & Advertising Opportunities

- See Booking Form below

Booking Form

Spotlight East Africa Series: book two TravelExpos for a 5% discount, or three for a 10% discount if paid in full by 16 June 2026

Email: derek@houstonmarketing.co.za | **Tel:** +27 12 665-1191 | **Cell:** +27 82 4640901

Please book us a table (max 2 representatives) at:

- ☐ **Spotlight Dar es Salaam (31 July):** USD900/ZAR17,200 plus VAT for South African companies.
- ☐ **Spotlight Kampala (12 August):** USD900/ZAR17,200 plus VAT for South African companies.
- ☐ **Spotlight Nairobi (01 - 03 September):** USD1,950/ZAR35,000 plus VAT for South African companies.
- ☐ Please reserve _____ additional representative(s) on our table: USD50/ZAR900 per person

Sponsorship/Branding Opportunities

Dar es Salaam Kampala Nairobi

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Full-page advert in the exhibitor directory: USD175 per expo

Coffee and tea break plus video shown on the big screen: USD250 per expo

Logos on Visitor name badges: USD250 per expo

GOLD Sponsor: cocktail party sponsorship including advert in the exhibitor directory and video shown on the big screen: USD1,500.

Total ZAR/USD _____ payable by T/T or via DPOXPAY

COMPANY NAME (to appear on Invoice): _____

Contact person: _____

Postal Address: _____

Post code: _____ Tel: _____

E-mail: _____

VAT Number (SA registered companies only): _____

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

Rand/Dollar Exchange Rates: 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: _____