



Meet Zimbabwe-based travel agents and tour operators selling regional & overseas travel and domestic travel.

Following our highly successful 2025 Spotlight in Harare, Houston Travel Marketing will again be organising Spotlight TravelExpo in Harare on 09 July 2026 at the iconic **Hyatt Regency Harare: The Meikles**.



This TravelExpo is a Spotlight on everywhere overseas, Africa, regional and domestic travel within Zimbabwe

Harare has always been one of our most enthusiastic audiences and the feedback we receive from Exhibitors is always very positive.

Our July 2025 Spotlight in Harare was attended by 109 travel trade representing 52 different companies (agents and DMC's) from Bulawayo, Victoria Falls & Gweru.

Spotlight is being organised in conjunction with Tina Pigors of Co-ordinating Zimbabwe – a very well-known Zimbabwe marketing and representation company.



There is a significant volume of outbound corporate and leisure travel. According to a **Simple Flying** analyst, Zimbabwe - South Africa is the **busiest international route in Africa, with currently more than 80 weekly flights from Harare, Bulawayo, Victoria Falls.**

There are 75 IATA and many non-IATA travel agencies in Harare so it will be an ideal opportunity for airlines, international tourist offices, hotel groups and tour operators to network with agents.

The **South African Tourism Insight Unit** reported recently that Kenya was a very popular destination for Zimbabwe travellers. The unit also reported that Zimbabwe's outbound market would recover to pre-pandemic levels by 2025.

Harare residents and expats do a great deal of traveling to neighbouring countries – Mozambique / Zambia / East Africa / Botswana and South Africa. Beach holidays to Indian Ocean islands are also very popular.



Click here for video & pics of Spotlight in action

Who Should Participate (as Exhibitors)

- International airlines
- Tourist offices
- Hotels and safari lodges
- Beach resorts
- Cruise companies
- Regional & city tourism associations
- Car rental companies

We expect 20 – 25 Exhibitors to participate.

Table-top format
free-flow (no scheduled appointments)

Profile Of Buyers Attending

- Harare-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

Approximately 100 - 120 travel trade are expected to attend

How the Spotlight TravelExpo will be promoted

- I have appointed Tina Pigors of Co-ordinating Zimbabwe to send out invitations to buyers and chase up registrations
- Spotlight TravelExpo has the full support of AZTA (Association of Zimbabwe Travel Agencies)
- Frequent reminders will be sent via, email and WhatsApp



Accommodation

Hyatt Regency Harare: The Meikles

- **Deluxe single room B&B:** USD175 per night
- Email: fadzanayi.kasiyandima@hyatt.com or ReservationsHRERH@hyatt.com

Cresta Lodge, A5 Road, Harare, Zimbabwe (7kms from CBD. 20 minutes by taxi)

- **Single Room B&B:** USD130.00
- **Double Room B&B:** USD160.00
- **Email:** reservations@lodge.cresta.co.zw
- **Reference:** Spotlight
- **Tel:** +263 242 487006

Programme

Thursday, 09 July: Hyatt Regency Harare: The Meikles

- Arrive Harare in the morning
- **10h00 - 11h00:** Exhibitors to set-up tables in the Stewart Room
- **11h30 - 12h30:** Registration, arrival coffee break & snacks
- **12h30 - 16h30:** TravelExpo session & prize draw
- **16h30 - 18h00:** Happy-hour networking and prize draw
- **18h00:** End of TravelExpo

Costs

- USD900/ZAR17,200 excluding VAT for South African companies

Costs include:

- Venue and catering expenses
- Extensive marketing campaign
- Full database of all attendees for follow-up sales purposes
- Listing and 60-word company description on Spotlight website and in the printed directory handed to each attendee and made available on the website archives
- **TWO representatives per table.** Additional cost for extra staff members on the table will be USD30/ZAR550 to cover catering costs.

Costs exclude:

Flights to Harare, airport transfers, hotel accommodation and meals other than specified.

Sponsorships & Advertising Opportunities

- **Full-page advert in the exhibitor directory:** USD175
- **Morning coffee and tea break** plus video on big screen: USD250/ZAR5,000
- **Badge sponsor:** Your logo on 150 visitors badges: USD250/ZAR3,000

Booking Form Spotlight TravelExpo: Harare 2026

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

Select your preferred options below

- ☐ Please reserve one table on the **Spotlight TravelExpo: Harare: 09 July 2026**
Table Cost: USD900/ZAR17,200 plus VAT for South African registered companies
- ☐ Please reserve _____ additional representatives at a cost of USD30/ZAR550 person plus VAT for South African registered companies

Sponsorship Opportunities

- ☐ **Full-page advert in the Exhibitor Directory:** USD150/ZAR3,000
- ☐ **Coffee & tea during registration plus video screened during the TravelExpo:** USD250/ZAR5,000
- ☐ **Badge sponsor:** Your logo on 150 visitors badges: USD150/ZAR3,000

Total USD/ZAR _____ payable by T/T

COMPANY NAME (to appear on Invoice): _____

Contact person: _____

Postal Address: _____

Post code: _____ Tel: _____

Email: _____

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: _____