



Our Nairobi TravelExpos are always our busiest with **388 travel trade** representing **256 different travel agencies and DMCs** attending the Spotlight TravelExpo in February 2026 and **300 attending the September Spotlight**

Why exhibit at Spotlight Nairobi?

- Gain direct access to KENYA's active travel agents and tour operators
- Face-to-face meetings with decision-makers who are ready to contract and book
- Focused networking in a professional, efficient format
- Strong visibility within a growing outbound and regional travel market
- Kenyan travel trade are eager to expand their product offerings to African and overseas destinations.

Some marketing facts about the Kenya market

- **Soaring arrivals from Ghana and Kenya** – boosted by reciprocal visa waivers – have turned a spotlight onto the under-recognised value offered to South Africa's inbound industry by travellers from key African air markets - **Southern & East African Tourism Update: Read more...**
- Kenya is the **third largest outbound market in Sub-Sahara Africa** (after Nigeria & South Africa).
- Kenya is **a gateway to East Africa** with over 135 million people and for the Common Market of Eastern and Southern Africa (Comesa) market with over 450 million people.
- Nairobi is **ranked fifth in terms of numbers of USD Dollar millionaires in Africa** with 5000 individuals worth at least one million dollars (report published by New World Wealth/Henley & Partners)
- There are a further 3,500 high net worth Kenyans in other cities in Kenya.
- USD2000 is the average Income per person in Kenya
- Kenya is a **prime market for South Africa** with 58,000 Arrivals in 2025 plus thousands of expats resident in Kenya who visit South Africa on business and holidays.
- Kenya Airways now offers 21 flights a week to JNB and a daily flight to CPT. Kenya Airways also offers flights to many Southern African cities including Lusaka Victoria Falls, Livingstone, Harare and Maputo
- Airlink offers daily flights to Nairobi
- **Kenyans no longer require visas to visit South Africa**
- The **expatriate and diplomatic communities and the United Nations agencies** head-quartered in Nairobi represent a major business and leisure travel market opportunity with the added potential of significant conference business.

Who should exhibit?

- Kenyan, Zanzibar & Indian Ocean resorts
- African hotel groups interested in tapping the Kenya business travel market
- East African safari lodges
- Nairobi-based hotels seeking group & conference business from Nairobi travel agents and DMC's
- Tourism boards promoting outbound travel from Kenya to their destinations
- Southern African inbound DMC's promoting outbound travel from Kenya to their destinations
- Regional & international airlines
- Other tourism suppliers

Who will attend the TravelExpos?

- Kenyan corporate and leisure travel agents
- Outbound tour operators
- East African regional tour operators
- Conference organisers
- Corporate travel planners from major corporate accounts
- Government departments, NGO's and UN agencies (Nairobi is the Africa HQ for the UNO).

Expected attendance:

Due to the high number of attendees at our Nairobi TravelExpos we will be holding **TWO full-day sessions** in Nairobi

Total expected attendance 300 - 400 (175 - 200 per day)

Spotlight TravelExpo Nairobi is supported by



Programme

Wednesday, 03 March 2027

- **07h30:** Exhibitors to set-up tables
- **08h30:** Trade registration
- **09h00 - 12h00:** TravelExpo session
- **12h00:** Prize draw
- **12h30 - 13h30:** Finger lunch for attendees and exhibitors
- **13h30 - 16h30:** TravelExpo session
- **16h30:** End of TravelExpo session



Thursday, 04 March 2027

- **08h30:** Trade registration
- **09h00 - 12h00:** TravelExpo session
- **12h00:** Prize draw
- **12h30 - 13h30:** Finger lunch for attendees and exhibitors
- **13h30 - 16h30:** TravelExpo session
- **16h30:** End of TravelExpo session



[Click here for a gallery of Spotlight in action](#)

How will TravelExpo attendance be promoted?

- The Spotlight TravelExpo will be **extensively advertised to the travel trade** in Kenya by e-mail broadcasts.
- We will 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.
- We have appointed **a well-known Nairobi-based events company to distribute the invitations, handle the registrations and to chase up the replies.**
- Both the **Kenya Association of Travel Agents (KATA)** and **KATO (Kenya Association of Tour Operators)** support **Spotlight and send out invites** to their members.

TravelExpo format

The TravelExpo will be a **FREE-FLOW table-top format** with approximately 40 tables.

Accommodation

Mövenpick Hotel & Residences Nairobi (the TravelExpo venue) is offering exhibitors a special rate of:

- **Superior Room B&B:**
 - Single USD170
 - Double: USD200
- **Deluxe Room B&B:**
 - Single: USD210
 - Double: USD240

Rates include buffet breakfast, wifi and taxes.

Reservations: Hazel.ALUSIOLA@accor.com please CC Hotel.Nairobi@movenpick.com

Airport Transfers: USD60 (one way)

Other hotel options: In Nairobi there are three- and four-star hotels with rates ranging from USD120 - USD150 (but please note that it takes a very long time in the rush-hour traffic to reach the hotel venue!)

VISAS

South Africans do not need ETA Visas for Kenya. Most other nationalities require eVisas for Kenya. Yellow fever inoculation certificates are sometimes required.

TravelExpo cost (excluding VAT for South African companies)

- USD2,020/ZAR37,000 (**10% discount if you book for Arusha & Nairobi TravelExpos - see booking form**)

Cost includes:

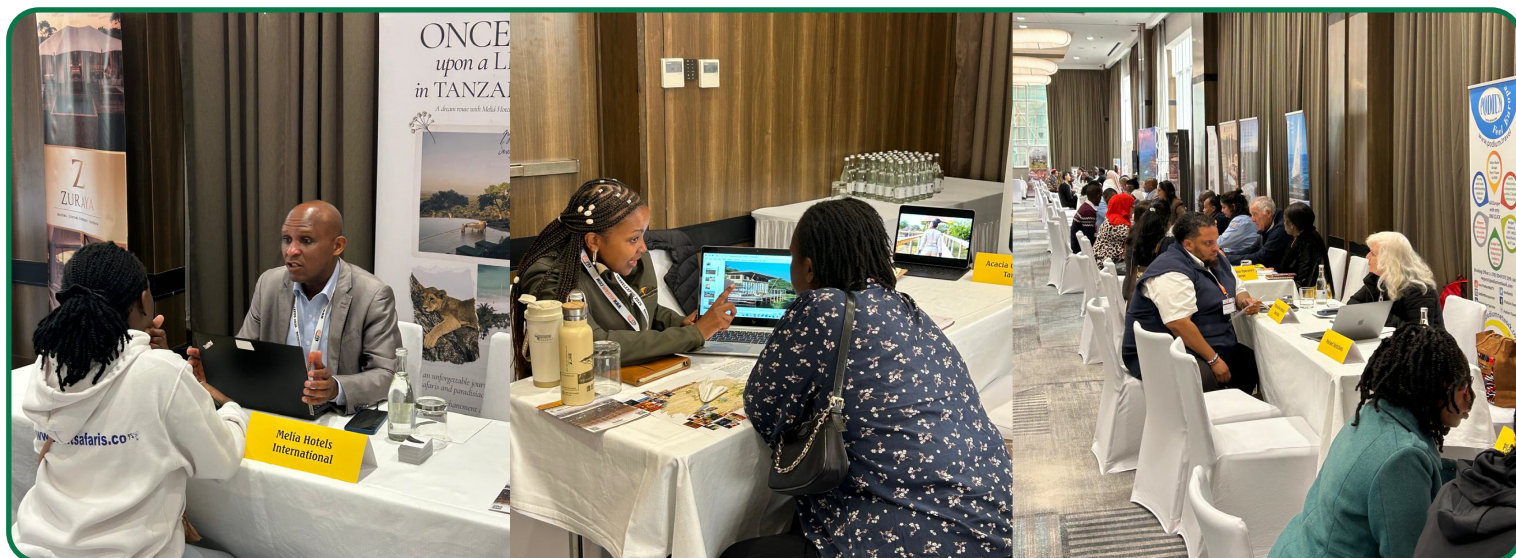
- All TravelExpo expenses & promotional costs
- Two morning coffee breaks, and two finger lunches
- 50-word description and logo in official catalogue distributed to all attendees
- Full contact address list of all attendees will be sent to exhibitors after the TravelExpo
- A maximum of two staff per table. An additional cost of USD50/ZAR900 per person will be charged for additional staff to cover catering costs.

Costs exclude:

- Air travel to Nairobi
- Hotel accommodation
- Transfers
- Meals other than specified

Sponsorships & advertising opportunities

- See booking form for additional sponsorship and advertising options



Booking Form

Spotlight TravelExpo: Nairobi & Arusha 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 Nairobi & Arusha (two representatives per table):**
Table cost: USD2,700/ZAR48,450 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 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 add _____ additional representatives at a cost of USD50/ZAR900 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: _____