



Roadshow 2024

Berlin | Copenhagen | Oslo | Stockholm

April 29 - May 3, 2024











www.kilifair-roadshows.co.tz

Exhibitor List & Raffle Guide





Cast Africa Camps



















































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Foreword | KILIFAIR Promotion

Dear valued Exhibitors, Travel Agents & Tour Operators,

It is with great pleasure to welcome you to the "My Tanzania" Roadshow - Northern Europe.

During this April/May 2024, our Roadshow delegation of 30 exhibiting companies will meet approximately 120-150 travel agents in Berlin (Germany), Copenhagen (Denmark), Oslo (Norway) and Stockholm (Sweden).



Germany and Scandinavia countries are "top source" markets for Tanzania with a great potential to bring "high income" tourists to Tanzania Mainland & Zanzibar.

The Tanzanian embassies and its ambassadors in Berlin/Germany and Stockholm/Sweden are doing great and successful efforts marketing Tanzania in their respective areas.

Tanzania Mainland and its islands of Zanzibar are booming destinations for European travelers. With daily flights from most main European metropoles, Tanzania can be reached in just 8 to 9 hours flight time and with only 1 hour of time difference. All visited towns of our current Roadshow are destinations of our partner "Ethiopian Airlines".

The 30 Roadshow attending companies including the government organizations (TTB, TANAPA and NCAA) are all trusted, reliable and the most experienced partners to work with. Take your time to meet them and make the most out of it.

A special Thank You goes to the governments of Tanzania Mainland & Zanzibar, for supporting us in all Roadshow activities throughout.

TANZANIA is certainly "unforgettable" and world-famous for its landscapes (mountains, beaches and wildlife) and its diverse cultures.

Welcome to TANZANIA!

Tom Kunkler Managing Director

Dominic Shoo Managing Director







Discover Zanzibar beyond Beaches!

Become a part of the 3rd Z-Summit Zanzibar, where industry stakeholders connect with domestic, East African, and global travel agents & investors. Engage yourself in the exhibition, interactive Workshops, educational Seminars, Fam Trips, Site Inspections and exciting after-parties.

150+ EXHIBITORS TO MEET

- Hotels / Lodges/ Resorts
- Tour Operators / Tour Companies
- Excursion Companies / Watersports
- Airlines / Banks / Hospitality / Suppliers
- Tourism Authorities & Associations



ZANZIBAR



Organized by:



proudly sponsored / supported by:



www.z-summit.com | info@z-summit.com | +255 (0)754 200 580

Foreword | Tanzania Tourist Board

Dear Exhibitors and Tourism Stakeholders,

We are thrilled to welcome you to the "My Tanzania" Roadshow 2024 - Northern Europe, where we aim to showcase the wonders of our beautiful country, Tanzania, to this magnificent part of the world.

We invite you to join us on this journey as we explore the diverse and unique features that make our country a true gem. As a vital sector of our economy, tourism plays a significant role in the development of our nation, and we recognize its immense potential to create jobs, foster cultural exchange, and promote economic growth.



Through this roadshow, we hope to highlight the many attractions that our country has to offer, from our stunning landscapes to our rich history and vibrant culture. Our people are warm and hospitable, and we want you to immerse yourself in the unique experiences that only Tanzania can offer.

We believe that this roadshow will serve as a catalyst for promoting tourism and opening up new opportunities for growth and development in Tanzania. Our goal is that you will leave with a newfound appreciation for our country and a desire to share your experiences with others.

So let us begin this journey of discovery and exploration. Together, let us celebrate the beauty of our country, support you create unforgettable experiences, and build a brighter future for all.

Thank you, and enjoy the show!

Mr. Ephraim B. Mafuru Director General - Tanzania Tourism Board (TTB)

My Tanzania Roadshow 2024 7



Africa Amini Life

Built and run by the Maasai people, the Original Maasai Lodge offers nature, culture and relaxation with views of Mount Kilimanjaro. Get to know the Maasai through stories around the campfire, spear throwing or traditional dances. Relaxation is provided by the pool, massage rooms, presidential suite's, sauna and rest areas.

With a total of 20 bungalows, we guarantee exclusivity, individuality and authenticity. As charitable tourism project our returns go back to the community through our foundation Africa Amini Alama www.africaaminilalama.com.







African Scenic Safaris

Experience the magic of Tanzania with African Scenic Safaris, local DMC/Tour Operator. For over a decade, we have been delighting travelers with unforgettable journeys through our passion for sustainability and local immersion. As a proud recipient of the Travelife Certification, we go beyond the checklists to make our actions count.

By collaborating with stakeholders and building trust, we achieve greater impact and contribute to a more sustainable future. Partnering with us means embracing responsible travel, supporting local communities, and creating lasting memories. Discover the wonders of Tanzania with African Scenic Safaris and let us show you why choosing a sustainable local operator is the key to an exceptional travel experience.

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Afromaxx

Afromaxx was founded in 2004 in Tanzania. From the beginning, owner Madeleine Schröder built a company at the foot of Mount Kilimanjaro that specializes in individually tailored trips.

Afromaxx guests benefit not only from the experience in mountaineering, on safari or at the Indian Ocean, but also from the passion for environmental protection, long-term tourism concepts and efficiency work. The meanwhile almost twenty well-trained and extremely dedicated employees are a guarantee for extraordinary vacation experiences.





Best Northern Tours and Safari

Experience Tanzania's Captivating Splendor. Finding Joy in the Beauty of Nature.

From breathtaking wildlife encounters and scenic landscapes to unique cultural experiences and thrilling mountain treks, we curate personalized adventures that connect you with the heart of Africa.

Venture into the heart of Tanzania's untouched beauty with Best Northern Tours and Safari. Immerse yourself in the enchanting allure of the wilderness, feel the rhythm of an ancient land, and create memories that will be etched into your soul forever.

Experience the allure of Tanzania with the Best Northern Tours and Safari.

📕 Faith Frank Mmbando

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www.bestnorthernsafari.com



Carnivores Safaris Ltd

Carnivore Safaris was founded with passion and decades of safari experience to provide what no other tour operator could: unrivaled flexibility and enthusiasm. Our team will always go above and beyond to ensure that your trip is one to remember.

You will receive immediate customer service, high-end equipment, remarkable vehicles, and incredible surprises, such as our unique and signature hot lunches in the wild, from the moment you contact us until it is time to say goodbye (instead of lunch boxes). However, that isn't the most important aspect of our service...





Chole Mjini Treehouse Lodge

Chole Mjini Treehouse Lodge, nestled on Chole Island in the Mafia Archipelago of Tanzania, offers a unique and eco-friendly retreat. Surrounded by lush tropical vegetation, this extraordinary lodge consists of whimsical treehouses elevated amidst ancient baobab trees. Handcrafted from sustainable materials, each treehouse boasts rustic charm and panoramic views of the Indian Ocean.

The lodge prioritizes environmental conservation and community engagement, blending luxury with a commitment to nature. Guests can immerse themselves in the serene ambiance, indulge in locally inspired cuisine, and partake in various marine and cultural activities. Chole Mjini Treehouse Lodge provides an enchanting escape harmonizing with the natural wonders of its surroundings.

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East Africa Camps

Only loving Africa as we do. Only knowing Africa as we do, every bit, every secret ... Only offering what we would like to find on our luxury journey. Only like that we can offer the best choice for a luxury safari in Africa.

Olengoti Eco Safari, located just at the entrance of the Maasai Mara Conservation Area. Lukuba Island Lodge is the only one and most exclusive accommodation within the Lake Victoria. Pumzika Luxury, located in Central Serengeti, Seronera area. Pakulala Camp is the only tented camp in the world situated above the Ngorongoro crater.





Ethiopian Airlines

Discover the allure of Ethiopian Airlines, Africa's aviation leader for over 77 remarkable years and proudly named "Best African Airline" by SKYTRAX for six consecutive years. We operate a young, modern fleet and connect Scandinavia with the African continent by a modern Dreamliner, operating four times weekly from Copenhagen (CPH) and daily from Stockholm (ARN) and Oslo (OSL).

Immerse yourself in the warmth of Ethiopian Hospitality and experience our excellent onboard service. Whether you seek the luxury of Business Class or the comfort of Economy Class, our airline transforms your journey into an unforgettable adventure. We are not just any airline flying to Africa – we are Africa!

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Face of Africa Adventures Ltd

Face of Africa Adventures offers excursions throughout East Africa's most popular travel destinations including Tanzania, Kenya, Uganda and Rwanda. We are committed to protecting and preserving local wildlife and are proud to provide every quest an unforgettable African adventure.

The East Africa region is blessed with an incredible variety of wild animals, birds, scenery, beaches and culture - making it the ideal destination for an African Safari.

Our Safari offerings are highly customized with unique itineraries to meet your every need. We cater to both large and small Safari groups.





Foxes Safari Camps

Celebrating 40 years of Southern and Western Tanzanian Safaris - still family owned, still family run. The Fox family have grown up embarking on adventures, exploring the wilderness, and supporting Southern Tanzania - the place we call home. We specialize in tailor-made, personalized safaris showcasing the best of Tanzania.

Explore Tanzania's unique Southern National Parks, from the tree-climbing lions of Katavi to the huge herds of elephants in Ruaha. Catch a glimpse of Mikumi's nocturnal species or take a safari cruise down Tanzania's largest river in Nyerere National Park. A safari isn't complete without time to relax on the Swahili Coast, cocktail in hand, alongside the turquoise Indian Ocean.

■ Jane Fox
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♀ www.foxessafaricamps.com



Gosheni Safaris Africa

Gosheni Safaris is a safari operator based in Tanzania, established in 2009 by Peter Robert. Over the years, we have provided countless remarkable experiences of authentic Africa. We have changed thousands of lives by introducing tourists to the continent that brought them happiness, learnings and priceless memories.

We ought to continue to improve our craft, as customer satisfaction and wellness of our employees are our top priorities. Years of operation honed our expertise in providing tours to different parts of Africa especially in Tanzania. With our passion and our sincere desire to offer highly-satisfying tours, we remained competitive in the industry for many years





Kijongo Bay

Kijongo Bay is on the northern Tanzanian mainland coast, positioned between Pangani Town and Saadani National Park. This eco-friendly and luxurious property offers a range of activities for visitors to enjoy, such as game drives, snorkelling, kayaking, mangrove walks, or simply lazing at the beach all within a stunning natural environment.

Kijongo Bay's unique combination of luxury and environmental responsibility makes it a standout destination.

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Kilemakyaro Mountain Lodge

Kilemakyaro Mountain Lodge is situated at the slopes of Mount Kilimanjaro. At an altitude of 1134m above sea level, it is the perfect base for mountain trekkers and safari makers. Kilemakyaro, now Kilimanjaro, is derived from a chagga word meaning "impossible Journey".

The lodge is an ideal sanctuary for mountain trekkers and safari makers to Serengeti, Lake manyara, Tarangire, Ngorongoro as well as lake Natron and Oldonyo lengai. Whether you stay with us in between safari or mountain climbing our team of friendly staff will be there to welcome you to your private haven.









www.tanzaniatourism.go.tz







KILIFAIR Promotion Co. Ltd.

KILIFAIR Promotion Company is a well-known event organizer & Tourism consulting group in Tanzania. We are specialized in Tourism events, but also in organizing social & music events all over the country. The flagship event is KARIBU-KILIFAIR, East Africa's largest and most important Tourism expo with over 450+ exhibitors, 500+ buyers from 45+ different countries and 7,000 trade visitors. The next KKF takes place from June 7-9, 2024 in Arusha - Tanzania.

The company activities include Tourism & B2B events, Tourism & branding consulting for companies & governments, as well as rental of event equipment (tents, stage, sound, light, tables, chairs, etc.) for events up to 7,000 persons. More info under www.kilifair.com.

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KARIBU-KILIFAIR 2024

EAST AFRICA'S LARGEST TOURISM FAIR





Kojuu Safaris Africa

Guided Tours through Kojuu Safaris are immersive excursions with authentic experiences that highlight the local culture. Enjoy the world's iconic attractions with VIP passes, hotels, and transportation taken care of. Whether you're traveling solo, with adults-only or with family, Kojuu Safaris will match you up with a professional guide who'll personalize your vacation with a range of fascinating and unique experiences that really bring each destination to life.

Game for a safari in Africa but thought it was too out of reach? Reach again. Kojuu stretches your budget farther than a giraffe can stretch its neck to introduce you to the wild creatures and ancient cultures of Africa. Get ready to race along zebras, rhinos and buffalo, not to mention lions, leopards and cheetahs. This is how the cool cats see Africa. Kojuu turns your African dreams into reality

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Miracle Experience Balloon Safaris

Miracle Experience is an innovative game-changer in the Tanzanian tourism industry. With base camps in prime areas of Serengeti National Park (Seronera, Kogatende, Ndutu, and Kirawira), Tarangire National Park as well as Singita Grumeti, we have shared a sunrise with over 42,000 guests in 11 balloons - and it still feels incredible.

We take pride in our safety record and genuinely care about the experiences of our visitors. We pride ourselves on good swift responses and assistance to tour operators and agents to enable you to provide the best information & service to your clients.

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Moivaro Lodges & Tented Camps

Moivaro Lodges and Tented Camps has 15 properties on the mainland of Tanzania and on Zanzibar. All Moivaro properties are renowned for their strategic locations at or nearby places of interest for tourists in Africa, mostly set in a natural environment. For example nearby national parks, beaches or so called 'transit cities'. The properties can be divided in three categories: urban and suburban lodges, Bush lodges and tented camps, and beach resorts.

The accommodations differ in size, type, luxury-range and atmosphere, but they are the same in the sense that they always try to provide a 'local African experience'. The aim is to emphasise the local culture, habits and surroundings by the setting, construction and operation of the lodges. As much as possible local products are used for constructing, cooking and decoration, and local staff is employed. All Moivaro properties include a restaurant and bar service, and offer a varied range of activities that can be booked in advance, or at the lodge itself.

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- www.moivaro.com

Giis de Raadt



Miracle Excursions Zanzibar

Discover the most spectacular, colorful & untouched marine life of the Zanzibar archipelago in our brand-new semi-submarines. Enjoy a "splashfree" underwater experience, 6 feet/1.80 m below the water surface. Discover the Indian Ocean coral reefs & its vibrant world of fish.

- Premium family fun for all ages
- VIP / Honeymoon / Private / Groups / Incentives
- Day & Sunset Tours / 90-180 minutes
- Airconditioned 8-seat cabin with 360° Panorama view
- Life Tour Guide & Video education screen
- Latest Equipment & Technology
- Divers on board / Fish feeding / Memory photos

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Ngorongoro Conservation Area Authority (NCAA)

Ngorongoro Crater is a unique place to travel and enjoy, is the only protected area with the multiple land use where both wildlife conservation and limited human activities are allowed. One of the most visited and extraordinarily impressive attractions in Tanzania is Ngorongoro Conservation Area.It is listed as an International Biosphere Reserve and inscribed as a UNESCO World Heritage Site boasting a remarkable blend of wildlife, forests, archaeology, pre-history, tourism, education, geography, research and people.

The Tanzania's government established an independent body – The Ngorongoro Conservation Area Authority (NCAA) to administer the area. NCAA's purpose is to protect and integrate the diverse values and interests within the area.





Nyange Adventures

Nyange Adventures is one of the most experienced, professional, and reliable tour companies in the Kilimanjaro Region - Tanzania. Our company is locally owned with over ten years of industry experience and an established reputation for providing travellers with unforgettable memories. Specializing in Mount Kilimanjaro climbs, wildlife safaris, cultural day trips, and Zanzibar holidays, we are very competitively priced whilst not compromising on delivering a first-class service.

As a company, our primary focus is on organizing tours with an ethical and eco-friendly approach. All our tours benefit the indigenous people and local communities through fair wages and charitable outreach programs.

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Nyikani Camps & Lodges

Be our guest in Tanzania's stunning wilderness. Savor your home away from home experience in our nicely appointed tented camps with all the creature comforts.

Our gracious service will soothe as you escape into a nature-inspired blissful state. Our delicious food with well-appointed spirits will nourish your physical being.

Breathe deeply. Inhale the clean, fresh air. Absorb the spectacular beauty that surrounds you. Listen for the sounds of nature. Revel in the solitude of all that surrounds you. Smile with your entire body as you anticipate the thrills of a Tanzanian safari.

Welcome to our home in the wilderness

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Precision Air

Precision Air is a public listed Tanzanian airline and a leader in providing scheduled flight services to over 10 destinations within and outside Tanzania from its main hub Dar es Salaam. The company operates on the principle that quick, comfortable, and reliable service is the best way to serve its customers. Through its customer-focused approach, many have become part of the Precision Air family.

Our Mission:

To provide superior airline services that are customer focused, reliable, safe and competitive."

Our Vision:

To be the airline of choice and catalyst for change.

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Quest Horizon Safaris

Quest Horizon Safaris is a Medium Sized tour operator (Local DMC) which is fully registered and licensed to operate in Tanzania.

The Company is committed to offer truly tailor-made, life -enriching Safaris, tours, Adventures, Photographic, Educational tours, Tailor made tours, Mountain climbing and hiking as well as beach holidays.

We would like to build long term successful relationships with Clients, strategic partners as our main vision is to become the premier provider of tours and Safari services for local and international tourists and all visitors in Africa through personalized services on FITs & Groups.





Safari Gateway

Is a Safari company based in Zanzibar.

We offer a wide range and affordable inland and coastal packages tailor-made to suit our customer's schedules, interests and Budgets. We specialized in Daily Safari out of Zanzibar most in \star Day Trip to Mikumi, Selous (Nyerere) and Mafia Island \star . We cover particular attraction sites from the vast natural and beautiful sceneries in Tanzania National parks for a unique African adventureand the beauty of Zanzibar.

Browse through all our packages and find the right one for you or speak to our friendly team about tailoring a package just for you. Our experience will ensure your trip runs smoothly and ensure you leave with long-lasting African memories.

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Satguru Tanzania DMC

Satguru DMC is a part of Satguru Travel Group which is one of the pioneers in travel and tourism. Satguru Travel Group started as a travel firm in 1989 in Rwanda. Today we have offices in 80+ countries and have Satguru DMC present in 20+ locations across the globe. Our brand Satguru DMC focuses on customized vacations, may it be your Beach Holidays, Honeymoon, or Wildlife Safari; we are there to provide you with the best deals to make your holiday a grandiose event. With focus on B2B Business,

Our vision is to "Make Every Travel A Memory To Cherish"

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Silsah Adventures Limited

We are an Eco friendly safari company committed in providing you an all inclusive hassle free safari in Kenya. We believe our clients deserve to have their needs taken into consideration to ensure they get an adventure that is memorable and trouble free.

This is why we have fun filled pocket friendly holiday packages which work well in providing good services to our customers, we are obsessively passionate about travel and are excited to help you get there.

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Tanzania National Parks (TANAPA)

Tanzania National Parks (TANAPA) is a government parastatal organization in Tanzania responsible for managing and overseeing the utilization of areas designated as National Parks. The primary focus of the organization is on sustainable conservation and promoting nature-based tourism.

TANAPA oversees a total of 21 national parks, each offering distinctive visitor experiences and opportunities to observe remarkable wildlife, engage in photography, and birdwatching hiking and balloon safaris. Tanzania's national parks provide unforgettable adventure experiences.





Tanzania Tourist Board (TTB)

TTB is an institution established by the Tanzania Tourism Board Act Chapter No. 364 R.E 2002 to promote and develop all aspects of the tourism industry in Tanzania.

Tanzania is one of the most beautiful countries in the world, inhabited by friendly and warmhearted people, it offers the experienced travelers the unforgettable beauty of nature wildlife and beached away from the crowds back to the essence, the spirit of Africa, simple and inspiring. Tanzania Unforgettable! (www.tanzaniatourism.go.tz).

"Swahili International Tourism Expo" (S!TE) scheduled in October every year to promote Tanzania's tourism to international markets and also facilitate linking the regional companies with travel agents from other parts of the world. (site.tanzaniatourism.go.tz).

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Unforgettable Tanzania

Tanzania is considered the "cradle of humanity," and still offers today's travelers an authentic Africa. The Serengeti, Africa's largest nature reserve, or the Ngorongoro Crater, often called the "eighth wonder of the world," are testament to timeless fascination. With 16 + 6 new national parks and just as many nature reserves, Tanzania offers a once-in-a-lifetime safari experience with the single greatest population of large mammals in all of Africa. The white summit of Kilimanjaro makes Tanzania the country with the highest mountain in Africa, and with a part of Lake Victoria, it also has access to the second largest fresh water lake on earth.

The picturesque Usambara Mountains or the Oldoinyo Lengai volcano to name just two, are natural wonders beyond compare. Tanzania is also a true mosaic of ethnic and historical richness, with unforgettable Cultural adventures. For Sun worshippers the coastal region around Tanga and Dar es Salaam, or the Arabic-influenced Spice Islands Zanzibar and Pemba are ideal recommendations. For more info check www.tanzaniaparks.go.tz.

Unforgettable Safaris

Tanzania is simply Africa's No. 1 Safari destination. No other country in Africa has named more than 1/3 of its total area (over 300,000 km²) as nature reserves. There are 22 national parks, one nature preserve Ngorongoro Conservation Area, few wildlife reserves (e.g. Selous Wildlife Reserve) and the world-famous Serengeti National Park, known for its annual migration of over 1.5 million white-bearded (or brindled) wildebeest and 250,000 zebras and for its numerous Nile crocodile and honey badger.

All national parks are administered and monitored by TANAPA (Tanzania National Park Authority) with highest priority on conservation of wildlife and the continuing improvement to park infrastructure. Tanzania's national parks are not fenced, allowing free movement of wildlife and native people at any time. For more info check www.tanzaniatourism.go.tz.



Unforgettable Mountain Trekking

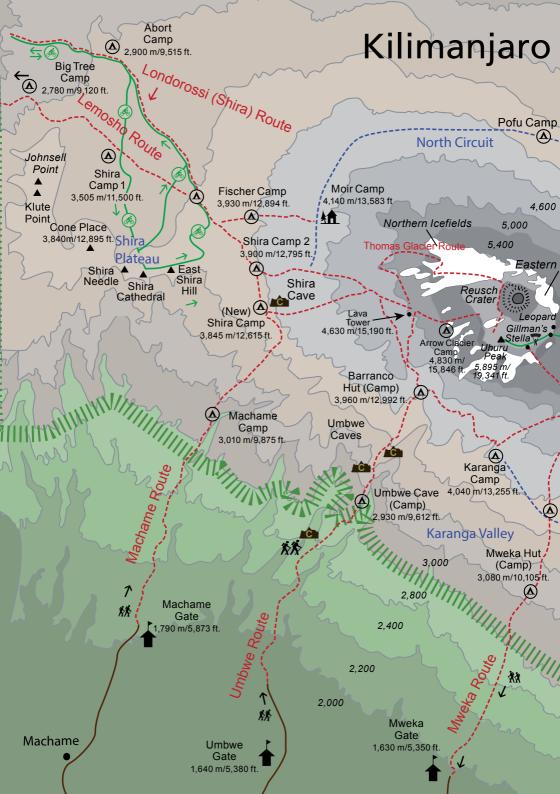
Tanzania offers the highest mountain in Africa - Mt. Kilimanjaro (5,895 m). It's also the tallest freestanding mountain in the world. The second highest Mountain of the country is Mt. Meru, in the heart of Arusha National Park, and with 4,566 meter even the 5th highest peak on the African continent. Many more Trekking options & regions such as in the Ngorongoro Highlands, are under development right now to meet the big demand of active tourism.

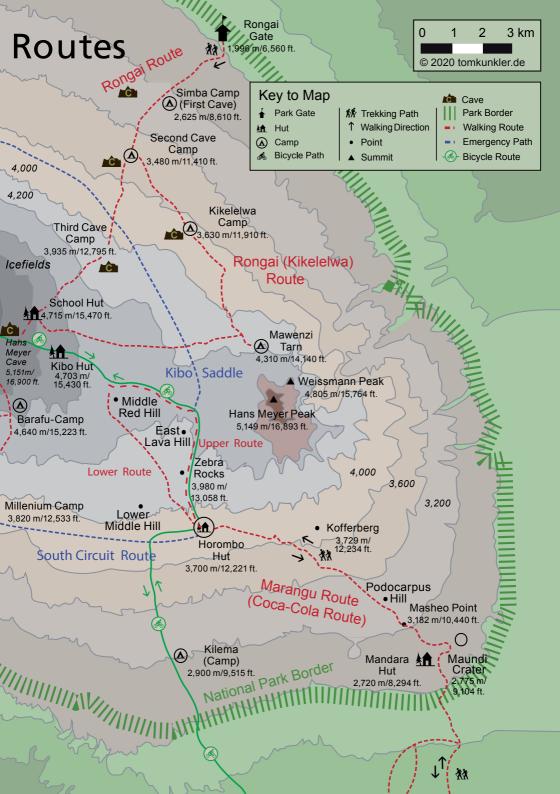
Unforgettable Cultural Tourism

Tanzania is a true mosaic of ethnic and historical richness with more than 120 different tribes and languages. Through the mix of centuries-old cultures and colonial occupation there are African, Arabic, Indian, and European influences in every corner of the country. The northern part of Tanzania is home to the "ancient Maasai" people, whose legendary traditions are reaffirmed when meeting them in person. The southern part of the well-known Ngorongoro Nature Preserve is home of the small statured "Hazabe" tribe -also known as "Bushmen". Tanzania provides certainly an "unforgettable" Cultural experience. For more info please check - www.tanzaniaculturaltourism.com

Unforgettable Beach Holidays

Zanzibar is one of the most well-known "paradise islands" in the Indian Ocean. It's a small island group that lies about 36 km off the coast of Tanzania. It consists of the main island Zanzibar, called Unguja Island, the island of Pemba in the north, and many smaller atolls. Unguja, the main Zanzibar island, is a real jewel in the Indian Ocean, whose palm tree-lined sandy beaches, timeless fishing villages, spice plantations, and colorful markets contribute to the extreme fast growing tourism over the last trade. Zanzibar in contrast to the Tanzanian mainland, is very strongly influenced by Arab culture, due to the history. Many newly established international standard hotels & direct flights from all over the world make Zanzibar a most "unforgettable" beach destination in Africa.





KARIBU-KILIFAIR 2024

EAST AFRICA'S LARGEST TOURISM FAIR



www.karibu-kilifair.com