

United Tourism Fairs of Tanzania

where business meets wildlife
KARIBU FAIR
TRAVEL & TOURISM TANZANIA

KILIFAIR
KILIMANJARO INTERNATIONAL TOURISM FAIR 2020



General information **BUYERS**

KARIBU-KILIFAIR is the united tourism trade fair of **KARIBU FAIR & KILIFAIR**, organized as an International Tourism and Tourism-Industry Fair in Tanzania. Under this year's motto "Where business meets wildlife" the fair is held in Arusha and is representing and promoting the Kilimanjaro & Arusha regions, Tanzania National Parks and attractions, as well as other East African countries to the rest of the world. Exhibitors are expected to come from Tanzania Mainland, Zanzibar, Uganda, Rwanda, Kenya, Ethiopia, Zimbabwe, Malawi, Europe, etc.

The fair has the character of a large B2B networking event for the East African tourism industry, in combination with a community fair and 3 days entertainment to attract international travel agents, as well as local families & expats.

Venue: Friedkin Recreation Center TGT, Arusha, Tanzania
35,000 m² exhibition fairground

Date: **Friday, September 4th**
Visitors: 10 am to 6 pm / Exhibitors: 9 am to 6:30 pm

Saturday, September 5th
Visitors: 10 am to 6 pm / Exhibitors: 9 am to 6:30 pm
PLEASE NOTE the speed networking from 9:00am to 10:30am

Sunday, September 6th
Visitors: 10 am to 5 pm / Exhibitors: 9 am to 7:30 pm

Entry fee:

1-day ticket (adult visitor) /	TSH 8,000
1-day ticket (students, kids 3 years+)	TSH 4,000
3-day pass /	TSH 20,000
1-day family ticket /	TSH 20,000
(2 parents, max. 3 kids)	

International & EA travel agents

With pre-registration	free entry
With on-site registration (business card)	TSH 50,000 / US\$ 25,00

A

► **ACCOMMODATION**

Several Hotels & Lodges in the Arusha area offer special rates for exhibitors and visitors. Please contact the hotels yourself and secure your booking early enough in advance. **Please mention your given buyer code or exhibitor stand number, in order to achieve the best rates!**

Free KARIBU-KILIFAIR shuttle busses will pass at the listed partner hotels in the morning & evening hours. Timetables to be published shortly before fair dates on hotel receptions.

ARUSHA SERENA HOTEL RESORT & SPA

Special rate:
Single Room incl. breakfast US\$ 112
Double Room incl. breakfast US\$ 145

Contact: Francis Mollel
Phone: +255 786 999035
E-mail: reservations@serena.co.tz
Web: www.serenahotels.com



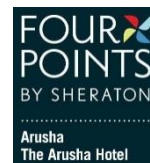
ARUSHA SERENA
HOTEL

2) FOUR POINTS BY SHERATON HOTEL ARUSHA - THE ARUSHA HOTEL

Location: Arusha, City center (12.5 km / 20 min from fairground) - free shuttle transfer from the hotel to fairground

Special rate:
Single Room incl. breakfast US\$ 136.5
Double Room incl. breakfast US\$ 168

Contact: Farida Khatibu
Phone: +255 788 905 988
E-mail: sm@fourpointsthearushahotel.com
Web: www.fourpointsthearushahotel.com



3) FUN RETREAT - ARUSHA

Location: Arusha (15 km / 25 min from fairground via Bypass Road) - free shuttle transfer from the hotel to fairground

Special rate:
Single Room incl. breakfast US\$ 90
Double Room incl. breakfast US\$ 110

Contact: Abuu Omar,
Phone: +255 658 999 999
E-mail: reservations@funretreat.com
Web: www.funretreat.com



4) GRAN MELIA - ARUSHA

Location: Arusha City Center (12.5 km / 20 min from fairground) - free shuttle transfer from the hotel to fairground

Special rate:
Single Room incl. breakfast US\$ 180
Double Room incl. breakfast US\$ 235

Contact: Gran Melia Arusha Reservations Dept.
Phone: +255 746 982 400
E-mail: reservations.gran.melia.arusha@melia.com
Web: www.melia.com



5) KILI VILLA - ARUSHA

Location: Arusha, City center (40 km / 50 minutes from fairground)

Special rate:
Single Room incl. breakfast US\$ 102
Double Room incl. breakfast US\$ 156

Contact: Reservation Department
Phone: 255 784 648 144
E-mail: info@kilivilla.com
Web: www.kilivilla.com



6) MASAI LAND SAFARI LODGE - ARUSHA

Location: Arusha / Sakina (4.5 km / 15 min from fairground) - free shuttle transfer from the hotel to fairground

Special rate:

Single Room incl. breakfast US\$ 75
Double Room incl. Breakfast US\$ 100

Contact: Upendo S. Molla
Phone: +255 769 042 033

E-mail: marketing@masailandsafari.com

Web: www.masailandsafari.com



7) MOIVARO LODGE - ARUSHA

Location: Moivaro Lodge /Arusha Safari Lodge Arusha (20 km /60 min from fairground) - free transfer from the hotel to fairground

Special rate:

Single Room incl. Breakfast: US\$ 80
Double /Twin Room incl. breakfast: US\$ 140

Contact: Renee D'souza
Phone: +255 754 324193/0784 712727

E-mail: renee@moivaro.com

Web: www.moivaro.com



8) MOUNT MERU HOTEL - ARUSHA

Location: Arusha City Center (12.0 km / 20 min from fairground) - free shuttle transfer from the hotel to fairground

Special rate:

Single Room incl. breakfast US\$ 120
Double Room incl. breakfast US\$ 160
Triple Room incl. breakfast US\$ 180

Contact: Purity Munge
Phone: +255 784 715 767

E-mail: pmunge@mountmeruhotel.co.tz

Web: www.mountmeruhotel.co.tz



9) OKASENI LODGE

Location: Arusha (5 km /12 mins from fairground) - free transfer from the hotel to fairground

Special rate:

Single Room incl. breakfast US\$ 35
Double Room incl. breakfast US\$ 50

Contact: Esuvati W Laizer
Phone: +255 782 276 025

E-mail: okaseni@okasenilodge.com

Web: www.okasenilodge.com



10) PANONE HOTELS - SAKINA

Location: Arusha (5.5 km /14 mins from fairground) - free transfer from the hotel to fairground

Special rate:

Single Room incl. breakfast US\$ 40
Double Room incl. breakfast US\$ 75
Triple Room incl. breakfast US\$ 110

Contact: Daniel B. Marete
Phone: +255 677 019 588 / +255 677 019 589

E-mail: daniel@panonehotels.co.tz / info@panonehotels.co.tz

Web: <https://panonehotels.com/sakina-hotel-arusha/>



All listed hotels are official partner hotels and exhibitors of **KARIBU-KILIFAIR 2020**, offering special rates for exhibitor & international travel agents/ buyers. More hotels located in Arusha can be found on online booking pages.

▶ ADVERTISING & MARKETING

The **KARIBU-KILIFAIR 2020** event is world-wide promoted at International Tourism Fairs, various Roadshows, through Social Media Platforms and through our Data base. Print, TV, Radio and POS marketing is done throughout East Africa.

Print Marketing:

Marketing at Tourism Fairs such as WTM London, IMTM Tel Aviv, ITB Germany, MITT Moscow, WTM Cape Town, Magical Kenya, Malawi Fair, Sanganai Zimbabwe and Pearl of Africa – are all done with our own **KARIBU-KILIFAIR** stand promotion.

Online Marketing:

Via Website & frequent Email newsletters to the tourism industry; via well-known mailing list providers in Tanzania & Kenya such as Voyages Afriq Media, TZ in Your Pocket, GO PLACES, via Facebook, Twitter & Instagram.

Audio Promotion:

Via local radio stations, Coca Cola Truck & other PA vehicles announcements in Moshi and Arusha.

▶ AIRLINES & ARRIVALS

Several airlines are in cooperation with **KARIBU-KILIFAIR 2020** and offer special rates when using their services. **Ethiopian Airlines** is the "official international Airline Sponsor" of our event and is offering excellent rates & service for our clients.

Ethiopian Airlines > 20% KILIFAIR discount

(world-wide) and for an amazing **flat fare of 250 Euro** from all European destinations including

Russia is available to Kilimanjaro (JRO). Kilimanjaro (JRO) or Zanzibar (ZNZ). The special

Promotion code/ link for registered exhibitors & international agents/ buyers to book online at www.ethiopianairlines.com

was given to you already by our service desk – or is available at agents@kilifair.com.



Precision Air:

Flights between **Dar and Moshi / ZNZ and Moshi** Special rates are available at

Booking at: contactcentre@precisionairtz.com



▶ APP – The official KILIFAIR App



We are proud to announce our official Smart phone App for **KARIBU-KILIFAIR 2020**. Please download from either Google playstore or Apple app store under key word "Kilifair".



Please note that all exhibitors & agents/buyer need to download the app in order to participate on the "cash back" program for successful appointments.

▶ APPOINTMENT MATCHING PLATFORM

From August 2020 our well-known "appointment matching platform" will be online. You can easily access the platform via www.kilifair.com and create appointments with ALL registered exhibitors, in a fast and simple way. Buyers are able to make appointments with exhibitors as well and meet them at the Business Lounge or at the exhibitors stand.

B

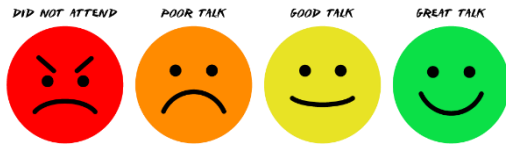
▶ BUSINESS & PRESS LOUNGE

The lounge is located in the center of the fair, under one roof with Buyer Lounge & Seminar area. The Exhibitor & Press lounge is reserved for exhibitors, buyers & press only. A selection of complimentary snacks and water is available.

C

► CASH BACK PROGRAM (FOR BUYERS)

In order to improve the number and quality of appointments between exhibitors & buyers, we have created the "BUYER RATING APP" where all exhibitors are **highly requested** to rate their meeting right after the talk, by pressing simple smiley buttons at their appointment time table.



Our KILIFAIR. Cloud software will automatically count the points of each buyer by a real-time Hit-list. The electronic App-version of buyer rating will be supported by a traditional paper rating system, shown and explained in the official KARIBU-KILIFAIR booklet.

The 30 best rated buyers matching the criteria will receive US\$ 300 each in cash refund. In order to qualify for the international buyer "Cash back program", a buyer has to attend at least 20 pre-scheduled appointments before Sunday, September 6th at 12pm.

► CONTACT & ORGANIZATION

KILIFAIR Promotion Co. Ltd is a Limited company with the directors and sole shareholders Mr. Tom Kunkler and Mr. Dominic Shoo

Phone: +255 (0)754 200 580 / +255 (0)764 627799
Landline: +255 2727 51006 / Fax: +255 2727 51008
E-Mail: info@kilifair.com / sales@kilifair.com
Web: www.kilifair.com

► COCKTAIL EVENT FOR BUYERS / EXHIBITORS

The official KARIBU-KILIFAIR 2020 Cocktail party for exhibitors, registered agents/buyers and VIP guests is held on Friday, September 4th (from 7pm – 9pm) at "Fun Retreat Resort" in Arusha (Moshono).

The event is proudly sponsored by **NMB Bank – Tanzania** and hosted by Fun Retreat Resort. Each registered agent/buyer and 2 representatives of each exhibiting company are entitled to join this special annual event by invitation only (free of charge). Tickets will be distributed by our team to buyers/agents and exhibition stands on Friday, September 5th. Additional tickets can be purchased all day for TSH 25,000 / US\$ 10 at the exhibitor cashier or at information desk.



Sponsor speeches, minutes of fame with raffles, live bands, shows & surprises will make the evening a very special one.



► CLEANING & GARBAGE

The organizer will be constantly cleaning the fairground by our official appointed environmental partner Pristine Trails - www.pristinetrails.com. Each exhibitor is requested to produce a minimum on trash, dispose it in available trashcans and keep their own stand clean at all times. **The disposal of dangerous items (gas cylinders, acids, colors etc.) at the fair area are not allowed.**

► DISPUTES & DISAGREEMENTS

In any case of disagreement, the terms & decision of the organizer KILIFAIR Promotion Co. Ltd is final and has to be followed.

► DISTRIBUTION OF ADVERTISING MATERIAL

With respect to other exhibitors and in order to reduce the amount of potential litter, exhibitors are not permitted to distribute any advertising materials outside their stand boundaries. Any material placed around the exhibition ground will be removed & destroyed by the organizer. Non-registered companies are strictly not allowed to bring nor distribute any promotion material through the entry gate.

E

► EVENTS during KARIBU-KILIFAIR days

Enjoy your evening in Arusha with one of our official supported events:

Thursday, September 3rd

ET International Buyers Welcome & Briefing Cocktail Party

Venue: Four Points by Sheraton Hotel
Time: 7pm to 9pm
Tickets: free entry, present you name / buyer/agent code

Friday, September 4th

Official KARIBU-KILIFAIR 2020 exhibitor/buyer party

Venue: Fun Retreat Resort, Moshono - Arusha
Time: 7pm to 9pm
Tickets: 1 free entry per registered buyer
2 free entries per exhibiting company
Additional tickets TSH 25,000 @ i-stands at fairground

Saturday, September 5th

Speed-Networking at the fairground

Venue: Fairground @ Seminar tent area
Time: 9am to 10:30 pm
Tickets: free entry with your exhibitor/buyer pass

Tanzania Tour Guides Awards & Gala evening

Venue: Kibo Palace Hotel, Arusha
Time: from 7pm to 9pm
Tickets: by invitation only – available at Guide award stand # P4 or by distribution team to your stand

► EXHIBITOR / BUYER PASSES

All passes are pre-printed with your company & staff name. Please make sure to fill in your names & company profile at the **KARIBU-KILIFAR** online platform at your earliest convenience (platform opens August 2020).

Welcome bags & entry passes are available from Thursday, September 3rd at 9am at the exhibitor registration counters/ cashiers.

F

► FIRST AID PROVIDER

First aid and a full-equipped ambulance car from KARIBU-KILIFAIR Health partner "FIRST RESPONDER - KNIGHT SUPPORT" is available at the fairground, next to HAL & entrance. Nevertheless, all exhibitors are required to handle presentations & display in the safest way to protect other exhibitors & visitors from any accident. More info under www.knightsupport.com



L

► LOCATION:

Friedkin Recreation Center TGT, Arusha – Kisongo / Tanzania, viewing Mt. Meru

M

► MEETING POINT

The official meeting point can be found next to the stage. To meet agents, customers, friends or kids – please agree to meet there.



P

► PARKING

Parking is provided right at the TGT Grounds and in short walking distance to the fairground entrance - **at your own risk**. Please remove all valuables from your car. KILIFAIR Promotion Co. Ltd does not take any responsibility for any theft or damaged cars.

► PAYMENT ONLINE



Payments for all stands are available by our **Platinum Sponsor** "DIRECT PAY ONLINE". Please visit our website www.kilifair.com and click on a DPO payment banner to pay your bills.

► PLASTIC BAGS

From June 1st, 2019 the Tanzanian government has banned plastic bags in the country. In addition to that single-use PU/Plastic bottles are not allowed to be used in National Parks. Please make sure you cooperate with the above regulations to avoid any inconvenience at entry point or during your stay in Tanzania.

► PRESS & MEDIA PARTNERS

If you want to promote your company or product to the Media, please prepare a reasonable number of Media-packages and drop them on the Press & Media desk in the Business lounge – free of charge. A photo booth is available for Social media shots & live interviews.

We are expecting representatives of several Media organizations to attend **KARIBU-KILIFAIR 2020**.

Official Media Partners **KARIBU-KILIFAIR 2020**:

Independent Television Ltd (ITV)

Ms. Joyce W. Luhanga
P.O.Box 4374/Dar es Salaam Tanzania
Phone: +255 754 775 910
E-mail: joyce.luhanga@itv.co.tz
Web: www.itv.co.tz



Meet **ITV – LIVE** in the Media / Exhibitor Lounge – stand # L30 - for live shows & interviews throughout **KARIBU-KILIFAIR** dates.

ITV is offering special TV & Media packages to all **KKF20** exhibitors, starting from TSH 500,000 for video & Social media time at **ITV** platforms. Please contact Zainab Mtambo +255 753895844 / zainab.mtambo@itv.co.tz

Leisure & Travel Guides Ltd.

Mr. Mansoor Jiwani
P.O. Box 38086 00623 / Nairobi, Kenya
Phone: +254 202338685
Email: mansoor@goplacesonline.com /
Web: www.goplacesonline.com



Swahili Coast Magazine

Mr. David
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Email: sales@printpluszanzibar.com
Web: <http://www.swahili.coast>



Leisure & Travel Guides Ltd.

Mr. Sameer Sajan
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Email: sameer@travelguide.co.tz
Web: www.travelguide.co.tz



Voyages Afriq Media Limited.

Mr. Joseph Kojo Bentum – Williams
Accra – Ghana
Phone: +233 230 795 919
Email: kojofabio@gmail.com
Web: www.voyagesafriq.com



► PRIME RESORT AREA & CATERING

KARIBU-KILIFAIR 2020 has dedicated an entire marquee tent with 1000 sqm area to Prime Resorts from East Africa only. Following the demands of many Top notch Resorts, we are happy to introduce it to our business partners.

The restricted catering area for Prime Resorts exhibitors & their clients only, offers a variety of complimentary international snacks & finger food creations "by Axel Janssens". Beverages, drinks and Coffee specialties are available as well.

The catering of our **VIP/Buyer lounge** is proudly sponsored & created by **Axel Janssens Signature catering, a division of Onsea House Tanzania Ltd.**

For catering requests contact:

Axel Janssens

axel@onseahouse.com

Phone: +255 787 112 498



► PROGRAM

A wide range of entertainment, action and activities will be performed throughout the 3 days fair at event stage & at the fairground. Performances include:

► The **KARIBU-KILIFAIR** Official opening by Hon. Minister of Tourism & National Resources Dr. Hamisi Kigwangalla will be performed on Friday, September 4th – morning hours.

► **CAC – Cultural Art Center Makumira** is one of the two main presenters of the 2020 stage entertainment. CAC is presenting dancers, singers, artists, acrobats, etc. To book for your own event www.cac.ac.tz / manager@cac.ac.tz



► **Baobab Beach Resort & Spa** is another main presenters of the 2020 stage entertainment, the Baobab animation team is well-known for the leading entertainments shows on Kenya's South Coast. www.baobab-beach-resort.com/ / marketing@baobab-beach-resort.com



► A variety of 50 Clowns, Artists, Acrobats & Magicians from all over Tanzania will perform live on the **KARIBU-KILIFAIR** show stage

► Cultural dances & performances throughout all days

► The "Exhibitor & VIP Cocktail & networking party" on Friday, September 4th from 7 pm @ Fun Retreat Resort, Sakina - Arusha

► International food court with specialties from all over the world

► Kids playground & activity center

► ZARA Tours - Uhuru Peak - photo shooting

► TANAPA – Nyerere Park Selfie photo shooting

► TAWA – Safari Park Scenery – photo shooting

► Daily raffle draws - with attractive prizes from exhibitors & sponsors

The final program can be seen on our website www.kilifair.com from mid of July and is going to be published in the official **KARIBU-KILIFAIR** trade fair booklet.

S

► SEMINARS & WORKSHOPS

A large variety of daily "tourism orientated" seminars & workshops is available from 10am to 5pm every day. The timetable is available on our website, will be sent to you prior to the fair and can be found in the fair booklet. The seminar area is located between the Business Lounge & the VIP/Buyer lounge, in center of the fair – all under one roof. Seminars can be attended free of charge by any **KARIBU-KILIFAIR 2020** exhibitor, agents or visitors.

New for **KARIBU-KILIFAIR 2020** in Seminar is the Panel Discussion where the audience can have a public exchange of ideas, giving experts and audience members the chance to discuss a particular topic. The discussion will be used to delve into Tourism, issues affecting communities, and academic topics, Responsible Tourism etc.

► **SECURITY:**

Our security partner for entrance, parking and event security will be announced soon. Although we are very keen on security during day & night, please take care of your valuables. Stands should not be left unattended at any time and valuable items always be locked, especially during set up & turn down hours. KARIBU-KILIFAIR is not accepting any liabilities for lost items or injury at the fairground.

If you wish to book your personal security guard to protect your stand during night time, please book with them. Guards are available for TSH 25,600 (VAT inclusive) for existing clients and 52,000 (VAT inclusive) for non-existing clients 12 hours shift.

► **SHUTTLE SERVICE**

Hotel to KARIBU-KILIFAIR Shuttles: A FREE Shuttle service is provided by several partner companies, to pick & drop you from the above listed partner-hotels to **KARIBU-KILIFAIR ground** in the morning and during late afternoon hours. Please check the timetable in your hotel.

The airport shuttle bus & service is proudly sponsored by our transport partner

Airport to Hotel Shuttles:

A FREE Airport shuttle is provided for all international agents/ buyer arriving & departing with ET (Ethiopian Airlines) to **KARIBU-KILIFAIR 2020**. Please send your flight itinerary to agents@kilifair.com in order to book your pickup & departure with our service team. Please note: If we don't receive your information, we can't take care of your transport.



Private & VIP Shuttles (payable):

African Miracle Safaris is ready to accept your private/ VIP shuttle booking from Kilimanjaro airport to Arusha or other destinations at any time. Please contact our partner directly.

African Miracle Safaris

Contact: Tumaini Massawe
Address: Riding lane/ Moshi, Box 8483, Moshi

Phone: +255 715 477 564
Mobile: +255 715 477 564 (WhatsApp).
Email: mail@africanmiraclesafaris.com.
Web: www.africanmiraclesafaris.com

► **SPEED NETWORKING ON SATURDAY**

Exhibitors and agents/ buyers are welcome to meet & match together during the Speed Networking at the "Seminar Area" on **Saturday, September 5th from 9am to 10:30am**. Free access. First come – first served. New business contacts guaranteed!

► **SPONSORS OF 2020 KARIBU-KILIFAIR**

The organization of **KARIBU-KILIFAIR 2020** is only possible due to the giant support of our Sponsors. Please recognize the Platinum and Gold Sponsors of the 2020:

----- **2020 Platinum & Gold Sponsors** -----



V

► **VIP / BUYER LOUNGE**

is located in the center of the fair, under one roof with Business lounge and Seminar area. The VIP / Buyer Lounge is exclusively reserved for international buyers and VIP guests.

Exhibitors & other tourism stakeholders are welcome to meet & greet at the new established "Business Lounge" opposite side of the VIP / Buyer lounge.

► **VIP / EXHIBITOR / BUYER PARTY**

The official **KARIBU-KILIFAIR 2020 Cocktail party for exhibitors, registered agents/buyers and VIP guests** is held on Friday, September 4th (from 7pm – 9pm) at "Fun Retreat Resort" Arusha (Moshono) and is proudly **sponsored by NMB Bank - Tanzania**. Each registered agent/buyer and 2 representatives of each exhibiting company are entitled to join the special event by invitation free of charge. Tickets will be distributed by our team to buyers/agents and exhibition stands on Friday, September 4th. Additional tickets can be purchased for TSH 25,000 / US\$ 10 at the exhibitor cashier or information desk.

W

FREE WIFI is brought to you by our WIFI Sponsor **BLINK**, as brand of Gadgetronix.

GADGETRONIX.net

Mr. Sammy Sandhu

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+255 620 111 222
Email: gm@blink.co.tz
Web: www.blink.co.tz

