

# **FAQ Kilifair “My Tanzania” Roadshow 2021**

in cooperation with



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## **1) Why should I exhibit?**

Due to the fact, that all European fairs including ITB were cancelled last year, our Marketing for German speaking countries needs extra efforts to maintain or boost the business.

German speaking countries Germany / Austria / Switzerland have been, with 88,000 tourists in 2019, the second largest tourist source market for Tanzania & Zanzibar – right after USA and even before UK. Reason enough for the KILIFAIR team to organize a Roadshow for Tanzanian DMC's & Accommodation properties to the main 3 countries, in the heart of Europe.

A maximum of 30 exhibitors (Tour companies, Hotels, Lodges, Airlines) from Tanzania will meet 40-60 selected buyers daily in Frankfurt/Germany, Munich/Germany, Zurich/Switzerland and Vienna/Austria. Get in touch with your future business partners right at base – in their home country and learn more about their customs, travel needs & culture in our 2 “free of charge” workshops.

Unlike any other Roadshows, KILIFAIR “My Tanzania” Roadshow 2021 is 100% invitation based. We carefully choose the buyers from the Kilifair data base, by personal contacts and with the professional sourcing data base of our cooperation partner [KPRN](#) Network, Germany's leading tourism marketing agency. This will guarantee you best agent/buyer quality.

Ethiopian Airlines, Africa's leading international airline, will be our reliable partner to bring the team from Africa to Europe and join us with an own exhibition table throughout the tour.

## **2) Why is “My Tanzania” Roadshow held from October 25<sup>th</sup> to 30<sup>th</sup>, 2021?**

- It's easy to connect our Roadshow with WTM London (01.11. – 03.11.2021)
- It's off season for exhibitor/agents in Tanzania & Germany
- Weather conditions allow easy traveling in Central Europe in the “Golden October autumn”

## **3) What are the costs to exhibit at KILIFAIR “My Tanzania” Roadshow 2021?**

The price for one exhibitor table is 3,990 US\$, if you book & pay before 30.04.2021. Later bookings will be charged with 4,299 US\$. The participation and price are limited to 2 representatives of one (the same) company on each table.

It is also possible to share a table with 2 individual companies, represented by 1 person of each company (max. 2 persons per table) for an additional sharing fee of US\$ 1,500. Please tick on the order form if required.

We also offer a special hotel “Smart package” for 799 US\$ (single room) and 990 US\$ (double room), which includes all 6 nights in our 4\* event hotels on B&B base, excl. of lunch.

#### 4) What does the proposed Roadshow exhibitor price include?

- > 15% Flight discount by Ethiopian Airlines (as group booking discount)
- > Your exhibitor table at 4 Roadshow events
- > 2 customized Marketing seminars/workshops for exhibitors only
- > Transport by private Luxury 5\* bus between all event cities  
(you do not have to organize your traveling from one city to the other)
- > Buffet dinner on each event day, snacks & beverages during all event days
- > Event booklet with all exhibitors profiles & contacts
- > Meet & contacts of 40-60 travel agents/buyers at each event
- > Daily raffle with "minute of fame" options for exhibitors
- > Hotel & leisure activity options, guided city tours on special request

#### 5) What are my own expenses?

- > Your flight from Tanzania to Frankfurt/Germany and back from Vienna/Austria to Tanzania
- > VISA costs
- > Hotel Accommodation (if you don't book the hotel "smart package")
- > Dinner on non-event days / Lunch on all days
- > Costs for leisure activities and city tours

#### 6) What are the actual event dates and business hours?

<b>DAY 1 Frankfurt</b>	<b>(Off day)</b>	Sunday, 24.10.2021 arrival in Frankfurt / City Tour (no event)
<b>DAY 2 Frankfurt</b>	<b>(Event 1)</b>	Monday, 25.10.2021 @ Leonardo Hotel Frankfurt – City South
<b>DAY 3 Zurich</b>	<b>(Event 2)</b>	Tuesday, 26.10.2021 @ Crown Plaza Hotel
<b>DAY 4 Munich</b>	<b>(Off day)</b>	Wednesday, 27.10.2021 @ Off day & Sightseeing (no event)
<b>DAY 5 Munich</b>	<b>(Event 3)</b>	Thursday, 28.10.2021 @ Holiday Inn – München Westpark
<b>DAY 6 Vienna</b>	<b>(Event 4)</b>	Friday, 29.10.2021 @ Eventhotel Pyramide

Each "My Tanzania" Roadshow event starts around 14:30 with exhibitors table set up & briefing. Buyers are welcome from 16:30 onwards and the event ends with a buffet dinner for exhibitors & buyers at around 21:30 on the 4 days of events.

#### 7) Are there any other events or activities planned?

Yes, exhibitors get the chance to participate at 2 "free of charge" workshops.

**Frankfurt:** Monday, 25.10.2021 from 9:00 – 12:00 @ Leonardo Hotel  
"Tourism Marketing for German speaking countries".  
(Speaker: Hanna Kleber, KPRN Network, Germany)

**Munich:** Thursday, 28.10.2021 from 9:00 – 13:00 @ Holiday Inn  
"Do's & Don'ts for successful social Media Marketing in Tourism"  
(Speaker: Rüdiger Frankenberger, Social Media Coach)

In addition to the above "free of charge" workshops, we will offer optional social activities & sightseeing in each town at separate costs.

#### 8) How do I get from Tanzania to Germany for the Roadshow event?

The Kilifair team is working in cooperation with Ethiopian Airlines for best price options and easy traveling to the Roadshow event. If you join the group booking, ET has assured a 15% discount.

**Proposed travel dates are:**

**Saturday, Oct 23<sup>rd</sup> 2021 >**

JRO-ADD (ET 814) 18:10-20:40 / ADD-FRA (ET 706) 23:40-05:30 +1

**Saturday, Oct 30<sup>th</sup> 2021 >**

VIE-ADD (ET 725) 21:45-05:05 +1 / ADD-JRO (ET 815) 10:15-12:50 or Flight to London for WTM

Exhibitors from DAR or ZNZ can join in from their airport to meet the group in Addis Ababa.

**9) Do I need a visa?**

Yes, you need a so called "Schengen Visa". We will provide the German embassy in Dar es Salaam with a complete exhibitor list of our Roadshow to support the VISA process. Please note that it's each Tanzanian exhibitor's own responsibility to apply for a [VISA](#) at the German embassy in Dar es Salaam. Please arrange your online appointment early enough.

If you have any problems, please feel free to contact us: [laura@kilifair.com](mailto:laura@kilifair.com) / +255 (0)755 468950. Furthermore, we will provide an invitation/confirmation letter for easier visa process.

**10) Where can I find the floorplan to choose my table?**

Due to the nature of our Roadshow and different hotel venues, we won't be able to provide a layout plan. Tables will be given away on "first come – first served" base from 14:30 on each event day. Displays with your company name & logo will be available. As all buyers rotate to each table, there is no "poor spot".

**11) Can I access the list of buyers in advance and make appointments with them?**

We don't provide a list of invited & registered buyers for each event a few days before (company name & contact person), but there is no need to make individual appointments with them. Our special rotation system during the event will ensure that every exhibitor meets every buyer. No need to worry about it!

A detailed contact list of all attending buyers of each city will be sent to you right after the event.

**12) What is the meaning of daily raffle & minute of fame?**

At the end of each event day, we will offer 3 prizes donated by exhibitors to the attending agents/buyers. It will give the donators an additional marketing opportunity to talk within a "minute of fame" about their product.

Please note that the raffle will only take place if exhibitors donate prizes. Those can be one or more free overnights at your accommodation, a free specific day-tour, some typical Tanzanian products, etc... Everything is welcome and will contribute to a joyful atmosphere during the event.

**13) What do I have to bring along?**

It's up to the exhibitor what to bring for best marketing action. Please find a check list of ideas below:

Roll-up banner (max. 2 for each table), African style tablecloth, Brochures, Flyers, Business cards, Tablet or Laptop for presentations, VR glasses, Contact book, stapler, pens, etc. If you like to participate to the raffle, please bring vouchers or/and the prizes.

#### **14) What climate to expect?**

October is usually a gently month in central Europe and often called "Golden October" with a bit chill but sunny days. You can expect day temperatures from 10-20°C during this time of the year, with intermezzo of sun & some rain showers. Please bring jackets & a bit warmer clothes.

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