

KARIBU-KILIFAIR 2025

EAST AFRICA'S LARGEST TOURISM FAIR



Official Fair Program Booklet



PROGRAM & ACTIVITIES

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United Tourism Fairs of Tanzania
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Imprint:

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P.O. Box 8545 Moshi | Tanzania

Phone: +255 754 200 580 | Email: info@kilifair.com

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Welcome to KARIBU-KILIFAIR 2025 in Arusha and to TANZANIA “Unforgettable”.

KARIBU-KILIFAIR (KKF) is the flagship tourism expo in East Africa and a joint venture of the two united tourism fairs of Tanzania. We have recently increased our event area to amazing 40,000 sqm at Magereza ground In Arusha, where success is mandatory.

International Expo standards, new innovations and clear structures have always been the pillars of KKF. From this year we have added the “East Africa Pavillion” under the umbrella of EAC and its new campaign “Visit East Africa – Feel the vibe”. Don’t miss it out !

Another highlight of this years Expo is our own “Sustainable Tourism” initiative. Wooden cutlery, Water dispensers, Trash separation & Bottle collection, as “Sustainable opportunities” area, etc. are just the beginning of a “greener event – build for future”:

With more than 500 exhibitors from 12 different countries, more than 800 registered travel agents from 40+ countries, as well as approximately 10,000 travel interested visitors, KARIBU-KILIFAIR is once again the undisputed largest and most important Tourism Expo in the Sub Sahara region.

“Where business meets wildlife” is our always updated motto, which makes the Expo unique in the world and says it all, Tanzania is a great MICE destination where leisure and business both find their “likes”. Tanzania is one of the few countries in the world where MICE can benefit from the attractive wildlife. KARIBU-KILIFAIR is consistently delivering an excellent marketing platform for the Arusha & Kilimanjaro Region, for Tanzania and beyond.

The Tanzanian government under H.E. President Samia Suluhu Hassan has put a high priority on building up the tourism sector and our Minister of National Resources and Tourism, Dkt. Pindi H. Chana, is pushing it throughout the world. New attractions, new National Parks and attractive investor benefits have been created during the last years. The government has well recognized KARIBU-KILIFAIR and other KILIFAIR company events such as the “My Tanzania Roadshows” or the “Z-Summit” in Zanzibar as most important marketing platforms for the country’s tourism growth.

Our special THANK YOU goes to the Ministry of National Resources of Tourism, Tanzania Tourist Board, TANAPA, NCAA, TAWA and TATO, RC Paul Makonda - and all the Arusha authorities who have given us maximum support to make the event happen in best manner.

KARIBU-KILIFAIR 2026 will be held from June 5-7 - again in Arusha.




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Foreword | Minister of Tourism

Dear Esteemed Guests and Participants,

As the Minister of Natural Resources and Tourism, it is with great pleasure that I extend a warm welcome to all attending the distinguished KARIBU-KILIFAIR Tourism Expo. This important event provides a dynamic platform to spotlight the immense and still largely untapped potential of our tourism industry. It offers a chance to showcase our rich and diverse tourism offerings while advancing sustainable growth in both domestic and international tourism markets.



Tanzania stands as a land of extraordinary encounters, uniquely placed to benefit from the evolving landscape of high-value tourism. From our world-famous wildlife and cultural heritage to the pristine shores of both the Tanzanian mainland and the Zanzibar archipelago, our nation continues to captivate travelers across the globe. The tourism sector currently supports more than 1.6 million jobs—both directly and indirectly—and its continued success relies on strong collaboration among a wide range of stakeholders.

The Government remains dedicated to harnessing the economic strength of the tourism industry. Our commitment is reflected in a variety of strategic initiatives, including major infrastructure investments, participation in global trade shows, and flagship campaigns such as Tanzania – The Royal Tour and Amazing Tanzania. These initiatives, championed by Her Excellency Dr. Samia Suluhu Hassan, President of the United Republic of Tanzania, and supported by the private sector, have already yielded remarkable growth in international visitor numbers.

Tourism development is a shared mission, and your presence at this event signifies your vital role in that journey. Our National Tourism Policy of 1999 underscores the importance of inclusive development by engaging the private sector and other stakeholders in the planning, promotion, and investment in tourism-related ventures. I extend sincere appreciation to the organizers of the KARIBU-KILIFAIR Tourism Exhibition for their dedication and contribution to the advancement of this sector.

The Ministry of Natural Resources and Tourism looks forward to continued partnership with all of you. It is my hope that this expo fosters meaningful business connections, opens doors to fruitful collaborations, and enables a valuable exchange of knowledge and experiences among exhibitors. May this event further elevate Tanzania's tourism profile and enhance opportunities for investment across the sector.

Tanzania is truly unforgettable.

Hon. Dkt. Pindi H. Chana (MP)
Minister of Natural Resources and Tourism

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ZANZIBAR, PAJE

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- Completion - June 2026

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RESTAURANTS

BEACHES

INFRASTRUCTURE

Barbeque area	Restaurant	Sauna
Billiards	Multicourt	Children's pool
Vitamin bar	Gym	Playground
Massage room	Parking	Mini Market
Green area	Coworking	

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- Start date - April 2025
- To the airport -50 min
- Completion - April 2027

NEAR ATTRACTIONS

DIVING CENTERS

RESTAURANTS

LOCAL MARKETS

INFRASTRUCTURE

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Dear Esteemed Guests and Participants

It is with heartfelt joy and great enthusiasm that I welcome you all to the vibrant KARIBU-KILIFAIR Tourism Expo, as the Director General of the Tanzania Tourist Board. On behalf of our entire board and the committed professionals who work tirelessly behind the scenes, I am privileged to extend this warm greeting as we gather to celebrate Tanzania's dynamic tourism landscape.



Tanzania, often referred to as the land of "memorable adventures," is richly endowed with breathtaking natural wonders, diverse cultural traditions, and the unmatched warmth of its people. This Expo stands as a vital gathering point for travel experts, tourism stakeholders, and adventure seekers alike, offering a space to connect, collaborate, and uncover the wealth of experiences that our beautiful country provides.

This event is more than a showcase — it is a tribute to the stunning terrain, remarkable biodiversity, and cultural richness that define our nation. From the world-famous wildlife safaris in our iconic national parks to the serene shores of Zanzibar and the towering majesty of Mount Kilimanjaro, Tanzania is a destination like no other.

The KARIBU-KILIFAIR Tourism Expo goes beyond conventional exhibitions. It symbolizes our unwavering dedication to advancing responsible and eco-friendly tourism. We are committed to using tourism as a catalyst for job creation, economic resilience, and the safeguarding of our natural and cultural heritage for future generations. I urge all our guests to take full advantage of this occasion — to engage in dialogue, discover pioneering travel solutions, and build strategic alliances that will support the continued development of our tourism industry.

I extend my sincere appreciation to the organizers, participants, partners, and sponsors whose unwavering support has brought this exceptional event to life. Your contributions are invaluable to elevating Tanzania's status as a premier travel destination. Special thank you goes to our international guests and visitors, whose presence reinforces the importance of global partnerships in promoting sustainable tourism.

May this gathering inspire new ideas, foster meaningful relationships, and enrich our collective journey toward a thriving and sustainable tourism sector in Tanzania.

Mr. Ephraim B. Mafuru

Director General - Tanzania Tourist Board (TTB)



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Welcome to KARIBU-KILIFAIR 2025 – East Africa's Leading Travel and Tourism Exhibition.

It is our great pleasure to welcome you to KARIBU-KILIFAIR 2025, a landmark event that brings together the very best of East Africa's tourism sector. This vibrant fair represents a powerful collaboration between the Karibu Fair, established by the Tanzania Association of Tour Operators (TATO), and Kilifair, a dynamic platform driving tourism innovation and exposure. Together, they form an unmatched showcase of Tanzania's tourism potential.



Rooted in TATO's mission to support and elevate the interests of its members, Karibu Fair continues to offer a crucial avenue for tour operators and service providers to promote their offerings, connect with global markets, and drive industry growth. By merging with Kilifair, this event has evolved into much more than a marketplace—it is now a key meeting point for strategic networking, business development, and the exchange of groundbreaking ideas.

As tourism worldwide adapts to new trends and expectations, regional and international cooperation remains essential. KARIBU-KILIFAIR 2025 embodies this spirit of partnership, bringing together industry players from across the globe to foster innovation, champion sustainable practices, and build lasting connections. Through joint efforts, we can enhance the quality of visitor experiences while addressing the shared challenges facing our sector.

As we look to the future, Tanzania continues to stand out as a destination rich in natural wonders, cultural depth, and warm hospitality. With strong international partnerships—including TATO's affiliation with the UN Tourism — we are proud to maintain Tanzania's global standing as a premier travel destination that supports inclusive and sustainable development.

We sincerely thank all participants, sponsors, partners, and visitors for your presence and support. Your engagement is vital to the continued success and transformation of Tanzania's tourism landscape.

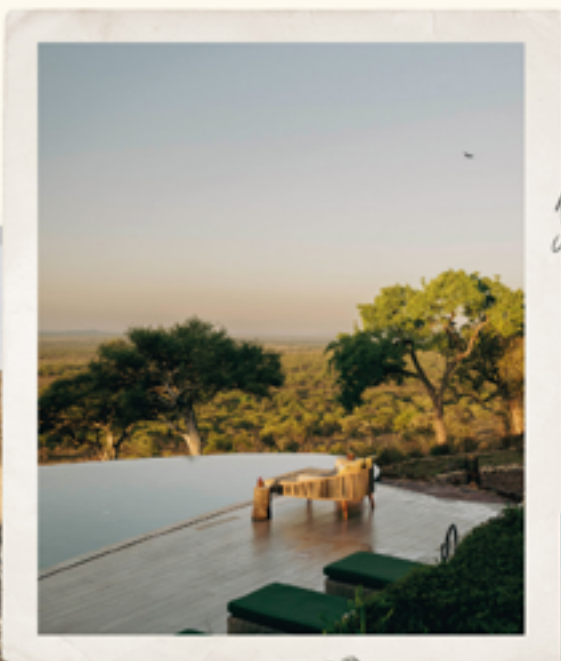
Thank you for your commitment to the future of Tanzania's tourism.
 Karibuni sana! Welcome to KARIBU-KILIFAIR 2025!

Wilbard Chambulo
 Chairman, Tanzania Association of Tour Operators

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Discover the magic of Tanzania, Africa's ultimate safari destination loved by travelers and safari experts alike. Picture-perfect landscapes wait as Tanzania proudly showcases its top three natural wonders: the stunning Serengeti National Park, the towering Mount Kilimanjaro and the captivating Ngorongoro Crater, surpassing famous landmarks like the River Nile and Botswana's Okavango Delta.

With 21 national parks covering more than a third of its land, Tanzania is a haven for wildlife and home to a whopping 20% of Africa's big animals. Get ready for an adventure like no other as you witness the breath-taking sight of herds of wildebeest and zebra roaming freely across the plains, accompanied by majestic lions, leopards and other magnificent creatures.

Explore the authentic African wilderness of Tanzania, where there are no roads or fences to limit your experience. Whether you're scaling the towering Mount Kilimanjaro, diving into the deep blue sea for some underwater exploration, or delving into the rich culture and history of its people through Cultural Tourism Programs, there's something for everyone.

Let's not forget Tanzania's stunning coastline, with its pristine beaches stretching along the Indian Ocean, including gems like the Swahili Coast, Mafia Island and the enchanting Zanzibar and Pemba islands. Getting around Tanzania is a breeze with plenty of flights connecting you to neighbouring countries and within Tanzania itself.

Come and explore Tanzania's seven UNESCO World Heritage sites, including the iconic Kilimanjaro National Park, the historic Stone Town in Zanzibar and more. Your adventure awaits in Tanzania!

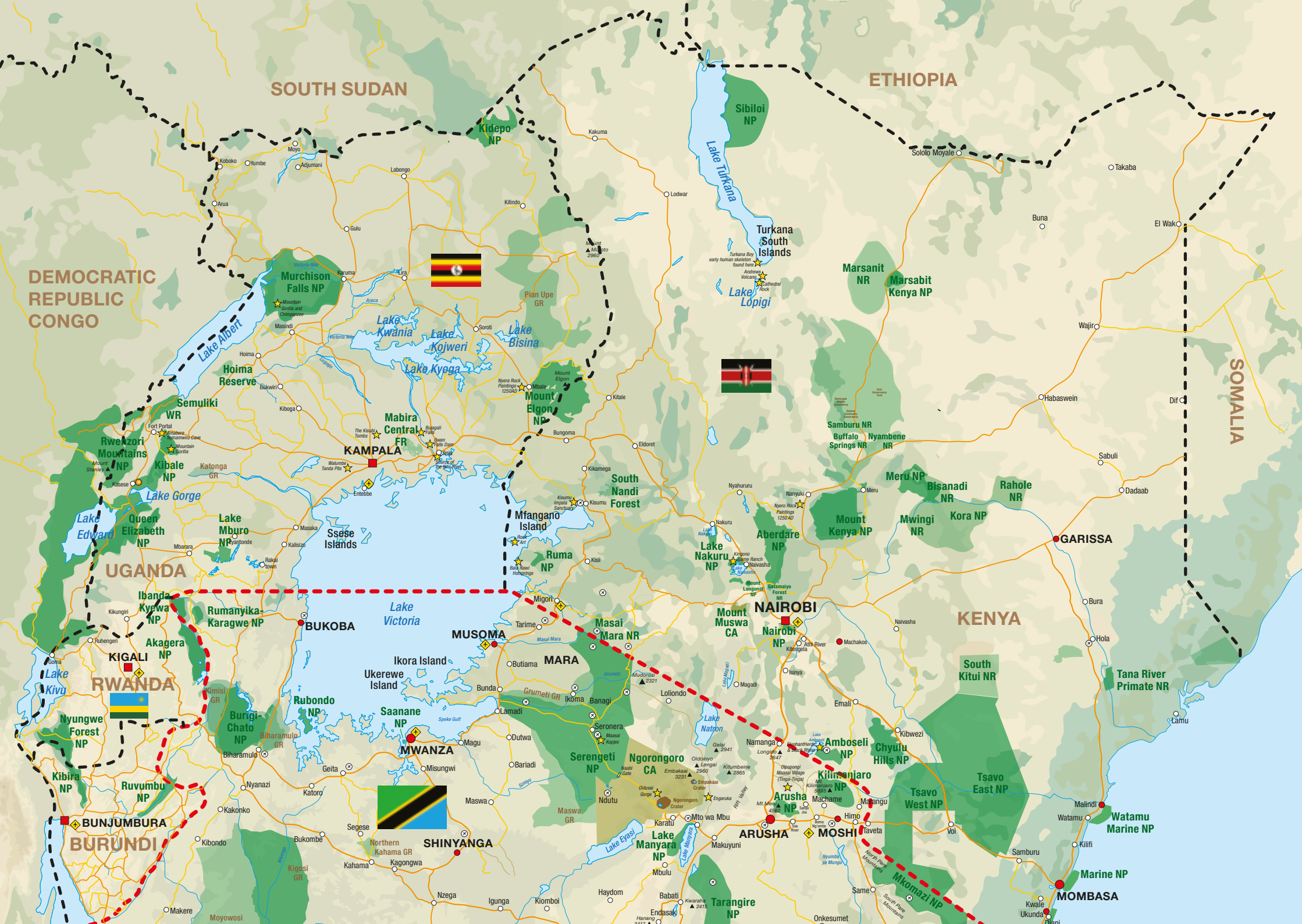
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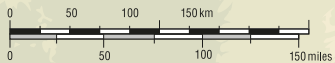




Legend

	Capital City		International Airport
	Major City		Domestic Airport
	Town		Airstrip
	National Park (NP)		Point of Interest
	Marine Park (MP)		Mountain Peak
	Game Reserve (GR)		River - Permanent / Seasonal
	Conservation Area (CA)		Highway / Main Road
	Lake - Permanent / Seasonal		Small Road
			Rough Road
			International Border

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Dar es Salaam



TOWNS & CITIES

Bustling - Charming - Historical

Arusha

Nestled at the foot of Mount Meru in northern Tanzania, Arusha serves as the gateway to the country's famed Northern Circuit safaris. Originally a colonial administrative center, it's now a bustling urban hub and the trading capital for Tanzanite, a rare gemstone found only in Tanzania. Beyond safari stopovers, Arusha offers vibrant markets, cultural experiences and easy access to Mount Meru for hiking adventures.

Bagamoyo

Situated 70 km north of Dar es Salaam, Bagamoyo derives its name from the Swahili word 'Bwagamoyo,' meaning "lay down your heart," evoking its historical significance as a key trading port and former capital of German East Africa. Today, it remains a center for traditional dhow building, showcasing maritime craftsmanship. Nearby, Saadani National Park offers unique wildlife experiences just 45 km to the north. To the south, just 5 km away, we find the Kaole Ruins which provide a glimpse into the region's ancient history. With this blend of history, culture and natural beauty, Bagamoyo continues to enchant visitors with its rich heritage and captivating charms.

Dar es Salaam

Dar es Salaam, meaning "Haven of Peace" in Swahili, boasts a world-class natural harbor and serves as East Africa's thriving financial center. Despite its modern prosperity, the city retains a rich historical charm with remnants of its diverse past. Dhows still navigate its waters, reflecting its maritime heritage while architectural landmarks like the Bavarian-style railway station and colonial-era churches showcase its European influences.

Asian and British legacies are evident in specialty districts, botanical gardens and sporting venues like the National Stadium, built to international standards. Founded in the mid-19th century by Sultan Majid bin Said of Zanzibar, Dar es Salaam has evolved into Tanzania's cultural epicenter, renowned for its arts, fashion and media scene.

Arusha, Clock Tower



Iringa

Iringa, from the Hehe word “lilinga,” meaning fort, home to the Hehe people who clashed with German forces led by Chief Mkwawa. It boasts a chilly climate and serves as a gateway to Ruaha National Park. Nestled amidst Udzungwa Mountains, it offers scenic beauty and rich heritage. The town’s vibrant market dating back to 1940 enhances its cultural allure. Nearby the Isimila Stone Age site showcases artifacts from 70,000 years ago.

Moshi

Located on the lower slopes of Mount Kilimanjaro, Africa’s highest peak, Moshi is Tanzania’s smallest municipality by area but holds immense economic significance as the nation’s primary hub for coffee production. Vast coffee plantations, along with sugar plantations, form the backbone of the region’s economy. However, Moshi’s primary allure lies in its proximity to Mount Kilimanjaro, drawing adventurers worldwide who seek to conquer the majestic peak.

Mwanza

Situated on the southern shores of Lake Victoria. It is the country second-largest city, ideal for exploring nearby gems like Rubondo National Park and Saanane Island. With easy access to Serengeti just 2.5 hour drive away, Mwanza offers lake cruises, canoeing safaris and fishing. Known as the Rock City, it boasts for striking formation like the famous Bismarck rock, named after the German chancellor.

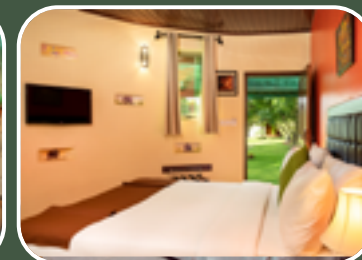
Mwanza, Bismarck Rock - Lake Victoria



Bagamoyo, Holy Ghost Church (1872)



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NORTHERN SAFARI CIRCUIT

Incredible biodiversity

The best of Tanzania's tourism routes is known as the Northern Circuit. Here there's the chance to see the "big five" – elephant, leopard, lion, rhino and buffalo – huge herds of wildebeest and zebra on their annual migration. The circuit includes many of the country's most famous national parks like; Arusha National Park, Lake Manyara, Tarangire National Park and the famous Serengeti National Park.

Arusha National Park

Just a short drive from Arusha town, Arusha National Park is a paradise of natural wonders. Here you will marvel at the stunning Momella Lakes, gaze upon the majestic Mount Meru and explore the Ngurdoto Crater. Keep your eyes peeled for the unique black and white colobus monkeys, which can only be found here on the Northern Circuit. Take part in exciting activities like canoe safaris on the Momella Lakes, guided walks around the Ngurdoto Crater rim and hikes up Mount Meru, where clear days offer breathtaking views of Mount Kilimanjaro from a distance.

Lake Manyara National Park

Experience the magic of Lake Manyara National Park, where lush forests give way to open grasslands and the sparkling waters of the lake. Keep a lookout for the famous tree-climbing lions lounging on the branches of acacia trees, while troops of baboons and playful monkeys frolic in the canopy above. Explore the diverse ecosystems of woodlands, grasslands and swamps. Don't miss the chance to spot the park's abundant birdlife, including flamingos, pelicans, storks and more than 400 other species. Keep your camera ready for sightings of buffalo, giraffes, hippos and the elusive wild dog, as Lake Manyara promises thrilling wildlife encounters around every corner.



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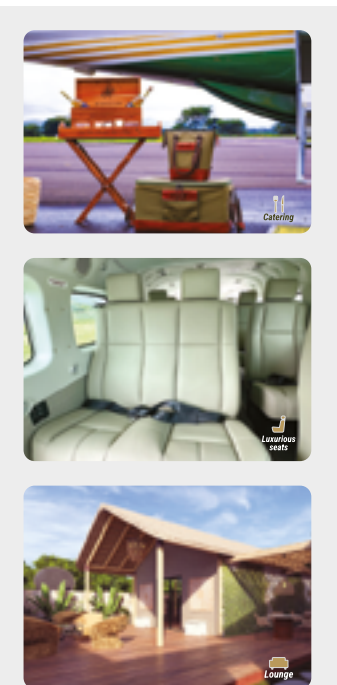


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Mkomazi National Park

Venture into the heart of Mkomazi National Park, a hidden gem brimming with natural beauty and biodiversity. Discover the park's rich botanical diversity with 90% of Tanzania's plant species represented here, including many that are unique to the region. Get involved in conservation efforts like the Mkomazi Rhino Project, aimed at reintroducing black rhinos to their natural habitat and support initiatives to protect endangered species like the African wild dog. Explore the park's stunning landscapes on guided safaris and bushwalks.

Serengeti National Park

The Serengeti National Park is arguably the best-known wildlife sanctuary in the world. "Serengeti" means "endless plains" in the Maasai language and within its boundaries are more than 3 million large mammals. In May or early June, huge herds of wildebeest and zebra begin their spectacular migration. In their wake follow the predators – lions, leopards, cheetahs, hyenas and jackals.

Other animals frequently seen in the Serengeti include baboon, bat-eared fox, giraffe, hippo, honey badger, mongoose, ostrich, gazelle, warthog, antelope, impala, reedbuck, waterbuck and the much smaller dik dik. Over 500 species of birdlife have been recorded including cranes, eagles, flamingo, herons, hornbills, guinea fowls, kingfishers, ostrich, parrots and vultures.

Tarangire National Park

Close to Arusha, 120 km away, Tarangire National Park gets its name from the river that threads its way through the reserve. It is famous for its dense wildlife population which is most spectacular between June and September. During this time thousands of animals like; elephant, buffalo, giraffe, eland, hartebeest and wildebeest migrate from the dry Maasai steppe to the Tarangire River looking for water. Lion, leopard and other predators follow the herds. Tarangire is also home to more than 550 bird species including the Kori bustard – the heaviest flying bird.

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SOUTHERN SAFARI CIRCUIT

Largest National Parks of Africa

Escape the crowds and venture into Tanzania's lesser-known southern parks, where pristine wilderness and abundant wildlife await.

Mikumi National Park

The Mikumi flood plain, with its open grasslands, dominates the park together with the mountain ranges that border the park on two sides. Elephants are commonly seen and other animals frequently observed are buffalo, civet, eland, giraffe, impala, kudu, reed-buck, warthog, waterbuck, wildebeest, zebra and Lichtenstein's hartebeest.

Nyerere National Park

The 2019 established park is part of the Selous Game Reserve and covers an area of over 30,000 sq km. Nyerere is now the largest national park in Africa. The Rufiji River delta is an important eco-system and attracts numerous of wildlife. Elephants, buffalos and lion are found in greater numbers and the park, together with the remaining part of Selous has the last true stronghold for African wild dog. Tourists can enjoy the widest diversity of safari activities in the country, like boating safaris as well as standard game drives, walking safaris and legendary fly camping trips.

Ruaha National Park

Ruaha is rich of plants and animals which can't be found in any other national park, such as Greater Kudu, Sable and Roan Antelopes. The Great Ruaha River is the heart of the park, it is habitat of hippopotamus and massive crocodiles. The park boasts of its almost untouched and unexplored ecosystem, making the safari a unique experience.

Udzungwa Mountains National Park

Udzungwa Mountains National Park is a conservation area of about 2,000 sq km. It lies in the Iringa and Morogoro regions of south-central Tanzania where it is bordered by the Great Ruaha River to the north and by the road between Mikumu and Ifakara to the east. The major attraction of the park is its bio-diversity, impressive Sanje waterfalls and unique rainforest where many rare plants, not found elsewhere in the world, have been identified.

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WESTERN SAFARI CIRCUIT

Untouched Wilderness

The most untouched national parks are located in the western part of Tanzania along Lake Tanganyika – the World's longest, second deepest and least polluted freshwater lake – harboring an estimated 1000 fish species.

Gombe Stream National Park

A mountainous strip bordering the shores of Lake Tanganyika, 16 km north of Kigoma. Gombe is currently Tanzania's smallest park. It covers just 56 sq km and is only reachable by boat from Kigoma. Gombe offers visitors the rare chance to observe the chimpanzee communities made famous by British explorer Jane Goodall. A number of monkey species can also be seen including red colobus, red-tail and blue monkeys. The area is heavily forested making it unsuitable for carnivores and safe for walking. Birdwatchers will be richly rewarded.

Katavi National Park

Katavi National Park, Tanzania's third-largest park at around 4,500 sq km, is situated approximately 40 km southeast of Mpanda. It features Lake Katavi with vast floodplains and the meandering Katuma River. The park's Miombo woodland supports diverse wildlife like buffalo, elephant, leopard, lion, zebra, antelopes such as eland, impala, topi, roan, and sable. With over 450 bird species and a high concentration of hippos and crocodiles, it showcases Tanzania's rich ecosystems.

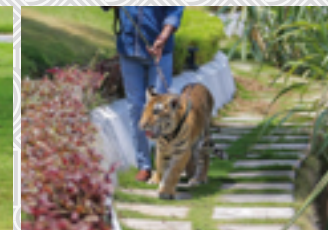
Mahale National Park

The park, like its northerly neighbor Gombe, is home to some of Africa's last remaining wild chimpanzees, a population of roughly 900. They are habituated to human visitors by a Japanese research project founded in the 1960s. Tracking the chimps of Mahale is a magical experience. The park is explored on foot as there are no roads or other infrastructure within the park boundaries.

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Website: www.ayasophiahotel.co.tz

ARUSHA

Address: Arusha, Maji ya Chai Dolly Estate, Tanzania
Mobile: +255 793 411 111
Email: reservation@ayasophiawildlife.co.tz
Website: www.ayasophiawildlife.co.tz



NGORONGORO

World Heritage Site

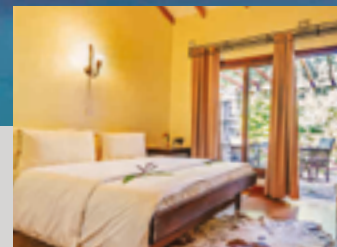
Ngorongoro Conservation Area is a Protected Area and a Mixed World Heritage Site located 177km west of Arusha, in the Northern Tanzania. The Ngorongoro Conservation Area covering 8,292 square kilometers is home to Ngorongoro Crater, Ndutu, Empakai Crater, Olmoti Crater, Olduvai Gorge, Olkari Gorge, Shifting Sand, Laetoli Footprints, Nasera Rock, Northern highland forest reserve with Endoro Waterfalls and Elephants Caves.

The Ngorongoro Conservation Area was established in 1959 under the ordinance cap no 413 to promote indigenous residents' interests, conservation of natural resources, and tourism promotion. The 1959 ordinance also created the Ngorongoro Conservation Area Authority, an administrative body to manage the Area as a parastatal organization. The authority is under the supervision of the Ministry of Natural Resources and Tourism (MNRT).

The Ngorongoro Conservation Area is a unique multiple-land-use area with wildlife coexisting with semi-nomadic Maasai pastoralists practicing traditional livestock grazing in Tanzania. The Maasai are a pastoral tribe that has managed to preserve its culture for hundreds of years, living in harmony with wild animals. Therefore, The NCA was established as an experiment to balance pastoralism, conservation, and tourism.



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The multiple land use policy has made the Ngorongoro Conservation Area a unique Protected Area in the World. The Natural and cultural endowment account for the reasons UNESCO accorded the Area the status of a World Heritage Site in 1979 and an International Biosphere Reserve in 1981. In 2010, UNESCO inscribed Ngorongoro Conservation Area as a property in the list of Mixed World Heritage Sites, since 2013 Ngorongoro Crater is among Africa's New Seven Natural Wonders. Ngorongoro has another UNESCO recognition, gained in 2018: it is part of a large geographical area in Northern Tanzania recognized as Ngorongoro-Lengai UNESCO Global Geopark.

Geopark

According to UNESCO, global geoparks are single, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education and sustainable development. Multiple land use Ngorongoro Conservation Area is the only place in the world where people live in harmony with wildlife.

The annual wildebeest migration occurs in both the Ngorongoro Conservation Area and Serengeti National Park. The calving season for wildebeests is between February and March every year and is accompanied by other animals. Tens of thousands of zebras and gazelles accompanying the wildebeests, take advantage of safety in numbers to drop their young.



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A visit to Ngorongoro during this time of the year allows you to see thousands of wildebeests and their babies, along with the herds of zebras that accompany them. The abundance of young prey also attracts lions, leopards, hyenas, cheetahs, and other predators.

Other attractions in the Ngorongoro area are the Ngorongoro crater, Olduvai Gorge, Laetoli, Empakai, and Olmoti craters, shifting sand, Nasera rock, and Olkarien Gorge. The world-famous Ngorongoro crater is a caldera and is a natural wonder. The caldera floor offers a mixture of habitats - wide savannah, woods, marsh, dry Salt Lake, forest, desert, lake, rivers, and rainforest, all in a relatively small area. The caldera has close to 30,000 different wild animals and birds: wildebeests, Thompson's and Grant's gazelles, impalas, zebras, elephants, buffalos, hyenas, jackals, lions, leopards, hippos, black rhinos and a wide variety of birds.

Wild animals are easily visible and remain there year-round. You can learn about Maasai lifestyles and traditions at cultural bomas in Ngorongoro. Maasai are proud nomadic warriors who count their wealth on cattle and children. Visit Ngorongoro for More Wild animals and attractions.

For further information, visit: www.ncaa.go.tz



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Breakfast Dates: Saturday 7th & Sunday 8th at 10h30
Lunch Dates: Saturday 7th & Sunday 8th at 13h00
Dinner Dates: Friday 6th & Saturday 7th at 16h00

You can purchase these events directly from us, not KiliFair.
For bookings and more info, call +255 763 065 158 or email baton@wondergarden.africa.
Our target audience for Wondergardens Taste Workshops includes gastronomy enthusiasts.

Topics in the events:
Chagga Home Garden:
Biodiversity at Home
A Future For Food in Africa:
A Taste of Tanzania's Native Ingredients
Jackfruit: Many Flavours
Snack Time: Coffee, Bakery & Sweets

Food links nature and culture; food biodiversity and cultural diversity matter.

Event tags: Biodiversity, Culinary Conservation
Other Info:
Event languages: English
Event location: KiliFair, Arusha, VIP tent: T 51

We look forward to seeing you at T 51, the VIP tent, at our annual KiliFair in Arusha from Friday, June 6th - Sunday, June 8th.
Through food, we can rediscover ourselves as part of nature. #KILIFAIR2025

What is a Wondergarden?

A model for a sustainable food system culture and a fresh perspective on food started with a story of a tiny seed, a small part of a vast fruit from a tendril on one of the largest jungle trees. Today, it represents Wondergarden Ltd's vision.

2025

SPOTLIGHT TravelExpos



03 July (Thursday): Spotlight TravelExpo: **HARARE (ZIMBABWE)**

Meet Zimbabwean travel agents & tour operators selling regional & overseas travel & domestic tourism. Afternoon session: 12h00 - 17h00. **Table Cost:** USD850 / ZAR15,950 excl. VAT

31 July (Tuesday): Spotlight TravelExpo: **LUSAKA (ZAMBIA)**

Meet Zambian travel agents & tour operators selling regional & overseas travel & domestic tourism. Morning session & lunch: 09h00 - 14h00. **Table cost:** USD790 / ZAR15,200 excl. VAT

28 August (Thursday): Spotlight on Africa & Indian Ocean islands: **KAMPALA (UGANDA)**

Meet Ugandan travel agents & tour operators selling regional & overseas travel & domestic tourism. Morning session & lunch: 09h00 - 14h00. **Table cost:** USD800 / ZAR15,200 excl. VAT

19 September (Friday) Spotlight on Africa & Indian Ocean: **DAR ES SALAAM (TANZANIA)**

Afternoon session for DAR-based tour operators and travel agents who sell corporate & leisure travel to rest of Africa & Indian Ocean islands. **Table cost:** USD800 / ZAR14,500 excl. VAT

22 October: Spotlight TravelExpo: **MAPUTO (MOZAMBIQUE)**

Meet Maputo-based travel agents & tour operators selling regional & overseas, Indian Ocean islands & domestic tourism. **Table Cost:** USD810 / ZAR14,800 excl. VAT

2026

22 January (Thursday): Spotlight on East Africa TravelExpo: **ARUSHA (TANZANIA)**

Targeting Arusha & Moshi-based travel agents & tour operators selling inter-regional travel. Session from 13h30 - 19h00: Gran Melia Hotel. **Table cost:** USD825

12 - 13 February (Thursday & Friday): Spotlight on Africa & Overseas Destinations TravelExpo: **GABORONE (BOTSWANA)**

Targeting Botswana travel agents & tour operators selling regional & overseas travel.

- **12 February:** Evening networking cocktail party for top travel agents
- **13 February:** Spotlight TravelExpo: 09h00 - 16h30

Table cost: TBA

28 March (Saturday): Spotlight on Africa TravelExpo: **WINDHOEK (NAMIBIA)**

Targeting Namibian travel agents & tour operators selling travel to overseas destinations, Indian Ocean islands, rest of Africa and domestic tourism.

- Saturday full-day session: 09h00 - 16h00

Table cost: USD700/ZAR12,700 excl. VAT

Late April: Spotlight on Africa TravelExpo: **ACCRA (GHANA)**

Targeting Ghanaian travel agents & tour operators selling travel to overseas destinations, Indian Ocean islands, rest of Africa and domestic tourism. **Dates and costs to be advised.**

Dates and prices are provisional

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SPOTLIGHT TravelExpo



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31 July 2025

@ Radisson Blu Lusaka

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Land-locked so Indian Ocean beach holidays are very popular

Expected Attendance (travel trade)

HARARE: 90 - 100

LUSAKA: 140 - 160

Costs: Both Harare & Lusaka: USD1,400 / ZAR27,000

HARARE only

USD850 / ZAR15,950

LUSAKA only

USD790 / ZAR14,200

Excludes VAT for South African companies



For more information visit:

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KARIBU-KILIFAIR 2025 | Stage Program

Time	Friday, June 6
10:00	Opening time for KARIBU-KILIFAIR 2025 – DAY 1 with MC Paulina & MC Fahad
11:00	Official Opening: Speeches by Minister of Tourism in Tanzania, Hon. Dkt. Pindi H. Chana, Minister of Tourism in Zanzibar, Hon. Mudrick Ramadhan Soraga, Hon. RC Paul Makonda, Hon. German Ambassador Thomas Terstegen, TATO Chairman Dr. Willy Chambulo, and the organizers Tom Kunkler / Dominic Shoo.
12:30	Traditional Dance Performance from CAC
12:45	Acrobats from CAC
13:00	Maasai Performance - Cultural Tourism Group
13:30	Clown group from CAC
14:30	CAC Live Music Band
15:00	Acrobats
15:30	Maasai Performance - Cultural Tourism Group
16:00	Clown group
16:30	Live Music Band
19:00	Exhibitor/Buyer Party at Fun Retreat, Arusha (invited exhibitors, Buyers & VIP only)



Time	Saturday, June 7
09:00	Speed Networking for Buyers & Exhibitors only (in B2B Business Lounge 9:00 - 10:30)
10:00	Opening time for KARIBU-KILIFAIR 2025 – Day 2 MC Paulina & MC Fahad
10:10	Live Afro-Music from CAC (Cultural Arts Centre of Makumira Training Institute)
10:30	Acrobats
11:00	Maasai Performance - Cultural Tourism Group
11:30	Clown group
12:00	Traditional Dances, Modern Afro-Dance
13:00	Acrobats
13:30	Maasai Performance - Cultural Tourism Group
14:00	Kids Challenges with Clowns
14:30	Traditional Dances
15:00	Modern Afro-Dance
15:30	CAC Live Music Band
16:00	Dance with CAC
16:30	Live Band Music from Music Department, Makumira Training Institute
19:00	SOUNDS OF KILI – Music Night, Live Bands & Live DJ's at KARIBU-KILIFAIR stage area



Time	Sunday, June 8
09:00	Speed Networking for Buyers & Exhibitors only (in B2B Business Lounge 9:00 - 10:30)
10:00	Opening time for KARIBU-KILIFAIR 2025 – Day 3 with MC Paulina & MC Fahad
10:10	Live Afro-Music from CAC (Cultural Arts Centre of Makumira Training Institute, Arusha)
10:30	Acrobats
11:00	Maasai Performance - Cultural Tourism Group
11:30	Clown group
12:00	Traditional Dances, Modern Afro-Dance
13:00	Acrobats
13:30	Kids Challenges with Clowns
14:00	Traditional Dances
14:30	Live Classical & Jazz Music from Music Department
15:00	Maasai Performance - Cultural Tourism Group
15:30	Dance with CAC
16:00	Live Band Music from Music Department, Makumira Training Institute, Arusha





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LIST**



>>> Entrance >>>

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Panelists to be announced on the KKF25 Daily magazines



Your Moderator

Faith Frank

Hello Panelists! I'm Faith Frank, and I'm honored to be back as your moderator for the KARIBU-KILIFAIR panel discussions. It's been a meaningful journey moderating these sessions and connecting with such passionate and knowledgeable voices in the tourism industry. As your moderator, my role is to guide our conversations with clarity and energy while ensuring they stay engaging, respectful, and thought-provoking. I'm here to support a space where ideas flow freely, different perspectives are welcomed, and together we spark dialogue that leads to real insight and impact. I look forward to the energy, ideas, and inspiration we'll create together during this year's panels!

Friday 6th - 14:00 hrs

Balancing Nature & Numbers

Future of Tourism in Tanzania's "Crowded National Parks"

As tourism in Tanzania's national parks grows, this panel delves into the critical challenge of balancing ecological preservation with increasing visitor numbers. Experts will explore sustainable strategies to protect wildlife, manage park capacity, and ensure that tourism enhances rather than harms the natural beauty and biodiversity that define Tanzania's wild heritage.

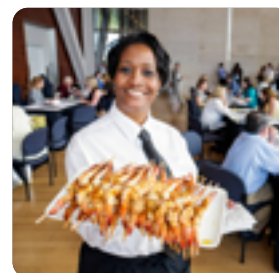


Friday 6th - 15:00 hrs

Hospitality Dilemma in Tanzania

Rethinking careers and training

This panel explores the challenges facing Tanzania's hospitality industry, focusing on career perceptions, skills gaps, and training needs. Experts will discuss how to reshape education and professional pathways to create a stronger, more sustainable workforce. Gain insights into building a future-ready hospitality sector through innovation, collaboration, and strategic investment in human capital.

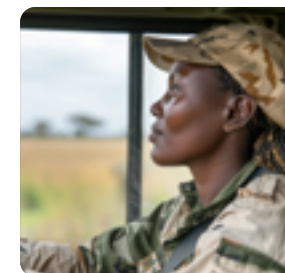


Saturday 7th - 11:00 hrs

Women Empowerment in East Africa's Tourism

Unlocking business potential by women

Explore how empowering women in Tanzania's tourism sector can unlock untapped business potential. This panel will highlight success stories, challenges, and strategies for inclusive growth, showcasing how gender equality drives innovation, sustainability, and economic development in tourism. Join us to shape a more diverse and prosperous industry.



Saturday 7th - 14:00 hrs

Expos vs. Roadshows

What works best and for who?

Join industry experts as they explore the pros and cons of big expos vs. roadshows. This panel will discuss when each approach is most effective, their impact on brand visibility, audience engagement, and the return of interest. Learn how to tailor your strategy to maximize success in different markets, and events, using the example of the "My Tanzania" Roadshow.



Saturday 7th - 15:00 hrs

Click to Travel in Tanzania

Are we ready for the online "Gen Z"?

Can Tanzania's tourism sector succeed without embracing digital transformation? This panel explores the role of technology in marketing, booking, and enhancing travel experiences. Discover how going digital can boost visibility, attract global tourists, and streamline operations—or if traditional methods can still compete in a tech-driven world.





Sunday 8th - 11:00 hrs

Greener Tourism Strategies

Implement the EU's new game plan

Explore how the EU's new green tourism strategy can inspire sustainable growth in Tanzania. This panel discusses eco-friendly policies, green certifications, and community-focused tourism models. Learn how aligning with global standards can boost competitiveness, protect the environment, and attract the growing market of environmentally conscious travelers.

Sunday 8th - 14:00 hrs

Better Waste Management for Lodges?

Innovative solutions for eco-conscious hotels, lodges & camps

Tanzania's tourism industry is growing fast, but poor waste management in hotels can harm the environment and the country's image. This panel looks at smart, new ways hotels can manage waste better. Can tourism grow without damaging nature? Is being eco-friendly a choice—or something hotels must do to survive?



Sunday 8th - 15:00 hrs

The Tanzanian Currency Clash

Are payments in Tanzanian Shillings preventing tourism growth?

Are payments in Tanzanian Shillings helping or hurting tourism? This panel explores how currency issues affect travel costs, business profits, and tourist choices. We'll discuss exchange rates, pricing in foreign currencies, and how the Shilling impacts the country's competitiveness in the global market. Can tourism grow with this currency challenge?

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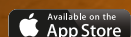


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KARIBU-KILIFAIR 2025 | Exhibitor List A

Company	Country	Website	Stand No.
@ THE WHEEL	Tanzania	www.atthewheel.co.tz.co.tz	W2
7 Floor Media DAR LIFE	Tanzania	www.issuu.com/darlife	R26
A&K Sanctuary	Tanzania	www.abercrombiekent.com	S8
Aafrin Medihealth Solutions	Tanzania	www.aafrinmedihealth.com	U1
Acacia Collections	Tanzania	www.acaciacollections.com	UR8
Acacia Farm Lodge Ltd	Tanzania	www.karatuacacialodge.com	T44
Access Bank Tanzania	Tanzania	www.accessbankplc.com	Q24
ACES	Tanzania	www.aces.tz	FS53
Adventures Aloft (T) Ltd	Tanzania	www.madahotels.com/balloon-safaris	T11
Africa Amini Life (Original Maasai Lodge)	Tanzania	www.africaaminilife.com	U32
Africa Amini Life Hillside Retreat	Tanzania	www.africaaminilife.com	M1
Africa Amini Secondary School	Tanzania	www.africaaminilife.com	FS29
African Horizons	Tanzania	www.african-horizons.com	P30/T19
African Kongoni Serengeti Camp	Tanzania	www.kongoniserengeticamp.com	S28
African Mosaic Tours Limited	Kenya	www.africanmosaictours.com	V9G
African View Lodges & Tented Camps	Tanzania	www.african-view.com	L10
African Tulip	Tanzania	www.theafricantulip.co.tz	P30
AfriCraft	Tanzania	www.africraft.co.tz	Z75
Air Tanzania	Tanzania	www.airtanzania.co.tz	UR2
Airlink	South Africa	www.flyairlink.com	N24
Ajiva Decor	Tanzania	NIL	Z53
Akagera Aviation	Rwanda	www.akageraaviation.com	K30
Aliya Cosmetics Company	Tanzania	aliyaskinlab.com	V9F
Alko Vintages	Tanzania	www.alkovintages.com	FS12
Allday in Africa	Tanzania	www.alldayinafrica.com	R4
Almega Tanzania	Tanzania	NIL	X30
Alumex Framers	Tanzania	www.alumexframers.co.tz	UR10
Amani Collection	Tanzania	www.amanisafarilodge.co.tz	H2
Ameera Africa Safaris	Uganda	www.ugandasafritour.com	G27
Amref flying doctors	Tanzania	www.flydoc.org	O6
Ang'ata Camps & Safaris	Tanzania	www.angatacamps.com	A16
Apex Treks	Uganda	NIL	G20
Apple Tour and Safaris	Tanzania	www.applesafaris.com	G10
Arusha Medivac - Air Ambulance	Tanzania	www.arushamedivac.org	K3
Arushacocktails	Tanzania	NIL	FS20
Asilia limited	Tanzania	www.asilialeathercraft.com	Z64
Asilia Lodges & Camps	Tanzania	www.asiliaafrica.com/camps-lodges	T23
Atupele Restaurant & Cottages	Tanzania	www.campatupele.com	V9C
Auric Air Services	Tanzania	www.auricair.com	U11
Auto Inc	Tanzania	www.Karimjee.com	A4
Awali Serengeti Camp	Tanzania	www.awali.co.tz	R3
Awer Kitchen	Tanzania	NIL	FS16A
Aya Sophia Garden Villa Hotel	Tanzania	www.ayasophiahotel.co.tz	T10
Azania Bank Ltd	Tanzania	www.azaniabank.co.tz	U46

KARIBU-KILIFAIR 2025 | Exhibitor List B-D

Company	Country	Website	Stand No.
Bank of Tanzania - BOT	Tanzania	www.bot.go.tz	U50
Baobab Lodges & Camps	Tanzania	www.baobablodges.com	A40
Basecamp Afromaxx Tours	Tanzania	www.afromaxx.co.tz	N9
Basecamp Eco Resorts	Tanzania	www.mafia-island-lodge	N1
BEVCO Distribution	Tanzania	www.bevco.com	FS27
Bio Food Products	Tanzania	NIL	FS9
Bless Africa Tours and safaris	Tanzania	www.blessafricatours.com	V5M
BLINK	Tanzania	www.blink.co.tz	A18
Blue Monkey Tours	Rwanda	www.bluemoneytours.com	K30
Blue Ocean Resort Zanzibar	Tanzania	www.blueoceanhotels.om	K8
Bondenicity	Tanzania	www.bondenicity.co.tz	U37
Bonite Bottlers Limited	Tanzania	www.bbl.co.tz	Spons
Bora Industries	Tanzania	www.boratz.com	U52
Bougainvillea Group of Lodges	Tanzania	www.bougainvilleasafarilodge.com	Q22
Bright Choice Ltd	Tanzania	www.farmerschoice.co.ke	FS22
Buffalo Safari Lodge	Uganda	www.buffalolodge.ug	G29
Buildmart Limited	Tanzania	www.buildmart.co.tz	V20
Bulk Distributors Ltd	Tanzania	www.bulktz.com	OUT3
Burger 53	Tanzania	www.takeaway.burger53.com	FS4
Butiama Lodge Company Ltd	Tanzania	www.butiamamafiaisland.com	N1
Bwana kahawa	Tanzania	NIL	FS15
Camp Bastian Mikumi	Tanzania	www.campbastian.com	N2
Caps Limited	Tanzania	www.caps.limited.co.tz	V36
CetaWico LTD	Tanzania	www.cetawico.com	U62
Chef Carlito's	Tanzania	www.eventmasterstz.co.tz	FS42
Choice Coffee	Tanzania	www.choicecoffeeekili.com	Z40
Choum Tours	Tanzania	www.zanzibarchoumtour.com	G10
Chromagen Solar Water Heaters	Tanzania	www.energygold.co.tz	W1
Ciao Gelati	Tanzania	www.ciaogelati.com	FS3
Cilantro / Fresh Harvest / Zest	Tanzania	www.veryberry.co.tz	FS50
Cinnabar Green	Kenya	www.cinnabargreen.com	Z42
Cityblue Hotels	Tanzania	www.citybluehotels.com	T34
Cilil Botanicals	Tanzania	www.cilil-botanicals.com	Z48
Clouds Media Group	Tanzania	www.cloudsmedia.co.tz	H14
CMC Automobiles Ltd	Tanzania	www.cmcineosgrenadier.com	A30
Coastal Air	Tanzania	www.coastal.co.tz	C9
Conserve Safari Camps & Lodges	Tanzania	www.conserveafaris.com	U38
Coral Beach Resort	Kenya	www.coralbeachresort.co.ke	J24
Cosmic Booking Engine & Audio Guides	Turkey	www.cosmic-booking-engine.com	V5G
CRDB Bank PLC	Tanzania	www.crdbbank.co.tz	U2
Creative Dhow Furniture	Tanzania	NIL	Y10
Cultural Arts Centre at Makumira	Tanzania	www.cac.ac.tz	U60
Dakik Expeditions	Tanzania	www.dakikexpeditions.com	R20
Danny 4Kids Entertainment	Tanzania	NIL	U75

KARIBU-KILIFAIR 2025 | Exhibitor List D-G

Company	Country	Website	Stand No.
Delaware Investment Company	Tanzania	www.delinvestments.com	S22
Digital Dynamics	Tanzania	www.arushadigitalsolutions.com	T24
Divine Technologies	Tanzania	www.divinetechnologies.co.tz	W6A
Dolly Escape Farm & River Camp	Tanzania	www.dollyescape.com	P26
Dolphin Tours & Safaris Ltd	Tanzania	www.carhiretz.com	U11s
Dorothy Flowers	Tanzania	NIL	Z26
Double A Nungwi Beach Hotel	Tanzania	www.aazanzibar.com	R1
Dove Serengeti Camp	Tanzania	www.dovecollection.com	M6
Dr Scent	Tanzania	www.tanzania.dr-scent.com	W5A
Dropping Zone T. Ltd	Tanzania	www.droppingzone.co.tz	W4
Dungu@Lilac	Tanzania	www.lilactanzania.com	FS32 & 31
East & Southern Africa One Stop Shop	Tanzania	www.globalexperiencetours.com	J6
East Africa Camps	Tanzania	www.eastafricacamps.com	T17
East Africa Recycling	Tanzania	www.earecycling.org	U54
East African Wild Life Society	Kenya	www.eawildlife.org	L30
Eco Africa Expedition Ltd	Tanzania	www.africaecoexpeditions.com	U15
Economy rent a car	Tanzania	www.economyrentacar.co.tz	V5L
EFTA Limited-Equipment Loans	Tanzania	www.efta.co.tz	N26
Eileen's Trees Inn	Tanzania	www.eileentrees.com	B4
Emayani Beach Lodge	Tanzania	www.emayanilodge.com	U24
Emerald Bay	Tanzania	www.emeraldbay.co.tz	Q1
Embalakai Authentic Camps	Tanzania	www.embalakaicamps.com	P24
Emburara Safaris Limited	Uganda	www.emburarasafaris.com	G28
Entara	Tanzania	www.entara.co.tz	V5B
ENVI Lodges	Tanzania	www.samawazanzibar.com	Q9
Equity Bank (T) Limited	Tanzania	www.equitygroupholdings.com/tz	L22
Essque Zalu	Tanzania	www.essquehotels.com	G2
Exclusive (T) (W) Camps & Lodges	Tanzania	www.tanzaniaexclusivelodges.com	F5
Exim Bank	Tanzania	www.eximbank.co.tz	L20
Explore Uganda	Uganda	www.ugandawildlife.org	G20
Farm of Dreams Lodge-Karatu	Tanzania	www.farmofdreamslodge.com	B8
Farmers Choice	Tanzania	www.farmerschoice.co.ke	FS22
Flamingo Safari Lodge	Tanzania	www.flamingolodge.co.tz	F8
FLIGHTLINK	Tanzania	www.flightlink.co.tz	F4
Flying Doctors Society of Africa	Tanzania	www.flyingdoctorsafrica.org	J4
Forest Hill Hotel	Tanzania	www.foresthill.co.tz	B9
Forever Africa Safaris	Uganda	www.www.foreverafricasafari.com	G20
Francorp East Africa Ltd	Tanzania	NIL	FS24
Frontier Experience-Brownstridge	Uganda	www.frontierexperiences.com	G20
Fun Retreat Resort	Tanzania	www.funretreat.com	T1
Gadgetronix.Net Ltd	Tanzania	www.gadgetronix.net	B12
Game Spot Junction	Tanzania	www.gamespotjunction.tz	U66
Gardaworld	Tanzania	www.garda.com	U20
GEC - Narudi Tented Camp	Tanzania	www.greatexplorationcamps.com	G1

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KARIBU-KILIFAIR 2025 | Exhibitor List G-K

Company	Country	Website	Stand No.
Gilmans Outdoor Store	Tanzania	www.gilmansoutdoor.com	U14
Glasstech Tanzania	Tanzania	www.glasstechtz.com	W16
Global Experience Ltd	Tanzania	www.globalexperiencetours.com	J6
Golf Hotel Kakamega	Kenya	www.golfhotelkakamega.com	J25
Go Places Digital	Kenya	www.goplacesdigital.com	T24
Greatlakes African Wonders Tours	Tanzania	www.greatlakeswonder.com	S4
Great Lakes Collection	Tanzania	www.thegreatlakescollection.com	S24
Greenlink Regen Limited	Tanzania	NIL	X6
Grumeti Air	Tanzania	www.grumetiair.com	P9
Grumeti Expeditions Tz Limited	Tanzania	NIL	C8
Gupta Auto Spares and Hardware	Tanzania	www.gash.co.tz	A20
Hanspaul Automechs Ltd - HAL	Tanzania	www.hanspaul.co.tz	U1/U4/A1
Hazina Group Ltd	Tanzania	www.hazinagroup.co.tz	Z55
Heat & Eat Simply Sous Vide	Tanzania	www.conservationthroughtourism.com	FS5
Helen Jewelry	Tanzania	www.shaidijewelry.com	Z66
Heritage Camps & Lodges Ltd.	Tanzania	www.heritagecampsandlodges.com	B30
Heritage Hotels	Kenya	www.heritage-eastafrica.com	J22
Hi Gear Tent Limited	Tanzania	www.higearthz.com	U15
HISENSE	Tanzania	www.mars.co.tz	Y9
Holiday Vacations & Safaris	Zanzibar	www.holidayvacations.travel	K6
House Of Canvas Ltd	Tanzania	www.houseofcanvas.net	D20
House of Cheese	Tanzania	NIL	X26
House of Gems Tanzania	Tanzania	www.gemstone.co.tz	T6
Ifakara Kikoi Maker Group	Tanzania	NIL	Z25
Imaging Smart	Tanzania	www.imagingsmart.com	W27
Immigration Tanzania	Tanzania	www.immigration.go.tz	F23
Insight Safari Holidays Ltd	Uganda	www.insightsafariholidays.com	G20
ITA/Nadia's Tours	Rwanda	www.nadiasafaricatours.com	K30
Island Tribe Sunprotection	Tanzania	www.islandtribezanzibar.com	W6
Itika Wilderness Camps	Tanzania	www.itikacamps.com	O9
It's Yours Stores	Tanzania	NIL	Z68
Jahbless handcraft & vyungu imara	Tanzania	NIL	Z20
Jelixie hotel amenities	Tanzania	NIL	Z18
Jobortunity Training Institute	Tanzania	www.jobortunity.org	V5A
Johari Tanzanian Gin	Tanzania	www.joharigin.com	FS19
Jua by Agar	Kenya	www.juabyagar.com	U60
Jupe Collection Limited	Tanzania	www.jupecollection.com	P22
JW Seagon	Tanzania	www.jwseagon.com	R22
Kadoo Bureau De Change	Tanzania	www.kadoobdc.co.tz	U64
Kaka's Barbecue	Tanzania	NIL	FS40
Kaliwa Lodge	Tanzania	www.kaliwalodge.com	T26
Kananga	Tanzania	www.kanangainternational.com	H8
Karatu District Council	Tanzania	www.karatudc.go.tz	G16
Karibu Camps & Lodges	Tanzania	www.karibucamps.com	D14

Company	Country	Website	Stand No.
Kazi Yetu Limited	Tanzania	www.kazi-yetu.com	Z81
KEBEBE Ltd	Tanzania	NIL	FS11
Kentaste	Tanzania	NIL	FS7
Kenya Utalii College/ Utalii Hotel	Kenya	www.utalii.co.ke	M29
Kenzan Tented Camps	Tanzania	www.kenzanluxurycamp.com	C4
Keys Hotel	Tanzania	www.keyshotelstz.com	S26
Khans Barberque	Tanzania	NIL	FS36
Kibo Palace Hotel & Resorts	Tanzania	www.kibopalacehotel.com	T5
Kifaru Winery	Tanzania	www.instagram.com	X23
Kili Seasons Hotel	Tanzania	www.kiliseasons.com	P20
Kilimanjaro Coffee Lodge	Tanzania	www.macharecoffee.com	T15
Kilimanjaro Fresh	Tanzania	www.kilimanjarofresh.co.tz	FS16C
Kilimanjaro Premium Meat	Tanzania	www.eliyafood.co.tz	FS46
Kingfisher Beach Resort	Tanzania	www.resortkingfisher.com	P25
Kirimu Camps	Tanzania	www.kirimucamps.com	R10
Kisasa Designs	Tanzania	www.kisasadesigns.com	B35
Kisiwa Hotels & Resorts Ltd	Tanzania	www.kisiwahotelszanzibar.com	O4
Kisolanza - Kileleni	Tanzania	www.taainyourtourism.com	V5H
Kitamu Coffee	Tanzania	www.kitamuafrika.com	FS14
Kitchen Spot	Tanzania	www.kitchenspot.co.tz	A8
Kizikula	Zanzibar	www.kizikula.com	F28
Kon Tiki Africa Camp	Tanzania	www.kontiki.africa	E3
Konnect Broadband Tanzania	Tanzania	www.konnect.co.tz/en/residential	W8
KRTO	Tanzania	www.kiliporters.org	V5K
Kudu Lodge & Lilac Tanzania	Tanzania	www.kudulodge.com	R30
Kumbukumbu Luxury Tented Camp	Tanzania	www.lodgetanzania.com	V9H
Kukua Limited	Tanzania	www.kukua.me	U27
K-Vant Premium Spirit	Tanzania	www.megabeverages.co.tz	FS43
Laba Laba	Tanzania	www.labalaba.com	U26
Land & Marine Publications	Tanzania	www.landmarine.com	D6
Land Africa Safaris	Tanzania	www.landafrica.co.tz	Q6
Land of Nature Camps & Lodges	Tanzania	www.carnivoressafaris.co.tz	UR16
Lavicato (T) Company	Tanzania	www.lavicato.co.tz	FS45
Legendary Expeditions	Tanzania	www.legendaryexpeditions.co.tz	U25
Lemala Camps and Lodges	Tanzania	www.lemalacamps.com	C8
Lengai Safari Lodge	Tanzania	www.lengaisafarilodge.com	R25
LUX* Marijani Zanzibar	Tanzania	www.luxresorts.com	T47
Maasailand Milele - Tembo Lodge	Tanzania	www.maasailand.org	P4
Mabata Lodge & Great Ruaha Marathon	Tanzania	www.mabatamakali.co.tz	U23
Mac and Jak Getaway	Tanzania	www.macjak.co.tz	F26
Mada Collection	Tanzania	www.madahotels.com	T11
Magoroto Forest Estate	Tanzania	www.magoroto.com	N4
Majoritymart Suppliers Limited	Tanzania	www.majoritysuppliers.com	Z24
Makao Collective	Tanzania	www.makao.co.tz	W30

Company	Country	Website	Stand No.
Makazi mema interior	Tanzania	NIL	Z22
Malaika Camps & Lodges	Tanzania	www.malaikacampsandlodges.com	M8
Malawi Tourism	Malawi	www.visitmalawi.mw	L28
Manjis	Tanzania	www.manjis.com	A6
MANUCATO	Tanzania	NIL	Z77
Manya Luxury Camps	Tanzania	www.manyaluxurycamps.com	V5F
Marangu Forex Bureau Limited	Tanzania	www.mfb.co.tz	V40
Marasa Africa's Silverback Lodge	Uganda	www.marasa.net	T39
Marine Parks and Reserves	Tanzania	www.marineparks.go.tz	N8
Marwacodi	Kenya	NIL	Z70
Masailand Safari & Lodge	Tanzania	www.masailandsafari.com	U12
Materuni Village Experience	Tanzania	www.materuni.com	V9D
Mawe Lodges	Tanzania	www.mawelodges.com	B20
Mawella Liquor Store	Tanzania	www.mawellastore.co.tz	FS24
Mazpharm Pharmacy	Tanzania	NIL	W10
MB Homes	Tanzania	www.mbhomes.tz	V10
Mbalageti Serengeti	Tanzania	www.mbalageti.co.tz	M28
Mberesero Lodges & Tented Camps	Tanzania	www.mberesero.com	J1
Media Works	Tanzania	www.mediaworksglobal.co.tz	W20
Melchiserves Arts	Kenya	www.melchiserves.wordpress.com	Z62
Melia Hotels International	Tanzania	www.melia.com/granmeliaarusha	T18
Mercy Bazaar	Tanzania	NIL	Z14
Merit Concept	Tanzania	www.meritconcept.com	T24
Meru Innovators Ltd	Tanzania	www.meruinnovators.co.tz	W5B
Migada Adventures Ltd	Tanzania	www.migadadventures.com	J9
Ministry of Natural Resources & Tourism	Tanzania	www.maliasili.go.tz	G16
Miracle Experience	Tanzania	www.miracleexperience.co.tz	A12/T2
Mlimwa Camp	Tanzania	www.mlimwa.com	K5
Moët-Hennessy	Tanzania	www.lvmh.com	FS10
Moivaro Lodges & Tented Camps	Tanzania	www.moivaro.com	O2
Moonbow lodge ltd	Tanzania	www.moonbowlodge.com	K4
Morona View Lodge	Tanzania	www.moronaviewlodge.com	G3
Motto Cottages-Relax & Enjoy	Tanzania	www.mottocottages.co.tz	L6
Mount Meru Hotel	Tanzania	www.mountmeruhotel.co.tz	T38
Mount Royal Villa Hotel	Tanzania	www.mountroyalvilla.com	P28
Mövenpick Hotel and Residences	Kenya	www.movenpick.com	M30
Moyo Medicare Ltd	Tanzania	www.mmc.co.tz	FS41
Moyo Tented Camp	Tanzania	www.moyotentencedcamp.com	R6
Mozeti Tours and Safaris Ltd	Tanzania	www.mozetitours.com	K9
MTours	Tanzania	www.mtours.com	Q26
Mvuli Hotels and Lodges	Tanzania	www.mvulihotels.co.tz	Q3
Nabaki Afrika Limited	Tanzania	www.nabaki.co.tz	X10/X8
Nala Trails & Safaris	Kenya	www.nalatrailssafaris.com	H25
Narudi Tented Camp	Tanzania	www.greatexplorationcamps.com	G1

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Company	Country	Website	Stand No.
NAS Tyre Services Ltd	Tanzania	www.nastyres.co.tz	W3
Nasikia Camps	Tanzania	www.nasikiacamps.com	F1
National Bank of Commerce Ltd	Tanzania	www.nbc.co.tz	U10
National Museum of Tanzania	Tanzania	www.nmt.go.tz	G16
Natures Wonderland Safaris	Kenya	www.natureswonderlandsafaris.com	J20
NCT	Tanzania	www.nct.ac.tz	G16
Neptune Hotels	Zanzibar	www.neptunehotels.com	U33
New Safari Hotel	Tanzania	www.newsafarihotel.com	J5
Ngorongoro Conservation Area Authority	Tanzania	www.ncaa.go.tz	G16
Nice Adventure Safaris	Tanzania	www.niceadventure.co.tz	M4
Nita Food Products	Tanzania	NIL	Z51
Nje Bush Camp	Tanzania	www.njebushcamp.com	L2
Njiapanda Tented Lodge	Tanzania	www.njiapndatentedlodge.com	N6
Nkuringo Walking Safaris	Uganda	www.nkuringosafaris.com	G20
NMB Bank Plc	Tanzania	www.nmbbank.co.tz	F20
Northern Tanzania Beekeeping Co.Ltd	Tanzania	www.tanzaniabeekeeping.com	Z37
Nsk Hospitals Limited	Tanzania	www.nskhospitals.co.tz	U43
Nuru's Restaurant & Bakery	Tanzania	www.kilidovetours.com	FS16B
Nyabogati Camp & Emerald Bay	Tanzania	www.nyabogati.co.tz	Q1
Nyama Laini	Tanzania	www.nyamalaini.co.tz	FS23
Nyange Adventures	Tanzania	www.nyangeadventures.com	F27
Nyikani Camps & Lodges	Tanzania	www.nyikani.com	T21
Nyota Luxury Camps	Tanzania	www.nyotaluxurycamps.com	R8
Nyssa Balloon Safaris	Tanzania	www.nyssaballoonsafaris.com	F29
Nyumbani Boutique	Tanzania	NIL	Z85
Nyumbani Collections Ltd	Tanzania	www.nyumbani-collection.com	O8
Nyumbu Luxury Collection	Tanzania	www.nyumbuluxurycollection.com	T31
Ocean Paradise Resort - Zanzibar	Tanzania	www.oceanparadisezanzibar.com	T46
Octagon Lodge	Tanzania	www.octagonlodge.com	G8
Odyssey creations tz	Tanzania	NIL	U68
Olmorijo Camp	Tanzania	www.olmorijocamp.com	V9L
Olpopongi Maasai Cultural Village	Tanzania	www.maasai-village.com	C1
One Bike	Tanzania	www.onebike.com	L8
Onomo Hotel Dar es Salaam	Tanzania	www.onomohotel.com	T29
Orkeju Camp Masailand	Tanzania	www.orekeju.com	F7
Osinon Camps and Lodges	Tanzania	www.osinoncampsandlodges.com	U22
Palast Tours & Travels	Rwanda	www.palasttours.rw	K30
Pamoja Africa Lodges & Camps	Tanzania	www.pamojaafricatz.com	D1
Pamoja Glass Blowing Art & Design	Tanzania	NIL	Z45
Paradise & Wilderness Ltd	Tanzania	www.paradise-wilderness.com	J10
Park Hyatt Zanzibar	Tanzania	www.hyatt.com	F22
Parosmatic Amenities Limited	Tanzania	www.limrokafrica.co.ke	Z92
Parrot Hotel Limited	Tanzania	www.parrothotelarusha.com	F9
Pearl Aromatherapy Clinic	Tanzania	NIL	Z88

Company	Country	Website	Stand No.
Pearlsun Hotels & Resorts	Tanzania	www.hotelseacliff.com	T8
Photons Energy Ltd	Tanzania	www.photonsenergy.com	Y1
Pinnacle Africa Safaris	Uganda	www.pinnacle.africa	G29
Planhotel Hospitality Group	Tanzania	www.planhotel.com	O28
Plaza Beach Hotel	Kenya	www.plaza-beach.co.ke	L29
PLCO Limited	Tanzania	www.plcolimited.com	X2
Police Tourism & Diplomatic	Tanzania	www.polisi.go.tz	F21
Precious Mimzy	Tanzania	NIL	Z60
Precision Air Plc	Tanzania	www.precisionairtz.com	N20
Premium Supplies Ltd.	Tanzania	www.megamart.co.tz	X20
Primate Safaris Ltd	Rwanda	www.primatesafaris.info	K30
Pro Flight (Tanzania) Limited	Kenya	www.proflight.co.ke	H23
Puma Energy Tanzania	Tanzania	www.pumaenergy.com	U48
Pumba Luxury Camps	Tanzania	www.africamagicholidays.co	V5J
Radio 5	Tanzania	www.radio5fm.co.tz	T24
Rajinder Motors - RSA	Tanzania	www.rsaafrica.com	A25
Red 'n White	Tanzania	www.rednwhite.info	F17
Regional Air Services Ltd	Tanzania	www.regionaltanzania.com	E6
Regrow Project	Tanzania	www.tanzaniatourism.go.tz	J14
Rescue.co	Kenya	www.rescue.co	J23
Respad / Spear	Tanzania	www.droppingzone.co.tz	W4
Retreat at Ngorongoro	Tanzania	www.theretreatatngorongoro.co.tz	P30
Royal Black Man Ent	Ghana	NIL	Z19
Rubis / Gallagher EA	Tanzania	www.rubis.co.tz	Y5
Rwanda Development Board	Rwanda	www.rdb.rw	K30
Rwanda Eco Company and Safaris	Rwanda	www.rwandaecocompany.com	K30
Sabrahm Safaris Limited	Tanzania	www.sabrahmsafaris.com	S3
Safari Duka	Tanzania	www.safariduka.co.tz	O30
Safari haven	Tanzania	www.safarisolestours.com	A70
Safari Soaps	Tanzania	www.safarisoaps.co.tz	Z56
SafariBookings	Netherland	www.safaribookings.com	U44
Safarilink Aviation Ltd	Kenya	www.flysafarilink.com	V9A
Saheel's BBQ	Tanzania	NIL	FS38
Salamatours & Travel Agency Ltd	Rwanda	www.salamatoursrwanda.com	K30
Salinero Hotels	Tanzania	www.salinerohotels.com	T48
Sameer Parts Limited	Tanzania	NIL	U58
Samstrong Furniture	Tanzania	NIL	U42
Sanaa Tamu Furniture & Designs	Tanzania	www.sanaatamu.co.tz	X1
Satguru Travel	Rwanda	www.satgurutravel.com	K30
SBH Hotels	Spain	www.sbhfue.com	F2
Sea Cliff Court Hotel & Luxury Apartments	Tanzania	www.seacliffcourt.com	T8
Sea Cliff Court Hotel & Resort Spa ZNZ	Tanzania	www.seacliffcourt.com	T8
Selam Travel Solutions Ltd	Rwanda	www.selamtravels.com	K30
Selous Impala Camp	Tanzania	www.selousimpala.net	T26



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Company	Country	Website	Stand No.
SenjaroPay Technologies	Tanzania	www.senjaropay.com	D4
Serena Hotels	Tanzania	www.serenahotels.com	T27
Serengeti Ark Safari Lodge	Tanzania	www.ark-tz.com	L3
Serengeti Balloon Safaris	Tanzania	www.balloonsafaris.com	U30
Serengeti Breweries - SBL	Tanzania	www.serengetibreweries.com	FS44
Serengeti Classic View Camp	Tanzania	www.serengeticlassicviewcamp.com	V9E
Serengeti House of Nature Camp	Tanzania	www.serengetihouseofnature.com	D2
Serengeti Luxury Retreat	Tanzania	www.serengetiluxuryretreat.com	R9
Serengeti Pure Tented Camps	Tanzania	www.tanzaniapuretentecamps.co.tz	J2
Serengeti Sound of Nature	Tanzania	www.serengetisoundofnature.com	L1
Serengeti Silence	Tanzania	www.serengetisilence.com	V9E
Serengeti Smile	Tanzania	www.serengetismile.com	V9E
Shadows of Africa Limited	Tanzania	www.shadowsofafrica.com	A50
Shamba Lodge Arusha	Tanzania	www.shambalodgearusha.com	Q4
Sharubu Enterprises Ltd	Tanzania	www.serengetielectricals.co.tz	X16
Shine Balloons	Tanzania	www.shineballoons.co.tz	M9
Sidai Designs	Tanzania	www.sidaidesigns.com	W28
Sidai Serengeti Camp	Tanzania	www.sidaicampsandlodges.com	S25
Simbavati Lodge Collection	Tanzania	www.simbavati.com	T30
Siringit Spa by Healing Earth	Tanzania	www.healingearth.co.za	V24
Skyward Airlines Limited	Kenya	www.skywardexpress.co.ke	O25
SLS Bar & Grill	Tanzania	NIL	FS30
Smart Outfitters Ltd.	Tanzania	www.smartoutfitters.co.tz	D10
Sokoni Inc	Tanzania	www.sokoninc.com	LED
Sopa Lodges	Tanzania	www.sopalodges.com	T35
Soroi Collection	Kenya	www.soroi.com	L24
Sorted Wallet	Hong Kong	www.sortedwallet.com	X9
Sterling Tanzania	Tanzania	www.sterling.co.tz	U56
Style Bites Leather Ltd	Kenya	NIL	Z79
Suenos De Africa Luxury Camp	Tanzania	www.suenosdeafricaluxurycamp.com	S9
Summit Retreat B&B	Tanzania	www.summitretreat.co.tz	B6
Suntours & Travel Zanzibar	Tanzania	www.suntoursnz.com	J3
Sunkist Investments Ltd	Tanzania	www.sunkistinvestment.com	V30
Sunny Palms Beach Bungalows	Tanzania	www.sunnypalmsresort.com	P8
Sunshine Group Zanzibar	Zanzibar	www.sunshinegroupzanzibar.com	H4
Swahili Touch natural life	Tanzania	NIL	Z52
Switch - immune Booster	Tanzania	NIL	FS26
TACTO	Tanzania	NIL	G16
Tanfoam Limited	Tanzania	www.tanfoam.co.tz	V28
Tanga Beach Resort & Spa	Tanzania	www.tangabeachresort.com	U12
Tanganyika Arms Ltd	Tanzania	www.tanganyikaarms.co.tz	W9
Tanganyika Wilderness Camps	Tanzania	www.tanganyikawildernesscamps.com	N10
Tanmanagement Insurance	Tanzania	www.tm.co.tz	R22
Tanzania Airports Authority - TAA	Tanzania	www.kilimanjaroairport.go.tz	B5
Tanzania Bush Camps	Tanzania	www.tanzaniabushcamps.com	S1

KARIBU-KILIFAIR 2025 | Exhibitor List T-U

Company	Country	Website	Stand No.
Tanzania Forest Services - TFS	Tanzania	www.tfs.go.tz	G16
Tanzania Investment Centre - TIC	Tanzania	www.tic.go.tz	F3
Tanzania Local Tour Operators - TLTO	Tanzania	www.tlto.org	P1
Tanzania National Parks - TANAPA	Tanzania	www.tanzaniaparks.go.tz	G16
Tanzania Red Cross Society	Tanzania	www.trcs.or.tz	FS48
Tanzania Revenue Authority - TRA	Tanzania	www.tra.go.tz	J12/X24
Tanzania Tour Guide Awards	Tanzania	www.tourguideawards.org	R24
Tanzania Tourist Board - TTB	Tanzania	www.tanzaniatourism.go.tz	J14
Tanzania Wild Camps	Tanzania	www.tanzaniawildcamps.com	D30
Tanzania Wildlife Authority - TAWA	Tanzania	www.tawa.go.tz	G16
Tanzanite Dream	Tanzania	www.tanzanites.net	T6
Tarangire Safari Lodge	Tanzania	www.tarangiresafarilodge.com	U24
Tasasha Tour & Safaris	Tanzania	www.tasashatours.com	G10
TASUCT	Tanzania	www.tanzaniasustainableculturaltourism.org	V5E
TATO	Tanzania	www.tatotz.org	G5
TAWA	Tanzania	www.tawa.go.tz	G16
TAWIRI	Tanzania	www.tawiri.or.tz	G16
Tembo by Jackson	Kenya	www.tembobyjackson.com	H24
Tembo Consultants	Tanzania	NIL	V26
Tende Arts	Zimbabwe	NIL	Z38
Tents and Leather Tanzania Ltd	Tanzania	www.tentsandleather.com	A60
TGN Company Ltd Zimamoto (TZ-114)	Tanzania	www.tgn.co.tz	Y3
The Aiyana Resort & Spa	Tanzania	www.theaiyana.com	T40
The Andes Deli Co. Ltd	Tanzania	NIL	X26
The Maridadi Hotel	Tanzania	www.themaridadihotel.com	F24
The Naturals Beauty Co.	Tanzania	NIL	Z50
The Neela Boutique Hotel	Tanzania	www.neelacollection.com	T42
The Okaseni Lodge	Tanzania	www.okasenilodge.com	J9
The Orangi Collection	Tanzania	www.thesavannahcollection.com	K2
The School of St Jude	Tanzania	www.schoolofstjude.org	S6
The Whisper Tanzania	Tanzania	www.thewhisper-serengeti.com	U18
The Z Group of Companies	Zanzibar	www.thezhotel.com	U35
TIB Development Bank Ltd	Tanzania	www.tib.co.tz	W7
TOA Hotel & Spa	Tanzania	www.toazanzibar.com	T25
Topguides Bush Camps	Tanzania	www.topguidesbushcamps.com	A35
Top Kitchen	Tanzania	NIL	U15
Tourplan	Kenya	www.tourplan.com	V34
Tukaone Camps	Tanzania	www.tukaonecamps.com	F30
Tulia Zanzibar Resort	Tanzania	www.tuliazanzibar.com	T43
Tumbili Lodge	Tanzania	www.tumbili-lodges.com	F28A
Tuna & Co	Tanzania	www.tuna.co.tz	V22
Tuna & Co Ltd	Tanzania	www.colours.co.tz	FS18
Turaco Collection	Tanzania	www.marriott.com	P10
Twiga Brewery	Tanzania	www.twigabrewery.com	FS21

KARIBU-KILIFAIR 2025 | Exhibitor List U-Z

Company	Country	Website	Stand No.
Uganda Airlines	Tanzania	www.ugandairlines.com	G20
Uganda Consulate	Uganda	www.daessalaam.mofa.go.ug	G20
Uganda Wildlife Authority	Uganda	www.ugandawildlife.org	G20
Ujumbe Ink Ltd	Tanzania	www.ujumbeink.com	B10
Ujuzi Afrika	Tanzania	www.ujuziafrika.com	Z71
Ultra Clear	Tanzania	www.ucfilters.com	Z83
Utende Seaciff Resort	Tanzania	www.utendeseaciffresort.co.tz	L4
Venture Uganda	Uganda	www.ventureuganda.org	G20
VIA Aviation Ltd	Tanzania	www.viaaviation.com	P6
Villa Kiva	Tanzania	www.villakiva.com	Q8
Villa Tulia	Zanzibar	www.villa-tulia.com	L9
Visit East Africa & GIZ	East Africa	www.eac.int	H26
Visit Rwanda-Rwanda Development Board	Rwanda	www.rdb.rw	K30
Wanderluxsafari	Rwanda	www.wanderluxsafari.com	K30
Waridi Eyewear	Kenya	www.waridieyewear.co.ke	Z30
Wayo Africa	Tanzania	www.wayoafrika.com	Q28
Weaving Point	Tanzania	www.weavingpoint.co.tz	Z80
Wellworth Collection	Tanzania	www.ellworthcollection.co.tz	T4
WeTravel	USA	www.wetravel.com	V25
White Bull Company Ltd	Kenya	www.whitebull.co.ke	X22
White Sands Hotel Limited	Tanzania	www.hotelwhitesands.com	T8
Widows Might Group	Tanzania	NIL	Z90
Wild Frontiers	Tanzania	www.wildfrontiers.com	M2
Wilderness Collection – Craters Edge	Tanzania	www.thewildernesscollection.com	T7
Wilderness Destinations	Tanzania	www.wayoafrika.com	R28
Wild Whispers Africa	Uganda	www.wildwhispersafrica.com	G20
Wildlands Camps and Lodges	Tanzania	www.wildlandscampsandlodges.com	B1
Wondergarden Ltd	Tanzania	www.wondergarden.africa	T51
Wood Art Empire	Tanzania	www.woodartempire.com	Z74
Yanolja Cloud Solution (YCS)	Tanzania	www.yanoljacloudsolution.com	X3
YAS Tanzania	Tanzania	www.yas.co.tz	F10
Z. Boskovic Air Charters Ltd	Kenya	www.flyboskies.com	M24
ZAFS Tours	Tanzania	www.zafstours.com	U16
Zanzibar Airport Authority - ZAA	Tanzania	www.zaa.go.tz	G10
Zanzibar Car Hire Ltd	Zanzibar	www.zanzibarcarhire.com	G10
Zanzibar Collection & Palacina	Tanzania	www.thezanzibarcollection.com	T37
Zanzibar Commission for Tourism	Tanzania	www.zanzibartourism.go.tz	G10
Zanzibar Insurance Corporation - ZIC	Tanzania	www.zic.co.tz	G10
Zanzibar Investment Promotion Authority	Tanzania	NIL	G10
Zanzibar Utilities Regulatory Authority	Tanzania	www.zura.go.tz	G10
Zara Tours	Tanzania	www.zaratours.com	D30
ZATI	Zanzibar	www.zati.or.tz	Q25
Zeelham Closet	Tanzania	NIL	Z58
Zola Electric Tanzania	Tanzania	www.zolaelectric.com	U45



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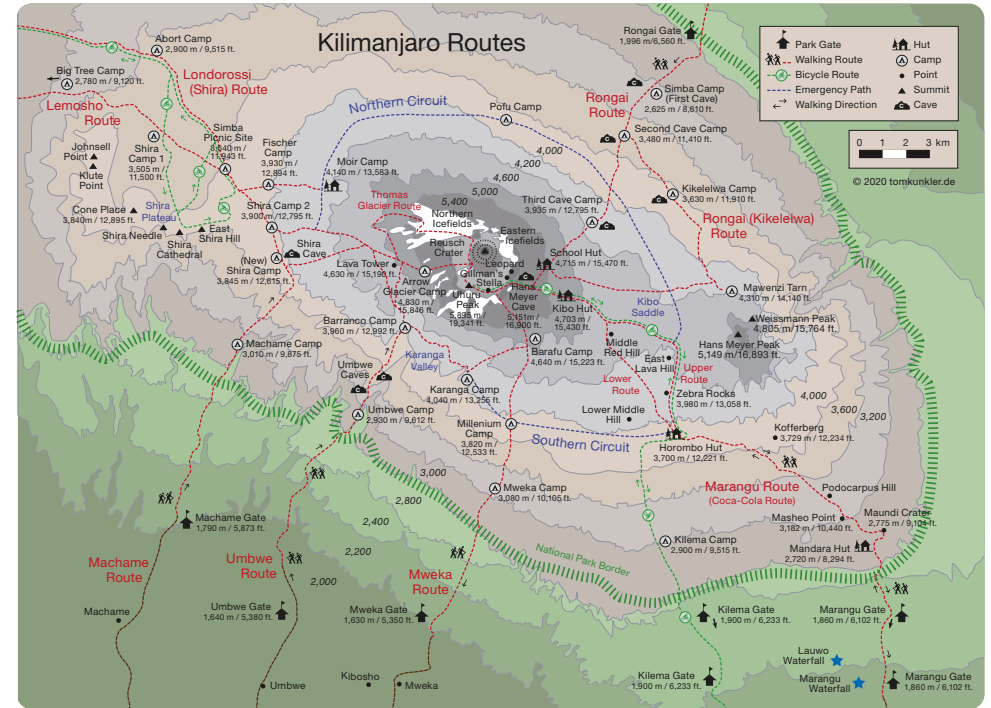
MT. KILIMANJARO

Height of Magnificence

Mount Kilimanjaro, Tanzania's majestic peak, rises dramatically from the plains, often veiled in clouds and crowned with snow. At 19,344 feet, it reigns as Africa's highest peak and offers the world's loftiest walkable summit. With a base spanning 40 miles, Kilimanjaro is hailed as one of Africa's greatest natural wonders. Despite its dormant status, occasional rumbles and gases remind climbers of its volcanic heritage.

Ascending Kilimanjaro unveils a journey through diverse ecosystems, from lush rainforests to arctic landscapes in just days. Trekking through heather-clad moorlands, where towering lobelia and cactus-like groundsel thrive that leads to an alpine desert, flanked by Kibo and Mawenzi peaks.

Amidst this seemingly harsh terrain, resilient animals like eland herds thrive. Uhuru Peak, the pinnacle of Kibo offers breathtaking African plains vistas, while nearby Gillman's Point calls to adventurous spirits. Various routes such as Marangu, Machame, Shira, Umbwe and Rongai offer a five to six-day climb, with overnight stays in mountain huts. Guided by knowledgeable experts, reaching Kilimanjaro's summit requires no specialized mountaineering skills, making it achievable for adventurous souls.



Fees cover park entrance and accommodation but not food and equipment. Thousands of trekkers conquer Gillman's Point or Uhuru Peak annually, but acclimatization is crucial to avoid altitude sickness. Planning a stay in Moshi or Marangu before climbing is advisable. While Kilimanjaro welcomes climbers year-round, the best times are August to October and January to March, with April, May, June and November being rainy in the rainforest. December to February marks the warmest months.

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CULTURAL TOURISM

Meet the People

The Tanzania Cultural Program, launched in 1997, uplifts local communities economically through tourism. Supported by the Tanzania Tourist Board and the Ministry of Natural Resources and Tourism, it boasts around 60 initiatives nationwide, offering visitors an authentic glimpse into Tanzania's diverse cultural tapestry. From crafting with banana leaves in the shadow of Mount Kilimanjaro to experiencing ancient Maasai traditions, the program immerses travelers in the vibrant rhythms of Tanzanian life.

Explore the lush slopes of Mount Meru and Mount Kilimanjaro, savoring the flavors of Tanzanian cuisine rich in coconut milk and spices. Dive into the tales of the Swahili Coast, trek through savannahs on camelback or glide down rivers amid mangroves.

These experiences not only captivate the senses but also directly impact over 4,000 Tanzanians annually, funding vital community projects and preserving centuries-old traditions for generations to come.



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ZANZIBAR

Land of Paradise

Zanzibar, just the name itself conjures up images of romance and mystery while the reality surpasses even the most vivid dreams. Comprising the main island of Unguja and its enchanting sister, Pemba, Zanzibar has been a magnet for adventurers and seafarers for centuries. Today, it beckons a new generation of explorers who are eager to immerse themselves in its rich heritage and captivating culture.

In the heart of Zanzibar lies Stone Town, a labyrinth of winding alleys, bustling bazaars and grand houses with ornate brass-studded doors. Step back in time as you explore this historic capital where the echoes of its past resonate through the streets. Visit the National Museum to delve deeper into Zanzibar's fascinating history or soak in the sunset from the Old Fort, now a hub for cultural events. Beyond Stone Town, embark on tours that lead you through fragrant spice plantations, picturesque fishing villages and the lush Jozani Forest, home to rare wildlife like the Zanzibar Red Colobus monkey. Dive into the azure waters off Nungwi, where pristine beaches and traditional fishing dhows await. Wander through markets brimming with treasures from antiques to spices, offering a sensory feast for the curious travelers.

Venture beyond the shores of Unguja to the paradise of Pemba Island, where lush hillsides and ancient ruins await discovery. Dive into crystal-clear waters teeming with marine life or stroll along idyllic beaches where time seems to stand still. Explore historical landmarks like the 14th-century mosque at Ras Mkumbuu or the ruins of Chaka Chaka, remnants of a bygone era. Pemba's charm lies in its untouched beauty, offering a glimpse into a world untouched by time.

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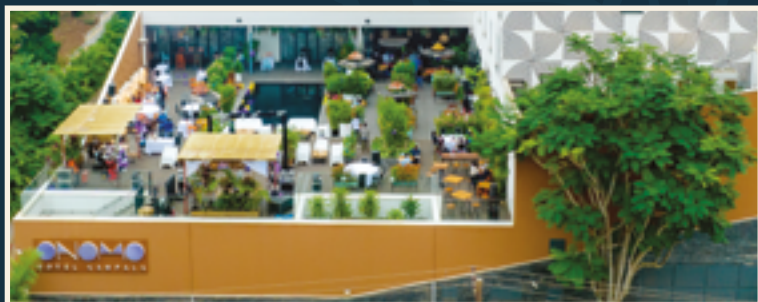
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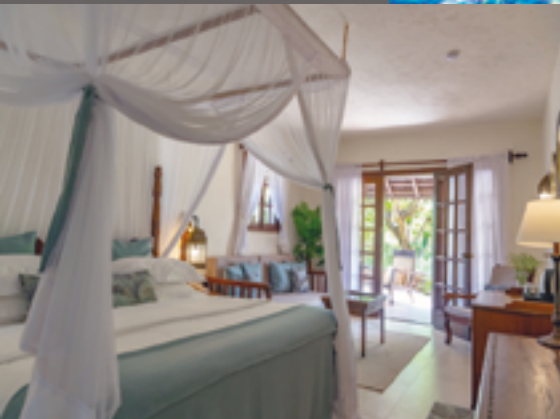
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Hotels

- 1 Kilindi, Palumbo, Eden Village, Kendwa Rocks, Gold Zanzibar, Sunset Kendwa, Sansi Kendwa Beach Resort
- 2 Zuri Zanzibar, RIU Palace, RIU Jambo, Opera Hotel
- 3 Royal Zanzibar Beach Resort, My Blue Hotel, Sunset Beach Resort, Sandies Baobab Beach, Nungwi Inn, The Z Hotel, Amaan Bungalows, Langi Langi Beach Bungalows
- 4 Flame Tree Cottages, Smiles Beach Hotel, Nungwi Beach Resort by Toraco
- 5 Mnarani Beach Cottages, Essque Zalu, The Zanzibari, Nungwi Dreams by Mantis, Warere Beach, SafiraBlu - Luxury Resort & Villas
- 6 The Mora Zanzibar
- 7 Sunshine Marine Lodge, Villa Maua
- 8 Mnemba Island
- 9 Kasha Boutique Hotel, Sunshine Bay Hotel, Matemwe Retreat, Matemwe Lodge
- 10 SeVi Boutique Hotel, Green and Blue Ocean Lodge, Hebe Bungalows Lodge, Zanzibar Queen Hotel, Kena Beach Hotel
- 11 Villa Tulia, Zanzibar Pearl Boutique & Villas, The Seles Boutique Hotel, Villa Kiwa, Tamani Villas, Zanzibar Retreat, Zoi Boutique, Utupoa, Panga Chumvi Beach Resort, Zanzibar Magic Boutique Hotel
- 12 Zanziblu, Hodi Hodi, Zanzibar House, SBH Kilindini Resort, AHG Waridi Beach Resort & SPA
- 13 Mchanga Beach, Sophia Sea View, Blue Moon Villa, Next Paradise, Waikiki, Marijani Beach Resort & Spa
- 14 Neptune Pwani Beach Resort & Spa, Ocean Paradise, TUI Blue, Diamonds Mapenzi Beach, Coral Reef, Melia Zanzibar, Shooting Star
- 15 Sultan Sands, Bluebay Beach Resort & Spa, VOI Kiwengwa
- 16 Kiwengwa Beach, Mvuvi, Zanbluu, Moja Tuu, Blu Marlin by EHFAR
- 17 Queen of Sheba, Tulia Zanzibar Resort, Pongwe Beach, The Island Pongwe, Pongwe Bay, Seasons Lodge
- 18 White Paradise, Azao, Palumbo Reef
- 19 Uroa Bay, Moonshine Uroa, Golden Clove, Sunny Palms Beach Resort
- 20 Antonio Beach Tree House Hotel and Spa, Zanzibar Bay Resort, Paradise Beach Resort, Filao Beach by Sansi
- 21 Michamvi Sunset Bay, Kae Funk, Konokono, Qambani, Ras Michamvi, Kichanga, Sansi Kae Beach Resort
- 22 Karafuu Beach Resort & Spa, Boutique Hotel Matiai, The Rock (Restaurant), Pearl Beach by Sansi, Upendo Beach, Baladin Zanzibar Beach Hotel
- 23 Le Mersenne, Zawadi, Sultan Palace, Dongwe Club, The Sands, Anna, Baraza, The Palms, Breezes Beach Club & Spa, Xanadu Villas & Retreat
- 24 Bellevue, Indigo Beach, Sahari, Kijani Beach Villas
- 25 Paradise Beach Bungalows, Ndambe Beach, Dhow Inn, Jambo Beach Hotel
- 26 Arabian Nights, Paje by Night, Cristal Resort, The Nest
- 27 Kisiwa, Zanzibar White Sand Luxury Villas & Spa, Hakuna Majiwe Beach Lodge
- 28 Villa Serenity, Mbuyuni, Spice Island, Fun Beach, Villa de Coco, Sharazad, Mwezi, La Luna, Uzuri, Mamamapambo
- 29 Jambiani Villas, Blue Oyster, Belvedere, The Loop, NUR, Case Beach Hotel, Blue Reef, Driftwood Beach Lodge, New Teddy's on the Beach
- 30 Zanzistar, Coral Rock, Red Monkey, Zanzest, Kupaga Villas
- 31 Reef & Beach Resort
- 32 Nest Style, Villa Fleur de Lys, The One Resort Zanzibar
- 33 Promised Land, Mama Root, Unguja Lodge, L'Oasis, Karamba, Aya Beach Resort, Kizikula, Aldiana club Zanzibar
- 34 The Residence, Fruit & Spice
- 35 Fumba Beach Lodge
- 36 Chumbe Island Coral Park
- 37 Golden Tulip Airport Hotel



- 38 Mbweni Ruins & Gardens (Jungle Paradise), Madinat Al Bahr, Zanzibar Beach Resort, The Manor House by Sansi
- 39 Park Hyatt, Serena Hotel, Tembo House Hotel, Shaba Boutique Hotel, The Neela Boutique Hotel, Mizingani Seafront Hotel, Spice Tree by Toraco, Zanzibar Palace Hotel, Emerson on Hurumzi, Emerson Spice, Maru Maru Hotel, Golden Tulip Stonetown Boutique, Dhow Palace Hotel, Island Paradise Inn
- 40 Maruhubi Villas, Hotel Verde, Golden Tulip Zanzibar Resort
- 41 Imani Beach Villa, Chuini Zanzibar Lodge, Mangrove Lodge Zanzibar, Royal Cliff Zanzibar
- 42 Zanzi Resort, Sea Cliff Resort & Spa

ZANZIBAR
(UNGUJA)

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ARUSHA / MOSHI

What do to & Where to go

Experience the vibrant towns of Arusha and Moshi, serving as gateways to Tanzania's natural wonders. Arusha, near the majestic Mt Meru, is the hub for safari adventures, with a temperate climate year-round. Discover its historic clock tower and the allure of Tanzanite gemstones. Nearby Moshi offers stunning views of Mount Kilimanjaro, enriching your Tanzanian journey. There are many interesting and picturesque excursion and tours you can take while you are staying at our home base:

What to do?

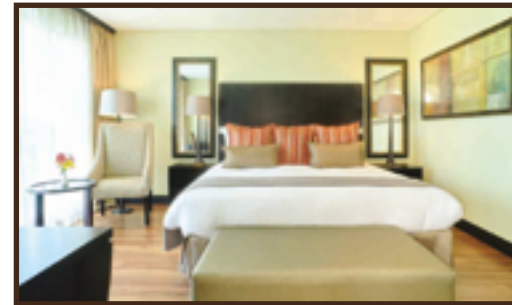
Besides climbing the famous roof of Africa and see the "Big Five" in the Northern Circuit of the Tanzanian National Parks, Arusha and its surroundings offer a great variety of day trips to extend your stay.

Arusha National Natural History Museum – Welcomes all to enjoy the versatile and informative exhibitions. The best part is the wing that is dedicated to human evolution, exhibitions of fossils, insects and history of Arusha during the German colonial era.

Cultural Heritage – Unique cultural center on the outskirts of Arusha. Curio shops, jewelry boutique, Tanzanite and special stone counter, outstanding commercial art gallery and restaurant.

Cyne Xperience – The only immersive and interactive gaming experience of its kind to entertain both kids and adults. It has games from racing, shooting to fighting in 3D cinema experience. It's all about having fun and great experience with machines from classical arcades to modern interactive games.

Lake Chala – A mystical caldera lake, with water as brilliant as the precious Tanzanite itself. 25% of the lake belongs to Kenya and 75% to Tanzania. Enjoy a swim, have a Kayak tour on the lake, enjoy the view or relax in the beautiful nature.





Maasai Market – Market with more than 100 stalls with a wide variety selection of craft materials representing Maasai and Tanzanian culture. Place to purchase great gifts and souvenirs for your loved ones.

Maji Moto – Experience a unique oasis in the middle of the Maasai-Steppe. Dip into the clear water for a swim, watch the monkeys in the trees or just simply enjoy this special place not far from Moshi.

Makoa Farm, The Animal Rescue Center – Visit the famous Makoa Farm and be part of the daily activities like feeding and training the rescued animals. Combine this with an adventurous walk with the friendly monkeys of the farm.

Marangu Waterfalls – Nested on the foothills of Mount Kilimanjaro hidden behind a short hike lies the beautiful Marangu Falls. The air is cleaner; the water is colder. Take your swimming gear and see if you can conquer the water!

Materuni Waterfalls & Coffee Tour – Learn where coffee grows and how it is made before you will hike to a stunning waterfall with a height of 150 m. The hike will take about 1 hour and gives amazing views on Kilimanjaro and its tropical surroundings.

Meserani Snake Park – Spend an afternoon and/or day and watch different types of reptiles including snakes, crocodiles and much more. There are activities available such as camel rides and learning up close about the Maasais.

Olpopongi Cultural Maasai Village – Olpopongi Maasai Village is the first authentic Maasai village with museum and overnight facilities in Tanzania. It provides a unique Maasai and wildlife experience in the West-Kilimanjaro Maasai land, with the maximum respect to the Maasai community

Shanga Shanga – Swahili for “beads” is an enterprise that employs people with disabilities to create handmade, high-quality jewelry using recycled and sustainable materials. You can participate in workshops and activities and create your own jewelry!



Meru Ecotourism – Experience eco-adventures at Meru Eco Camp with variety of activities like camping, zip lining, hiking, biking, birdwatching, and hike to the beautiful Napuru waterfalls. Enjoy delicious meals and drinks while supporting sustainable tourism!

Where to eat?

Looking for dining options in Arusha? Here's a guide to some of the best restaurants in town:

Africafe: European café vibes in the city center. Enjoy sandwiches, grilled meats, burgers, and more. Don't miss their bakery for coffee and dessert.

Amani Restaurant: A multi-cuisine eatery serving breakfast, lunch, and dinner. Enjoy a well-stocked bar, delicious coffees, and a relaxing garden amidst coffee trees.

Amber Bar & Restaurant – Arusha's most delicious fusion Indian cuisines restaurant.

Andrew's – Indulge in the best BBQ in Arusha at this Nyama Choma Joint, perfect for meat lovers.

Butter & Scotch – Organic approach to food with a focus on quality. Enjoy innovative menu options in a beautiful garden setting.

Café Barista – Known for great coffee and baked goods. Relax with free WIFI while enjoying coffee, sandwiches, wraps, or salads.

Chinese Whispers – A top-rated restaurant offering authentic Chinese cuisine, loved by locals and expats alike.

Fifi's – A cozy spot for breakfast or afternoon coffee. Their bakery also serves exciting meat dishes and offers free WIFI.

George Tavern – A family-owned Greek restaurant serving international cuisine with a focus on quality.



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Khan's BBQ – Famous for earthy barbecues, offering grilled meat and salad spreads. Experience Arusha like a local here.

Kitamu Coffee – Enjoy a great selection of local and international cuisine and desserts in a welcoming atmosphere.

Picasso Café – Known for inspiring starters and colorful salads, accompanied by a wide collection of main courses and amazing cakes!

Pizza Hut – Offers cheesy, meaty pizzas as well as colorful vegetarian options. Don't miss their great pizza-based desserts.

Tapas Safari – A restaurant and wine bar with a semi-outdoor setting, specializing in Spanish tapas and South African wines..

Uzunguni City Park – A popular sports bar and restaurant offering local Tanzanian cuisine and refreshing fresh juices.

Where to go?

Bounce Warehouse - An indoor sports venue with Padel, Pickleball & Badminton Courts, a lively sports bar, and a restaurant. Play, drink, and dine all in one place!

La Fiesta – A great place to have drinks at night, enjoy some music, sports on the screen and a bite to eat.

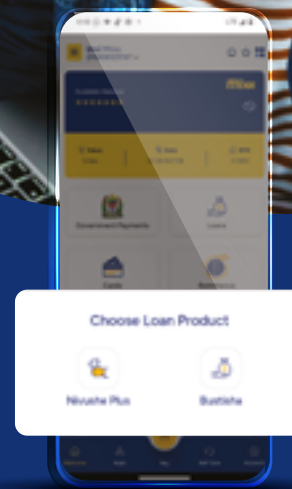
Le Patio – Large garden beneath shady trees, open fire, a lounge bar and outdoor tables in the city center. Food is mainly French but also salads, grills, pizza, sandwiches and much more are offered. Come enjoy the latest billboard music by night!

Lively Lady – A tiny yet cozy bar that offers groovy live African jazz music, highlighted by their dark decor. This place is a surprise package safely tucked away from the hustles and bustles of Arusha.

Njiro Shopping Complex – Mall filled with various shops such as electronics, clothing, supermarket, pet store and more. A food court with variety of restaurants.

Regalz Cinemaxx – The biggest cinema based in Arusha, showing all of the latest Hollywood and Bollywood movies with a variety of snacks to purchase before you get engrossed into the movie!

The Dons Lounge – A fancy sports bar and lounge for those who prefer to enjoy a football game on the screen, get some beer and have a good chat with mates!



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“Tanzania’s Untamed Wilderness”

 +255 767 536 128/+255 689 062 314

 katavi@tanzaniaparks.go.tz

 [Katavi_national_park](https://www.instagram.com/Katavi_national_park)



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