

United Tourism Fairs of Tanzania

**KARIBU FAIR**  
TRAVEL & TOURISM TANZANIA

**KILIFAIR**  
TANZANIA INTERNATIONAL TOURISM FAIR

# Official Fair Program 2022

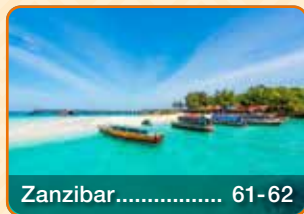
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*"where business meets wildlife"*



Northern Circuit .... 20-21



Kilimanjaro ..... 54-55



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# KARIBU-KILIFAIR 2022 | Sponsors



See us at next KARIBU-KILIFAIR 2023 | June 2-4

### **Welcome to KARIBU-KILIFAIR 2022 in Arusha and to TANZANIA “Unforgettable”.**

It feels great and most prosperous to have East Africa’s largest Tourism Expo back as a “Face to Face” event. Although the COVID-19 pandemic has forced us to stop the Expo for the last 2 years, we are fully back with new ideas and highly motivated exhibitors and buyers for 2022. The world wants to travel again – and TANZANIA is more than ready to serve this demand.



KARIBU-KILIFAIR is the joint venture of the two united tourism fairs of Tanzania, KARIBU FAIR (TATO) and KILIFAIR (Kilifair Promotion Co. Ltd). We are back to the 27,000 sqm rebuilt Magereza ground in Arusha, where it all began many years ago. Arusha is East Africa’s capital city for Safaris, the base for many Mt. Kilimanjaro climbers and features the major domestic departure airport for Flying Safaris & to Zanzibar. Arusha is just 45 km away from Kilimanjaro International Airport (KIA) – thus a great hub for East Africa travels.

International Expo standards and proper hygienic measurements are the pillars of KKF. With more than 350 exhibitors from 12 different countries, almost 400 registered travel agents from 38 countries, as well as approximate 7000+ travel interested visitors, KARIBU-KILIFAIR is still the undisputed largest and most important tourism trade fair in East- and Central Africa.

Under the repeated motto “Where business meets wildlife”, we are providing once again an excellent marketing platform for the Arusha & Kilimanjaro Region, for Tanzania and beyond, to establish new business relations and to improve existing contacts. Tanzania is one of the few countries in the world where MICE can benefit from the attractive wildlife. The Tanzanian government under H.E. President Samia Suluhu Hassan, has put a high priority on building up the tourism sector. New attractions, new National Parks and attractive investor benefits have been created during the last years. Last but not least, the government has recognized KARIBU-KILIFAIR as one of the most important tourism marketing platforms for the country.

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

KARIBU-KILIFAIR 2023 will be held from June 2-4 again in Arusha.

Tom Kunkler  
*Director*

Dominic Shoo  
*Director*

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### **Greetings and a very warm welcome to the KARIBU-KILIFAIR 2022 event.**

As I welcome all Participants to KARIBU-KILIFAIR 2022, allow me to inform you that Tanzania has established itself as one of the most preferred tourist destinations on the African continent. The country is endowed with a variety of tourist attractions, which appeal to a significant number of tourists from different parts of the world. The country ranks 1st in Africa and 12th in the world in World Economic Forum's Travel and Tourism Competitiveness Index for the quality of nature-based tourism resources.



These resources make Tanzania among the world's top safari destinations in terms of quality, quantity, diversity, and visibility of wildlife, scenic and cultural resources. Definitely, Tanzania has unique places and natural attractions that few other countries can match. Indeed, Tanzania tourist attractions have been receiving International Recognitions which include Tanzania being named by SafariBookings.com the best safari destination in Africa, with the icons of Mt. Kilimanjaro, the Ngorongoro Crater, and the Serengeti National Park being nominated in the list of Seven Natural Wonders of Africa.

As exhibitors and buyers, you are the heart and soul of the KARIBU-KILIFAIR and Tanzania Tourism industry in particular. As the Ministry of Natural Resources and Tourism, we value and support tourism promotion events such as KARIBU-KILIFAIR because of their importance in bringing together exhibitors and buyers. These strategic events afford us the opportunity to partner with you as key stakeholders in showcasing the best of what our country has to offer as a tourist destination. KARIBU-KILIFAIR is more than an event, it is about business because tourism is regarded as a modern-day engine of growth and is one of the largest industries globally. It is one of the Tanzania's best-established leisure travel and tourism trade show. It is a platform that allows our valued exhibitors, to showcase not only their products but also share their stories too. It is a special platform where tourism stakeholders meet and reconnect with their fellow business men and women.

I want to call upon our guests to take advantage of your stay in Tanzania, to visit and experience for yourselves the magnificent beauty of Tanzania. Indeed, Tanzania will offer you an unforgettable authentic experience! I am very confident that you will enjoy visiting the Tanzania's tourist attractions. I wish you a successful Tourism Trade show and look forward to seeing you again in the next edition of KARIBU-KILIFAIR.

A handwritten signature in blue ink, appearing to be 'P. Chana', written in a cursive style.

Hon. Amb. Dr. Pindi Hazara Chana (MP)  
*Minister of Natural Resources and Tourism*



# Get connected to the internet at **blazing** speeds

A central image of a man with a beard wearing a red hoodie, looking down at a smartphone. He is surrounded by four circular icons: a pink music note, a yellow speech bubble with a brain, a green social media icon, and a purple game controller. In the foreground, a white speed badge features a red and orange arc with a downward arrow, the text "Up To 1000 Mbps", and the slogan "Fast, Safe & Reliable".

Up To  
**1000**  
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Dear Valued guests of KARIBU-KILIFAIR,

Tanzania Tourist Board (TTB) is happy to welcome you to KARIBU-KILIFAIR 2022 and is honoured to be represented again at East Africa's largest international Tourism event! KARIBU-KILIFAIR is back and so is Tanzania! After two years of pandemic, the destination Tanzania is open for tourists again and we are all ready to welcome the world to experience unforgettable journeys in our beautiful country.

As the show opens its doors this year at the Magereza Ground, we look forward to welcoming exhibitors, buyers, media and visitors to Arusha, the Geneva of Africa!

KARIBU-KILIFAIR is a 3-day event offering best opportunities for business and social networking. Tourism stakeholders should not miss this chance to mingle, relaunch, catch up and discover our East African Region.

The impact of East Africa's Number 1 Tourism Expo & Networking platform has a massive impact on Tanzanian Tourism and on promoting the destination to the world.

Join KARIBU-KILIFAIR 2022 and let's join forces to show the world that we are back and most ready to welcome tourism in Tanzania "unforgettable"!

A handwritten signature in black ink, appearing to read 'Felix John'. The signature is stylized and written over a horizontal line.

Felix John

*Acting Director, Tanzania Tourist Board*



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One Destination,  
One Exhibition

Welcome to our third joint travel and tourism fair bringing together the brands of KARIBU FAIR and KILIFAIR under one exhibition roof, and indeed, under one management team.

Unity is power, especially after the unforeseen COVID-19 PANDEMIC. COVID-19 had massive impacts on our tourism and has taught us lessons. Without doubt it's more important than ever to put their strengths together and maintain KARIBU-KILIFAIR's position No. 1 as the largest Tourism Trade Fair in East Africa.

Thus, by continuing putting hands together, this one event ends the monotony and confusing mood inflicted upon our exhibitors when selling their products in two neighbouring towns within a spat of one week. Thus, there will be only one fair held once every year, which might even alternate between the Moshi and Arusha in the future.

As the chairman of Tanzania Association of Tour Operators, I view this historic merger as a blessing that brings renewed spirit in developing this annual event as the ultimate vehicle taking East Africa to a brighter tourism industry. Our goal and wish is simply to make this destination known and it's operators connected. As I welcome both exhibitors and visitors to this fair, I am therefore pleased to say we shall keep the focus to make KARIBU-KILIFAIR the place to exchange ideas, build alliances, network regionally and internationally, and bring global visibility to the thriving East African tourism industry.

I would like to take this opportunity also to welcome international visitors to this fair to spare some time to see the attractions of Tanzania before leaving the country. The secretariat of Tanzania Association of Tour Operators has a booth near the Fair entrance gate and can help with list of members who will assist in recommendations and guidance on how to plan for an interesting post-fair safari or holiday. With great hope, I sincerely welcome you to KARIBU-KILIFAIR 2022.

Karibuni sana!



Wilbard Chambulo

*Chairman, Tanzania Association of Tour Operators*



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## KARIBU TANZANIA

### *Africa's No. 1 Safari Destination*

Tanzania was recently voted the best safari country in Africa by both international visitors and by specialized safari operators. Even more recently, it now boasts the top three “Natural Wonders of Africa”. The Serengeti National Park, Mount Kilimanjaro and the Ngorongoro Crater outvoting the River Nile, the Red Sea Reef, the Sahara Desert and Botswana’s Okavango Delta.

The country’s 16 national parks, which protect more than 25% of its land, are home to 20% of the African continent’s larger mammals so it is little wonder game viewing experiences are the best in Africa. It is the place to see seemingly endless herds of wildebeest and zebra trekking across the plains on their annual migration – followed by lion, leopard, cheetah and hyena.

In Tanzania visitors can enjoy authentic African wilderness without paved roads and fencing. And a wildlife safari can be enhanced by a wide choice of each holiday or various other activities. Climbing Mount Kilimanjaro – the “Roof of Africa” and the tallest free-standing mountain in the world.

Deep-sea fishing, hot-air ballooning, scuba diving, swimming with dolphins, visits to the numerous archaeological sites, Whale Watching, and perhaps most valuable of all, participating in one or more of the many Cultural Tourism Program to gain an insight into the history and culture of the people. Tanzania’s Swahili Coast, Mafia and, of course, Zanzibar and Pemba share beautiful beaches, hundreds of miles of palm-fringed sands overlooking the Indian Ocean.

Its mountains are massive and mysterious, its cities relaxed and friendly. And travel is easy with many flights to and from neighboring countries and around Tanzania.

Today’s visitors are able to explore the country, and see Tanzania’s remarkable seven UNESCO World Heritage sites: Kilimanjaro National Park, Kilwa Kisiwani Ruins, Kondoa Rock-Art Sites, Ngorongoro Conservation Area, Selous Game Reserve, Serengeti National Park, Stone Town, Zanzibar.

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## East African Community – a Key Player in Reigniting the Regional Tourism Sector

Tourism is one of the most significant sectors in all the economies of the EAC region. Its contribution to GDP is quite substantial averaging around 8%. The sector contributes an average of about 17% to export earnings and generates about 7% of employment in the region. Moreover, tourism has important linkages with other sectors of the economy including agriculture, manufacturing, insurance and finance among others.

However, the unparalleled travel restrictions such as cancellation of international flights, closure of borders and lockdowns that were imposed by governments towards containment of COVID-19 pandemic had a devastatingly negative impact on tourism along the entire value chain in the region. This negated all the benefits of tourism including massive job losses in the sector, loss of tourism revenue, and undermining of wildlife conservation efforts.

Owing to the fact that tourism is identified under the EAC Treaty as a key sector for cooperation among the Partner States and tourists are indeed encouraged to tour different tourist destinations areas across the Partner States, the need for implementing Regional Tourism Recovery interventions is imperative.

The EAC Ministers for Tourism and Wildlife (Sectoral Council on Tourism and Wildlife Management) in their meeting of 15th July 2021 approved a EAC Regional Tourism Marketing Strategy that seeks to guide marketing and promotion of tourism during the implementation period 2021-2025 including reviving the sector that has been badly hit by the COVID-19 pandemic. The Strategy which was developed with technical support from the United Nations Economic Commission for Africa was subsequently adopted by the Council of Ministers in its 41st meeting held in November 2021. Formulation of the Strategy is in line with the provisions of the Treaty establishing EAC, Article 116 where the Partner States undertake to develop a collective and coordinated approach to the promotion and marketing of quality tourism into and within the Community. The strategy sets the vision of the 'EAC becoming the leading sustainable regional tourism destination in Africa' and the mission is to 'develop and promote inclusive and sustainable intra-regional and international tourism across the EAC region'.

The strategy identifies five key strategic directions and proposes a number of priority actions to be implemented accordingly. The strategic directions are:

- i) develop regionally and internationally competitive multi-destination tourism products;
- ii) position and market EAC as a leading regional tourism destination in Africa;
- iii) brand East Africa as a leading tourism destination;
- iv) enhance the marketing policy and institutional framework; and
- v) enhance the EAC tourism marketing and promotion financing.

The EAC Ministers for Tourism and Wildlife also agreed that there was need for a collective and coordinated approach towards tourism recovery that entails interventions that are aimed at reinforcing the measures being developed and implemented at the national level. These include the 1st EAC Regional Tourism EXPO which was held in 2021 in Arusha, Tanzania; capacity building initiatives and the Tembea Nyumbani, which is a joint regional tourism campaign by the East African Community and the East African Tourism Platform.

In light of the above-mentioned key interventions on strengthening the regional tourism sector, EAC is one of the key partners of KARIBU-KILIFAIR 2022. Visit EAC's booth to learn more about our activities on Tourism and beyond. EAC's participation at the KARIBU-KILIFAIR 2022 as well as various activities on implementation of Regional Tourism Marketing Strategy and tourism recovery efforts are being supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

## Why you should explore the EAC region in 2022 and beyond

The EAC integration agenda calls for sharing of cultural, political and social spaces and promoting East Africa as a single tourism destination. East Africa is a rich and endowed region with iconic tourist attractions ranging from the scenic views, wildlife species, landscape and vast adventure activities, making it a key tourist destination in Africa. The region is a tourism hub in Africa because of a number of attractions that can be found in the different countries of the Region.

Geographically, at the heart of Africa, Burundi's beautiful landscape, great national parks and lush forests are an ideal destination. The drummers of Burundi produce a hypnotic and unique sound sure to stay in the hearts of the listeners. Burundi is home to the longest fresh water lake in the world (Lake Tanganyika) and the source of the Nile. Walking around the country's living museum in Bujumbura, and the beautiful Karera Falls is an enriching experience.

**Kenya** amazes all who visit with its variety of Safaris and coastal treasures. Safaris lovers can experience the thrill of wildebeest thundering across the savanna in Maasai Mara, come eye-to-eye with elephants in Amboseli, or witness the magnificent flamingos in Lake Nakuru. You can dive in fish-rich coral reefs, relax on pearly beaches, experience the melting pot of cultures and cuisines, and explore tropical islands. You can adventure in ice skating, go karting, scuba diving, kitesurfing and stand-up paddle boarding.

**Rwanda**, also known as the cleanest country in Africa will leave you fascinated with its beautiful, modern and green driven city, Kigali. The country offers Mountain Gorillas trekking experiences, and nature lovers can tour national parks or get a bird's-eye view of a forest from a canopy walk. While in Rwanda, you also get to learn about the events of the Genocide and get marvelled by the captivating exhibit of traditional customs and beliefs at Rwanda's Ethnographic Museum.

**South Sudan**, the newest country in the world is filled with a myriad of colorful tribes, culture and raw natural beauty. It boasts of diverse wildlife in the national parks and game reserves. Every year over a million antelopes migrate across Boma National Park creating an astonishing spectacle. The longest river in the world is an impressive sight when illuminated by the sunset. Tourists can enjoy local wrestling matches or appreciate the largest cattle camp in the world.

As the Pearl of Africa, **Uganda** is endowed with breath taking scenery, fascinating culture, snow peaked mountains and astounding wildlife spread across the country's national parks with over 350 mammals, and 1000 bird species. The country is home to the longest river, largest lake in Africa and three World Heritage Sites; Home of Mountain Gorillas, Mountains of the Moon and Kasubi Tombs. The city of Kampala also offers a thrilling experience with its busy markets, temples, museums and restaurants.

In **Tanzania**, you can enjoy trekking and climbing experiences on Mount Kilimanjaro, the highest Peak in Africa, and get marvelled by the country's beautiful beaches and vast coast line. Zanzibar will submerge you in its turquoise-blue water, underwater adventures and historical centres. The country creates breath-taking feelings through the wildlife and is famed for its grand annual wildebeest migration. Get revelled by the earliest evidence of mankind existence at Olduvai Gorge and the wealth of history it creates.

The EAC's newest member, the **Democratic Republic of Congo (DRC)**, is set to open up new frontiers and unique opportunities for discovery in tourism product offerings. These range from wildlife reserves, indigenous cultures and geological wonders not easily found elsewhere in Africa.

DRC hosts Africa's largest expanse of tropical forest that includes seven national parks and 57 reserves areas with huge potential for eco-tourism. DRC has four endemic species including Mountain Gorillas, Okapi Bonobos and the Congolese peacock. DRC's scenery is punctuated by volcanic mountains and gushing rivers including the Congo River which is the second largest river in Africa.

**To learn more about the regional tourism sector and activities of the East African Community to reignite the sector after the pandemic, visit the EAC booth J15 at the KARIBU-KILIFAIR.**



## TOWNS & CITIES

*Bustling - Charming - Historical*

### Arusha

Located in the north of Tanzania, in the shadow of Mount Meru, Arusha is the safari capital of the country. Tourists usually overnight here before their safari around the Northern Circuit. Built by the Germans as a center of colonial administration, Arusha is now one of the country's most prosperous towns, Arusha is also the center for the trading of Tanzanite, a rare gemstone only found in Tanzania.

### Bagamoyo

Some 70 km north of Dar es Salaam, on the coast opposite Zanzibar, Bagamoyo was once one of the most important trading ports on the East African coast. The former capital of German East Africa, it is a center for dhow building. Saadani National Park is 45 km to the north and the Kaole ruins 5 km to the south.

### Dar es Salaam

Dar es Salaam, which means "Haven of Peace" in Swahili, boasts one of the world's finest natural harbors. While it has grown to become a prosperous center of the East African region, it remains a place of fascination with many reminders of its colorful past. Dhows still ply its waters while dug-outs, piled with fish, bob by the harbor side. The city displays the many influences of its history. There is an Asian district with its specialty shops, restaurants and temples, while the German colonization has left behind a Bavarian-style railway station, the Roman Catholic St. Joseph's Cathedral and the Lutheran Azania Front Church. The Botanical Gardens and Gymkhana Club are evidence of British occupation. Dar es Salaam's 60,000-seater, multipurpose National Stadium has been built to both FIFA and Olympic standards at a cost of USD 56 million.

### Iringa

Iringa is the gateway to one of Africa's largest national parks, the Ruaha National Park. The town stretches along a hilltop overlooking the Little Ruaha River to the south, and spreads along ridges and valleys to the north. It has a very attractive market built in 1940.



Arusha, Clock Tower



## Moshi

Nestled at the base of Mount Kilimanjaro, Moshi is the coffee producing center of the country and vast plantations blanket the area. Sugar plantations are also of central importance to the region's economy but the main reason visitors come to Moshi is to climb Kilimanjaro.

## Mwanza

Situated on the southern shores of Lake Victoria, in the north west of the country, Tanzania's second city is the perfect base from which to visit nearby Rubondo National Park, Saanane Island and the Bujora Sukuma and Nyerere museums. It also offers easy access to the Serengeti being only a 2 ½ hour drive from the Western Grumeti. Other attractions include lake cruises, canoeing safaris and fishing for tilapia or giant Nile perch. Mwanza is also known as Rock City because of the gigantic rock outcrops jutting out of the lake and strewn around the city. The most famous of these are the Bismarck Rocks, named after the German chancellor under whom this originally small town was established as the administration center of German East Africa.

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Bagamoyo



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, Arusha, Lake Manyara, Tarangire and the Serengeti.

### **Arusha National Park**

Just 32 km away from the town of Arusha is the Arusha National Park, it consists of three spectacular features, the Momella Lakes, Mount Meru and the Ngurdoto Crater. On clear days' the magnificent views of Mt. Kilimanjaro can be seen from almost any part of the park. The park is famous for its 575 species of birdlife and black and white colobus monkey – the only place they may be seen on the Northern Circuit. Animals frequently seen in the park are baboon, buffalo, giraffe, hippo, hyena, warthog and zebra. Tourist attractions include canoe safaris on the Momella lakes, riding safaris on specialized car-free routes, walks around the rim of the Ngurdoto Crater, and three- or four-day climbs of Mount Meru.

### **Lake Manyara National Park**

This park is famous for its tree climbing lions, which spend most of the day spread out along the branches of Acacia trees six to seven metres above the ground. As visitors enter the gate they pass through a lush forest, home to troops of baboons and both blue and vervet monkeys. Further along the forest opens up into woodlands, grassland, swamps and beyond these the soda lake itself, covering 200 sq km and sanctuary to over 400 species of bird including flamingo, pelican, storks, sacred ibis, cormorants and Egyptian geese. The park is particularly noted for its huge herds of buffalo and elephant. Also, giraffe, hippo, reedbeek, warthog, wildebeest, zebra, a great variety of smaller animals and, more recently, a family of endangered wild dog.



### **Mkomazi National Park**

This former game reserve contains 90% of all botanic species found in Tanzania with one third classified as unique in the world. It is also home to the Mkomazi Rhino Project. This involves the re-introduction of a number of black rhinos from South Africa and the UK which, it is hoped, will breed before being relocated to traditional natural habitats within Tanzania. The Captive Breeding Program for the African wild dog is another project for the preservation of endangered species that is based in Mkomazi.

### **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 – lion, leopard, cheetah, hyena and jackal.

Other animals frequently seen in the Serengeti include baboons, 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 fowl, 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 – 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 550 varieties of bird including the Kori bustard – the heaviest flying bird.

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## SOUTHERN SAFARI CIRCUIT

### *Largest National Parks of Africa*

If you like to escape the crowds, head to the country's little-visited southern parks. The new established Nyerere National Park as well as Ruaha are quite remote and wildlife-rich.

#### **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 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**

Recently extended southward to cover some 4500 sq km the main features of Tanzania’s third largest park, located about 40 km southeast of the town of Mpanda, are Lake Katavi, with its vast floodplains, the palm-fringed Lake Chala and the Katuma River. The park is noted for its Miombo woodland and is home to buffalo, elephant, leopard, lion and zebra. Antelope species include eland, impala, topi, roan, and sable. Water fowl are abundant with Lake Chala particularly rich in bird-life with 400 species recorded. Katavi also boasts the greatest concentration of hippo and crocodile.

#### **Mahale National Park**

The park is, like its northerly neighbor Gombe, home to some of the 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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[www.karatuacacialodge.com](http://www.karatuacacialodge.com)



## NGORONGORO

### *World Heritage Site*

The Ngorongoro Conservation Area is a Reserve, covering almost 8,300 sq km with altitudes ranging between 1,020 m to 3,577 m. Frequently referred to as the eighth wonder of the world, the area encompasses a blend of landscapes, archaeological sites, people and abundant wildlife that is unsurpassed in Africa. Featuring volcanoes, grasslands, waterfalls and forests, it is home to the nomadic Maasai. The centerpiece, and major landmark is the breath-taking Ngorongoro Crater, a natural amphitheater surrounded by steep walls rising over 600 meters from the crater floor. It is one of the world's greatest natural spectacles whose magical setting and plentiful wildlife never fail to thrill. The crater is a natural sanctuary for some 30,000 animals including the “big five” of buffalo, elephant, leopard, lion and rhino. It is also home to cheetah, hippo, hyena, jackal, reedbuck, warthog, waterbuck, wildebeest, zebra and a great many bird species. Reedbuck, waterbuck and huge herds of both Thomson's and Grant's gazelle are easily seen on the crater floor. Thanks to anti-poaching patrols, the crater is now one of the few places in East Africa where visitors can be certain of seeing black rhino.





Close to the Ngorongoro Crater there are two less famous, and less visited, craters ideal for walking and hiking safaris. Empakaai Crater is about 6 km wide with steep walls rising to almost 300 m. Nearly half of the crater floor is covered by a deep salt water lake. The trail down to the crater floor offers spectacular views of a still active volcano, Ol Doinyo Lengai, and, on a clear day, the snowy peaks of Mount Kilimanjaro.

On the way down to the lake there are buffalo, bushbuck, blue monkeys and rare birds, such as sunbirds and turacos. Olmoti Craters' floor is shallow and covered with grass where, in addition to the Maasai and their livestock, buffalo, eland and reedbuck may be seen. The Munge River crosses the crater before falling hundreds of meters in a spectacular waterfall. Large herds of giraffe live on the rim of the crater and will be seen on the drive to the nearby Olduvai Gorge and the Serengeti. Countless flamingos form a vast pink blanket over the soda lakes while more than 100 species of birds not found in the Serengeti have been spotted here.

Getting there: A three-hour drive, or one-hour flight, from Arusha. A two-hour drive from Tarangire or some 90 minutes from Manyara.

### Olduvai Gorge

Olduvai is also an iconic site for the study of human origins. Located within the Ngorongoro Conservation Area, a short drive off the main road between Ngorongoro and the Serengeti. It was here that, in 1959, Dr Louis Leakey and his wife Mary discovered the 1.7-million-year-old skull of *Australopithecus boisei*, the “modern man”, and, the remains of *Homo Habilis* or “handy man” at that time regarded as mankind’s first step up the ladder of human evolution. Many more fossils have since been discovered including those of prehistoric elephants, giant horned sheep and enormous ostriches. A new Museum has just opened, where visitors can listen to an informative talk. The project includes the Laetoli footprints and a geopark. Laetoli, which is 60 km from Olduvai, is home to four-million-year-old footprints of human ancestors.

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For further information, please contact:

**Ngorongoro Conservation Area Authority**

Phone: +255 27 253 7019/06 | Fax: +255 27 253 7007

Email: [info@ngorongorocrater.org](mailto:info@ngorongorocrater.org) | [www.ngorongorocrater.org](http://www.ngorongorocrater.org)



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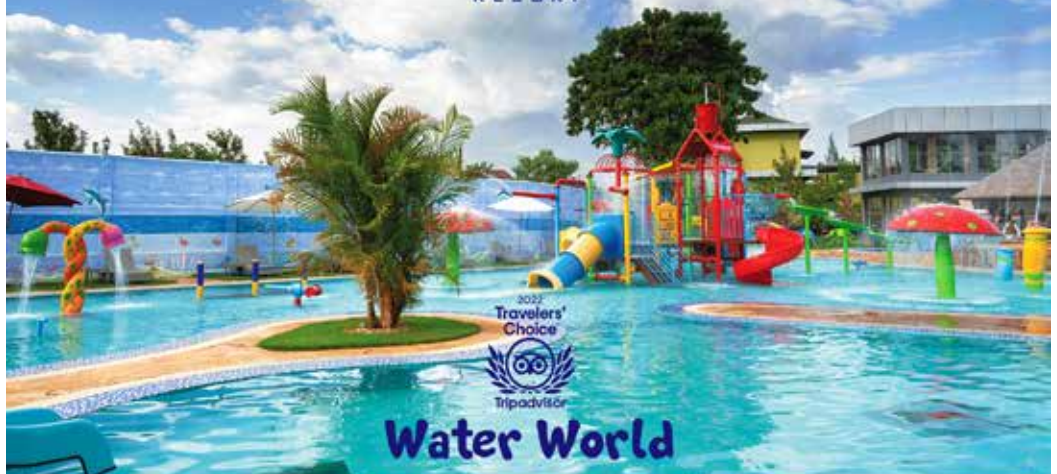
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*N/B: It is important to note that, this is not a cover, but rather a registration to guarantee quick access to medical evacuation services.*

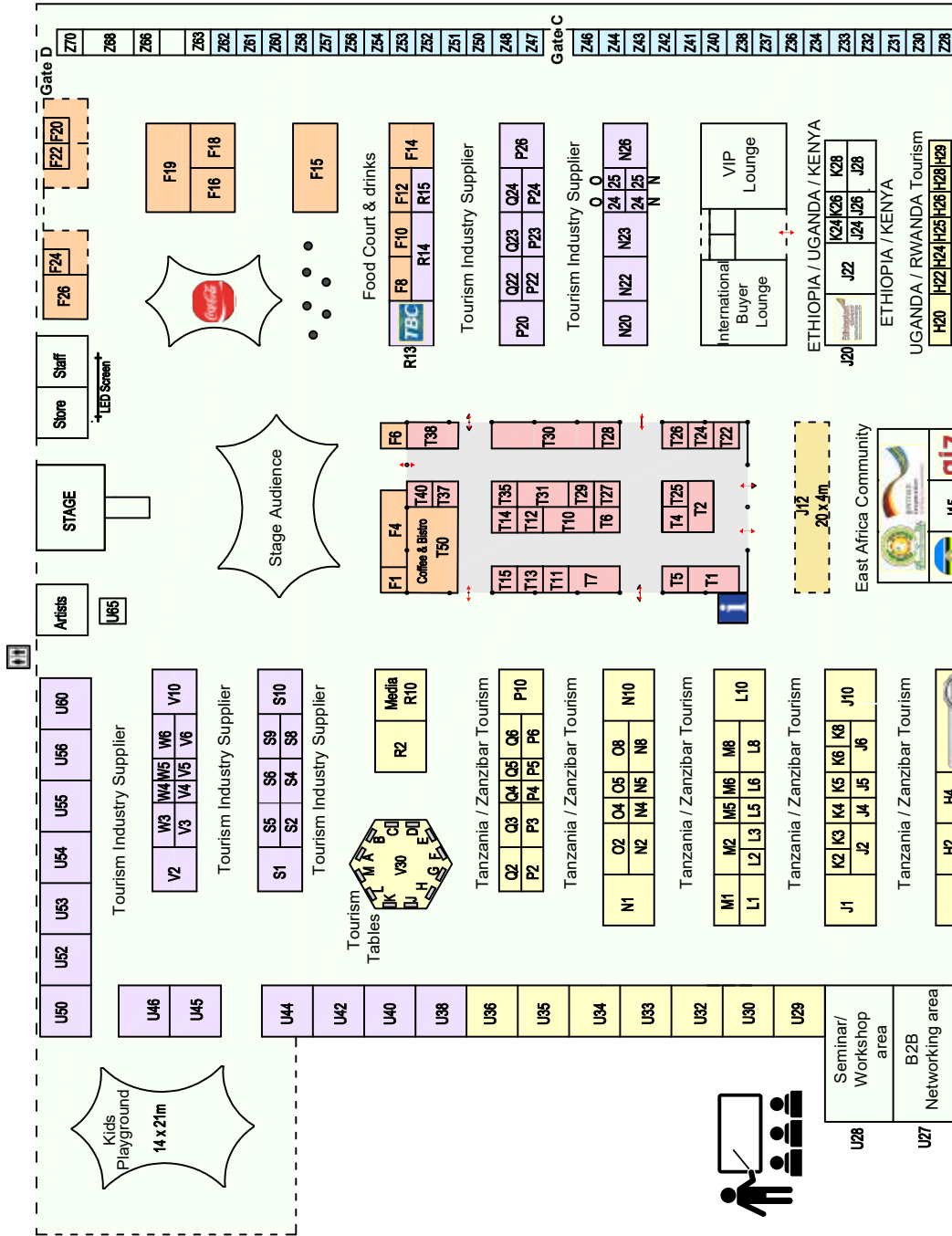
# KARIBU-KILIFAIR 2022 | Stage Program

Time	Friday, June 3
10:00	Opening time for KARIBU-KILIFAIR 2022 with MC Gomy
11:00	Official Opening Speeches by Hon. Minister of Tourism in Tanzania, Dr. Pindi Chana, R John Mongella, German Ambassador Regine Hess, TATO and the organizers Tom Kunkler & Dominic Shoo
12:00	Doctor Clown group – Tanzania, Dar es Salaam
12:30	Acrobats / Artists / Traditional dances
13:00	Dance Performance by CAC (Cultural Art Center – Makumira)
13:30	Live Music – Cultural Arts Centre at Makumira
14:00	Acrobats / Artists / Traditional dances
14:30	Cultural Performances – Cultural Tourism Groups
15:00	Live Music – Cultural Arts Centre at Makumira
15:30	Doctor Clown group – Tanzania, Dar es Salaam
16:00	Dance Performance by CAC (Cultural Art Center – Makumira)
16:30	Cultural Performances – Cultural Tourism Groups
17:00	Live Music – Cultural Arts Centre at Makumira
19:00	<b>Exhibitor/Buyer Party at Fun Retreat Resort, Moshono (invited exhibitors, buyers &amp; VIP only)</b>

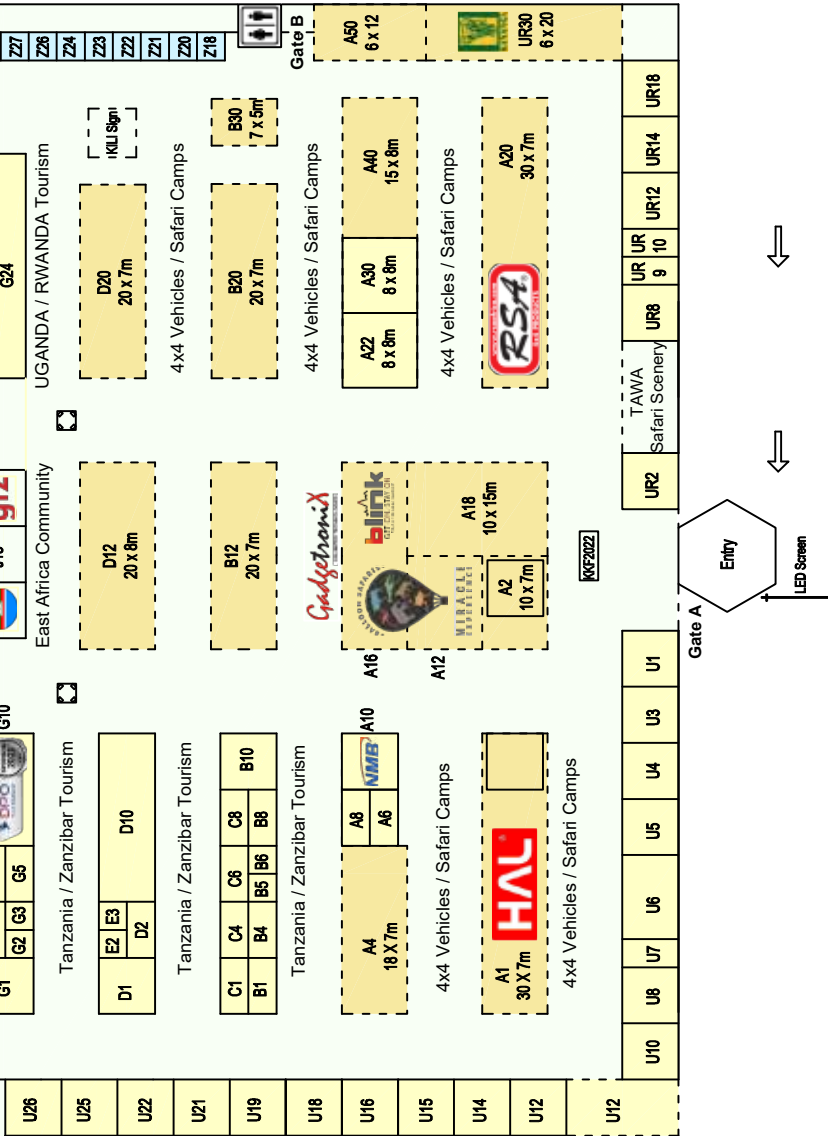
Time	Saturday, June 4
<b>09:00</b>	<b>Speed Networking for buyers &amp; exhibitors only (in Seminar tent area 09:00-10:30)</b>
10:00	Opening time for KARIBU-KILIFAIR 2022 – Day 2 with MC Gomy
10:10	Doctor Clown group – Tanzania, Dar es Salaam
10:30	Acrobats / Artists / Traditional dances
11:00	Live Music – Cultural Arts Centre at Makumira
11:30	Dance Performance by CAC (Cultural Art Center – Makumira)
12:30	Doctor Clown group – Tanzania, Dar es Salaam
13:00	Live Music – Cultural Arts Centre at Makumira
13:30	Acrobats / Artists / Traditional dances
14:00	Cultural Performances – Cultural Tourism Groups
14:30	Kids Dance & Hip hop with Doctor Clown group
15:00	Acrobats / Artists / Traditional dances
15:30	Doctor Clown group – Tanzania, Dar es Salaam
16:00	Dance Performance by CAC (Cultural Art Center – Makumira)
16:30	Kids Dance & Hip hop with Doctor Clown group
17:30	Doctor Clown group – Tanzania, Dar es Salaam

Time	Sunday, June 5
10:00	Opening time for KARIBU-KILIFAIR 2022 – Day 3 with MC Gomy
10:10	Doctor Clown group – Tanzania, Dar es Salaam
10:30	Acrobats / Artists / Traditional dances
11:00	Live Music – Cultural Arts Centre at Makumira
11:30	Dance Performance by CAC (Cultural Art Center – Makumira)
12:30	Doctor Clown group – Tanzania, Dar es Salaam
13:00	Live Music – Cultural Arts Centre at Makumira
13:30	Acrobats / Artists / Traditional dances
14:00	Cultural Performances – Cultural Tourism Groups
14:30	Kids Dance & Hip hop with Doctor Clown group
15:00	Acrobats / Artists / Traditional dances
15:30	Doctor Clown group – Tanzania, Dar es Salaam
16:00	Dance Performance by CAC (Cultural Art Center – Makumira)
16:30	Doctor Clown group – Tanzania, Dar es Salaam

# KARIBU-KILIFAIR 2022 | Ground Layout



# KARIBU-KILIFAIR 2022 | Ground Layout



Last update 21.05.2022

- = Lodges / Tour Operators
- = Premium Resorts/Lodges
- = SME / Arts & Craft only!
- = Food stalls
- = Industry Supplier
- = Outdoor areas - no tents

# black = stalls available  
 # red = stalls sold  
 # blue = stalls reserved  
 125 x 180 m ground

10 x 10m

6x6m

3x3

## KARIBU-KILIFAIR 2022 | Seminars & Workshops

Time	Friday, June 3	Min.
12:30	<b>DPO – Think Payment</b> – Solutions that have been tailor-made for the travel industry as well as Fraud and Risk Monitoring.	25
13:00	<b>Ngorongoro attractions and experience</b>	25
13:30	<b>Why join Associations?</b> Tourism associations have benefits for every company.	25
14:00	<b>Eurowings Discover</b> – The new Lufthansa Group leisure airline launching a direct flight from Frankfurt to Kilimanjaro.	25
14:30	<b>Joint Promotion of EAC as a Tourism Destination</b>	25
15:00	<b>The Changing Face of African Tourism</b> How marketing Africa has changed over the last 25 years & challenges the industry faces.	25
15:30	<b>TANAPA – Authentic tourism experience in the National Parks</b> – Tourism attractions, products, investment and opportunities.	25
16:30	<b>TATO Pre-Cocktail Party</b> Location: Seminar & Workshop / B2B Networking Area.	25

Time	Saturday, June 4	Min.
09:00	<b>Speed Networking until 10:30 in Seminar area</b>	
11:00	<b>The area of the Safari EV by E-motion Africa Ltd</b> – Going electric will reduce the environmental impact and prove cost-effective for tour operators.	25
11:30	<b>DPO – Think Payments</b> – Solutions that have been tailor-made for the travel industry as well as Fraud and Risk Monitoring.	25
12:00	<b>Harmonization of regional skilling of tour guides in East Africa</b> The role of the East Africa Tour Guide Association in promoting Women tour guides in East Africa.	25
12:30	<b>Culinary Conservation</b> – Heal ourselves to heal the Earth. Small farmers for a better future and revitalise heritage foods.	25
13:00	<b>Tourism Marketing 101</b> Marketing strategies at domestic, regional, intra-Africa and international regions.	25

## KARIBU-KILIFAIR 2022 | Seminars & Workshops

Time	Saturday, June 4		Min.
13:30	<b>Ethiopian as PAN AFRICAN and cargo network operating airline, during &amp; post-pandemic &amp; contribution on East Africa</b>	Speaker: Hawaz Kebede <i>Manager Ethiopian Airlines, Arusha/Kilimanjaro</i>	25
14:00	<b>Hospitality (what makes the difference?)</b> Promoting service skills for employees in the hotel and hospitality sectors.	Speaker: Ernest Mwangwaja <i>Lecturer, Researcher &amp; Consultant in the fields of tourism – Sokoine University of Agriculture (SUA)</i>	45
15:00	<b>TATO's SCR Projects Updates</b> TATO Social-Corporate Responsibility CSR projects.	<b>Changed Speaker: Patricia McCauley Terhell, Serengeti Ecosystem Advisor for Development &amp; Infrastructure – FZS</b>	25
15:30	<b>Balloon Safaris</b> The future highlight of the Air Safaris.	Speaker: John Corse <i>Managing Director – Serengeti Balloon Safaris</i>	25
16:00	<b>Revive your online sales</b> Importance of direct sales, agent and tour operator business, and OTA sales.	Speaker: Ntando Bhengu <i>Business Development Manager for ResRequest</i>	25
16:30	<b>Tuje Pamoja – The Kilimanjaro Project</b> Restoring Fully Functioning Ecosystems.	Speaker: Sarah Scott <i>Founder of The Kilimanjaro Project</i>	25

Time	Sunday, June 5		Min.
11:00	<b>Sustainability in EAC – Importance of sustainability in our operations, how to embrace it &amp; Mitigation of sustainability challenges.</b>	Speaker: Glorious Tumwesigye <i>Executive Director – Amagara Business Solutions, Uganda</i>	25
11:30	<b>Cultural Tourism</b> “Experience the rhythm of Tanzanian Culture”.	Speaker: Stubbs Randall <i>Program Manager and founder of the Cultural Arts Centre at Tumaini University</i>	25
12:00	<b>Apprentices and mentorship of women tour guides in East Africa</b>	Speaker: Adrine Nankunda <i>Project Manager – Kigezi Biota Tours</i>	25
12:30	<b>Communication Skills</b> How to communicate effectively.	Speaker: Maria Marandu <i>Sales and Marketing Executive – Outstanding Solutions Limited</i>	25
13:00	<b>“Strategic tourism recovery post covid 19”</b> Rwanda destination.	Speaker: David Mugisha <i>Wildlife Tours, Rwanda</i>	25
13:30	<b>Nautical tourism</b> Water-based tourism in coastal and marine niche.	Speakers: Mr. Ryan Siara <i>Environmental enthusiastic and a pan-Africanist, Zanzibar</i>	25
14:00	<b>Leadership makes or breaks your business! – Learn how to overcome the most common ‘people challenges’.</b>	Speaker: Betina Skovsted <i>Director – SAFI Hospitality &amp; Hospitality Specialist</i>	45

Disclaimer: The organizers are not responsible for the content of speeches. Speakers do not automatically reflect the opinion of KILIFAIR Promotion Co. Ltd.

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Arusha, Tanzania.



## KARIBU-KILIFAIR 2022 | Exhibitors List A-Z

Company	Country	Website	Stand No.
1001 Organic Ltd.	Tanzania	<a href="http://www.twigabrew.co.tz">www.twigabrew.co.tz</a>	F16
Acacia Farm Lodge	Tanzania	<a href="http://www.karatuacacialodge.com">www.karatuacacialodge.com</a>	T5
AcuteEra Technologies Ltd.	Tanzania	<a href="http://www.acuteera.co.tz">www.acuteera.co.tz</a>	U55
Addgold Safaris Ltd.	Tanzania	<a href="http://www.wildfrontiers.com">www.wildfrontiers.com</a>	M6
Adventures Aloft (T) Ltd.	Tanzania	<a href="http://www.madahotels.com">www.madahotels.com</a>	U18
Africa Amini Life	Tanzania	<a href="http://www.africaaminilife.com">www.africaaminilife.com</a>	U29
African Adventure Specialists Ltd.	Kenya	<a href="http://www.africanadventure.co.ke">www.africanadventure.co.ke</a>	U34
African Scenic Safaris	Tanzania	<a href="http://www.africanscenicsafaris.com">www.africanscenicsafaris.com</a>	UR2
African View Ltd.	Tanzania	<a href="http://www.african-view.com">www.african-view.com</a>	L10
Afro Lioness Adventures	Tanzania	<a href="http://www.afrolionessadventures.com">www.afrolionessadventures.com</a>	K26
Afromaxx Tours & Safaris Ltd.	Tanzania	<a href="http://www.afromaxx.com">www.afromaxx.com</a>	N2
AG Energies	Tanzania	<a href="http://www.agenergies.co.tz">www.agenergies.co.tz</a>	N22
Air Excel	Tanzania	<a href="http://www.airexcelonline.co.tz">www.airexcelonline.co.tz</a>	O8
Air Tanzania Company Ltd.	Tanzania	<a href="http://www.airtanzania.co.tz">www.airtanzania.co.tz</a>	U1
Al Mansour Auto EA (T) (ISUZU)	Tanzania	<a href="http://www.mactanzania.com">www.mactanzania.com</a>	A4
Alfonsina Manufacturing Company Ltd.	Tanzania	<a href="http://www.amcl.co.tz">www.amcl.co.tz</a>	O25
Amboni Sisal Properties Ltd.	Tanzania	<a href="http://www.magoroto.com">www.magoroto.com</a>	K4
Ameera Africa Safari	Uganda	<a href="http://www.ugandasafaritour.com">www.ugandasafaritour.com</a>	H26
Amref Flying Doctors Ltd.	Tanzania	<a href="http://www.flydoc.org">www.flydoc.org</a>	N25
Ang'ata Camps	Tanzania	<a href="http://www.angatacamps.com">www.angatacamps.com</a>	A18
Applied Technology (Jack Daniels)	Tanzania	<a href="http://www.rednwhite.info">www.rednwhite.info</a>	F18
Applied Technology Ltd.	Tanzania	<a href="http://www.rednwhite.com">www.rednwhite.com</a>	F15
Arusha Medivac Ltd.	Tanzania	<a href="http://www.arushamedivac.org">www.arushamedivac.org</a>	S2
ASAS Dairies Ltd.	Tanzania	<a href="http://www.asasgrouptz.com">www.asasgrouptz.com</a>	Z67/Z68
Asilia Lodges & Camps Ltd.	Tanzania	<a href="http://www.asiliaafrica.com">www.asiliaafrica.com</a>	Q4
Ass. of Uganda Tour Operators (AUTO)	Uganda	<a href="http://www.ugandatouroperators.org">www.ugandatouroperators.org</a>	G24
Auric Air Services Ltd.	Tanzania	<a href="http://www.auricair.com">www.auricair.com</a>	U14
Axel Janssens Catering	Tanzania	<a href="http://www.onseahouse.com">www.onseahouse.com</a>	T50
Baobab Lodges and Camps	Tanzania	<a href="http://www.baobablodges.com">www.baobablodges.com</a>	U35
Beau Designs	Kenya	<a href="mailto:liamsjoan@gmail.com">liamsjoan@gmail.com</a>	Z42
Beem	Tanzania	<a href="http://www.beem.africa">www.beem.africa</a>	V5
Bella Ragazza	Tanzania	<a href="mailto:anluggy@gmail.com">anluggy@gmail.com</a>	Z43
Bevco Distribution	Tanzania	<a href="mailto:salesmanager.arusha@bevco.com">salesmanager.arusha@bevco.com</a>	N23
Binti wa Africa Collection	Tanzania	<a href="mailto:www.bintiwaafrikacollection@gmail.com">www.bintiwaafrikacollection@gmail.com</a>	Z24
Black Koffee	Tanzania	<a href="http://www.arushacocktails.wixsite.com/mysite">www.arushacocktails.wixsite.com/mysite</a>	F6
BLINK Internet	Tanzania	<a href="http://www.blink.co.tz">www.blink.co.tz</a>	A16
Bluebay Hotels Zanzibar	Zanzibar	<a href="http://www.bluebayzanzibar.com">www.bluebayzanzibar.com</a>	T12
Bonite Bottlers Ltd.	Tanzania	<a href="mailto:cploiruk@bbl.co.tz">cploiruk@bbl.co.tz</a>	Stage
Bougainvillea Group of Lodges	Tanzania	<a href="http://www.bougainvillealodge.com">www.bougainvillealodge.com</a>	A8
Braca Safaris	Uganda	<a href="http://www.bracatur.com">www.bracatur.com</a>	H28
Brilliant Adventures and Safaris	Tanzania	<a href="http://www.brilliant safaris.travel">www.brilliant safaris.travel</a>	J12
Buildmart Ltd.	Tanzania	<a href="http://www.buildmart.co.tz">www.buildmart.co.tz</a>	P20
Burudika Lodges Ltd.	Tanzania	<a href="http://www.burudikalodges.com">www.burudikalodges.com</a>	M1

## KARIBU-KILIFAIR 2022 | Exhibitors List A-Z

<b>Company</b>	<b>Country</b>	<b>Website</b>	<b>Stand No.</b>
Bush 2 City Adventure	Tanzania	<a href="http://www.bush2cityadventure.com">www.bush2cityadventure.com</a>	P6
By Magero	Tanzania	<a href="mailto:bymagero@gmail.com">bymagero@gmail.com</a>	Z36/37
Camp Atupele	Tanzania	<a href="http://www.campatupele.com">www.campatupele.com</a>	V30D
Camp Bastian Mikumi	Tanzania	<a href="http://www.campbastian.com">www.campbastian.com</a>	O5
Capsele Ltd.	Tanzania	<a href="mailto:www.tom@capsele.net">www.tom@capsele.net</a>	E3
Cartrack Tanzania Ltd.	Tanzania	<a href="http://www.cartrack.co.tz">www.cartrack.co.tz</a>	S5
Central Tanzania Wine Company	Tanzania	<a href="http://www.cetawico.com">www.cetawico.com</a>	N26
Chanya Lodge	Tanzania	<a href="http://www.chanyalodge.co.tz">www.chanyalodge.co.tz</a>	L8
Cherry Garments Safety Solution	Tanzania	<a href="http://www.cherrysafety.co.tz">www.cherrysafety.co.tz</a>	S8
Chloride Exide Ltd.	Tanzania	<a href="http://www.chlorideexide.com">www.chlorideexide.com</a>	U56
Ciao Gelati	Tanzania	<a href="http://www.ciaogelati.com">www.ciaogelati.com</a>	F1
Coastal Travels Ltd.	Tanzania	<a href="http://www.coastal.co.tz">www.coastal.co.tz</a>	B1
Corto Safaris Ltd.	Tanzania	<a href="http://www.cortosafaris.com">www.cortosafaris.com</a>	B12
CPS Sales	Zanzibar	<a href="http://www.fumba.town">www.fumba.town</a>	A22
Cracode Ltd.	Tanzania	<a href="http://www.cracode.co.tz">www.cracode.co.tz</a>	Z58
CRDB Bank Plc	Tanzania	<a href="http://www.crdbbank.com">www.crdbbank.com</a>	U3
Cultural Arts Centre Makumira	Tanzania	<a href="http://www.cac.ac.tz">www.cac.ac.tz</a>	U65
Davis & Shirliff (T) Ltd.	Tanzania	<a href="http://www.davisandshirliff.com">www.davisandshirliff.com</a>	W6
Dolphin Tours & Safaris Ltd.	Tanzania	<a href="http://www.carhirez.com">www.carhirez.com</a>	U14
Dolson Interiors	Tanzania	<a href="http://www.dolsoninteriors.co.tz">www.dolsoninteriors.co.tz</a>	P22
<b>DPO Group</b>	<b>Kenya</b>	<b><a href="http://www.dpogroup.com">www.dpogroup.com</a></b>	<b>G10</b>
Dropping Zone (T) Ltd.	Tanzania	<a href="http://www.droppingzone.co.tz">www.droppingzone.co.tz</a>	H2
<b>EAC-GIZ Cooperation</b>	<b>Tanzania</b>	<b><a href="http://www.eacgermany.org">www.eacgermany.org</a></b>	<b>J15</b>
East Africa Camps - TYCHE Ltd.	Tanzania	<a href="http://www.eastafricacamps.com">www.eastafricacamps.com</a>	T11
Easy Explore Africa Ltd.	Tanzania	<a href="http://www.easyexploreafrika.com">www.easyexploreafrika.com</a>	V30H
Elewana Africa (T) Ltd.	Tanzania	<a href="http://www.elewanacollection.com">www.elewanacollection.com</a>	T30
Emayani	Tanzania	<a href="http://www.emayanilodge.com">www.emayanilodge.com</a>	U22
Embalakai Authentic Camps Ltd.	Tanzania	<a href="http://www.embalakaicamp.com">www.embalakaicamp.com</a>	L2
Enduimet Wildlife Management Area	Tanzania	<a href="http://www.enduimet.org">www.enduimet.org</a>	M5
Energy Gold Ltd.	Tanzania	<a href="http://www.energygold.co.tz/rb-locking-sytem/">www.energygold.co.tz/rb-locking-sytem/</a>	U40
Entara Camps and Lodges (AWAWA)	Tanzania	<a href="http://www.entara.co.tz">www.entara.co.tz</a>	V30K
Essque Zalu Zanzibar	Zanzibar	<a href="http://www.essquehotels.com">www.essquehotels.com</a>	U32
<b>Ethiopian Airlines</b>	<b>Tanzania</b>	<b><a href="http://www.ethiopianairlines.com">www.ethiopianairlines.com</a></b>	<b>J20</b>
Event Masters by Hugo Rentals	Tanzania	<a href="mailto:eventmasterstz@gmail.com">eventmasterstz@gmail.com</a>	R2
Exim Bank (T) Ltd.	Tanzania	<a href="http://www.eximbank.co.tz">www.eximbank.co.tz</a>	UR14
Explorer Kenya Tours & Travel Ltd.	Kenya	<a href="http://www.explorerkenya.com">www.explorerkenya.com</a>	J26
Farm of Dreams Lodge - Karatu	Tanzania	<a href="http://www.farmofdreamslodge.com">www.farmofdreamslodge.com</a>	B8
Features Africa Journeys Ltd.	Kenya	<a href="http://www.featuresafrica.com">www.featuresafrica.com</a>	P6
Fit4Masafa Travel and Tours Ltd.	Tanzania	<a href="http://www.fit4masafa.com">www.fit4masafa.com</a>	G2
Florino Art Gallery	Zimbabwe	<a href="http://www.fag.com">www.fag.com</a>	Z27
Flutterwave	Tanzania	<a href="http://www.flutterwave.com">www.flutterwave.com</a>	U60
Four Points by Sheraton Arusha	Tanzania	<a href="http://www.fourpointsthearushahotel.com">www.fourpointsthearushahotel.com</a>	T27
Fun Retreat Resort	Tanzania	<a href="http://www.funretreat.com">www.funretreat.com</a>	T2

## KARIBU-KILIFAIR 2022 | Exhibitors List A-Z

Company	Country	Website	Stand No.
Gachin Scrap Metal Art	Zimbabwe	chinyamagadzirai@gmail.com	Z56
Gadgetronix	Tanzania	www.gadgetronix.net	A16
Galaxy Food and Beverages Ltd.	Tanzania	www.kilimanjarofresh.co.tz	U46
Giraffe Residence	Tanzania	www.girafferresidence.com	U10
GIZ-EAC Cooperation	Tanzania	www.eacgermany.org	J15
Global Experience Ltd.	Tanzania	www.globalexperiencetours.com	K2
Go Places Africa / Go Places Holidays	Kenya	www.goplacesafricadmc.com	R14
Goethe Institut	Tanzania	www.goethe.de/tansania	P24
Gofan Safaris	Kenya	www.gofansafaris.com	J24
Google Street view and VR	Germany	www.360imagefilm.com	Q4
Gracious Tours and Travel Ltd.	Uganda	www.ugandasafari-tours.com	K6
Gran Melia Arusha	Tanzania	www.melia.com	T7
Grumeti Air	Tanzania	www.grumetiair.com	C4
G.V. Furaha Batic	Tanzania	vmmanyi05@gmail.com	Z51
Hakika Africa Experience Ltd.	Tanzania	www.hakikafrica.com	P20
Hakuna Majiwe Beach Lodge	Zanzibar	www.hakunamajiwe.com	V30E
Halisi Organic Farm	Tanzania		Z22
Hanspaul Automechs Ltd.	Tanzania	www.hanspaul.co.tz	A1/A2
Happy Sausages Kitchen (live cooking)	Tanzania	www.happysausages.co.tz	F12
Happy Sausages Ltd.	Tanzania	www.happysausages.co.tz	Q24
Hatari Lodge	Tanzania	www.hatari.travel/kijanicollecion.com	T40
Heritage Camps and Lodges Ltd.	Tanzania	www.heritagecampsandlodges.com	A30
Heritage Foods Afrika	Tanzania	www.hatari.travel	F4
Hillside Hotel Ltd.	Tanzania	www.hillsidehotel.co.tz	J2
Hodi Hodi	Zanzibar	www.hodi-hodi.com	V30B
Honeyguide Camps Ltd.	Tanzania	www.honeyguidecamps.com	T4
Hotel Sea Cliff Ltd.	Tanzania	www.hotelseacliff.com	N4
House of Canvas Ltd.	Tanzania	www.houseofcanvas.net	B20
Houston Travel Marketing Services	South Africa	www.houstonmarketing.co.za	R14
Idablu's Brothers & Co Ltd.	Tanzania	idkawambwa@gmail.com	Z31
Idfabric Company Ltd.	Tanzania	www.idfabric.co.tz	A50
Ifakara Kikoi Maker Group	Tanzania	ifakarakikoimaker@gmail.com	Z32
Inaya Zanzibar Ltd.	Tanzania	www.inayazanzibar.com	D20
Insight Security	Tanzania	www.insightsecure.com	Entrance
Jacana African Design	Tanzania	jacklinjanken@gmail.com	Z66
Jack Daniels	Tanzania	www.rednwhite.info	F18
Jambiani Villas	Zanzibar	www.jambiani-villas.com	T35
Jokenia Design	Kenya	www.jokenia117@gmail.com	Z34
Jua Kali	Tanzania	www.ngare-sero-lodge.com	Z48
Jumeira Holdings Ltd.	Tanzania	www.lemersenne.com	J5
Kananga (Rumangabo Int. Ltd.)	Tanzania	www.kanangainternational.com	UR30
Karafuu Tours & Car Hire Ltd.	Tanzania	www.karafuutours.com	V30F
Karibu Camps & Lodges	Tanzania	www.karibucamps.com	T38

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Company	Country	Website	Stand No.
Katani Ltd.	Tanzania	www.jsenkondo@sisalana.co.tz	Z21
Kendwa Rocks Hotel Zanzibar	Zanzibar	www.kendwarocks.com	P3
Kenzan Wildlife Safaris Ltd.	Tanzania	www.kenzanluxurycamp.com	U19
Khans Barbeque	Tanzania	khansbbq@yahoo.com	F22
Kibo Palace Hotel	Tanzania	www.kibopalacehotel.com	B4
Kilimanjaro Fresh	Tanzania	www.kilimanjarofresh.co.tz	U46
Kilimanjaro Wonders Hotel	Tanzania	www.kiliwonders.com	U5
Kili Villa Ltd.	Tanzania	www.kilivilla.com	T31
KILIFAIR Promotion Co. Ltd.	Tanzania	www.kilifair.com	Info Center
KADCO	Tanzania	www.kilimanjaroairport.go.tz	UR9
Kitamu Coffee	Tanzania	www.kitamuafrika.com	F8
Kitchen Spot	Tanzania	www.kitchenspot.co.tz	V10
Kon Tiki Africa Serengeti Luxury Camp	Tanzania	www.kontiki.africa	O4
Konnect Broadband Tanzania Ltd.	Tanzania	www.konnect.co.tz	W5
Kudu Lodge-Karatu	Tanzania	www.kudulodge.com	C8
Kudu Safaris	Tanzania	www.kudusafaris.co.tz	E2
Kwanza Collection Co. Ltd.	Tanzania	www.kwanzacollection.com	Z38
Lake Chahafi Resort	Uganda	www.lakechahafiresort.com	H20
Lake Duluti Lodge	Tanzania	www.lakedulutilodge.com	U15
Lavano Travel & Tours Ltd.	Tanzania	www.lavano.co.tz	P5
Learning and Discovery Africa Ltd.	Tanzania	www.landafrika.co.tz	UR18
Legendary Expeditions	Tanzania	www.legendaryexpeditions.co.tz	Q5
Lengai Safari Lodge	Tanzania	www.lengaisafarilodge	K24
Maasai BBQ	Tanzania	maasaibbq@gmail.com	F20
Majani Traders	Tanzania	majanitraders@gmail.com	F26
Majority Mart Suppliers	Tanzania	www.majoritysuppliers.com	Z20
Mango Safaris	Uganda	www.mangosafaris.co.ug	H22
Manucato Scents and Skincare	Tanzania	www.anucatoskincare.com	Z57
Manyatta House of Accessories	Tanzania	www.buganzi.co.tz	Z62
Marijani Beach Resort & Spa	Tanzania	www.marijanihotel.co.tz	T13
Marwacodi Fashion House	Kenya	www.marwacodi.com	Z53/Z54
Masai Sandals	Tanzania	celinefrancis2014@gmail.com	Z44/46
Masailand Safari Lodge	Tanzania	www.masailandsafaris.com	U4
Maully Tours & Safaris Ltd.	Tanzania	www.maully-tours.com	L1
Mawe Lodges (T) Ltd.	Tanzania	www.mawelodges.com	A40
Mbalageti Serengeti	Tanzania	www.mbalageti.com	U7
Mberesero Lodges & Tented Camps	Tanzania	www.mberesero.com	J1
Media Works	Tanzania	www.mediaworksglobal.co.tz	S10
Mega Beverages Co Ltd.	Tanzania	www.megabeverages.co.tz	F10
Melia Serengeti	Tanzania	www.melia.com	T7
Melia Zanzibar	Zanzibar	www.melia.com	T7
Meraki Tanzania	Tanzania	www.meraki.co.tz	Z28
MIC Tanzania	Tanzania	www.tigo.co.tz	R15

## KARIBU-KILIFAIR 2022 | Exhibitors List A-Z

Company	Country	Website	Stand No.
Mikoani Traders	Tanzania	<a href="http://www.azaniagroup.com">www.azaniagroup.com</a>	U42
Milele Villas Zanzibar	Tanzania	<a href="http://www.milelevillas.com">www.milelevillas.com</a>	L5
Miracle Experience Balloon Safaris	Tanzania	<a href="http://www.wwww.miracleexperience.co.tz">www.wwww.miracleexperience.co.tz</a>	A12/A16
Moivaro Lodges & Tented Camps	Tanzania	<a href="http://www.moivaro.com">www.moivaro.com</a>	M2
Moshi Resort Ltd.	Tanzania	<a href="http://www.kiliwonders.com">www.kiliwonders.com</a>	U5
Mount Meru Hotel	Tanzania	<a href="http://www.mountmeruhotel.co.tz">www.mountmeruhotel.co.tz</a>	T24
Mozeti Tours & Safaris	Zanzibar	<a href="http://www.mozetitours.com">www.mozetitours.com</a>	L3
Multichoice Tanzania	Tanzania	<a href="http://www.dstv.com">www.dstv.com</a>	O24
Nabaki Afrika Ltd.	Tanzania	<a href="http://www.nabaki.co.tz">www.nabaki.co.tz</a>	S10
Nas Tyre Services Ltd.	Tanzania	<a href="http://www.nastyres.co.tz">www.nastyres.co.tz</a>	S6
NBC Ltd.	Tanzania	<a href="http://www.nbc.co.tz">www.nbc.co.tz</a>	UR8
Nead Distributors Ltd.	Tanzania	<a href="mailto:neemakinabo@gmail.com">neemakinabo@gmail.com</a>	V3
Neema International	Tanzania	<a href="http://www.neemainternational.org">www.neemainternational.org</a>	Z40
Neptune Hotels	Tanzania	<a href="http://www.neptunehotels.com">www.neptunehotels.com</a>	U33
New Arusha Hotels Ltd.	Tanzania	<a href="http://www.fourpointsthearushahotel.com">www.fourpointsthearushahotel.com</a>	T27
New Safari Hotel (1967) Ltd.	Tanzania	<a href="http://www.newsafarihotel.com">www.newsafarihotel.com</a>	V30C
Ngare Sero Mountain Lodge	Tanzania	<a href="http://www.ngare-sero-lodge.com">www.ngare-sero-lodge.com</a>	Z48
Ngorongoro Conservation Area	Tanzania	<a href="http://www.ngorongorocrater.go.tz">www.ngorongorocrater.go.tz</a>	D10
Nita Food Products	Tanzania	<a href="mailto:limbando@gmail.com">limbando@gmail.com</a>	Z41
NMB Bank Plc	Tanzania	<a href="http://www.nmbtz.com">www.nmbtz.com</a>	N20
Nomad Tanzania	Tanzania	<a href="http://www.nomad-tanzania.com">www.nomad-tanzania.com</a>	N1
Nordic Computers	Tanzania	<a href="http://www.nordic-computers.com">www.nordic-computers.com</a>	U38
Novacom East Africa Ltd.	Tanzania	<a href="http://www.novacom.co.tz">www.novacom.co.tz</a>	K28
NSYA Lodge & Camp Ltd.	Tanzania	<a href="http://www.nsyalodge.com">www.nsyalodge.com</a>	V30C
Nyange Adventures Ltd.	Tanzania	<a href="http://www.nyangeadventures.com">www.nyangeadventures.com</a>	UR10
Ocean Paradise Resort & Spa	Tanzania	<a href="http://www.oceanparadisezanzibar.com">www.oceanparadisezanzibar.com</a>	T14
Olpopongi Maasai Cultural Village	Tanzania	<a href="http://www.olpopongi-maasai.com">www.olpopongi-maasai.com</a>	D2
One Nature Hotels Ltd.	Tanzania	<a href="http://www.onenaturehotels.com">www.onenaturehotels.com</a>	T1
Onomo Hotel Dar es Salaam	Tanzania	<a href="http://www.onomohotel.com">www.onomohotel.com</a>	T29
Onsea House Tanzania Ltd.	Tanzania	<a href="http://www.onseahouse.com">www.onseahouse.com</a>	T50
Open Water Extreme Adventures Ltd.	Zanzibar	<a href="http://www.extremebbluewaterfreediving.com">www.extremebbluewaterfreediving.com</a>	G1
Osiligilai Maasai Lodge	Tanzania	<a href="http://www.osiligilaimaasailodge.com">www.osiligilaimaasailodge.com</a>	U16
Panone Group of Companies	Tanzania	<a href="http://www.panonehotels.co.tz">www.panonehotels.co.tz</a>	Q22
Paradise & Wilderness Ltd.	Tanzania	<a href="http://www.paradise-wilderness.com">www.paradise-wilderness.com</a>	P10
Pearl Aromatherapy Clinic	Tanzania	<a href="https://www.instagram.com/aromatherapytanzania/">www.instagram.com/aromatherapytanzania/</a>	Z18
Photons Energy Ltd.	Tanzania	<a href="http://www.photonsenergy.com">www.photonsenergy.com</a>	U54
Posh Event Planners	Tanzania	<a href="http://www.posheventsplanners.com">www.posheventsplanners.com</a>	Deco
Precision Air Service PLC	Tanzania	<a href="http://www.precisionairtz.com">www.precisionairtz.com</a>	R10
Pure African Safaris	Tanzania	<a href="http://www.pureafricansafaris.co.tz">www.pureafricansafaris.co.tz</a>	N5
Pyxus Agriculture Tanzania Ltd.	Tanzania	<a href="http://www.pyxusintl.com">www.pyxusintl.com</a>	U52
Pyxus Agriculture Tanzania Ltd.	Tanzania	<a href="http://www.pyxusintl.com">www.pyxusintl.com</a>	Z70
Radio 5	Tanzania	<a href="http://www.radio5fm.co.tz">www.radio5fm.co.tz</a>	R14
Raha Ltd.	Tanzania	<a href="http://www.liquid.tech">www.liquid.tech</a>	W3

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Company	Country	Website	Stand No.
Raj Photographic Services	Tanzania	<a href="http://www.instagram.com/frameit.tz">www.instagram.com/frameit.tz</a>	Z23
Rajinder Motors (RSA Africa)	Tanzania	<a href="http://www.rsaafrika.com">www.rsaafrika.com</a>	A20
Raka Milk Processors Ltd.	Kenya	<a href="http://www.rakacheese.com">www.rakacheese.com</a>	N24
Regional Air Services Ltd.	Tanzania	<a href="http://www.regionaltanzania.com">www.regionaltanzania.com</a>	U8
Regrow Project - MNRT	Tanzania	<a href="http://www.tanzaniatourism.go.tz">www.tanzaniatourism.go.tz</a>	U6
Rift Valley Women's Group	Tanzania	<a href="http://www.tanzaniachildrensfund.org">www.tanzaniachildrensfund.org</a>	Z61
Ruka Africa	Tanzania	<a href="http://www.rukaafrika.com">www.rukaafrika.com</a>	C4s
Rumangabo Int. Ltd. (Kananga)	Tanzania	<a href="http://www.kanangainternational.com">www.kanangainternational.com</a>	UR30
Rwanda Eco Company and Safaris	Rwanda	<a href="http://www.rwandaecocompany.com">www.rwandaecocompany.com</a>	H29
RwandAir	Tanzania	<a href="http://www.rwandair.com">www.rwandair.com</a>	H25
Sabrahm Consulting Ltd.	Tanzania	<a href="mailto:sabrahmconsulting@gmail.com">sabrahmconsulting@gmail.com</a>	P23
Safari by Z/Z Tours & Safaris Co. Ltd.	Tanzania	<a href="http://www.safari Byz.com">www.safari Byz.com</a>	U12
Safari Plus Ltd.	Tanzania	<a href="http://www.safaripius.com">www.safaripius.com</a>	D1
Safarilink Aviation Ltd.	Kenya	<a href="http://www.flysafarilink.com">www.flysafarilink.com</a>	V30A
Samstrong Furniture	Tanzania	<a href="http://www.samstrongfurniture.com">www.samstrongfurniture.com</a>	S4
Sanifu Salvage	Tanzania	<a href="http://www.instagram.com/sanifusavlage">www.instagram.com/sanifusavlage</a>	Z60
Selous Kinga Lodge	Tanzania	<a href="http://www.selouskingalodge.com">www.selouskingalodge.com</a>	L6
Selous Mapumziko Lodge	Tanzania	<a href="http://www.selousmapumzikolodge.co.tz">www.selousmapumzikolodge.co.tz</a>	V30J
Selous Wilderness Camps	Tanzania	<a href="http://www.selouswilderness.com">www.selouswilderness.com</a>	Q3
Serengeti Balloon Safaris	Tanzania	<a href="http://www.balloonsafaris.com">www.balloonsafaris.com</a>	C6
Serengeti Safari Marathon	Tanzania	<a href="http://www.serengetisafarimarathorn.or.tz">www.serengetisafarimarathorn.or.tz</a>	V30G
Shah Tours & Travel Ltd.	Tanzania	<a href="http://www.shah-tours.com">www.shah-tours.com</a>	H4
Shine Aviation Ltd.	Tanzania	<a href="http://www.shineballoons.co.tz">www.shineballoons.co.tz</a>	UR18
Simba Farm Lodge	Tanzania	<a href="http://www.simbafarm lodge.co.tz">www.simbafarm lodge.co.tz</a>	P2
Sinyati Ltd.	Tanzania	<a href="http://www.tarangiresafarilodge.com">www.tarangiresafarilodge.com</a>	U22
Siringit Collection	South Africa	<a href="http://www.mantiscollection.cm">www.mantiscollection.cm</a>	T22
Skysafari By Elewana	Tanzania	<a href="http://www.elewanacollection.com">www.elewanacollection.com</a>	T30
Smart Outfitters	Tanzania	<a href="mailto:sales@smartoutfitters.co.tz">sales@smartoutfitters.co.tz</a>	U30
Sopa Lodges	Tanzania	<a href="http://www.sopalodges.com">www.sopalodges.com</a>	T30
Spanish Tiles and Sanitary Ware Ltd.	Tanzania	<a href="http://www.spanishtiles.com">www.spanishtiles.com</a>	D12
Spice Island Hotel & Resort	Zanzibar	<a href="http://www.spice-island-hotel-resort.com">www.spice-island-hotel-resort.com</a>	K5
Sunkist Investments Ltd.	Tanzania	<a href="http://www.sunkistinvestments.com">www.sunkistinvestments.com</a>	U53
Sunny Safaris Ltd.	Tanzania	<a href="http://www.sunnysafaris.com">www.sunnysafaris.com</a>	B30
Sunshine Marine Lodge	Zanzibar	<a href="http://www.marinelodgezanzibar.com">www.marinelodgezanzibar.com</a>	U36
Superdoll	Tanzania	<a href="http://www.superdoll-tz.com">www.superdoll-tz.com</a>	P26
Swiss Solvesit GmbH	Kenya	<a href="http://www.swiss-solvesit.com">www.swiss-solvesit.com</a>	K3
Tanfoam Ltd.	Tanzania	<a href="http://www.tanfoam.com">www.tanfoam.com</a>	U45
Tanganyika Wilderness Camps Ltd.	Tanzania	<a href="http://www.twctanzania.com">www.twctanzania.com</a>	N10
Tanluxury Ltd.	Tanzania	<a href="http://www.octagonlodge.com">www.octagonlodge.com</a>	J6
Tanzania Association of Tours Operators	Tanzania	<a href="http://www.tatotz.org">www.tatotz.org</a>	G5
Tanzania Bush Camps	Tanzania	<a href="http://www.tanzaniabushcamps.com">www.tanzaniabushcamps.com</a>	J4
Tanzania National Parks	Tanzania	<a href="http://www.tanzaniaparks.go.tz">www.tanzaniaparks.go.tz</a>	D10
Tanzania Tourist Board	Tanzania	<a href="http://www.tanzaniatourism.go.tz">www.tanzaniatourism.go.tz</a>	D10



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*Since 1985, family-owned & managed Tarangire Safari Lodge has been well known for its location and panoramic views. We have catered to wildlife enthusiasts and those seeking rest and relaxation among one of Tanzania's most beautiful national parks.*

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Web: [www.tarangiresafarilodge.com](http://www.tarangiresafarilodge.com)



Find us on  

## KARIBU-KILIFAIR 2022 | Exhibitors List A-Z

Company	Country	Website	Stand No.
Tarangire Safari Lodge	Tanzania	www.tarangiresafarilodge.com	U22
TAWA	Tanzania	www.tawa.go.tz	D10
Tende Arts Zimbabwe	Zimbabwe	tendenguwo.peter@gmail.com	Z50
The Flying Doctors Society of Africa	Tanzania	www.flyingdoctorsafrica.org	B6
The Okaseni Lodge	Tanzania	www.okasenilodge.com	V30L
The Olive Branch for Children	Tanzania	www.theolivebranchforchildren.org	Z63
The Residence Zanzibar	Zanzibar	www.theresidence.com	T25
The Travelbook Group	UK	www.travelbookgroup.com	J10
The Zanzibar Collection & Palacina	Zanzibar	www.thezanzibarcollection.com	T28
Tiffany Diamond Hotels	Tanzania	www.tiffanydiamondhotels.com	Q6
Tindwa Medical & Health Services (TMHS)	Tanzania	www.tmhs.co.tz	V4
Tingitana Lodges & Camps	Tanzania	www.tingitanalodgesanscamps.com	B12
Tinies Tanzania	Tanzania	www.instagram.com/tinies.tz/	Z26
TOKU Tanzania Co. Ltd.	Tanzania	www.toku-tanzania.com	Z47
Tonga Textiles	Zimbabwe	tongatextiles@zol.co.zw	Z33
Topi Reisen	Tanzania	enditoh@gmail.com	F24
Tourism Promotion Services	Tanzania	www.serenahotels.com	T15
Tulia Zanzibar/P.S.V. Zanzibar Ltd.	Tanzania	www.tuliazanzibar.com	T26
Uganda National Airlines Co Ltd.	Uganda	www.ugandairlines.com	H24
Uganda Safari Guides Association	Uganda	www.ugasaf.org	J22
Uganda Tourism Board	Uganda	www.exploreuganda.com	J15
Ujumbe Ink Ltd.	Tanzania	www.ujumbeink.com	B10
Utalii Popote - Imagination Media	Tanzania	www.imaginationmedia.com	R14
Utrack Africa Ltd.	Tanzania	www.utrackafrica.com	UR12
UTT AMIS	Tanzania	www.uttamis.co.tz	W4
Villa Kiva Boutique Hotel Zanzibar	Zanzibar	www.villakiva.com	M8
Voyage Afriq Media	Ghana	www.voyagesafriq.com	R14
Waikiki Resort	Tanzania	www.waikikiafrica.com	Q2
Warere Beach	Zanzibar	www.warere.com	O2
Weaving Point Ltd.	Tanzania	weavingpoint@gmail.com	Z52
Wellworth Hotels & Lodges Ltd.	Tanzania	www.wellworthcollection.co.tz	T10
Weru Weru River Lodge	Tanzania	www.weruwerriverlodge.com	Q2
Wildlands Camps and Lodges	Tanzania	www.widlandscampsandlodges.com	B5
Wilkinson Tours Ltd.	Tanzania	www.wilkinson-tours.com	L10
Wizard Works (T) Ltd.	Tanzania	www.wizardworks.co.tz	S8
Zanzibar Apparels	Zanzibar	kutubkhan@zanzibarapparels.co.tz	C1
Zanzibar Commision for Tourism	Zanzibar	www.zanzibartourism.go.tz	U21
Zanzibar Pearl	Zanzibar	www.zanzibarpearl.com	N8
ZARA Tours	Tanzania	www.zaratours.com	P4
Zenith Media	Tanzania	www.zenithmediatz.com	U44
Zulu Exclusive	Zimbabwe	nyaririboet@gmail.com	Z30
Zuri Zanzibar	Zanzibar	www.zurizanzibar.com	T37



# GO EAST

*"In front of me were two roads,  
I chose the one less traveled.  
And that exactly made all the difference..."*

*Robert Frost*

## #Let'sGoEast

**- Exploring 4 National Parks, Kilimanjaro & Zanzibar! -**

**Visit 'Go East' for info, maps and board game @ T40**

Learn more about our new and exciting, Eastern Safari Circuit, incorporating Arusha National Park, Tanzania's Amboseli, Kilimanjaro National Park, Mkomazi National Park, the Usambaras, the Swahili Coastal Forest, Sadaani National Park, Stone Town & the Indian Ocean islands.



# SPOTLIGHT WORKSHOPS & EXPO'S

Promoting Domestic & Inter-regional  
Travel to East Africa



*Dar es Salaam* TravelExpo  
12 July 2022

@Hyatt Regency, Dar es Salaam

## MEET DAR TRAVEL AGENTS & TOUR OPERATORS AT SPOTLIGHT DAR TRAVEL EXPO 12 JULY 2022

### SPOTLIGHT WILL PROMOTE:

- ◆ Domestic Tourism within Tanzania and especially to Zanzibar
- ◆ Regional Tourism within East Africa
- ◆ Outbound Leisure & Business Travel to Rest of Africa, Overseas and Indian Ocean Islands

### WHO WILL ATTEND THE WORKSHOPS?

- ◆ Dar-based Corporate and Leisure Travel Agents
- ◆ DAR-based Inbound Tour Operators; Conference Organisers; Corporate Travel Planners from major Corporate Accounts

We expect 70-80 attendees

Spotlight Dar is supported by



THE COST OF A TABLE WILL BE **USD590**

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*Cape Town* Workshop  
30 August 2022  
@Hotel Sky: Cape Town

**SPOTLIGHT**  
WORKSHOPS & EXPO'S



*Sandton* Workshop  
01 September 2022  
@Hotel Sky: Sandton

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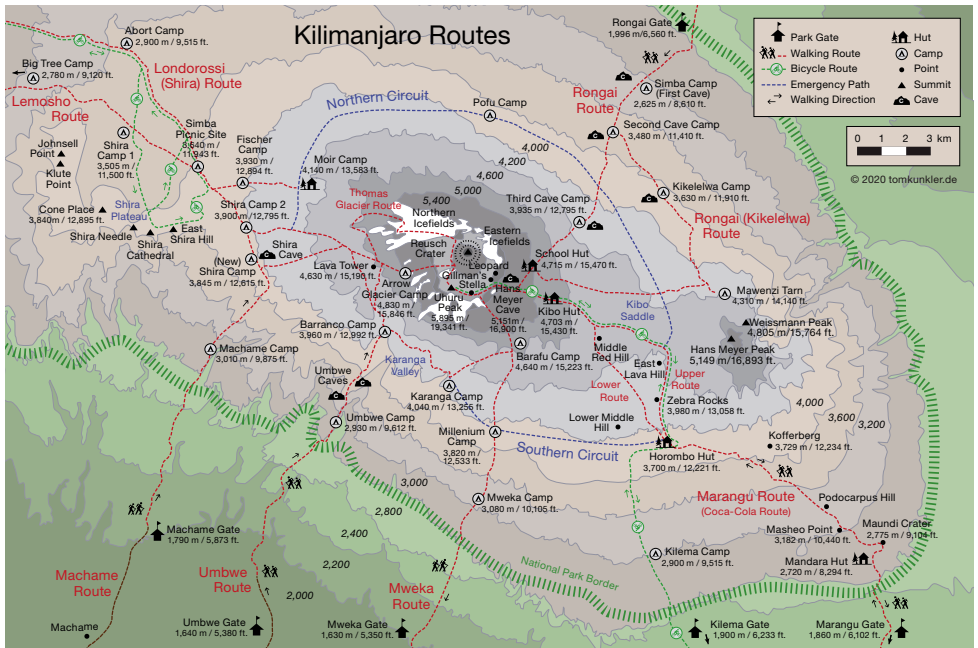
## KILIMANJARO

### *Height of Magnificence*

Mount Kilimanjaro is the crown of Tanzania. Rising abruptly from the open plains, capped by snow and frequently fringed by clouds, it is one of Africa's classic images. At 19,344 feet above sea level, it is the highest mountain in Africa and the highest walkable summit in the world. The diameter of its base is an incredible 40 miles. Now voted one of the top three "Natural Wonders of Africa", Mount Kilimanjaro is a dormant, but not extinct volcano. Ominous rumbles can sometimes be heard – and gases emerge from the fume holes in the crater. Although just three degrees south of the Equator, the peaks of both Kibo and Mawenzi have permanent caps of snow and ice.

During their time on the mountain, climbers pass from a tropical to arctic environment in just a few days. The various trails first pass through lush rainforests before reaching heather and open moorland where giant lobelia and huge, cactus-like groundsel grow. Above this moorland is the almost lunar landscape of an alpine desert which stretches between the two peaks of Kibo, the flat-topped dome at the center, and Mawenzi, a group of jagged points and pinnacles on the eastern side. Inhospitable as this "moonscape" may seem, animals such as herds of eland thrive there. The highest point on Kibo, and indeed the whole of Kilimanjaro, is Uhuru Peak, with its spectacular hanging glaciers and stupendous views of the African plains some 20,000 feet below. Also, on Kibo is the slightly lower peak of Gillman's Point. These are the goals for most trekkers. The peaks of Mawenzi are for mountaineers only. With the help of porters and a guide, it is possible to walk all the way to the summit without specialized mountaineering equipment – or experience.

There are several different routes including Marangu, the easiest climb and therefore the most popular, Machame, Shira, Umbwe and Rongai. The total climb normally takes five to six days and involves four or five overnight stays in comfortable mountain huts.



Fees, payable in US Dollars, include the cost of both park entrance and accommodation for climbers, guides and porters but not food and equipment. Many thousands of trekkers reach Gillman’s Point or Uhuru Peak successfully each year without any real difficulty. To avoid altitude sickness and failure, it is important to acclimatize by ascending slowly and steadily. It is best to plan a stay at a Moshi or Marangu hotel – climbing straight after the drive from Arusha is not a good idea.

Kilimanjaro can be climbed at any time of the year but the best time is considered to be from August to October and January to March. It is wet in the rainforest during the rains in April, May, June and November. December through to February are the warmest months.

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Tumaini University Makumira  
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- CAC has been featured at National & International Conferences and Festivals in Tanzania, Kenya and Uganda
- CAC does outreach to schools and the community to preserve & promote Tanzanian culture

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- Meeting spaces, lunches, gift shop





# Come Experience the Rhythm of Tanzanian Culture



**Karibuni!  
Welcome all!**



## CULTURAL TOURISM

### *Meet the People*

The Tanzania Cultural Program was launched in 1997 to give local communities the opportunity to improve their economic livelihood by participating in tourism activities.

Co-ordinated by the Tanzania Tourist Board, supported by the Ministry of Natural Resources and Tourism, there are currently some 60 initiatives operating in various parts of the country. Tanzania is endowed with the rich heritage of 120 ethnic tribes and the Cultural Tourism Program provides visitors with an authentic cultural experience and a unique insight into the daily lives of the local people. The activities offered are as diverse as the villages, and include preparing local cuisine, making wine, helping to process coffee beans, learning how to make local handcrafts and traditional games. The cultural enterprises also host a number of music and dance festivals that attract many visitors because of their authenticity.






Leave your vehicle behind and walk through the tropical slopes of Mount Meru and Mount Kilimanjaro. Meet the Maasai and learn of their almost forgotten traditions and a way of life that is so closely linked to nature and wildlife. Listen to drumbeats and interpret music and dances inherited from ancient ancestors. Learn the history of the Swahili Coast. Explore the savannahs on camelback. Boat down a river, or row on one of the many lakes. Paddle between mangroves, learn about traditional plants and medicines, or sail to pristine sandy islands. Climb a holy mountain and benefit from the diagnostic methods of a traditional healer.

Taste the local food – Tanzania has a unique and varied cuisine. There is an extensive use of coconut milk and spicy foods. Other distinctive foods include Kisamvu (cassava leaves), Maharange (beans), Nyama choma (grilled meat), Wali (rice), Ugali (maize porridge) and Goats Meat. In Zanzibar take a Swahili cooking course and shop for ingredients at the local markets. Here you can find all types of bananas, mangoes, and countless other fruits and spices. And then, in the evening, listen to ancient legendary tales around an open fire. An experience you will never forget. And sample the local brew!

In one of the newly opened cultural enterprises, Lyamungo Sinde, a village in the foothills of Mount Kilimanjaro, tourists can enjoy the scenery of the highest mountain in Africa while staying with villagers to make handcrafts out of banana leaves or fish in the Weruweru River.

The various cultural programs support the local community. Over 4,000 Tanzanian people benefit from a direct income every year. A portion of the income is used for community development such as renovating schools, providing books for students or tree planting projects.



  
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**ZAWADI**  
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# ZANZIBAR

## *Land of Paradise*

Just the name, Zanzibar, evokes dreams of romance and mystery and the reality will not disappoint. Zanzibar – the name includes the main island, Unguja, and its sister island, Pemba – has for centuries attracted seafarers and adventurers from around the world. Now it welcomes a new generation of explorers – those who have come to marvel at the rich heritage, reflected in the architecture and the culture of the people. Visit Zanzibar’s historic Stone Town, relax on the dazzling white, palm-fringed beaches, where the azure waters of the Indian Ocean beckon swimmers, divers, fishermen and water-sports enthusiasts alike. Breathe in the fragrant scents of cloves, vanilla, cardamom and nutmeg, and discover why Zanzibar is called “The Spice Islands”. A Mix of Cultures Zanzibar’s colorful history is an epic saga of travelers and traders, raiders and colonizers.

### **Stone Town**

It may not have a particularly romantic name, but Stone Town, is the capital and cultural heart of Zanzibar, little changed in the last 200 years. A labyrinth of winding alleys, bustling bazaars, mosques and grand houses whose extravagance is reflected in their brass-studded, carved, wooden doors. The National Museum is a good starting point for finding out more of the history and culture of Zanzibar. Another “must” is the Old Fort, built on the site of a Portuguese church when the Arabs took over the island, and now the venue for many of Zanzibar’s numerous theatrical and musical events. The High Court and Africa House, a former English Gentleman’s Club and now a boutique hotel offering, supposedly, the best view of the sunset, are also worth a visit as is Livingstone House. At the center of Stone Town are the Persian-styled Hamamni Baths, built at the command of Sultan Barghash at the end of the 19th century while nearby is the Cathedral Church of Christ.



Tours of Zanzibar are a rewarding experience. Visitors will travel past fragrant plantations of cloves, cinnamon, nutmeg and other spices on their way to numerous places of historical interest; to the unique flora and fauna of Jozani Forest; to picturesque fishing villages; and to one of many white sandy beaches. Nungwi, at the northernmost tip of the island, offers possibly the best swimming on the island. There is also a turtle aquarium there and a boatyard where fisherman's dhows are still built in the old traditional way. Jozani Forest 35 km south-east of Stone Town is the Jozani Forest Chwaka Bay Reserve, an area of 50 sq km, whose thick forests, with trees over 100 years old, are the last remaining sanctuary of the Zanzibar Red Colobus monkey. Other residents include Sykes blue monkey, bushbaby, bush pig, chameleon, civet, genet, mongoose and tree hyrax. The forest is also home to over 40 different bird species as well as over 50 species of butterfly. South of the park an elevated boardwalk runs through the mangroves providing easy sightings of hundreds of tropical fish. Stone Town's narrow winding streets are crammed with stores selling antiques, art, books, clothes, coffee, gemstones, jewellery, paintings, printed fabrics, silver, tea and, of course, spices.

### **Pemba Island**

50 km north of Zanzibar main island and directly opposite the mainland port of Tanga, is the highly fertile Pemba Island which, although smaller than Zanzibar, is hillier and greener and grows three times as many cloves. Pemba has its own distinct character with more historical monuments, particularly ruined mosques and tombs, some excellent beaches; and spectacular diving and fishing. In the center of the island is Chaka Chaka, the capital and main town, where there are remains of a 200-year-old Arab fort. Some 14 km to the west, at Ras Mkumbuu, are the ruins of a 14th century mosque and some elaborate "pillar" or "chimney" tombs used to mark the burial place of prominent Muslims. While 10 km to the south the Pujini Ruins feature a fort built around the 15th century and known locally as Mkame Ndume. Other interesting sites may be seen near Kangagani, Mkamandume, Chakalakati and Mtangani Island. Pemba offers some of the best diving in the world, there are also some idyllic beaches where swimming is possible at both high and low tide. Pemba also offers some of the best game fishing in the world with barracuda, billfish, blue marlin, dorado, kingfish, sailfish and tuna all found in the waters around the island.

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## ARUSHA

### *What do to & Where to go*

Arusha is a medium sized town which is the hub of all safari destinations. It is located near the foot of Mt Meru and enjoys temperate climate throughout the year. Arusha is Tanzania's gateway to the northern circuit of national parks and the starting point to many memorable safaris. It is a sprawling city that offers nice breaks from the rigorous of life on the African road. It has excellent places to stay and eat. What makes Arusha special is the clock tower that was supposedly built in its specific location because it is the central point between Cairo and Cape Town. Arusha is one of the few regions in Tanzania where the beautiful rare, midnight blue gemstone, Tanzanite was discovered. As the name suggests, this stone can only be found in Tanzania and one of the largest mine deposits lies in.

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 it's surroundings offers 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 Experience** – The only immersive and interactive gaming experience of its kind to entertain both kids and adults. Has games from racing, shooting to fighting in 7D 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 an 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 stuff 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 it's 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!



**Welcome to  
Mount Meru Hotel Arusha,  
one of Arusha's gems!**



### Where to eat?

**Africafe** – This place has European-café vibes, in the heart of the city center with a menu heavy on sandwiches, grilled meats, burgers and much more. There is also a bakery if you would like to just stop for a coffee and dessert.

**Alpha Burger** – Fast food style with a main focus on American style burgers, and also sea food and continental focusing on meat lovers. A specials menu for every day of the week.

**Amani Restaurant** – A multicuisine restaurant that offers breakfast, lunch and dinner, a well-stocked bar, delicious coffees and a garden in between coffee trees to relax in.

**Andrew's** – Enjoy the best BBQ in Arusha for all the meat lovers. This is the very best Nyama Choma Joint.

**Butter & Scotch** – Organic approach to food focusing on quality with an innovative menu option to create amazing food experience. It has a beautiful garden, decorated with a fantastic ambience for journey.

**Café Barista** – Great coffee and baked goods. This place is why great coffee exists. With free Wi-Fi you can relax here with a coffee and sandwich, wraps or salads.

**Chinese Whispers** – Ranked as among Arusha's best restaurants. Loved by the local expat community for its astounding authentic Chinese menu.

**Fifi's** – A great breakfast or quiet afternoon coffee joint. Fifi's bakery also serves exciting meat dishes and provides free Wi-Fi for a quick internet break.

**George Tavern** – A family-owned Greek restaurant that serves international cuisine. This place prioritizes guests with quality, much like the Greeks like to do!

**Khans BBQ** – Best known for its earthy barbecues. Lays out a spread of grilled, skewered meat and salad. Want to experience Arusha like a local – Khans is the way to go.

**Kitamu Coffee** – Great selection of local and international cuisine and desserts. Amazing atmosphere with welcoming staff. A highly recommended tip to try the chicken stew.

**Koyla** – From appetizers to exotic dinners with world class service. With a variety of food from all Indian cultures with a tasteful twist. Tandoori & vegetarian dishes and much more.



**Picasso Café** – From inspiring starters to colorful salads, Picasso’s delivery of fresh creative foods, with a wide collection of main courses would not disappoint. Try one of their amazing cakes accompanied by the best coffees in town!

**Pizza Hut** – From cheesy, meaty pizzas to a colorful vegetarian pizza as well as the best pizza deals in town. This is the only place that offers great pizza-based deserts.

**Tapas Safari** – A restaurant and wine bar with a semi outdoor setting. With snacks, grills, pizza, but the specialty are the Spanish tapas and the list of South African wines. Sundays are very popular with an offer of a four-course menu.

**Uzunguni City Park** – Popular Sports bar and Restaurant with local Tanzanian cuisine, huge portions of nyama choma, fish in foil, grilled bananas, fresh juices...

## Where to go?

**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 Cinema** – 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!

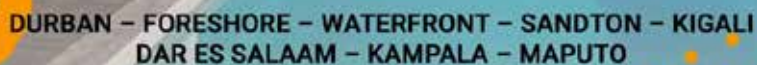
**The Dons Lounge** – A fancy sports bar and lounge for those who prefer to enjoy a football game on the screen, get some beer and have a good chat with mates!



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