



OBJECTIVE:

- To promote outbound travel from East Africa to
 - The Rest of Africa
 - The Gulf Region, Asia and Europe.
 - Inter - Regional business travel, conferences, and Domestic leisure tourism within East Africa



conference business.

THE MARKET

The outbound market from Kenya to overseas destinations and the rest of Africa continues to show a good growth pattern. Kenya is a prime market for South Africa with 45,000 Arrivals in 2013 plus thousands of expats resident in Kenya who visit South Africa on business and holidays. I guess the total arrivals from Kenya to be close to 60,000 pax per annum.

The expatriate and Diplomatic communities and the United Nations Agencies headquartered in Nairobi represent a major business and leisure travel market opportunity with the added potential of significant

TANZANIA is fast becoming a key market for Southern African countries. Boasting a very high growth rate and healthy increases in Foreign direct investments and infrastructure projects Tanzania is set to be one of the fastest growing economies in Africa. In fact during 2013 more Tanzanians visited South Africa than Kenyan citizens Tanzania arrivals to SA have increased 25% in 2013 Other important outbound market segments include shopping, medical tourism, sports groups and buyers attending trade exhibitions.

WHO SHOULD EXHIBIT

- Hotel groups,
- Inbound tour operators,
- National, Provincial and City Tourism Offices;
- Resorts;
- Attractions,
- Car Rental Agencies,
- Airlines,
- Coach Tour Operators, etc

WHO WILL ATTEND THE WORKSHOPS

Nairobi and DAR Corporate and leisure Travel Agents; outbound tour operators; East African regional tour operators; Conference organizers; Corporate travel planners from major corporate accounts, Government departments, NGO's and UN Agencies (Nairobi is the Africa HQ for UNO).

EXPECTED ATTENDANCE

Total attendance in 2013 was 196 in Kenya and 48 in DAR. Due to the high number of attendees at our Nairobi workshops we have decided to do two morning sessions in Nairobi in two different venues. We expect 70 - 80 to attend each Nairobi morning session and about 50 Managers and senior staff attending the DAR session.





HOW WILL WORKSHOP ATTENDANCE BE PROMOTED

- The Spotlight workshops will be extensively advertised to the travel trade in Kenya by **e-mail broadcasts**.
- We will also encourage Travel Agents to **invite their corporate accounts** to attend the workshops with them.
- Our Hotel partners will distribute invitations to their **key corporate accounts** and **conference organizers**.
- The **Kenya Association of Travel Agents (KATA)** and the **Kenya Association of Tour Operators (KATO)** will be distributing invitations to all their members.
- We have appointed a well known Nairobi based Events company to distribute the invitations, handle the registrations and to chase up the replies.
- For the Dar es Salaam workshop we are arranging with a well known Events company to bring along **20 Key Conference organisers** from major corporates, **NGO's** and **UN Agencies** etc.

WORKSHOP FORMAT

The workshop format will be a **FREE FLOW** tabletop format with approximately 20 tables. Two x 3-hour morning workshop sessions in Nairobi and one 3 hour session in DAR.

PROGRAMME

Monday 09 June: Dar es Salaam

- Out of town exhibitors arrive.
- Accommodation available at Serena Dar es Salaam Hotel

Tuesday 10 June: Dar es Salaam

- **07h30:** Set up tables at Conference Centre
- **08h30 - 12h00:** Light breakfast and Workshop for approx 50 Consultants
- **12h00:** Lunch for attendees and Senior Managers.
- **13h00:** Prizes and end of workshop.
- **PM:** Fly to Nairobi
- Overnight Nairobi (Accommodation available at either workshop venue Southern Sun Mayfair or Serena Nairobi – see details below)



Wednesday 11 June: Nairobi: Southern Sun Mayfair - Westlands or Nairobi Serena

- Free day for your own sales calls
- Overnight Nairobi

Thursday 12 June: Southern Sun Mayfair - Westlands

- **07h30:** Set up tables at Conference Centre
- **08h30 - 12h00:** Light breakfast and Workshop for approx 80 Consultants
- **PM:** Free for own Sales calls

Friday 13 June: Nairobi Serena Hotel

- **07h30:** Set up tables at Conference Centre
- **08h30 - 12h00:** Light breakfast and Workshop for approx 80 Consultants
- **12h00:** Lunch for attendees and Senior Managers.
- **13h00:** Prizes and end of workshop.

End of Spotlight Workshops.



HOTEL ACCOMMODATION

Dar es Salaam

- **Dar es Salaam Serena Hotel:** USD217.50 B&B single .
Contact Hilary Kosen: hkosen@serena.co.tz

Nairobi

- **Southern Sun Mayfair – Westlands:** USD 225 single including Breakfast and taxes.
Book with reservations@southern.sun.co.ke and quote reference "Spotlight Africa".
Tel: +254 2 3688000
- **Nairobi Serena** in Upper Hill area: USD215 per night B&B.
Contact Joyce Wangui: JWangui@serena.co.ke



INVESTMENT

USD1,485 per table for all three sessions in Nairobi and Dar es Salaam or \$495 for DAR only and \$990 for Nairobi two sessions.

Includes:

- All workshop expenses,
- Promotional Costs,
- Teas, Coffees,
- Three light breakfasts,
- Two lunches,
- 40 word description and logo in official catalogue distributed to all attendees;
- Full contact address list of all attendees will be sent to exhibitors after the workshops.

VISAS

South Africans do not require visas for Kenya but do require visas for Tanzania. While visas are available on arrival at the airport this can take a great deal of time and it is recommended that visas are obtained in your country of residence.

Most other Nationalities require visas for Kenya and Tanzania. Please ensure you apply at least six weeks before date of travel as application procedures are very involved, lengthy and expensive. Yellow fever inoculation certificates are required. Letters of support will be provided.

Regards

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BOOKING FORM

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E-mail : derek@houstonmarketing.co.za

- Please reserve one table for the DAR workshops on 10 June: One session USD 495 per table or ZAR5,445 – No VAT applicable

- Please reserve one table for the Nairobi workshops on 12 and 13 June. Total for two sessions USD 990 per table or ZAR 10,890 – No VAT applicable

Total ZAR/USD _____

(Houston Travel Marketing Services reserves the right to increase the cost of the workshops due to fluctuations in the exchange rates.)

NAME: _____

COMPANY: _____

ADDRESS: _____

E-MAIL: _____

TEL: _____

FAX: _____