REVOLUTIONARY GOVERNMENT OF ZANZIBAR
MINISTRY OF TOURISM AND HERITAGE

ZANZIBAR TOURISM & INVESTMENT SHOW 2024

PRESS RELEASE

ZANZIBAR LAUNCHES ITS OWN TOURISM AND INVESTMENT SHOW

Zanzibar's tourism industry has been experiencing a remarkable transformation over the past few years, with the tourism sector booming owing to the influx of visitors, enhanced connectivity to the island and growing investment in the sector. Tourism contributes 30% of the GDP and more than 80% of the foreign currency. Investment in tourism has soared and is set to expand further with the diversification of tourism products. With a total number of arrivals reaching 638,498 in 2023, an increase of 16.4% compared to 2022, and anticipating a surge in visitors with new flights launching by the end of June, the months of July and August are poised to be peak tourism seasons in Zanzibar.

Riding this wave of momentum, the Zanzibar Ministry of Tourism and Heritage, in partnership with the Zanzibar Commission for Tourism, proudly announces the inaugural **Zanzibar Tourism and Investment Show 2024**. Set to be the largest **tourism** show of its kind in Zanzibar, this landmark event will spotlight Zanzibar's rich tourism and investment opportunities. Under the theme *"Promoting Sustainable Tourism, Heritage Preservation, and Investments,"* the show will take place at the **Zanzibar Exhibition Centre - Dimani on October 25th and 26th, 2024.** This exciting event will serve as a global stage to showcase Zanzibar's breathtaking beauty, vibrant culture, and immense investment potential, drawing tourists, investors, and industry professionals from around the world.

The Ministry of Tourism and Heritage plans to highlight the event's significance in positioning Zanzibar as a top-tier destination for both tourists and investors in a sustainable manner. The Ministry emphasizes that this show is a pivotal step in placing Zanzibar on the global map as a premier destination and an opportunity for the world to see and invest in the unique offerings of the islands in a sustainable manner.

The Zanzibar Commission for Tourism (ZCT) is emphasizing the dual mission of the event, by celebrating the rich tapestry of Zanzibar's heritage and culture. The show will unlock not only the treasures of our past but also the boundless opportunities for the future. By fostering a deep appreciation of our history and traditions, we pave the way for sustainable investment that enriches our local communities and preserves our unique identity. The Zanzibar Commission for Tourism will also showcase the Tourism Development Strategy for Zanzibar and its opportunities for visitors and investors as well as indulge in industry seminars and workshops.

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The show will feature over 250 high-quality hotels, tour operators, and attractions from Zanzibar, alongside visitors from Tanzania, East Africa, and beyond. Beyond being a spectacular showcase, it will provide fertile ground for investment and offer deep insights into Zanzibar's thriving market through exclusive workshops and seminars. Attendees will have the chance to explore new market developments, emerging destinations with Zanzibar and learn about innovative products and services that can significantly enhance their investment portfolios and offer unforgettable experiences to travellers.

Standing on the cusp of an investment surge due to its unique cultural heritage and natural beauty, Zanzibar offers investors a golden opportunity to tap into the burgeoning tourism and hospitality sectors. Participants will meet project owners, developers, and local officials to explore promising investment avenues.

The Zanzibar Tourism & Investment Show 2024 is committed to being a beacon of sustainable tourism and vibrant investment opportunities. Together, we'll create lasting memories and contribute to preserving and enhancing the beauty and culture of Zanzibar, East Africa, and beyond.

For more information - www.zanzibartourismshow.com