



PRESS CONFERENCE - LAUNCH OF ZANZIBAR TOURISM SHOW AND INVESTMENT SHOW 2025

Date: 15th January 2025

Time: 09:30AM

Venue: Zanzibar Serena Hotel

Guest of Honor: Hon. Mudrick Soraga – Minister of Tourism and Heritage

The much-anticipated launch of the Second Zanzibar Tourism and Investment Show will take place at a prestigious press conference hosted at the Zanzibar Serena Hotel.

The event will begin with a film showcasing the highlights and success of the First Zanzibar Tourism and Investment Show 2024, followed by a press conference and the official launch of the Zanzibar Destination Film 2025.

Distinguished Participants:

Zanzibar Commission for Tourism (ZCT)

Presidential Delivery Burea (PDB)

Zanzibar Investment Promotion Authority (ZIPA)

Hotel Association of Zanzibar (HAZ)

Zanzibar Association of Tour Operators (ZATO)

Zanzibar Association of Tourism Investors (ZATI)

Zanzibar National Chamber of Commerce (ZNCC)

Organizers and Media Representatives

This press conference will serve as a platform to:

- Highlight Zanzibar's unique attractions and tourism opportunities.
- Reaffirm its position as a premier destination for tourism and investment.
- Officially launch the Second Zanzibar Tourism and Investment Show 2025 a pivotal event designed to foster unmatched tourism and investment networking opportunities.

The launch underscores Zanzibar's commitment to advancing its tourism and investment sectors while embracing sustainable growth and innovation



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