



EVENT PROFILE

Theme

**“Building authentic and sustainable
tourism through partnerships.”**



**4 - 6 June
2026**



**Mulungushi International
Conference Centre (MICC)**
Kenneth Kaunda Wing
Lusaka, Zambia

PROGRAM OVERVIEW

Thursday	4 June, 2026	Hosted Buyer Programme, Investment Forum, Knowledge Exchange Panels.	
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	Official Opening Ceremony, Exhibition Tour, Business Forum, Gala Dinner.	5 June, 2026	Friday
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Saturday	6 June, 2026	Careers Forum, Exhibitor Presentations, Market Open Day, FAM Tours.	
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TRADE PROFESSIONALS // NTOs // GOVERNMENT AGENCIES // CONSERVATION ORGANIZATIONS // NGOS // INVESTORS DOMESTIC CONSUMERS // EDUCATIONAL INSTITUTIONS // SECONDARY SCHOOLS

ABOUT ZATEX 2026

The Zambia Travel Expo (ZATEX) is a tourism exhibition aimed at highlighting Zambia’s diverse tourism offerings and services. Organised by the Zambia Tourism Agency in collaboration with the private sector and the Ministry responsible for Tourism, ZATEX will take place in Lusaka,

Zambia from 4 - 6 June 2026. This expo serves as a pivotal platform for regional and international hosted buyers and media representatives from key source markets to engage in Business to Business (B2B) and Business to Consumer (B2C) interactions, fostering valuable business opportunities and promoting tourism.





MINISTRY
OF TOURISM



The Zambian National Development Plan recognizes tourism as a priority sector, with a strong emphasis on its nature-based attractions, as well as the important roles of culture and related sectors. To maximize tourism's contribution to socioeconomic development, the government has introduced several initiatives aimed at driving substantial growth in tourist arrivals from key international markets. One of the primary objectives is to establish a robust tourism distribution network, ensuring Zambia's offerings are effectively promoted and accessible to global travelers. These efforts are designed to enhance the sector's impact on the country's overall economic growth.

The Zambia Travel Expo (ZATEX) 2026 is set to become the leading tourism event in Zambia, strategically crafted to establish the nation as a key tourism hub in

Africa. Scheduled for the second week of June, specifically on Thursday, Friday, and Saturday, ZATEX aims to evolve into a globally recognized platform over the next five years, significantly enhancing Zambia's profile in the international tourism market. This event will bring together a diverse range of stakeholders, including local and regional tourism professionals, National Tourism Organizations (NTOs), government agencies, conservation groups, nongovernmental organizations, investors, and international buyers.

The upcoming **ZATEX 2026** will build on this momentum, boosting revenue for local operators and enabling global partnerships. It aims to attract key buyers from international markets, thereby improving Zambia's position in the global tourism industry while also strengthening domestic tourism and promoting sustainable growth within the sector.



WHY ATTEND ZATEX 2026?

- 1 It boosts revenue for local operators by increasing sales of packages and services, contributing to overall economic development.
- 2 Facilitates international collaborations, expanding market reach and business opportunities.
- 3 Attracts high-potential buyers from key source markets, leading to impactful business transactions.
- 4 Promotes local tourism products, drive awareness and generate interest among domestic and international audiences.
- 5 Enhances the destination's global image and competitiveness in the tourism industry.
- 6 Strengthens domestic tourism, contributing to sustainable growth and reducing reliance on international visitors.
- 7 Expands trade relationships and generates long-term contracts, fostering industry growth.
- 8 Improves policymaking and fosters a supportive environment for tourism growth.
- 9 Ensures coordinated efforts in maintaining, developing, and promoting tourism assets for long-term sustainability.
- 10 Participate in structured business to business (B2B) sessions to engage directly with buyers and travel trade professionals.



OBJECTIVES OF ZATEX

- Create a unified platform to market Zambia as a premier destination of choice.
- Establish a key regional marketplace for tourism stakeholders. Facilitate networking opportunities among industry players. Provide professional development in tourism marketing through conferences and workshops.
- Bring together a diverse range of stakeholders, including local and regional tourism professionals, National Tourism Organizations (NTOs), government agencies, conservation groups, non-governmental organizations, investors, and international buyers.
- Boosting revenue for local operators and enabling global partnerships. Aims to attract key buyers from international markets, thereby improving Zambia's position in the global tourism industry while also strengthening domestic tourism and promoting sustainable growth within the sector.
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WHO SHOULD ATTEND ZATEX 2026?

ZATEX 2026 is tailored to a wide spectrum of stakeholders to ensure comprehensive engagement across the tourism value chain:



Trade Professionals: Domestic and regional Destination Management Companies (DMCs), travel agents, tour operators, and event planners.



National Tourism Organizations (NTOs) and Government Agencies: Institutions responsible for tourism promotion, policy formulation, and regulatory oversight.



Conservation Organisations and NGOs: Entities focused on conservation, sustainability, and community-driven tourism projects.



Investors: Local and international investors interested in tourism infrastructure and service development.



Domestic Consumers: Zambian residents seeking travel opportunities within Zambia and the broader region.



International and Regional Buyers: Buyers from Southern, East, West, and North Africa, as well as select international markets interested in African tourism products.



International Media and Influencers: Media outlets and influencers with significant reach in tourism, lifestyle, and adventure sectors.



EVENT STRUCTURE



Workshops, Presentations,
and Side Meetings on
industry topics.



Networking Cocktails
to facilitate business
interactions.



Media-specific
Programs.

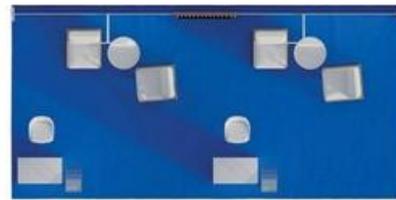


Site Inspections for
Meetings, Incentives,
Conferencing, and
Exhibitions (MICE) buyers.



Post-Familiarization
Tours for buyers, DMCs,
media, influencers, and
celebrities.

STANDARD STAND - 3X3M



STANDARD STAND - 6X3M



DESIGNER CUSTOM STAND 01 - 6X3M



DESIGNER CUSTOM STAND 02 - 6X3M



DESIGNER CUSTOM STAND 03 - 6X3M



DESIGNER CUSTOM STAND 04 - 3X3M



4 - 6 JUNE 2025

PARTNERSHIP PACKAGES

Packages

Explore a range of participation options tailored for Visitors, Sponsors, and Exhibitors at ZATEX.

Visitors - FREE ACCESS Visitors can attend the exhibition at no cost. The visitor pass will give you access to the exhibition hall.

EXHIBITOR

2x Delegate Passes per exhibition booth. As an exhibitor, you'll have three days to showcase your products and services in a prime exhibition area—strategically positioned where conference delegates gather for tea breaks, ensuring maximum visibility. Your exhibition stand includes:

- Exhibition Stands
- Company name print
- Power socket, bin, table and two chairs

STAND SIZES AND PRICES

Zambian SME Exhibitors (Includes Table, 3 chairs/Branding logo/table talker)

- **K6,000**

International Exhibitors (Includes Booth/ furniture & prescribed branding)

- Small booth-(**3mx3m**) **\$1,452**
- Medium-(**6mx3m**) **\$2,750**
- Large - (**6mx6m**) **\$4,312**

Local Exhibitors (includes booth, furniture and prescribed branding)

- Small booth - **ZMK22,000 (3mx3m)**
- Medium - **ZMK32,000 (6mx3m)**
- Large - **ZMK55,000 (6mx6m)**

Trade visitors international (includes inland transport to central place & meals on expo site)

- **\$500**

1. Executive Pavilion-72m² (Booth Branding)

- Local: **K154,000**
- International: **\$50,050**

2. Premium island Booth 54m² (Booth Branding)

- Local: **K110,000**
- International: **\$35,750**

All exhibitions Include furniture, opening ceremony, panel discussions & 2 x VIP access to networking functions

PLATINUM SPONSORSHIP ZMW 250,000.00

This exclusive package is limited to five sponsors, offering unparalleled visibility and engagement opportunities throughout the expo. As a Platinum Sponsor, you will benefit from premium branding, speaking opportunities, media exposure, and a prime exhibition space.

PACKAGE INCLUDES:

1. Exclusive Branding Opportunity (Choose one of the following):

-  **Branding on 500 delegate bags.**
-  **Branding at the security check gates.**
 - Branding at the Information kiosk.
 - Branding of event ushers.

2. Session / side event Sponsorships:

- Sponsorship of one sessions, including a non-commercial paper presentation. Each session is preceded by a 10-minute speaking slot.
- Prominent branding of one side event.

3. Branding and Visibility:

- Prominent logo placement on the event backdrop, digital screens, and the official website.
- Acknowledgment of sponsorship status and logo placement on all promotional materials for the event.
- Logo placement on all non-directional signage at the venue.

4. Digital and Print Exposure:

- One email blast to all registered attendees before the event.
- A full-page, full-colour advert in the official ZATEX Guide.

5. Exhibition Benefits:

- A spacious 18 sqm exhibition booth.

6. Delegate Collateral:

- Placement of promotional materials (provided by the sponsor) in the delegate bag.

7. Complimentary Passes:

- Four complimentary VIP delegate passes, granting full access to the event.

This package is ideal for organizations seeking a commanding presence and extensive engagement with attendees at the event.

[CLICK HERE TO REGISTER](#)

SPONSORSHIP PACKAGES

GOLD SPONSORSHIP ZMW 200,000.00

The Gold Sponsorship package is tailored for companies looking to establish a prominent presence and create a strong association with the event. This package offers substantial branding, marketing exposure, speaking opportunities, and a high-visibility exhibition space. Limited to six companies, this package is an excellent opportunity for companies to showcase their brand, engage with attendees, and maximize their visibility during the event and include:

PACKAGE INCLUDES:

Session / Event Sponsorship:

- Sponsorship of one session, including a non-commercial paper presentation. The session is preceded by a 5-minute speaking slot.

• Branding at side event.

2. Branding and Marketing Exposure:

- Logo placement on the event backdrop, digital screens, and official website.
- Acknowledgment of sponsor status and logo placement on all some materials for the event.

3. Print Advertising:

- A half-page, full-colour advert in the official ZATEX guide.

4. Exhibition Space:

- An 18 sqm exhibition booth in a prime location.

5. Delegate Collateral:

- Placement of promotional materials (provided by the sponsor) in the delegate bag.

6. Complimentary Passes:

- Three complimentary VIP passes, valid for the three days of the event.

This package provides an excellent opportunity for companies to showcase their brand, engage with attendees, and maximize their visibility during the event.

[CLICK HERE TO REGISTER](#)

SILVER SPONSORSHIP ZMW 150,000.00

The Silver Sponsorship package is designed to provide high-level exposure, strong brand presence, and lead-generation opportunities. This package offers brand visibility across event materials, exhibition space, and participation in select forums.

PACKAGE INCLUDES:

1. Pre-Plenary Presentation:

- A 2-minute video or presentation opportunity.

2. Branding and Marketing Exposure:

- Logo placement on the event backdrop, digital screens, and official website.
- Acknowledgment of sponsor status and logo placement on all some materials for the event.
- Logo placement and a 50-word company description in the ZATEX guide.

3. Exhibition Space:

- A 9 sqm exhibition booth to showcase your brand and products.

4. Complimentary Passes:

- Two complimentary VIP passes, valid for three days of the event.

This package is ideal for organizations seeking impactful exposure, targeted engagement, and the opportunity to generate valuable leads during the event.

[CLICK HERE TO REGISTER](#)



4 - 6 JUNE 2026

ACTIVITY SPONSORSHIP PACKAGES

OPENING CEREMONY

The opening ceremony kick-starts the conference with a highly interactive gathering of high-ranking government officials and of course the guest of honor, media, delegates, exhibitors, etc. High brand visibility is associated with this activity which entails – branding of the room and a presentation by your company's top executive will you articulate your vision, mission, products and services to the audience attending in-person and those connected online.

ZMW250,000.00

REGISTRATION DESK

Also known as the reception desk of the event, the registration desk registers each and every person entering the event guaranteeing visibility and repeated visibility throughout the event. Sponsor will brand the desk and additionally can distribute promotional materials.

ZMW200,000.00

WELCOME COCKTAIL All participants enjoy the opportunity to network with fellow industry colleagues and friends during a relaxed sociable evening over food, drinks and local entertainment. The sponsor is invited to present welcome remarks during the function and have a exclusive marketing materials and branding throughout the function. All arrangements with transport are made by the organiser.

ZMW250,000.00

GALA DINNER

Participants enjoy the opportunity to network with fellow industry colleagues and friends during a relaxed business dinner and drinks. The sponsor is invited to present welcome remarks during the function and have exclusive marketing materials and branding throughout this function.

ZMW250,000.00

LUNCH All participants enjoy the opportunity to network with fellow industry colleagues and friends during a relaxed business lunch and drinks. The sponsor is invited to present welcome remarks during the function and have exclusive marketing materials and branding throughout this function.

ZMW200,000.00

CONFERENCE BAGS

All event participants are given a conference bag containing inserts at registration. Inside the conference bag is usually the welcome pack consisting of the event program and other essential guides about the conference and the city of Lusaka (where to go, what to do, etc.) Your company's full colour logo will be exclusively printed on the conference bag. The bag is also a take-me-home and will outlive the life of the event.

ZMW200,000.00

LANYARDS

All event participants are given a lanyard at registration. Attached to the name tag is a lanyard worn by all participants. Your company's full color logo will be exclusively printed on the name tag in a highly visible format.

ZMW200,000.00

NOTES



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Get in touch!

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MINISTRY
OF TOURISM

