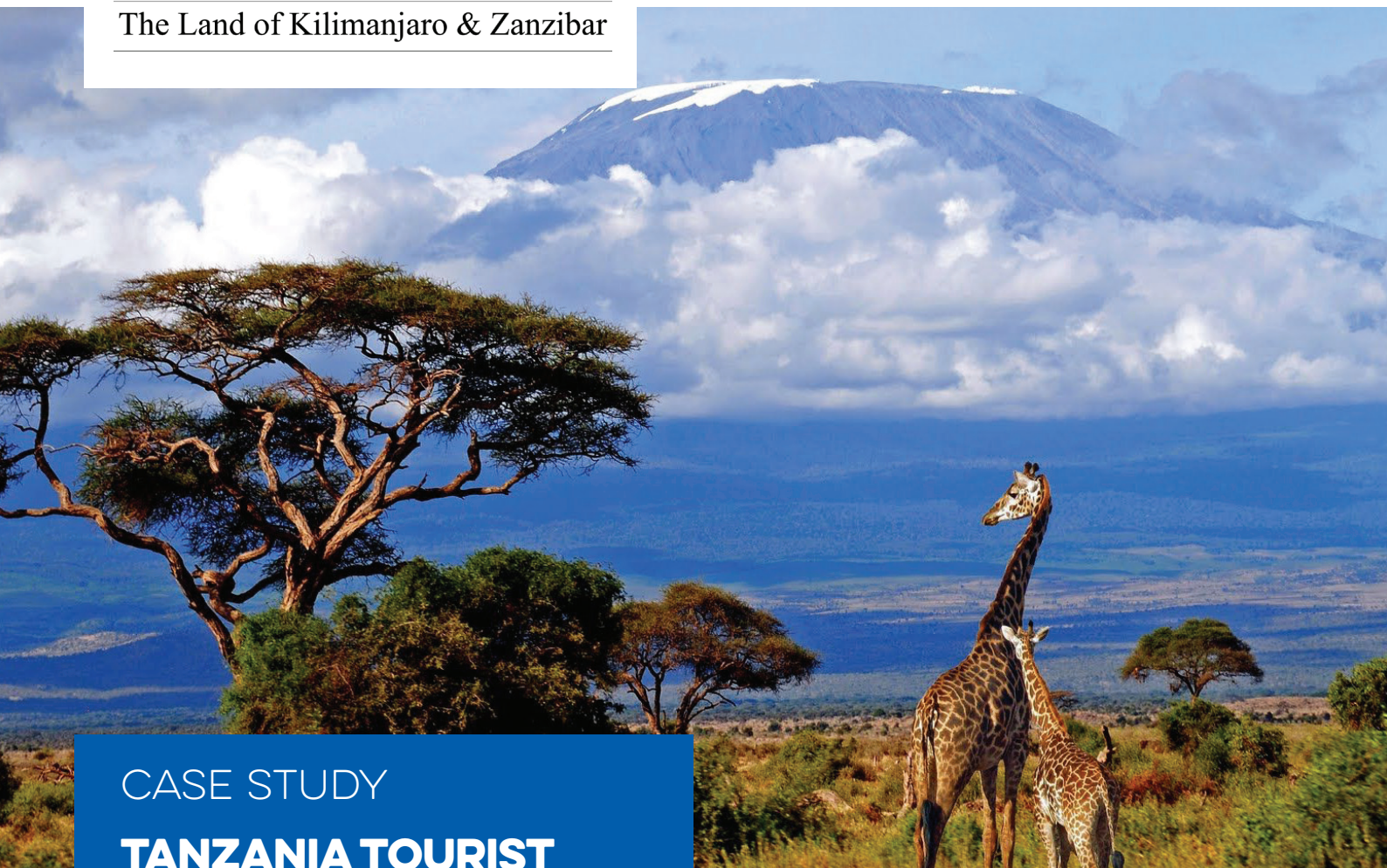




TANZANIA

The Land of Kilimanjaro & Zanzibar



CASE STUDY

TANZANIA TOURIST BOARD DECLARES OTM AS THE TOP PLATFORM TO MEET TRAVEL DECISION MAKERS

Tanzania Tourist Board is the official destination portal to the East African country known worldwide for being home to Mt. Kilimanjaro and the Serengeti Plains. The tourism board aims to increase awareness about Tanzania as a unique destination worth exploring, in turn boosting tourist arrivals to the country. Tanzania Tourism Board participated in OTM 2019 to market the destination to the huge outbound travel market in India, connect and build new business relationships with the travel trade industry.

TOP REASONS TO PARTICIPATE IN OTM 2019



As a veteran show in the travel industry, OTM is visited by the creme de la creme of the Indian travel trade fraternity. Over 800 top buyers from Tier I and Tier II cities in India attend the show. More than 15,000 trade visitors also meet exhibitors, to explore their tourism products and services.



OTM is attended by top countries and destinations from around the world, making it a trusted marketing platform for Tanzania to promote itself to the high-value Indian travel market.



RESULTS

- Met and interacted with over 700 prospective buyers at the show, successfully branding Tanzania to the Indian audience.
- Organised a FAM trip for Indian travel agents interested in selling Tanzania.

DID YOU KNOW ?

India is the third-largest source market for Tanzania, with visitor arrival witnessing a growth of 18.72% to register 48,000+ arrivals in 2018.



We have been coming to OTM every year and with each passing year, this show is getting better and better. OTM is a platform where we can not only draw tourists from India but also from other countries as there is participation from many different countries. I appreciate the organisers for good customer care skills. Congratulations and keep up the good work.

Joe Sendwa,
Acting Tourism Services Manager, Tanzania Tourist Board