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VISITORS ENTERANCE:
Adults:
N\$150 each

Children:
N\$50.00 each (6 - 12YRS)

**Children under 6 and pensioners
- free of charge**

PATICIPATION RATES for 2022
10 complimentary Thursday tickets will be provided 1 week prior event per stand booked and only on full payment of stand.

ABOUT THE NAMIBIA TOURISM EXPO

The 24th Annual Namibia Tourism Expo is organized by Namibia Media Holdings. The Expo will be held from 3- 5 November @ SKW Fields, Windhoek.

Our aim is to provide a platform for Namibia's tourism industry to promote and market their products and services to all involved in the industry, as well as the public.

Since its inception in 1999, the Namibia Tourism Expo has grown consistently and has earned a superb reputation for offering the only centralized marketing platform for Namibia's tourism industry. Apart from presenting a

highly effective showcase for exhibitors active in tourism, the organizers have revitalized the exhibition year after year by expanding the showcase.

The Expo hosts exhibits by local, regional and international exhibitors and also features food, beer and wine tasting, as well as a host of fun activities to attract travel enthusiasts, foodies, friends of tourism and the public.

Tour operators, car rental companies and self-drive travellers can view a fully-fledged motor vehicle exhibition including complete with motoring accessories.



DATE:
3-5 November 2022

VENUE:
SKW fields, Windhoek

EXPO TIMES:
3 November - Thursday - 14:00 - 22:00
4 November - Friday - 10:00 - 22:00
5 November - Saturday - 10:00 - 22:00

GATES CLOSE: 20:00 AND HALLS CLOSE 22:00



GRASS AREA:
N\$ 80.00 per sqm (vat exclusive)

LAPA AREA:
N\$ 80.00 per sqm (vat exclusive)

TOURISMUS HALL:
N\$980.00 per sqm (vat exclusive)

**SERVICE PROVIDER TENT
(@ ENTERTAINMENT AREA)**
N\$750.00.per sqm (vat exclusive)

ENTERTAINMENT GRASS AREA:
N\$ 80.00 per sqm (vat exclusive)

EXHIBITOR PROFILE

The Expo is open to ALL IN TOURISM & ALL TOURISM ORGANIZATIONS, namely travel agencies, airlines, hotels, lodges, direct suppliers to the tourism industry, government tourism offices and tourism-related organizations and enterprises, as well as representatives of food and beverage companies supplying the tourism industry.

A company profile indicating the nature of the business must accompany the booking form. Where a business is not obviously tourism related, the organizers may request an additional motivation for participation. This will be duly considered and the final decision on participation is at the discretion of the Namibia Tourism Expo organizers.

SPACE LIMITATION

First-time exhibitors that are suppliers to the hospitality industry are not automatically guaranteed participation. Preference will be given to tourism direct exhibitors and online bookings are not automatically confirmed on stands requested as the organisers have the discretion to allocate to suiting area

FOOD, BEVERAGES & RESTAURANTS

Interactive food and beverage demonstrations are encouraged. A variety of well-known restaurants will operate for the duration of the Expo. Restaurants that form part of the tourism industry will be given preference to operate at the Tourism Expo.

OBJECTIVES

The Namibia Tourism Expo aims to:

- Provide a forum for the tourism industry and its suppliers to market new and exciting products and services, directly to the consumer and to the travel trade, both locally and internationally.
- Create public awareness of the importance of tourism and foster a sense of pride in our country amongst Namibians.
- Encourage stakeholders in the industry to network and communicate with each other for the benefit of the tourism trade.

The Tourism Expo attracts visitors who are actively seeking information about the various industry suppliers, new products and recent developments in tourism. The event presents an ideal opportunity to those who wish to network with the industry and make face-to-face contact to identify new business prospects.



VOTING OF STANDS

Exhibitors are set to win N\$250 000 in advert discounts at the 2023 Tourism Expo. Exhibitors stand will be judged and voted on as follows:

OVERALL WINNER

- The editor of Tourismus Namibia will choose a tourism direct exhibitor who will be crowned overall winner of the Expo. The winner will receive a N\$10 000 discount on the exhibitor's stand for 2023, editorial coverage in all publications of NMH, as well as one full page advertisements in the May 2023 edition of Tourismus Namibia.

EDITOR'S CHOICE AWARD

- The editors of Republikein, Namibian Sun and Allgemeine Zeitung will each select their favourite three stands (either tourism, tourism supplier or motor show exhibitor) at the Expo and these winners will receive N\$7 500 discount on their stand for 2023, as well as editorial coverage and a half page advertisement in the newspaper that nominated them by May 2023. These awards will be known as the Editor's Choice Award and you may state for the entire year that your stand won the respective award.

PEOPLE'S CHOICE AWARDS

- The People's Choice Awards will be decided by voting by SMS (cost N\$5 each), scanning the QR code at stands or using the entry ticket stub. A visitor can only vote once for an individual stand by SMS, QR code or using his/her entry stub. The totals of these votes will be tallied to choose the People's Choice Awards for tourism direct, tourism supplier and Motor Show winner.

The winning prize will be known as the People's Choice Awards. There will be prizes for each category to encourage people to vote. The winning exhibitor will receive an N\$10 000 discount on their stand for 2023 as well as editorial coverage and a full page advertisement in the newspaper of their choice by May 2023.

- A panel of three judges will evaluate all stands and grade them as Platinum, Gold, Silver or Bronze. Judging will be done on the Friday of the Expo.

Platinum winners will receive a N\$5 000 discount on their 2022 stand, as well as editorial coverage and a half page advertisement in the Tourismus Namibia in May 2023.

Gold Winners will receive a N\$3 000 discount on their 2022 stand, as well as editorial coverage and one quarter page advertisement in Tourismus Namibia in May 2023.