

Africa
TOURISM
EXPO

Africa Tourism
Exhibition
2026

20-23 October
El Kram Expo Centre

Tunisia

www.africatourismexpo.net



Africa
TOURISM
EXPO

***Let's discover
the world***

together

The most influential tourism expo in the second half of the year Creating unlimited business opportunities

AFRICA TOURISM EXPO 2026 is not just an event — it marks the first-ever gathering of its kind, setting the stage for what will become a global annual tradition in the tourism industry. By attending this Expo, you're becoming part of something historic. This is a unique opportunity to be at the very start of what will grow into a prominent, influential event for years to come. The Expo will become a key fixture on the international tourism calendar, connecting professionals from MENA, East & SOUTH Africa, and around the world.

ATE allow to Discover the rich cultures and tourist destinations all regions have to offer. Engage with professionals and expand network with participants from Africa, Asia, Europe and worldwide.

ATE is a concept that brings together tourism operators, travel agents, hospitality stakeholders, and investors from around the world, creating a platform to promote Tunisia. The expo showcases Tunisia's tourism assets through various themes each year, such as eco-tourism, cultural tourism, and adventure tourism. With interactive exhibits, cultural performances, and B2B meetings.

ATE provides a comprehensive experience of Tunisia's tourism potential while driving sustainable practices and responsible tourism initiatives.

In the context of a growing global tourism market, ATE remains an essential event to enhance Tunisia's competitiveness and brand as a premier African tourism destination. The expo also serves as a strategic opportunity for Tunisia to build capacity within its tourism sector, enhance infrastructure, and attract investment in tourism-related projects. Through ATE, Tunisia aspires to captivate more international visitors, increasing the nation's share in the global tourism market and strengthening local communities by promoting sustainable tourism practices.

AFRICA TOURISM EXPO ATE 2026 is expected to be held from 20th to 23rd October 2026 at El Kram Expo Centre Tunisia.

2

ATE Exhibitor *profile*

AFRICA TOURISM EXPO 2026, the place where you can:

Meet with suppliers from all over the world, demonstrating and showcasing breathtaking destinations and hidden gems, the latest in airline routes and transportation developments, hotel and accommodation, car rental, cruise, tours & activities and the latest technologies keeping the travel industry moving.



ATE Exhibitor *profile*

Travel Agents

Offering travel packages, tour groups and many other options to create your ideal holiday vacations

International Participations

Foreign countries presenting their unique holiday experiences

Travel Equipment

Everything you need to make the journey a much more pleasant experience

Allied Govt. Depts. like Industries, Tribal Welfare, Handicrafts & Handlooms, etc

- Religious Tour Operators
- Travel Finance Companies
- Government Authorities
- Visa Companies / Consultants Forex Traders
- Travel Media
- Luxury tourism
- Culture tourism
- Alternative & gastronomy tourism
- Transportation Services Highlighting transportation solutions for pilgrims
- Halal Food Providers Featuring delicious and compliant cuisine options
- Halal Tourism Providers Offering pilgrimage-related tours and halal tourism experiences
- Islamic Finance Institutions Presenting ethical financial solutions
- Hajj and Umrah Equipment Suppliers Displaying necessary items for pilgrims
- Technology Solutions Providers Showcasing innovative solutions for the Hajj and Umrah industry
- Government Authorities Offering information on regulations and procedures
- Technology Solutions Providers Demonstrating innovative tools for travellers
- Airport Authorities
- Air Charter Companies / Airlines – Domestic and International
- Special offers and promotions from Airlines
- Convention Centres
- Cruise Liners
- Experience authentic hospitality and home-like comfort on board
- Golf Courses
- Hotels & Resorts
- Exclusive offers on hotels from all over the world
- Medical Tourism
- State Tourism Departments
- Spas and Wellness Centres
- National/International Tourism Organizations
- Educational Institutes
- IT Companies
- Sports Tourism Products
- Travel Agents / Tour Operators
- Telecom Companies

ATE 2026

20-23 OCT, 2026 | El Kram Expo Centre, Tunisia
www.africatourismexpo.net

Company Information

Company Name:

Address:

Web Site:

Email:

Phone Number:

TAX No:

Exhibition Coordinator

Nb: Please enter here the details of the person who will be coordinating your exhibition participation

Full Name:

Position:

Phone Number:

Email:

BOOK YOUR STAND

REGISTRATION FEES (Including Security insurance & Civil defense) 300 €

● **SHELL STAND WITH FITTINGS** (7% Must be added for each corner booth) 350 € / sqm

Minimum Space 12 sqm (Side - Carpet - Lighting - One Table & 2 chairs -
Name Company - Cleaning & Security - Exhibition Catalogue Entry)

x 350 € / sqm = €

● **ONLY AREA** (7% Must be added for each corner booth) 300 € / sqm

Without Carpet, Electricity, Separation Materiel & Cleaning

x 300 € / sqm = €

● **SPECIAL DESIGN / TURN KEY** (7% Must be added for each corner booth) Starting from: 1000 € / sqm

Minimum Space 12 sqm (In Request)
Wood Separation, Desk, Table + 3 chairs, Carpet, Electricity,
Facia Name, Conception & Design + TV 40"

x 1000 € / sqm = €

Nb: Visuel must be delivered in high resolution / Extra materials to be provided

PAYMENT TERMS

Total Price: €
50% On application signature
50% 30 Days before the event

BANK DETAILS

Name: STI EXPO
Agency: Agence Charguia Expositon
R.I.B: 04033119003155769742
I.B.A.N: TN 59 04033119003155769742
Swift Code: BSTUTNTT

Nb: The event payment is made by means of a bank transfer, the exhibitor, client shall bear

EXTRA MATERIALS & SERVICES FOR RENT

	Description	Price (EUR)	Quantity	Total (EUR)
<input type="checkbox"/>	Chair high quality	20 / Per day		
<input type="checkbox"/>	Simple chair	15 / Per day		
<input type="checkbox"/>	High Barstools	20 / Per day		
<input type="checkbox"/>	Sofa 1 place	40 / Per day		
<input type="checkbox"/>	Sofa 2 places	80 / Per day		
<input type="checkbox"/>	Sofa 3 places	120 / Per day		
<input type="checkbox"/>	Round high table	25 / Per day		
<input type="checkbox"/>	Round coffe table	20 / Per day		
<input type="checkbox"/>	Desk	25 / Per day		
<input type="checkbox"/>	Storage	150 / Per day		
<input type="checkbox"/>	Document display	30 / Per day		
<input type="checkbox"/>	TV 40"	80 / Per day		
<input type="checkbox"/>	TV 51"	100 / Per day		
<input type="checkbox"/>	Plants	20 / Per day		
<input type="checkbox"/>	Small Fridge (Mini Bar)	50 / Per day		
<input type="checkbox"/>	Frensh Coffe machine	40 / Per day		
<input type="checkbox"/>	Espresso Coffe machine	50 / Per day		
<input type="checkbox"/>	Fresh fountain	50 / Per day		
<input type="checkbox"/>	Roll-up	150		
<input type="checkbox"/>	Electric Extension cord	5 / Per day		

	Description	Price (EUR)	Quantity	Total (EUR)
<input type="checkbox"/>	Wireless Box 25 GO	25		
<input type="checkbox"/>	Wireless Box 55 GO	55		
<input type="checkbox"/>	Wireless Box 75 GO	60		
<input type="checkbox"/>	Wireless Box 100 GO	72		
<input type="checkbox"/>	Plastic mannequin	50 / Per day		
<input type="checkbox"/>	Flag Stand	20 / Per day		
<input type="checkbox"/>	Flag by country	10 / Per day		
<input type="checkbox"/>	Barils with logo	80 / Per day		
<i>Nb: Other to be specified</i>			TOTAL (EUR):

HOSTESS

	Description	Price (EUR)	Quantity	Total (EUR)
<input type="checkbox"/>	Hostess	100 / Per day		
			TOTAL (EUR):

DELEGATE PASS

	Description	Price (EUR)	Quantity	Total (EUR)
<input type="checkbox"/>	Delegate pass (Conference)	500		
Number of Delegates :				
TOTAL (EUR):			

Nb: Delegate pass, The price include 1 Coffee break, 1 lunch, Certificate, Conference goodies & Expo access

TOTAL PARTICIPATION: €

Catalogue Pub

- Color Page 850 €
- Cardboard double page 2500 €
- 2nd or 3rd cover page 1800 €
- Signet 1800 €
- 4th cover page 3000 €
- Stream 2500 €

Kindly write a summary about the activities of your company (Maximum 100 words)

Notes: The LOGO must be send with Email in **PDF** or **Ai** once the form is signed

Organizer / Sti Expo: Résidence Ines Bloc B Apt 4-3, Centre Urbain Nord, Tunis. Tunisia
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Attijari Bank Agence Charguia Exposition / RIB: 04 033 119 0031557697 42
IBAN: TN 59 04033119003155769742 / Code BIC: BSTUTNTT / MF: 1331883 V / A / M / 000
Web Site: www.africatourismexpo.net

Article 1: Admission

1. The organizer accepts, as exhibitors, all Tunisian and foreign companies deemed to have the status of manufacturers and suppliers of Inbound/Outbound/Domestic Operators (bringing tourists in, sending them out, or operating locally), Specialty Operators (eco, adventure, food, wellness), and Distribution Channels (Online Travel Agencies - OTAs, brick-and-mortar agencies), travel agencies, tourism media & institutions.

2. The goods, products or services presented must enter in the nomenclature of the elements admitted to be exposed and legally marketable in Tunisia. Admissions to the exhibition are personal and non-transferable. It is stipulated that the signature of a request for participation commits a full payment of the related amount.

3. The acceptance of "requests to participate" and the allocation of locations are the exclusive competence of the show's organizing committee, which will proceed in accordance with its organizational requirements

4. Payment of all invoices is due before the opening of the exhibition. If by this deadline the amount of the site fees was not paid, the amount of the invoice will be increased by right and without prior notice of 1% penalty per month of delay, Sti expo has in this regard d" a right of retention on the exhibited articles and the movable elements belonging to the exhibitor.

5. Payment of the amount to be paid must be made in time (before May 16, 2026), in any case after the start date of the exhibition. The exhibitor has the right to occupy the space allocated on the express condition of having paid the payment to the organizer. This right cannot be transferred to third parties

Article 2: Disclaimer

1. Withdrawals, for any reason, must be communicated to Sti expo by registered letter or by telegram, no later than 60 days before the start of the event.

2. The cancellation notified 60 days before the show, will allow the reimbursement of the payment made with the exception of booking fees

3. The withdrawal notified at the latest 30 days before the show will exempt the exhibitor from the payment of fees and compensation, however the sums paid as a deposit remain the property of Xtrade for Events

4. Withdrawal no later than 15 days before the start of the event will allow the exhibitor to pay all of the fees and allowances relating to their participation.

Article 3: General terms of exposure

The assembly of the stands will begin one (1) week before the official opening of the exhibition, the end of the stand assembly must be completed at noon the day before the opening. The height of the stands must not exceed 2.3 meters unless expressly agreed in writing. The buildings and equipment of the kram exhibition center cannot be damaged under any circumstances.

During the exhibition:

During the exhibition period, the exhibitor is obliged to occupy the space allocated to him until the end of the event. The products exhibited must not be covered during the opening hours of the exhibition.

- Exhibitors or stand staff are prohibited from advertising, in any way, in or around their stands, for a firm other than their own or that which they represent.

- Exhibitors are also prohibited from transferring their stand to third parties, renting it, making it available to a third party or transferring it.

- Any advertising, demonstration or improper solicitation in the aisles near the stands (loudspeakers, etc.) likely to inconvenience the occupants of neighboring stands are strictly prohibited. The exhibitor must stand in the space allocated, and all advertising material must be in this space.

At the close of the exhibition:

- The dismantling of stands and their evacuation must be done within a period not exceeding 48 hours from the end of the exhibition.

- Before the closing of the exhibition, it will not be allowed to start any dismantling operations whatsoever, or even to take away material already exhibited. The removal of the equipment must also be accompanied by the obtaining of an exit voucher which the exhibitor must collect from the trade fair commissioner, on the express condition that full payment has been made. On the contrary, we recognize the company of international fairs of Tunis "ITF" the right to withhold the goods on display until payment is made.

- After one day, ITF will invoice a lump sum of 50DT per day.

- Exhibitors must leave the locations and equipment made available to them in the state in which they found them. Any damage caused by their installation or their goods must to the equipment, either to the building, or finally to the occupied floor, will be evaluated and put at the expense of exhibitors.

Article 4: Formalities

1. Insurance: In addition to the insurance covering the exhibits, the exhibitor is required to take out, at his own expense, all insurance covering the risks that he and his staff incur or cause to run to third parties. The organizer is deemed to be relieved of all responsibility in this regard, in particular in the event of loss, theft or any damage.

2. Guarding: Guarding of stands and their content is only ensured during the closing hours of the show. During opening hours, products and materials are the responsibility of the exhibitor, who undertakes to do so.

3. Customs: It is up to each exhibitor to complete customs formalities for equipment and products from abroad. Sti expo cannot be held responsible for any difficulties that may arise during these formalities.

Article 5: Major or unpredictable forces

In the event that, for major or unpredictable forces, the event cannot take place, requests to participate will be canceled and the sums from the payments already made by the exhibitors and remaining available after deduction of the expenses incurred by Sti expo, will be distributed to them in proportion to said payments without it being expressly possible to exercise recourse in any capacity whatsoever against Xtrade for Events.

Article 6: Official catalog and other publications

A catalog of the show will be distributed to all exhibitors establishing the list of participating companies, the type of products they present and the position they occupy. Sti expo can in no way be held responsible for identifiable errors and omissions in the catalog advertisements, if the exhibitor does not provide the specific indications, or if these will not be exact.

Article 7: Application of the regulations

Exhibitors by signing their requests to participate accept the provisions of these regulations. Any violation of the provisions of the general regulations may result in the exclusion of the offending exhibitor.

Compensation is then due by the exhibitor as compensation for the moral or material damage suffered by the event. This compensation is at least equal to the amount of the participation which remains acquired by Sti expo without prejudice to the additional damages which could be requested by Sti expo has in this respect a right of retention on the exhibited articles and the elements furniture or decorative items belonging to the exhibitor.

- In case of dispute and litigation, the courts of Tunis have sole jurisdiction.

Exhibitors formally commit

To respect the clauses of these general regulations