

UNDER THE PATRONAGE OF



MINISTRY  
OF TOURISM  
& WILDLIFE

# THIX

THE HOTEL EXPO

# 2ND EDITION

*Hospitality Meets Innovation  
in the Heart of Africa*

Co-located with

**AFRICA**  
FOOD  
SHOW

August 19-21, 2026

Venue: Kenyatta International Convention  
Centre (KICC), Nairobi

Organizer



Co - Organizer



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# About the Event

Welcome to The Hotel Expo - Kenya 2025, the premier gathering of hospitality professionals, innovators, and stakeholders shaping the future of the region's vibrant industry.

As Africa's reputation as a global hospitality hub continues to rise, this expo brings together decision-makers, suppliers, and visionaries to explore emerging trends, forge partnerships, and unlock opportunities in this multi-billion-dollar sector.

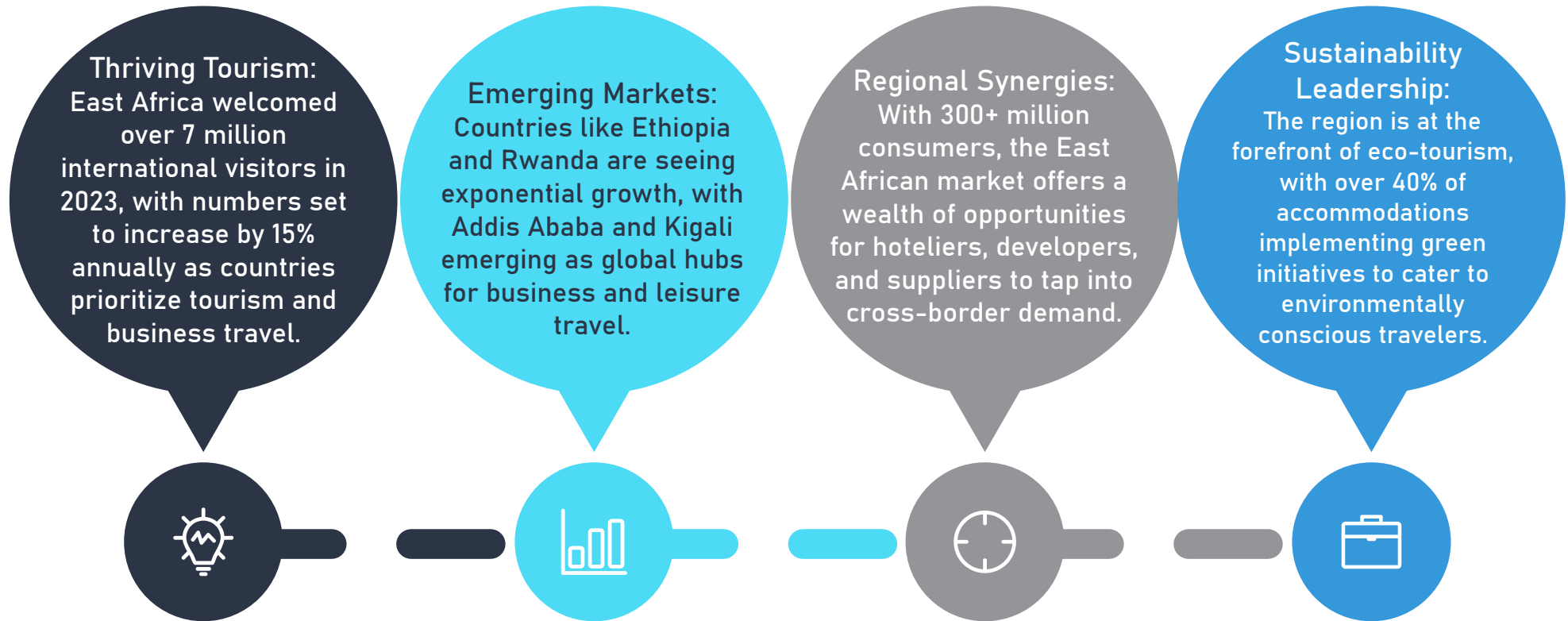
While rooted in East Africa, with focus markets including Kenya, Uganda, Tanzania, Rwanda, and Ethiopia, the expo serves stakeholders from across the continent, showcasing innovations and solutions tailored to Africa's unique hospitality landscape.

Whether you're an established player or a new player in the market, The Africa Hotel Expo is your gateway to success in a region brimming with opportunity.



# The East African Market for Hospitality

East Africa is home to some of the fastest-growing economies in the world, driven by a booming tourism industry, increased infrastructure investment, and a growing middle class eager for premium hospitality experiences. Key highlights include:



The Hotel Expo - Kenya 2025 provides unparalleled access to this thriving market, helping businesses establish a foothold and build lasting partnerships

# Did You Know?

**50** million

The number of visitors Africa welcomed in 2023, with East Africa contributing 14% of this total.

**18%**

Projected percentage annual growth of Ethiopia's hotel sector, with Addis Ababa recognized as one of Africa's top business destinations.

**100+**

Number of annual global conferences hosted in Kigali, making it emerge as East Africa's MICE (Meetings, Incentives, Conferences, Exhibitions) capital.

**2** million+

The number of annual visitors seeking luxury accommodation in nature, that come to Kenya and Tanzania, making them the leaders in safari tourism.

**60%+**

Percentage of new hospitality projects across Africa include eco-conscious design and operations, appealing to a growing market of eco-aware travellers.

**10%**

Percentage of annual growth seen in Wellness tourism in the region, fueled by demand for retreats that combine relaxation with nature immersion.



# Sectors Represented

The expo caters to the full spectrum of the hospitality ecosystem, ensuring comprehensive coverage of the industry's diverse needs:

**ACCOMMODATION SOLUTIONS:** Hotels, resorts, serviced apartments, and boutique lodges.

**TECHNOLOGY & DIGITAL SOLUTIONS:** Smart solutions, automation systems, AI-powered tools, booking platforms, IoT, and other digital innovations shaping the future of guest experiences.

**FOOD & BEVERAGE:** Restaurants, culinary innovations, catering solutions, beverage suppliers, and new flavours to inspire the modern dining experience.

**INTERIOR DESIGN & FURNISHINGS:** A showcase of bespoke furniture, luxurious interiors, lighting, décor, and creative design concepts for hotels and resorts.

**WELLNESS & LEISURE:** The latest in spa equipment, fitness solutions, and holistic health trends enhancing guest well-being.

**SUSTAINABILITY & GREEN SOLUTIONS:** Renewable energy systems, green building materials, waste management solutions, eco-friendly technologies and strategies for sustainable hotel operations.

**SAFETY & HYGIENE:** Cutting-edge sanitation products, contactless technologies, and security solutions.

**HOTEL OPERATIONS & MANAGEMENT:** Tools and resources to optimize operations, maximize efficiency, and improve guest satisfaction.

Each sector is thoughtfully crafted to empower attendees with insights and tools for building successful and sustainable businesses.

# Why Exhibit?

Position your brand at the forefront of the East African hospitality boom.

- 01 Engage with Decision-Makers:** Meet hotel owners, developers, and operators eager to discover innovative solutions.
- 02 Market Access:** Establish your presence in a region poised for double-digit growth in hospitality investments.
- 03 Showcase Innovations:** Demonstrate your products and services to a targeted audience of professionals and influencers.
- 04 Brand Visibility:** Gain extensive exposure through pre-event marketing, digital campaigns, and on-site branding.
- 05 Leverage Networking Opportunities:** Forge partnerships with key industry players and gain insights into market trends.

Don't just exhibit—experience unparalleled growth opportunities in one of Africa's most vibrant regions.

# Event Highlights

At The Hotel Expo - Kenya 2025, we offer more than just an exhibition—we deliver a transformative experience:

**Exhibition Hall:** Experience a curated showcase of cutting-edge products, services, and innovations revolutionizing the industry. From global brands to local pioneers, discover solutions that redefine the future of hospitality.

**Keynote Sessions:** Hear from global hospitality leaders and regional experts about trends and strategies shaping the future such as sustainable tourism, digital transformation, and wellness travel.

**Workshops & Seminars:** Participate in hands-on sessions that empower your team with the skills to excel in a competitive market.

**Networking & B2B Matchmaking:** Connect with key decision-makers, including hotel owners, developers, and industry leaders, through our tailored matchmaking platform. Build relationships that drive growth and create value.



# Why Attend?

Discover · Learn · Connect

Whether you're a seasoned professional or a newcomer to the industry, attending The Hotel Expo - Kenya 2025 offers unmatched benefits:



- **Discover Cutting-Edge Solutions**  
From smart technology to sustainable practices, find tools that elevate your business.
- **Learn from Experts**  
Gain actionable insights through workshops, panel discussions, and interactive sessions.
- **Build Valuable Relationships**  
Network with like-minded professionals and industry leaders.
- **Experience Innovation Firsthand**  
Witness live demos and engage with products transforming the hospitality landscape.

Join us and become part of East Africa's hospitality success story.



# Attendee Profile

The Hotel Expo - Kenya 2025 brings together:

- 1** Hotel Owners and Operators: From independent boutique lodges to international chains.
- 2** Procurement Professionals: Buyers seeking the latest innovations for their properties.
- 3** Industry Experts & Consultants: Professionals shaping the future of hospitality in East Africa.
- 4** Developers & Investors: Visionaries financing and building the next wave of hospitality projects.
- 5** Architects and Designers: Gain inspiration from the latest design trends and innovations.
- 6** Hospitality Tech Providers: Connect with clients looking for cutting-edge solutions.
- 7** Food & Beverage Professionals: Explore trends reshaping the culinary experience.

Our attendees are as diverse as the industry itself, united by a passion for hospitality.





# Sponsorship & Exhibitor Benefits

Partnering with The Hotel Expo - Kenya 2025 ensures your brand reaches its full potential:

1

**Enhanced Visibility:** Stand out through premium branding opportunities on-site and online.

2

**Exclusive Access:** Engage directly with high-value attendees and decision-makers.

3

**Customized Solutions:** Tailored sponsorship packages designed to meet your goals.

4

**Thought Leadership:** Showcase your expertise through speaking opportunities and content contributions.

# For Sponsorship, Exhibitor, and General Inquiries:

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