



**EXPO**  
**CST**  
CREATIVE. SPORT. TOURISM.

# TOURISM

# SECTOR FOCUS

Showcasing Namibia. Creating Opportunities. Driving Growth.



### OVERVIEW

Tourism is a core pillar of the Creative Sports Tourism Expo (CST). It connects sports, creativity, entertainment, hospitality, culture, entrepreneurship and communities into one national platform. The Tourism Sector Focus aims to position Namibia as a modern, diverse and experience-driven destination while creating opportunities for SMEs, operators, creatives and local communities.

#### OUR TOURISM PILLARS

 DESTINATION MARKETING	 SME DEVELOPMENT	 CULTURAL PRESERVATION	 HOSPITALITY
 CULINARY TOURISM	 SPORT TOURISM	 DOMESTIC TOURISM	 CROSS-BORDER TOURISM

### WHO CAN PARTICIPATE?

- Government & Tourism Boards
- Tour Operators
- Travel Agencies
- Hotels, Lodges & Guesthouses
- Airlines & Airports
- Car Rental & Transport
- Technology & Innovation Companies
- Hospitality & Catering Businesses
- Cultural & Community Enterprises
- Arts, Crafts & Curio Vendors
- Creative Entrepreneurs
- Event & Entertainment Providers
- Wellness & Beauty Businesses
- Food & Beverage Vendors
- Youth-Owned Businesses
- Local Manufacturers
- NGOs & Community Projects
- Financial & Business Support Providers

### TOURISM EXHIBITION – 9 ZONES OF EXPERIENCE

-  **1 Indoor Tourism Exhibition**  
Destination marketing, networking, accommodation, travel packages and industry engagement.
-  **2 SME Exhibition (Z-Line)**  
Affordable platform for SMEs and entrepreneurs across tourism, hospitality, creative and lifestyle sectors.
-  **3 Outdoor Tourism Exhibition**  
Showcasing vehicles, equipment, caravans, adventure and practical tourism experiences.
-  **4 Cultural Villages**  
Celebrating Namibia's cultural diversity through heritage, food, dance, music and storytelling.
-  **5 Kapana & Cuisine Experience Zone**  
Authentic Namibian cuisine and street-food culture with seating and social interaction.
-  **6 Shebeen Experience**  
Authentic Namibian social atmosphere for relaxing, networking and interaction.
-  **7 SME Trading Zone (Entrance Area)**  
Accessible marketplace for informal traders, food vendors and small businesses.
-  **8 Food Vendors Zone (Next to Chill Tent)**  
Diverse selection of local and regional food in an engaging food court environment.
-  **9 Enjoy Tourism Tent**  
Showcasing accommodation partners, promoting Enjoy Membership and driving bookings.

#### STANDARD BOOKING PROCESS



1. SUBMIT BOOKING FORM



2. COMMITTEE REVIEW



3. APPROVAL



4. QUOTATION



5. PAYMENT



6. CONFIRMATION

Space is only secured once payment is received and verified.

### INTERACTIVE SEMINARS & WORKSHOPS

WORKSHOP STRUCTURE	WORKSHOP FORMAT	KEY TOPICS INCLUDE
<p><b>DAY 1</b> 3 Sessions 14h00 – 17h00</p> <p><b>DAY 2</b> 6 Sessions 09h00 – 17h00</p> <p><b>DAY 3</b> 6 Sessions 09h00 – 17h00</p>	<ul style="list-style-type: none"> <li>• Presentations / Demonstrations</li> <li>• Panel Discussions</li> <li>• Interactive Breakout Sessions</li> <li>• Audience Q&amp;A</li> <li>• Networking &amp; Collaboration</li> </ul>	<ul style="list-style-type: none"> <li>✓ Branding Namibia Beyond Wildlife</li> <li>✓ Encouraging More Domestic Travel</li> <li>✓ Air Travel &amp; Connectivity Update</li> <li>✓ Untapped Tourism Business Ideas</li> <li>✓ Is Namibia Marketing Itself Correctly in Africa?</li> <li>✓ Why Sport Tourism is Still Underdeveloped</li> <li>✓ + 8 More Key Topics</li> </ul>

### BENEFITS & IMPACT

-  **POSITION NAMIBIA**  
as a modern, diverse and experience-driven destination
-  **DRIVE ECONOMIC GROWTH**  
through SMEs, tourism and entrepreneurship
-  **PROMOTE CULTURE & HERITAGE**  
through authentic experiences
-  **CREATE JOBS & OPPORTUNITIES**  
for local communities & youth
-  **STRENGTHEN REGIONAL & CROSS-BORDER TOURISM**  
through collaboration