



CREATIVE. SPORT. TOURISM.

CST

TOURISM SECTOR

FOCUS

2026



ESP EMERALDSAND
PLATFORMS





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CST EXPO 2026

Tourism Sector Focus

A. CST Tourism Component

Tourism forms one of the core pillars of the Creative Sports Tourism Expo (CST) because it connects sports, creativity, entertainment, hospitality, culture, entrepreneurship and community participation into one national platform. The tourism component aims to position Namibia as a modern, diverse and experience-driven destination while creating opportunities for SMEs, tourism operators, hospitality establishments, creatives and local communities.

The Expo creates an opportunity for Namibia to market itself beyond traditional wildlife and safari tourism. The tourism component will therefore operate as an integrated tourism experience throughout all CST activities and activation zones.

B. Tourism Exhibition

The exhibition component forms one of the major tourism attractions within CST. The purpose of the tourism exhibition is to create tourism awareness, destination visibility, networking opportunities and tourism business engagement while creating opportunities for tourism SMEs and operators to showcase their products and services. There are nine different types of exhibition opportunities.

1. Indoor Tourism Exhibition

The two Indoor Exhibition Tents (one grass and the other with flooring) are modern multi-sector exhibition and networking spaces designed in a professional corporate-style setup. It serves as a shared platform for stakeholders from the sports, tourism, creative industries and other supporting sectors to showcase their brands, products, services and innovations, while also hosting networking sessions, meetings, discussions, and business engagements within the CST Expo environment.



Purpose:

- Destination marketing
- Tourism networking
- Accommodation promotion
- Travel package promotion
- Industry engagement

Proposed Tourism Participants:

- Ministry of Environment, Forestry and Tourism
- Namibia Tourism Board (NTB)
- Hospitality Association of Namibia (HAN)
- Federation of Namibian Tourism Associations (FENATA)
- Tour operators
- Travel agencies
- Hotels and lodges
- Airlines
- Car rental companies
- Tourism technology companies

How to participate:

Participation in the Indoor Exhibition Tent is open in two ways. Organisations and individuals can participate by becoming sponsors, which guarantees priority access and a secured exhibition space within the tent, along with additional visibility and promotional benefits. Alternatively, non-sponsors can participate by registering and booking their exhibition space through the official booking form, which is required to confirm allocation and secure a position within the CST Expo.



2. SME Exhibition in Z Line Stand

The SME Exhibition in Z Line Stand will provide smaller businesses and emerging entrepreneurs with an opportunity to showcase their products and services within a high-traffic area of the Expo. This space is designed for stand-based exhibitors seeking direct engagement with visitors and potential customers. The exhibition will support business growth, visibility, networking and market access while encouraging entrepreneurship and innovation within the tourism, hospitality, creative, and lifestyle sectors.

Purpose:

- Provide an affordable exhibition platform for SMEs and emerging entrepreneurs.
- Increase business visibility and brand awareness.
- Facilitate direct engagement between exhibitors and potential customers.
- Create networking and partnership opportunities.
- Support entrepreneurship, innovation, and business growth.
- Promote locally developed products and services.
- Encourage market access and business expansion.

Proposed Participants in the Tourism Sector:

- Tourism SMEs
- Tour Operators and Travel Agencies
- Accommodation Establishments (Guesthouses, Lodges, B&Bs)
- Hospitality and Catering Businesses
- Car Rental and Transport Service Providers
- Cultural and Community Tourism Enterprises
- Arts, Crafts, and Curio Vendors
- Fashion and Lifestyle Brands
- Creative Entrepreneurs
- Event and Entertainment Service Providers
- Technology and Digital Service Start-ups
- Wellness and Beauty Businesses
- Food and Beverage Vendors
- Youth-Owned Businesses
- Local Manufacturers and Producers
- NGOs and Community Development Enterprises
- Business Support and Financial Service Providers



This zone should ideally represent the grassroots and entrepreneurial side of the tourism, sports, creative, and business sectors, showcasing innovation and local economic participation.

How to participate

Booking for exhibition space will be conducted through a provisional booking process to ensure accurate space allocation and prevent incorrect bookings. Interested exhibitors will be required to complete and submit the official Exhibition Booking Form. Once submitted, the booking request will be forwarded to the CST Organising Committee for review, allowing the team to assess the exhibitor's requirements and confirm that the selected exhibition category and space allocation are appropriate. Upon approval and completion of the relevant internal process, the exhibitor will be notified of the successful outcome and provided with a quotation. Exhibition space will only be secured and confirmed once payment has been received and verified. This process ensures efficient space management, prevents overbooking, and guarantees that exhibitors are allocated to the most suitable exhibitor.

3. Outdoor Tourism

The Outdoor Tourism Exhibition will accommodate larger exhibitors requiring additional space to showcase Creative-, Sport- and Tourism-related products such as vehicles and equipment as well as destination experiences. This area is particularly suited for businesses utilizing caravans, trailers, overlanding vehicles, mobile displays, and practical and participatory tourism activities. The exhibition will provide visitors with interactive experiences while allowing exhibitors to demonstrate products and services in a practical and engaging manner. The outdoor environment will help create a dynamic tourism showcase that extends beyond traditional exhibition stands.

Purpose:

- Promote products that do not lend themselves for indoor exhibition
- SME participation
- Increase awareness of cross-sector equipment

Proposed Participants form the CST-Sectors:

- Tourism operators
- Safari operators
- Vehicle rental organisations



- Multi-sector solution seekers - tourism & farming
- Conservation communities
- Adventure tourism operators

How to participate:

Booking for exhibition space will be conducted through a provisional booking process to ensure accurate space allocation and prevent incorrect bookings. Interested exhibitors will be required to complete and submit the official Exhibition Booking Form. Once submitted, the booking request will be forwarded to the CST Organising Committee for review, allowing the team to assess the exhibitor's requirements and confirm that the selected exhibition category and space allocation are appropriate. Upon approval and completion of the relevant internal process, the exhibitor will be notified of the successful outcome and provided with a quotation. Exhibition space will only be secured and confirmed once payment has been received and verified. This process ensures efficient space management, prevents overbooking, and guarantees that exhibitors are allocated to the most suitable exhibitor.

4. Cultural Villages

Cultural Villages will celebrate Namibia's rich cultural diversity by bringing together communities from across the country to showcase their traditions, heritage, food, music, dance, storytelling, crafts, and cultural practices. The villages will provide visitors with an authentic and immersive cultural experience while promoting cultural tourism, heritage preservation, and community participation.

The cultural village will showcase authentic Namibian cultural experiences through:

- Traditional food
- Traditional beverages
- Traditional dance
- Local music
- Storytelling
- Cultural displays

Purpose:

- Promote cultural tourism
- Encourage domestic tourism
- Preserve and showcase heritage
- Increase community participation



Proposed Participants:

Cultural Villages will accommodate up to seven (7) participants, 3 conservancies, 3 living museums, and 1 cultural village. Community tourism initiatives representing different regions and cultures of Namibia. Participation will be encouraged from communities that actively preserve and showcase traditional lifestyles, customs, heritage and indigenous knowledge systems.

How to participate:

Booking for exhibition space will be conducted through a provisional booking process to ensure accurate space allocation and prevent incorrect bookings. Interested exhibitors will be required to complete and submit the official Exhibition Booking Form. Once submitted, the booking request will be forwarded to the CST Organising Committee for review, allowing the team to assess the exhibitor's requirements and confirm that the selected exhibition category and space allocation are appropriate. Upon approval and completion of the relevant internal process, the exhibitor will be notified of the successful outcome and provided with a quotation. Exhibition space will only be secured and confirmed once payment has been received and verified. This process ensures efficient space management, prevents overbooking, and guarantees that exhibitors are allocated to the most suitable exhibitor.

5. Kapana & Namibian Cuisine Experience Zone

A dedicated Kapana and Namibian cuisine station will form part of the CST tourism and hospitality experience. The area will showcase authentic Namibian food culture while creating a relaxed and interactive social environment for visitors, exhibitors, tourists, and stakeholders.

The area will include shaded seating and communal interaction spaces where visitors can sit, eat, network, and experience authentic Namibian street-food culture and hospitality.

Purpose:

- Promote culinary tourism
- Support local food SMEs
- Encourage visitor interaction
- Create a vibrant tourism atmosphere
- Strengthen the overall visitor experience



Proposed Components:

Kapana, Namibia's iconic street-food tradition is more than a meal, it is a social and cultural experience that brings people together through food, conversation, and community interaction.

Kapana and Namibian Cuisine Experience Zone will accommodate up to six (6) Kapana and Namibian cuisine spaces representing selected Kapana operators.

How to participate:

Booking for exhibition space will be conducted through a provisional booking process to ensure accurate space allocation and prevent incorrect bookings. Interested exhibitors will be required to complete and submit the official Exhibition Booking Form. Once submitted, the booking request will be forwarded to the CST Organising Committee for review, allowing the team to assess the exhibitor's requirements and confirm that the selected exhibition category and space allocation are appropriate. Upon approval and completion of the relevant internal process, the exhibitor will be notified of the successful outcome and provided with a quotation. Exhibition space will only be secured and confirmed once payment has been received and verified. This process ensures efficient space management, prevents overbooking, and guarantees that exhibitors are allocated to the most suitable exhibitor.

6. Shebeen Experience

The Shebeen Experience will provide visitors with an authentic Namibian social and community atmosphere inspired by the everyday gathering spaces found in many local neighbourhoods across the country. Designed as a relaxed and welcoming environment, the area will allow visitors to sit, interact, network, and experience a unique aspect of Namibian lifestyle and hospitality.

The Shebeen Experience aims to showcase the social culture that forms an important part of everyday life in Namibia while contributing to a warm, inclusive, and memorable visitor experience.

Purpose:

- Showcase authentic Namibian social culture
- Create a relaxed networking environment
- Encourage visitor interaction and engagement
- Promote local hospitality and lifestyle experiences



- Enhance the overall tourism experience at CST

Proposed Participants:

Shebeen Experience will accommodate up to six (6) shebeen stands inspired by Namibia's informal social and community gathering spaces found in various neighbourhoods across the country. Participation will be open to selected operators who will contribute to creating an authentic, relaxed, and interactive environment that reflects this aspect of Namibian social culture.

How to participate:

Booking for exhibition space will be conducted through a provisional booking process to ensure accurate space allocation and prevent incorrect bookings. Interested exhibitors will be required to complete and submit the official Exhibition Booking Form. Once submitted, the booking request will be forwarded to the CST Organising Committee for review, allowing the team to assess the exhibitor's requirements and confirm that the selected exhibition category and space allocation are appropriate. Upon approval and completion of the relevant internal process, the exhibitor will be notified of the successful outcome and provided with a quotation. Exhibition space will only be secured and confirmed once payment has been received and verified. This process ensures efficient space management, prevents overbooking, and guarantees that exhibitors are allocated to the most suitable exhibitor.

7. SMEs Trading (outside in front of entrance selling food)

The SME Trading Zone will provide an accessible and affordable platform for informal traders, food vendors, and small businesses to participate in the Expo. Located in front of the main entrance, the area will create an active marketplace environment that welcomes visitors as they enter the venue. The zone will encourage entrepreneurship, stimulate economic activity, and provide businesses with direct access to large audiences. It will also contribute to the overall visitor experience by offering a variety of products, services, and food options.

Purpose:

- Support small business participation
- Promote entrepreneurship
- Create income-generating opportunities



- Enhance visitor experience
- Increase marketplace activity

Proposed Participants:

- Food vendors
- Snack vendors
- Beverage vendors
- Craft traders
- Informal businesses
- Community entrepreneurs

How to participate:

Booking for exhibition space will be conducted through a provisional booking process to ensure accurate space allocation and prevent incorrect bookings. Interested exhibitors will be required to complete and submit the official Exhibition Booking Form. Once submitted, the booking request will be forwarded to the CST Organising Committee for review, allowing the team to assess the exhibitor's requirements and confirm that the selected exhibition category and space allocation are appropriate. Upon approval and completion of the relevant internal process, the exhibitor will be notified of the successful outcome and provided with a quotation. Exhibition space will only be secured and confirmed once payment has been received and verified. This process ensures efficient space management, prevents overbooking, and guarantees that exhibitors are allocated to the most suitable exhibitor.

8. Food Vendors (allocated food court area next to chill tent)

Food Vendors Experience Zone

The Food Vendors Experience Zone will form part of the CST tourism and hospitality offering, providing a dedicated space for selected food vendors to showcase and sell a variety of Namibian and regional food offerings. The area will create a vibrant, interactive, and accessible food experience for visitors, exhibitors, tourists, and stakeholders within the CST Expo environment.

The zone will include designated vending spaces and communal seating areas where visitors can purchase food, engage with vendors, and experience a diverse range of local cuisine in a lively and social setting.



Purpose:

The Food Vendors are designed to provide food and catering services for the event, offering a variety of accessible and convenient food options for visitors, exhibitors, and stakeholders. It aims to enhance the overall event experience by ensuring a diverse and engaging food environment throughout the CST Expo.

Proposed Participants:

The Food Vendors Zone will accommodate up to eight (8) food stands representing selected local food vendors. The selection process will be carefully conducted to ensure diversity in food offerings and to avoid duplication of similar products, thereby creating a balanced and varied culinary experience for visitors.

How to participate:

Booking for exhibition space will be conducted through a provisional booking process to ensure accurate space allocation and prevent incorrect bookings. Interested exhibitors will be required to complete and submit the official Exhibition Booking Form. Once submitted, the booking request will be forwarded to the CST Organising Committee for review, allowing the team to assess the exhibitor's requirements and confirm that the selected exhibition category and space allocation are appropriate. Upon approval and completion of the relevant internal process, the exhibitor will be notified of the successful outcome and provided with a quotation. Exhibition space will only be secured and confirmed once payment has been received and verified. This process ensures efficient space management, prevents overbooking, and guarantees that exhibitors are allocated to the most suitable exhibitor.

9. Enjoy Tourism Tent

The Enjoy Tourism Tent will provide a curated tourism showcase within the CST Expo, bringing together accommodation establishments from across Namibia and neighboring countries that form part of the Enjoy network. The Tent will offer a professional and engaging environment where visitors can discover unique places to stay, as well as the restaurants,



activities, conference facilities and experiences offered by participating establishments. In addition to showcasing tourism products, the Tent will promote the Enjoy Membership Programme, exclusive Expo offers, and booking opportunities through the Enjoy platform. The concept is designed to create visibility for participating establishments while positioning Enjoy Travel as a tourism ecosystem that connects travellers with accommodation, experiences, member benefits and bookings.

Purpose:

- Showcase Enjoy Travel accommodation partners
- Promote the Enjoy tourism ecosystem
- Drive bookings and enquiries through Enjoy Travel
- Grow the Enjoy Membership Programme
- Create exposure for participating establishments
- Attract new accommodation partners to the Enjoy Travel network

Proposed Participants:

- Enjoy Travel accommodation partners
 - Hotels and lodges
 - Guesthouses and bed & breakfasts
 - Resorts and self-catering establishments
 - Camping and glamping establishments
 - Accommodation establishments offering activities, dining experiences or conference facilities

How to participate:

Participation in the Enjoy Tourism Tent will be offered primarily to existing Enjoy Travel accommodation partners. Additional spaces may be made available to selected accommodation establishments that align with the Enjoy network and its tourism objectives. Interested participants will be invited to apply through an official participation process and will be required to confirm their participation within the stipulated timeframe. Due to limited space availability, participation will be allocated on a first-come, first-served basis. Upon confirmation, participating establishments will receive a dedicated showcase space within the Tent, inclusion in Enjoy's promotional activities surrounding the Expo, and the opportunity to market exclusive Expo offers through the Enjoy platform. This approach ensures fair allocation of space while maintaining the curated nature and quality of the Enjoy Tourism Tent.



C. Interactive Seminars and Workshops

The tourism workshop component will focus on interactive tourism discussions, entrepreneurship, networking, and youth engagement. One dedicated tourism workshop zone will operate during CST.

1. Interactive Seminar Structure

The Interactive Seminar will consist of approximately fifteen (15) curated workshop sessions, each ranging between 45 and 60 minutes. The sessions will be structured and coordinated by the respective workshop organisers to ensure thematic alignment and smooth programme flow across the three-day CST Expo.

Day 1

A total of three (3) workshop sessions will be hosted from 14h00–17h00, focusing on introductory discussions and sector-specific engagement.

Day 2

A total of six (6) workshop sessions will take place from 09h00–17h00, featuring in-depth panel discussions, interactive sessions, and industry-focused dialogues.

Day 3

A total of six (6) workshop sessions will be held from 09h00–17h00, concluding the seminar series with advanced discussions, audience engagement, and knowledge exchange.

Workshop Format

The workshop format will be flexible and may include one or more of the following components:

- Presentations or demonstrations
- Panel discussions
- Interactive breakout sessions
- Audience Q&A engagements
- Industry networking and collaboration opportunities



2. Proposed Tourism Topics

2.1 Branding Namibia Beyond Wildlife: Culture, Sports & Creativity as Tourism Assets

This discussion will explore how Namibia can diversify its tourism image and use sports, creativity, entertainment, and culture as tourism assets.

Suggested Speakers:

- Namibia Tourism Board (NTB)
- Namibia Investment Promotion and Development Board (NIPDB)

2.2 Encouraging More Domestic Travel

This discussion will focus on increasing awareness around affordable local tourism opportunities and encouraging Namibians to explore their own country.

Suggested Speakers:

- Gondwana Collection Namibia
- Namibia Wildlife Resorts (NWR)

2.3 Update on Air Travel & Connectivity

This discussion will focus on regional air connectivity, tourism accessibility, and economic growth opportunities linked to aviation.

Suggested Speakers:

- Namibia Airports Company (NAC)
- FlyNamibia
- Airlink

2.4 Untapped Tourism Business Ideas

This discussion aims to encourage innovation, entrepreneurship, and youth participation while exploring new tourism business opportunities.



Suggested Speakers:

- Hospitality Association of Namibia (HAN)
- Federation of Namibian Tourism Associations (FENATA)

2.5. Is Namibia Marketing Itself Correctly Within Africa?

This discussion focuses on Namibia's regional tourism marketing, digital visibility, and intra-African tourism opportunities.

Suggested Speakers:

- Namibia Tourism Board (NTB)
- South African Airways (SAA)
- FlyNamibia

2.6. Why is Sport Tourism Still Underdeveloped in Namibia?

This discussion will explore how Namibia can better integrate sports and tourism to create larger tourism and economic opportunities.

Suggested Speakers:

- Namibia Sports Commission
- Sports federations
- Tourism operators

2.7. Additional Topics for Consideration

A total of 15 workshops are planned. Stakeholders are invited to provide recent topics for discussion. Additional topics currently under consideration include:

- Enjoy Travel - concept and gains
- Namibia as a MICE destination
- The Southern African Development Community (SADC) is actively pursuing the cross-border tourism drive with the concept of Trans-Frontier-Conservation-Areas (TFCA's) that promote travel beyond borders without restrictive visa regulation. The Uni-Visa has been designed to facilitate easy tourism movement. What is still missing? What is the way forward?



- KAZA is a single tourism destination covering five countries. What are the remaining challenges in terms of free animal movement along designated corridors? How does mining hinder turning this dream into reality?
- The Kgalagadi Transfrontier Park comprises the original Gemsbok National Park in Botswana and the Kalahari Gemsbok National Park of South Africa (as well as the Mabuasehube Game Reserve). Bordering onto Namibia, what are the plans to include at least some of the Namibian Kalahari into the TFCA-park, thus turning Mata Mata into a cross-border destination in its own right.
- Establishing Namibia as a medical tourism destination as regards traditional medicine internationally to have proven its efficacy, as well as wellness-, spa and health-resort holidays - showcasing players in the ecosystem and case study for learning from other countries
- How can Namibia exploit its clear skies better by priming astrological experiences
- Mountaineering experiences
- Equestrian long-distance leisure events
- Cycling and motorbike sight-seeing events focusing on long-distance leisure
- Unpacking the Tourism Value Chain. Tourism has the potential to unlock other sectors/ products in Namibia - such as creativity, textile, agriculture, cosmetics etc.

D. Conclusion

The CST Tourism Component is designed to position tourism as one of the central pillars of the Creative Sports and Tourism Expo by integrating tourism, sports, creativity, culture, hospitality, entertainment, SMEs, and youth development into one national platform.

Through exhibitions, workshops, tourism activations, hospitality experiences, culinary tourism experiences, and cultural showcases, CST aims to strengthen Namibia's tourism industry while creating opportunities for businesses, communities, and young people across the country.



EXPO

CREATIVE. SPORT. TOURISM.

