

WELCOME TO YOUR TOURISM BUSINESS

FUTURE POTENTIAL 2013-2026



Sector invitation to Hotels, Tour Operators, Restaurants, Airline services,
Camping Equipment, Picnic Sites and National Parks

BACKGROUND TO AHT-MEDIA, "LIMELIGHT MEDIA"

Welcome to your Business future potential 2013 -2026
Africa Tourism shows Exhibitors Centre.



Congratulations on seizing this opportunity to tap into the best inspiration and experience available to help you and your business achieve its ultimate goals.

AHT-MEDIA was founded in the year 2008 after realising that the Tourism sector has great potential and opportunities that are yet to be fully exploited. Key among the strategies for optimal utilisation of this potential lies in maximizing on marketing

strategies and innovation. At **AHT-MEDIA** we strive to link up and network with hotels and other stakeholders in the tourism and hospitality industry to better results with special focus on Africa's rich tourism potential. Most of this potential remains largely unutilized as a result of poor marketing, advertising and customer care as well as low uptake of online booking services. **AHT-Media** will therefore offer clients unique experience to the industry by tapping into online booking and travel targeting clients in Europe and America who seek Africa as their preferred tourism destinations of choice but who miss out because of poor service delivery.

AHT-MEDIA provides both local and international expertise to provide professional assistance within Tourism sector Marketing and shared ownership.

At **AHT-MEDIA** Part of LIMELIGHT MEDIA we are dedicated to providing professional Marketing and advertisement for Holiday Makers for Africa from in Europe, Asia, America, News land, Australia, and South America.

How does it work?

AHT-Media is a creative, concept Planning specializing in the exploration of Tourism marketing avenues and in creating aligned planning strategy. Rather than simply administering our focus to Online, Digital and Door to Door; we will go beyond the esoteric in combining our services, giving our clients all the options available. (LEDHouse) <https://www.ledhouse.tech/>

Why the Exhibition?

It seeks to serve as a platform for African Tourism Business leaders to buy into the idea by roping tourism business owners in African through the **AHT-Media** with the aim of reaching out to and interacting with the customers to ease their burden in searching and choosing their tourist destinations.

AHT-Media is bringing you all the people you may need to know for your marketing, from Local to international. This is the time you would have the opportunity to know how to reach the customers you're targeting within your market place e.g.; Europe, Asia and America, direct from your webhosting, email and phone reference or referral. Limelight Media speaks for you to win the African Holiday Maker for Africa Holiday Destinations Global.

To gate referral link join the Limelight Africa Company “Africa Hotels Tourism Media) Subscribe request to join premium subscription chose your plane local trough Stanbic Bank of Africa. To be seen present why you’re not there in WTM or London Business Show Request Representation and a member of the team will gate back to you wherever you are African Wide.

<https://www.wtm.com/london/en-gb.html>

<https://www.wtm.com/latin-america/pt-br.html>

<https://www.wtm.com/atm/en-gb.html>

<https://www.businesstravelshoweurope.com/welcome-business-travel-show-europe-2026-monday-tuesday>

Useful Information

See the HT-Media Website

www.hotelstourismmedia.com

Find a representative near you

For more information

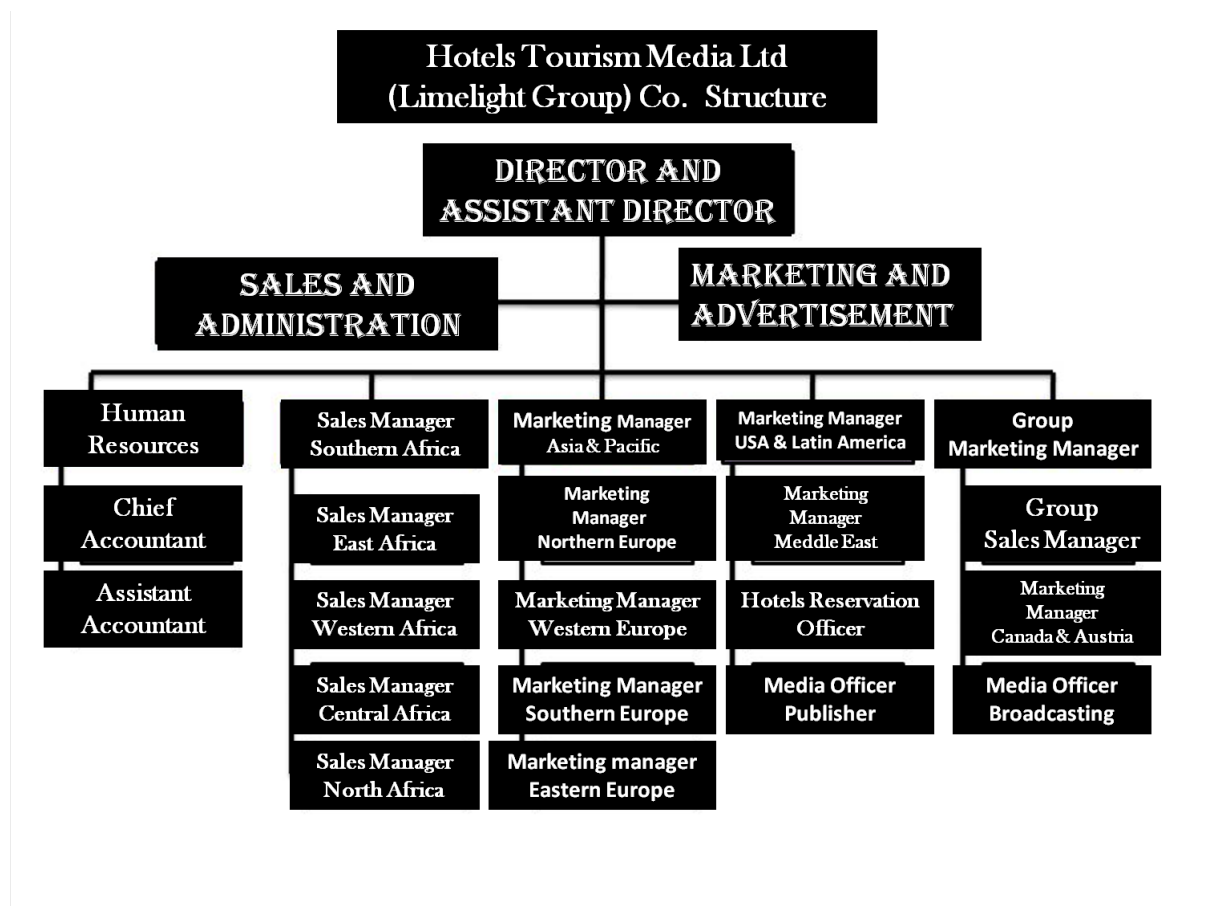
Contact details; call; +254700687118

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Email; info@safariatfrica.biz

81, St Clement’s Street, Oxford Oxfordshire OX4 1AW, United Kingdom

Regards, Naomi Kalinda CEO

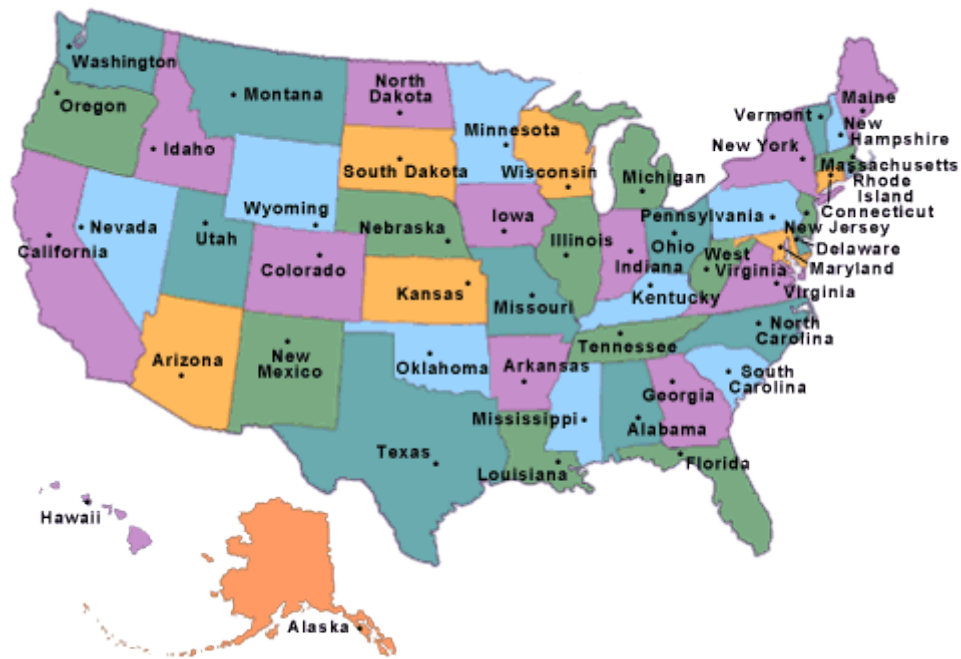


AHT-Media is looking to go around African Wild

See Country covered

Below find our Wild Market Place

If you're Customers are there, Late us spread your ward.



Tourism Historic of Africa

In 1946 when first safari was created in Kenya and Tanzania that's when African tours and hotels were formed.

African tours and Hotels employed over 1,000,000 people in Africa. It has 75 hotels which are either and 360 offices. About 40% of holiday makers in Africa where handled by African tours and Hotels compared to Polmans (15%), UTC (10%), Southern Cross (5%), private Safari (5%) and African Safari Club (20%). That's about 16,800,000 tourists who visiting Africa each year between 1970s and 1990s. However, that number has gone down dramatically with over 50% including the popular holiday destination for safaris such as Kenya and Tanzania.

Here come last year another African Largest Hotels, Clubs and Safari has noosed to close down, African Safari Club. We believe that 'tourism' represents a revolution in Hotels and tour operators. At the same time, the Marketing is fast and emerging as a better alternative way to build up.

Tour Operators in Europe, America and Asia does not promote or advertise about Africa Tourism but selling the service to whoever asks for it. Because African business and the Ministries for wildlife and tourism's find it expensive to do and that has caused big fall on tourist for not knowing what Africa has to offer in terms of touring and Hospitality in Africa especially to the new generation.

Our research has also found that the Foreign magazine such as Kuoni, Choice, Thomson and Thomas cook just to mention a few, don't have that much of African advertisement. Consequently, it becomes had to visualise the beauty of African holidays which might contribute to the loss of tourists who may want to visit.

Client Issues

What is the best way to reach the digital media consumer?
What is the value of online advertising?

Media owner, agency and client relationships
How to improve client understanding by agencies
Using media owner data to create value
A New Approach to Integration

Felix Ihah was recently appointed Group Marketing Manager a new role covering the entire Premier portfolio. As such, he is tackling the twin challenges of integrating cross-agency teams across more than 32 countries in Africa.

Event TV: Delivering Fame to Advertisers Events like X-Factor, Rugby World Cup and Big Brother can be gold dust for advertisers in bringing in bigger audiences from hard-to-reach viewing groups. In this session, HT-Media

Your Europe's independent Hotels and Tourism media will consider:
Pressure points for commissioning event on TV How TV production can work well with creative and media

Taking an event strategy from idea to screen with marketing cut-through

Online strategy

The success of business now depends on one thing — engagement. In the age of tweeting, tagging and trending, engagement relies on an active, original and multi-faceted concepts presence, one that sparks the right interest with the right people.

[The internet has allowed a unique opportunity for companies](#)

Its open interface allows transparent interaction, and provides a great platform for brand advancement, innovative marketing and the development of relationship dialogues. The market is competitive; with raised public profiles come raised expectations. The internet and its many applications are now a part of everyday life, social media is no longer cutting-edge; at Adjust Media we innovate in the way we use these tools.

Our team

All our projects are completed in-house by the very people you see below.



Tourism Statistics World Tourism Organization (UNWTO)

The most important statistics concerning tourism in Africa can be found here. For more information on tourism numbers and information please contact

**International Tourism arrivals 2010
Continent Percentage Tourist numbers**

1. Europe 51% 473mn
2. Asia & the Pacific 22% 204mn
3. Americas 16% 150mn

Naomi Kalinda, Africa Tour Adventure Consultant. Naomi Travel across the Continent from young age in Family business, her hobby was to document every country she entered and leave both Historical, Geographical, culture, Fashion Music and Tourism which brought to be the CEO Limelight Group at the age 28 Make one of the Africa Young women who travel across the Continent to empower Africa market to the Global Stage. Born in Mombasa, Kenya went across 23 countries in Africa

4. Middle East 6% 60mn
5. Africa 5% 49mn

Tourism arrivals & income Africa 2009

North Africa

Country Tourists Increase Income in USD

1. Egypt 11.9m -3.1% 10.7bn
2. Morocco 8.3m +5.9% 6.5bn
3. Tunisia 6.9m -2.1% 6.9bn

Sub-Saharan Africa

Country Tourists Increase Income in USD

1. South Africa 9.5m unknown 7.0bn
2. Mozambique 2.3m +22.3% 196mn
3. Zimbabwe 2.0m +3%
4. Botswana 1.5m +3.5% 422mn
5. Kenya 1.1m -32.3% 752mn
6. Swaziland 909.000 +20.4%
7. Mauritius 871.000 -6.4% 1.1bn
8. Uganda 817.000 -3.2%
9. Ghana 803.000 +15.0% 968mn
10. Malawi 755.000 +1.7% 43mn
11. Tanzania 714.000 -4.8%
12. Rwanda 699.000 -4.4% 174mn
13. DRC 53.000 +6.0%

*Kenya – statistics 2008 as 2009 are not yet available. Strong decrease can be accredited to violence as result of 2007 elections.

This Statics has not caught up to 2025; the upcoming 26 does not reflect greatness either on the international stage. Limelight Media, under the Leadership of Naomi, is joining the Greatest AI American strategic companies to empower Africa Hotels Tourism Media don't be left behind

