

PRESS RELEASE

FOR IMMEDIATE RELEASE

11th May 2026.

**Zambia Tourism Agency registers a record breaking 45 Zambian Tourism Operators for this year's Indaba in Durban, South Africa.**

**LUSAKA** – Zambia Tourism Agency (ZTA), in partnership with 45 Zambian tourism operators, is proud to announce its participation at Africa Travel Indaba 2026, Africa's leading Travel and Tourism Trade Show. The event is scheduled to take place from 11th – 14th May 2026 in Durban, South Africa.

This year's participation marks notable growth, with the number of co-sharers increasing to 45 in 2026.

The Indaba is one of Africa's annual premier travel trade shows which serves as a vital platform for showcasing the diverse tourism offerings across the continent. The event attracts tourism professionals, buyers, media, and exhibitors from around the world, fostering business partnerships and promoting Africa as a premier travel destination.

The event emphasizes sustainable and responsible tourism, aligning with Africa's efforts to promote environmentally friendly and culturally respectful travel.

Acting Chief Executive Officer Abigail Shansonga said Zambia's presence at this year's Indaba aims to expose Zambian tourism operators to international buyers and agents from around the world and to market Zambia Travel Expo (ZATEX) 2026 which is slated for June 4th – 6th at the Mulungushi International Conference Centre.

"45 co-sharers at the Zambia stand is a record breaker, it is also encouraging to see stronger representation from government agencies, reflecting a broader commitment to promoting Zambia's tourism sector" she stated.

Ms. Shansonga further stated that the Agency is excited to have a number of Small and Medium Enterprises (SMEs) participate and gain exposure by meeting international buyers and showcasing their businesses to the world.

The increase in the number of Zambia's tourism operators is an encouragement to us all to be ambassadors in promoting destination Zambia to the world. It is such initiatives that will help us achieve the 2026 target of 2.5million arrivals.

By working together with our private sector partners, we are creating a unified front to market Zambia effectively on the international stage.

We urge Indaba attendees to visit the Zambia stand at Hall DEC A20 for more information.

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