



EXPLORE



ENGAGE



EXPAND

## Hosted Buyer Questions & Answers

**We're excited that you plan to join us for Essence of Africa 2024. Here are a few guidelines ...**

### **When is the event?**

2 – 4 December 2024

### **Where is the event?**

Sarit Expo Centre, Nairobi

Address: [Pio Gama Pinto, Nairobi, Kenya](#)

### **What time is the event?**

08:30 - 17:30 daily

**Companies in the following categories will be classified as buyers:**

- Destination Management Company (DMC)
- Incentive Buyer
- Independent Travel Agent
- Online Booking Company
- Outbound Tour Operator to Africa

### **What is included in the hosting programme?**

- Admission to Essence of Africa on all 3 event days
- Access to the online diary system for pre-scheduled appointments
- Lunch daily at the event
- Nairobi hotel (up to 4 night during the expo)
- Transfers between the airports, hotels, event venue and official events
- 50% flight reimbursement (up to an agreed maximum amount per region), provided all hosting criteria is met
- Optional pre-show or post-show fam trip

### **Is there a registration fee for the hosting programme?**

No, there are no registration fees applicable to buyers for Essence of Africa 2024.

## What is expected of hosted buyers at Essence of Africa?

- Attend meetings: Over three days, buyers from key source markets worldwide will engage in up to 36 pre-scheduled appointments with exhibitors from across Africa to foster cooperation and explore business opportunities. You will be able to select and assess the suitability of these meetings before the event.
- Attend networking events and seminars: Evening networking events promise to facilitate relationship building, while a dynamic seminar programme featuring renowned industry leaders will unpack critical issues and trends shaping tourism in Africa.

## Who will you meet at Essence of Africa?

The exhibitor profile includes:

- Accommodation (Hotels, Lodges, Resorts, Camps)
- Accommodation Exclusive (Villas, Private Homes)
- Affiliated Services (Insurance, Technology, Media Publications)
- Destination Management Company (DMC) - Inbound to Africa
- Experiences (Activity provider, Day Tour, Cultural Tour)
- Representation Company (limited to maximum 3 clients)
- Tour Operator (Ground Handler & Safari Providers)
- Tourism Board & Tourism Organisation
- Transport - Aviation & Transfers

A full list of exhibitors will be available online when the meeting schedules open.

## Where do I send my required documentation?

Please go to the Essence of Africa website (Hosted Buyer section) to upload your documentation:

- your e-ticket
- copy of your passport
- travel insurance
- profile picture
- company letter for flight reimbursement

This will enable us to process your flight reimbursement quicker after the show, once all hosting requirements have been met. Please do not email this documentation directly to the Essence of Africa team.

## How do the flight reimbursements work?

- You are required to pay upfront for your international economy flight ticket to Nairobi.
- The Essence of Africa travel manager will advise of the maximum reimbursement amount for your region. This is based on 50% of standard fares to/from your region at the time of opening buyer applications.
- Reimbursements are approved on receipt of:
  - your completed meeting schedule
  - your completed buyer survey
  - confirmation of your attendance at specified official events
- For the refund application you will be asked to submit a company letterhead with full banking details including any SWIFT code and/or references.

Should you wish to travel business class, you will only be reimbursed for the 50% economy fare (up to the agreed maximum amount for your region).

## **Must I use the suggested flights?**

- The suggested economy class flights given to you are our recommended flights, should you wish to fly another airline / routing you are most welcome to. Please note you will only be reimbursed 50% up to the maximum reimbursement amount given on our initial email. This applies regardless of whether you fly economy or business class.

## **Can I choose my fam trip itinerary?**

- Experiencing the soul of our continent is the best way for you to match your clients with unforgettable, authentic adventures. A standout aspect of this all-Africa event will be familiarisation trips offered by exhibitors to their special part of Africa, to provide buyers first-hand experience of destinations and products across Africa.
- Exhibitors will upload their full itinerary – from start to finish – on the event website. You will be able to choose what is right for you and your clients.
- Exhibitors may offer pre-show or post-show fam trips. We encourage each fam to offer an itinerary of 4 nights/5 days. Pre-show fam trips depart Nairobi 27 November, returning to Nairobi 01 December. Any accommodation requirements before 27 November are for the buyer's account. 01 December in Nairobi hotel is included in the hosting programme. Post-show fam trips depart Nairobi 05 December, returning to Nairobi 09 December. Any accommodation after the fam trip is for the buyer's account.

## **Which official events do I need to attend?**

Hosted Buyers are required to attend certain official events as part of the hosting programme. Details will be sent to you in the lead-up to the event. Please refer to the online Events Programme for the latest information.

## **Are airport transfers included?**

Airport transfers will be provided on arrival in Nairobi and on departure from Nairobi, within the period of the event dates.

## **Who will meet me on arrival?**

Transfers will be arranged from JKIA (Jomo Kenyatta International Airport) to the official hotels. Please look for the Essence of Africa signs as you exit the airport to identify our transfer company.

## **Is my accommodation included for the duration of my time in Nairobi?**

Official accommodation is from check-in 01 December to check-out 04/05 December, depending on any post show travel arrangements. Should you wish to arrive earlier or extend your stay, any additional nights and any other expenses will be for your own account. Any early arrivals and late departures are for your own expense and would need to be organised directly with the hotel.

## **Where will I stay in Nairobi?**

Your city hotel will be confirmed closer to the show and you will receive details via email.

## **Are all of my meals included?**

During your official stay in Nairobi, your accommodation is on a Bed and Breakfast basis. Lunch will be provided for you daily at the event. Dinner will be provided at some of the official events – please refer to the events programme online. There will be some evenings at leisure – for your own expense – should you wish to explore Nairobi or meet up with industry friends.

During your fam trip, please refer to the itinerary that you select. Included meals are detailed for you, please note that any meals not mentioned will be for your expense.

## **How will I get to / from the event?**

During the event days in Nairobi, transfers are included to and from the venue where the event will be held. A shuttle schedule will be provided closer to the event detailing the times of transfers.

## **Can I choose my fam trip itinerary? When will I receive my travel documents?**

Travel documents will be issued closer to the event. No individual hotel or transfer vouchers are necessary or issued as your details will be part of our Essence of Africa Hosted Buyer group. For all documents / confirmations for your selected fam trip, please liaise directly with the contact for your fam trip.

## **Do I need a visa?**

From January 2024 all travellers are required to apply for an Electronic Travel Authority prior to travelling to Kenya. For more information and for applications please visit <https://www.etakenya.go.ke/en>. Please allow sufficient time for processing and should you require any assistance please contact our travel team.

## **Do I need to carry travel insurance?**

Yes, as part of our terms and conditions for the hosting programme, we ask that you take out travel insurance cover and provide proof of cover before travel.

## **Do I need any inoculations?**

All travellers entering Kenya require a yellow fever inoculation. Please obtain this from your local travel clinic or doctor. Please travel with your yellow fever certificate as you may be asked to present this at the airport.

## **What are the Covid regulations in Kenya?**

Please check the latest requirements before you travel.

## **Do I need to take malaria medication?**

Parts of Africa have greater malaria risk than others. Please consult your travel clinic or doctor for guidance. Please check with your fam trip coordinator what is required for your trip.

## **Do I need to carry money with me?**

Most fam trips are inclusive when it comes to food and drink (please refer to your individual itinerary), but you'll still need money for certain activities, local purchases, and tipping, if you're so inclined.

## **Do I need special luggage?**

If you select a flying safari, or any transport on your itinerary involves an internal flight in East Africa, we recommend travelling with a smaller soft bag for your fam trip. The smaller aircrafts that are used for domestic flights in Kenya and Tanzania have a strict (soft bag) luggage allowance of 15kgs. The domestic airports do not have traditional luggage storage facilities. We suggest you make arrangements with your Nairobi hotel to keep your suitcase.

## What is excluded from the hosting programme?

- Hotel / flight upgrades
- Taxi fares if arriving or departing outside the official programme dates
- Taxi fares if you choose not to use the official transfer vehicles to / from the event venue and net working events
- Travel Insurance
- Visa Application Fees
- Any partner/spouse travel
- All meals and drinks that are not detailed in your event programme
- Fam trip expenses – please refer to the detailed itinerary that you select for what expenses are covered by the provider

Our Buyer Team is here to help.  
Please let us know if you have any further questions: [buyer@eoatrade.com](mailto:buyer@eoatrade.com).

***We look forward to welcoming our hosted buyers to Essence of Africa!***

