



ATTA® REVEALS 2026 AFRICA TRAVEL TRENDS AS FULL GLOBAL EVENTS PROGRAMME IS UNVEILED



High-Res images of Angola, Rabat, Morocco and Uganda can be found [here](#)

- Culture, Conservation, Heritage and Slow Travel Drives Leisure Travel to African countries in 2026
- Investment puts Angola and Algeria on tourism map
- Rwanda, Uganda, Zambia, Zimbabwe and Madagascar flagged as alternative safari destinations
- ATTA announces calendar of travel trade events

ATTA® – The African Travel & Tourism Association – has published its 2026 Travel Trends report, revealing that cultural immersion, heritage storytelling, conservation-led experiences and slower, more meaningful journeys are shaping demand for Africa among global leisure travellers.

ATTA's Travel Trends are released as it announces the complete line-up of flagship and pavilion events for 2026 to include Experience Africa in London and Essence of Africa in Zanzibar. This week, the association is delighted to announce that all 56 desks initially released in the ATTA pavilion at Indaba in Durban in May, sold out in a record 24 hours.

These shows run alongside a series of educational product webinars – held every Wednesday at 10.00 and Thursday at 14.00 UK time.

ATTA® 2026 Travel Trends

The New Ways Travellers want to experience Africa

1. Cultural and Heritage-Led Travel Is Gaining Momentum

North and West Africa are set to lead growth in culturally focused travel. The completion of Cairo's Grand Egyptian Museum and Rabat's designation as UNESCO World Book Capital 2026 are placing North African cities firmly on the radar for culturally driven city breaks.

Meanwhile the focus on West Africa as a region of interest for heritage and ancestry-based travel continues apace. Senegal, Sierra Leone, Benin, The Gambia and Guinea-Bissau all offer homecoming ceremonies with some offering citizenship for DNA proof of heritage. TV programmes such as BBC's *'Who Do You Think You Are?'* which delves into celebrities' dramatic ancestry, are also moving travellers to make personal journeys of discovery.

Kgomotso Ramothea, CEO of ATTA® says: "The growing demand for deeper connection, learning and reflection, particularly among mature, high-value travellers and diaspora markets goes hand in hand with demand for expert-led journeys, cultural storytelling and heritage-rich itineraries."

2. Luxury Redefined



Across Africa, luxury is increasingly defined by authenticity, sustainability and personal connection rather than traditional opulence. New developments are often purpose-driven, blending conservation impact with immersive guest experiences.

In Namibia's Nkasa Rupara National Park, for example, new conservation-focused lodges place guests at the heart of wildlife stewardship while supporting community initiatives. Storytelling, craftsmanship and meaningful engagement are becoming key differentiators for premium product.

Kgomotso Ramothea, CEO of ATTA® says: "Storytelling, community engagement and sustainability credentials are becoming key differentiators for premium product."

3. Slow Travel and Multi-Country Journeys Are on the Rise

Increased air connectivity, new luxury rail product and an ever-increasing demand for river cruising are all encouraging longer stays and cross-border itineraries such as the self-driving South Africa–Namibia driving adventure route, Moroccan rail journeys, new Nile cruise product such as the first ever Mandarin Oriental river cruise and the much touted new Princesse Ngalassa luxury vessel on the Congo River in the heart of the Congo Basin all point to a growing appetite for immersive, slower travel experiences.

Kgomotso Ramothea, CEO of ATTA® says, "There is an Increased opportunity for collaboration between suppliers and operators and for designing longer, more experiential itineraries."

4. Wildlife Experiences Are Evolving

There has been a clear shift away from the traditional safari narrative of 'Nature on Demand' and towards a conservation-led, slower and more purposeful wildlife travel with rewilding initiatives which have pushed boundaries of national parks, like those of the Kruger - which celebrates its centenary this year - and have reintroduced indigenous species in the likes of Rwanda, Uganda, Zambia, Zimbabwe, Angola, Mozambique and Madagascar, whilst making sure accessibility and local communities are also being considered.

Kgomotso Ramothea, CEO of ATTA® says: "This movement shows an Increased appetite for conservation impact, limited-permit experiences and inclusive tourism offerings that go beyond the classic safari model."

Destinations to Watch

Algeria and Angola

Investment in major infrastructure, improved access, visa reforms, cultural depth and a rising demand for alternative, off-the-beaten track destinations are converging to put **Algeria** and **Angola** at the top of the list of African destinations to watch in 2026.

The Algerian government is improving tourist infrastructure and new visa on arrival system. They have a stated aim to attract 12 million international visitors by 2030 and with the FCDO advice now green for the majority of the country, Algeria provides an accessible destination with a unique blend of attractions from beautifully pristine Mediterranean coastline to some of the finest Roman ruined cities such as Tipasa, overlooking the sea and Djémila, as well as medieval mosques and Ottoman palaces, ancient rock art and spectacular Saharan dunes and mountains.

Angola is Africa's rising star. Buoyed by a new international airport near Luanda, Emirates flights via Dubai and Africa's largest airline, Ethiopian Airlines via Addis Ababa, visa-free access for tourists from 98 countries and new Hilton and Marriott hotels, Angola has become the destination the travel industry is talking about. Luanda, founded in 1576, celebrates its 450th anniversary this year, while beyond the capital lie dramatic landscapes including Calandula Falls, ancient rock art in the Namib Desert, and recovering wildlife populations in Iona and Kissama National Parks.



Kgomotso Ramoetha, CEO of ATTA® says: These two destinations provide travellers with exciting new adventures – that few travellers have visited. Great for winter sun, cultural breaks, and value-driven itineraries and accessibility will appeal to pioneering and adventurous travellers, hunting for somewhere different.”

ENDS

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ABOUT ATTA®

ATTA® serves and supports businesses in Africa and the Indian Ocean Islands representing buyers and suppliers of tourism product across 31 African countries. With over 900 members, ATTA® acts as Pan-Africa's largest network of tourism product covering not only accommodation, transport and travel specialists in Africa, but a formidable selection of tour operators, representation and PR companies worldwide promoting tourism to Africa.

Apply for membership here: <https://atta.travel/about/apply-to-become-a-member.html>

ATTA®

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ATTA's 2026 FLAGSHIP AND PAVILLION TRAVEL TRADE SHOWS + NETWORKING EVENTS

TRADE SHOW

3–5 March, ITB Berlin, Germany

ATTA stand hosting 40+ African suppliers

NETWORKING

3 March, Hall 20/105, Messe Berlin

Member networking reception

TRADE SHOW

16-20 March, OurAfrica.Travel (Virtual)

Structured one-to-one meetings in partnership with ATTA

TRADE SHOW

13-15 April, WTM Africa, Cape Town

ATTA stand hosting African suppliers

TRADE SHOW

5-9 May - We Are Africa, Cape Town

Promotional ATTA member rates available

TRADE SHOW

11-14 May, Africa's Travel Indaba, Durban

ATTA Pavilion



ATTA'S OWN TRADE SHOW

22-24 June, Experience Africa, London

200+ exhibitors, pre-registered buyers, partners and media

NETWORKING

22 June, ATTA Awards Ceremony, 155 Bishopsgate, London

NETWORKING

23 June, ATTA Summer Party

TRADE SHOW

7-10 September - PURE, Marrakech

Promotional ATTA member rates available

ATTA'S OWN INTERNATIONAL BUYER FORUM

20-22 October - Essence of Africa, Zanzibar

TRADE SHOW

3-5 November - WTM London

ATTA Pavilion

NETWORKING

3 November - Central London venue

To join any of the above events, contact events@atta.travel and see further information atta.travel/events.