



**ITB**  
BERLIN



**PRESS RELEASE**  
**For Immediate Release**

## **ATTA® SHOWCASES 46 AFRICAN TRAVEL BRANDS AT ITB BERLIN AND LAUNCHES AVIATION WHITE PAPER**

**Hall 20 | Stand 105**



**Berlin, Germany** – ATTA® – The African Travel & Tourism Association, exhibiting in **Hall 20, Stand 105** – at the heart of the Africa section - will host **46 African organisations** representing a wide diversity of African travel and tourism from leading DMCs, tour operators and safari lodges to boutique hotels, aviation specialists and tourism service providers from across the continent.

As the leading pan-African trade association promoting tourism to Africa, ATTA connects buyers and suppliers across global markets. The stand will serve as a central hub for meetings, networking, contracting and collaboration.

### **Launch of “Africa in the Air” White Paper**

To coincide with the opening day of ITB Berlin, ATTA will officially launch its new White Paper, ***Africa in the Air***, on **Tuesday 3 March**.

The report explores the evolving landscape of African aviation, connectivity, route development and the critical role air access plays in driving tourism growth across the continent. The White Paper provides industry insights, analysis and strategic recommendations aimed at strengthening Africa’s global competitiveness.

Media representatives attending ITB Berlin are invited to request interviews and obtain advance copies of the White Paper by contacting [media@atta.travel](mailto:media@atta.travel).

### **Meet 48 ATTA Members at Hall 20, Stand 105**

ATTA will host the following organisations across their extensive stand in Hall 20 of Messe, Berlin. Links click through to exhibitor news.

#### **Section A**

1. Drifters
2. Sense of Africa – East Africa
3. Sense of Africa – South Africa
4. Tourvest Destination Management
5. Go Vacation
6. Sense of Africa – Namibia
7. Sense of Africa – Botswana

8. Sense of Oceans – Madagascar & Mozambique

#### **Section B**

9. Lemala Camps and Lodges
10. Legendary Expeditions & Chem Chem Safari
11. Capture Africa
12. Kili Villa Ltd
13. Great Plains Conservation

14. ATTA® – The African Travel & Tourism Association
15. Hatari.Travel
16. Newmark Hotels & Reserves
17. Safari Essence
18. TPF Hospitality

### Section C

19. Zambian Ground Handlers
20. Enduata Camps Ltd
21. Seasons in Africa
22. Inspirations Travel & Tours
23. Cheli & Peacock Safaris
24. Classic Portfolio
25. Springbok Atlas Tours and Safaris
26. Natural Selection
27. Travel Promoters
28. Sopa Lodge, Kenya & Tanzania
29. Elewana Collection
30. Pride of Africa

### Section D

31. Ker & Downey Botswana
32. Southern Cross Safaris
33. Victoria Falls River Lodge
34. The Wilderness Collection
35. Lion Roars and Amakhala Game Reserve
36. Robin Pope Safaris
37. DiaMonde GmbH & Co. KG
38. Helicopter Horizons
39. Serengeti Balloon Safaris
40. Universal Trading Tourisme
41. Fairmont The Norfolk & Fairmont Mara Safari Club
42. Hazendal Wine Estate

### Section E

43. Vestige Collection
44. Abercrombie & Kent East & Southern Africa
45. Sentrim Hotels & Lodges
46. Saruni Basecamp

Chris Mears, CEO of ATTA Group Events, said: "ITB Berlin 2026 will be a landmark global trade show, and we're proud to position our stand at the heart of the Africa section. This prime location ensures our exhibitors benefit from exceptional visibility, strong, targeted footfall and seamless on-the-ground support - enabling them to focus on converting high-value opportunities from across the global market."

### ENDS

#### Join the ATTA Network

Prospective members interested in joining ATTA's global community of African travel specialists can apply online at: <https://atta.travel/about/apply-to-become-a-member.html>

#### About ATTA®

ATTA® – The African Travel & Tourism Association is the leading trade association promoting tourism to Africa and the Indian Ocean islands. Serving over 900 member businesses worldwide, ATTA provides advocacy, representation, networking and insight to support sustainable tourism growth across the continent.

#### Media Enquiries:

[media@atta.travel](mailto:media@atta.travel)

#### Stand Location at ITB Berlin:

Hall 20 | Stand 105