



SUMMARY

DRC TRAVEL Meet

FIRST EDITION - 2024



FIRST EXHIBITION OF

TRAVEL & BUSINESS

A meeting of key players and professionals in the travel, environment and organized tourism industry in the Democratic Republic of Congo in order to promote the Congolese destination.

The show is organized in :

Conference

Exhibitions

Networking

B2B Session

ABOUT THE EXHIBITION

+20 TOUR
OPERATORS

+535
PARTICIPANTS

Also composed of participants from Europe, America and Africa.

 @drctravelmeet

Audience

The audience was made up of several business leaders including travel agencies, tour operators and Congolese cultural actors.

The presence of the Minister of Tourism, HE Didier M'PAMBIA and senior executives of the National Tourism Office of the DRC.

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ABOUT THE EXHIBITION

13 PANELISTS

Sector experts in tourism, environment and culture from the private/public sector

6 TOURIST SITES

National park and biggest tourist sites in the DRC

2 AIRLINES

operating in the RDC (Kinshasa/Goma)

20 EXHIBITORS

Entrepreneurs / travel agency



Media

We had media and web coverage covering more than 250,000 subscribers and several Congolese and international press agencies.

ABOUT THE EXHIBITION

DISCOVER OUR
MAIN

EXHIBITION THEMES



TOURISM

TRAVEL

CULTURE

ENVIRONMENT

PRESENTATION

Under the patronage of the Minister of National Tourism

DIDIER M'PAMBIA M.

The Ministry of Tourism actively participated in the exhibition, starting with a strategic interview with the Kenyan delegation on collaboration opportunities, and then by presenting the Ministry's project which is "Tourist villages" to the participants.



PARTNER

PRESIDENCY OF THE REPUBLIC

Mr. Ephraim KAYOKA

Senior advisor in charge of the environment and tourism to the Head of State.

The Presidency of the Democratic Republic of Congo is committed to boosting the Congolese tourism and travel industry.

Speaking, Mr KAYOKA urged the audience to always work and believe in the will of the Head of State, HE Félix Antoine TSHISEKEDI TSHILOMBO.



PARTNER

NATIONAL TOURISM OFFICE DRC

Wednesday August 28, 2024

The Kenyan delegation (Ms. Doreen Odhiambo) was received by the Director General of the ONT, Ms. Jolie Yombo MUKENDI



The Show allowed the meeting between the National Tourism Office of the DRC, the Kenya Tourism Office and the organizer, Mr Gaylord KASAYI, CEO of YEBO RDC.

The very strategic meeting marked the start of close work between the two countries.



PARTENAIRE

Karibu

MAGICAL KENYA



Magical Kenya
Signature
EXPERIENCES

Photo

Mrs. Doreen O. offering a magical kenya bracelet to the Special Advisor to the Head of State, Mr. Ephraim KAYOKA.



Magical Kenya
www.magicalkenya.com

KENYA
Tourism Board

PARTNER



DOREEN ODHIAMBO

DGA MAGICAL KENYA

She is in charge of Magical Kenya's development, partnership and risk strategy. Official representative of the Kenyan tourism office, she particularly attended panels, exhibition stands and led strategic meetings with the Congolese authorities.

Opportunities for collaborations between the Rep. Start of Congo and the Rep. of Kenya in the tourism sector have been established both with the National Tourism Office of the DRC and operators in the Congolese tourism industry. These are:



- Training of agents on hospitality and tourism.
- Campaign for Congolese tourist offers to Kenyans.
- Collaboration on joint tourist activities highlighting culture, youth and festivals.
- Promote the visibility of Congolese tourist attractions on Kenya Airways and Jambojet air services.



PARTNERSHIP

KENYA ET THE RDC

The Kenyan delegation was made up of members of Magical Kenya including Ms. Doreen Odhiambo and Ms. Suzanne Mutile, Mr. Hafeez Balogun of Kenya Airways, CEO of JamboJet and Representative of the Kenyan Embassy in the DRC.

Collaborative frameworks have been established to enable a win-win partnership between Kenya and the DRC to allow travelers to benefit from two destinations during a trip.





PARTNERSHIP

PRESENTATION OF THE

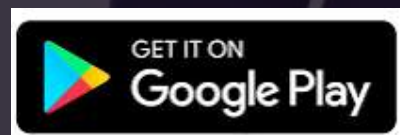
TRAVELTECH



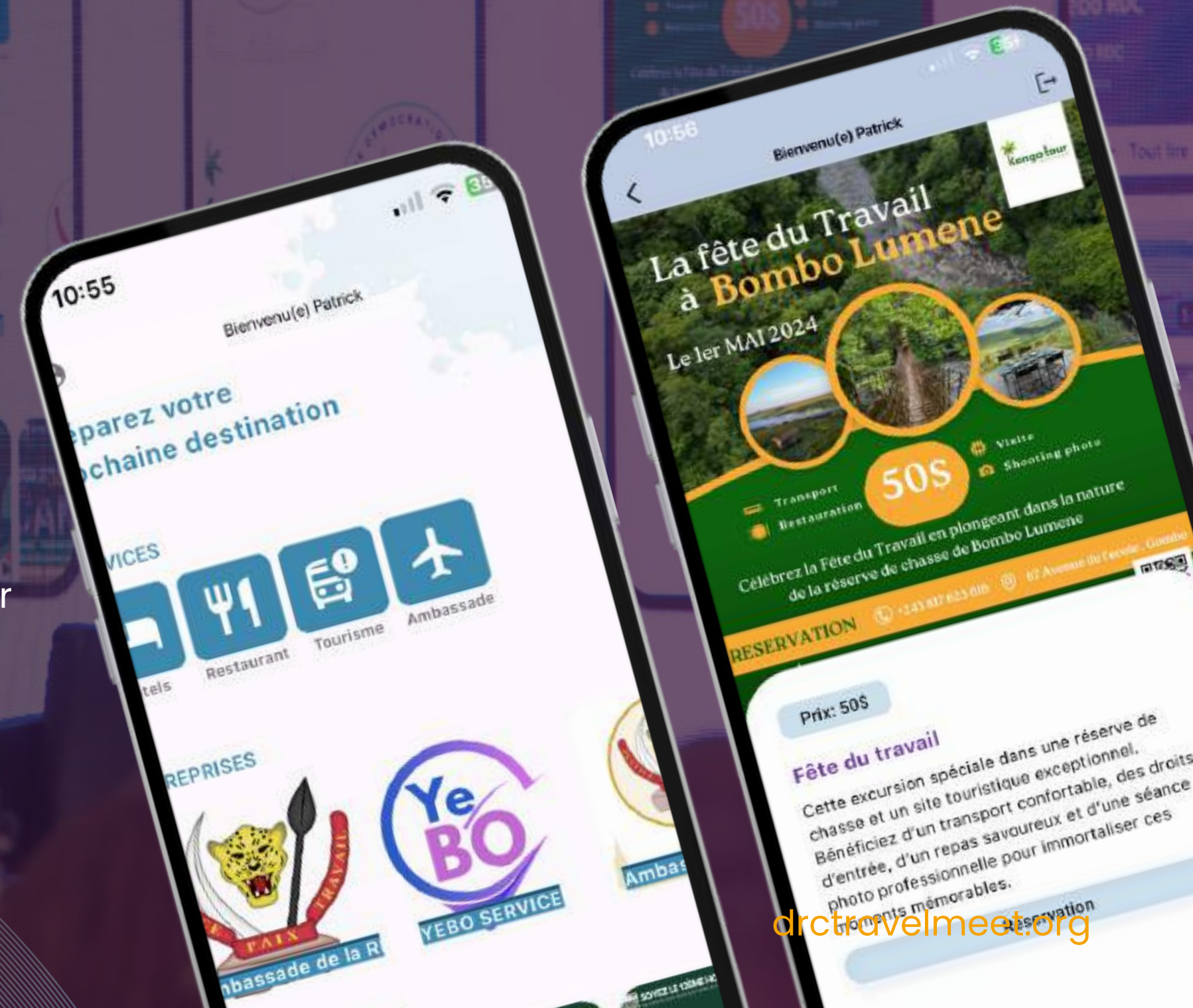
By Gaylord KASAYI, CEO YEBO RDC

Application allowing travelers to book tourist tours in the DRC from their mobile and offering VISA assistance.

yebo.fr



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TOURS OPERATORS

A FAIR FOR THE TOUR OPERATORS

BUSINESS OPPORTUNITIES

The Show brought together Congolese tour operators and travel agencies around the promotion of activities and services. Several partnerships have been concluded between private and public actors.



EXHIBITORS

Presentation of various tourist products and offers





CULTURAL EXPERIENCE

Ms. Doreen Odhiambo, Deputy Managing Director of Magical Kenya dancing to Congolese folk sounds during the show.

CULTURE AND ARTS



A moment of cultural relaxation with dancers from the Mai Ndombe province performing a traditional folk dance during the Show.



Gazebo II



Congolese
EXPERINCE

FAM TRIP



N'SELE VALLEY PARK



PARC VISIT

Welcomed by Mr Marc Piedboeuf, Park Administrator, the Kenyan delegation as well as participants of the Show were able to do tourist activities at the park.

VIDEO SUMMARY



WATCH THE SHOW ON VIDEO?

You can review the summary of the first edition which can be found on the YEBO RDC Youtube page in French version and on the channels of our press partner.

@yebo RDC

OUR SPONSORS



DRC TRAVEL MEET ENSEMBLE, REINVENTONS





Experience

expérence uzoefu خبرة experiencia

ÉDITION 2025

NEXT
EDITION

Kinshasa, AUGUST 2025

*For the largest gathering
of travel and tourism
professionals in the heart
of Africa.*



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