ANGOLA MAKES WTM LONDON DEBUT AS TOURISM GROWTH ACCELERATES

International arrivals rise 27.9% as Angola sets out ambitions to turn growing global awareness into tourism demand

Angola will make its official debut at **World Travel Market London from 3–5 November 2026**, bringing government, tourism businesses and emerging travel experiences to the international travel trade as the Southern African country enters its next phase of tourism development.

The WTM debut comes amid growing momentum for the destination. Angola welcomed **223,140 international visitors in 2025, an increase of 27.9% on 2024**, according to the Ministry of Tourism. Arrivals from Europe grew by **28.7%**, while travel for holidays and leisure increased by **20%**. Employment across the tourism sector also rose to more than **200,000 jobs**.

The figures support a wider government strategy to establish tourism as an increasingly important contributor to economic diversification, employment and regional development.

Angola's presence at WTM London will focus on moving the conversation from discovery to delivery: showing international tour operators and travellers not only why they should consider Angola, but the growing range of experiences, tourism businesses and infrastructure making the country increasingly accessible and bookable.

Márcio de Jesus Lopes Daniel, Minister of Tourism of the Republic of Angola, said:

“Tourism has an important role to play in the future of Angola. We have extraordinary natural and cultural assets, but our ambition goes beyond simply attracting more visitors. We want tourism to create employment, generate opportunities across our regions and support the long-term protection of the landscapes and heritage that make Angola unique.”

“Our first official presence at WTM London is an important opportunity to introduce a changing Angola to the international travel industry and to build the partnerships that will support the next stage of our tourism development.”

From emerging destination to bookable Angola

Angola's tourism strategy is increasingly focused on converting international awareness into tangible visitor demand, with the UK identified as an important market for specialist, experiential and higher-value travel.

Rather than pursuing mass tourism, opportunities for the UK market include wildlife and conservation, adventure, culture and heritage, Atlantic coast experiences, tailor-made journeys and business and events travel. The country's international strategy recognises that stronger relationships with tour operators,

improved distribution, trade training and bookable tourism products will be central to converting interest into visitors.

Improved access is part of that transformation. Visa facilitation has been extended to travellers from nearly 100 countries, while Luanda's Dr António Agostinho Neto International Airport has capacity for up to 15 million passengers annually.

At the same time, Angola is developing tourism around some of its most distinctive natural assets. Its landscapes stretch from the Namib Desert and more than 1,600 kilometres of Atlantic coastline to waterfalls, highlands and vast protected wilderness areas. In Iona National Park, Angola's oldest national park, 15,150 km^2 of desert and coastline is home to wildlife including oryx, springbok, Hartmann's mountain zebra, cheetah and brown hyena, with Angolan giraffe reintroduced in 2023 after decades of local extinction.

Angola at WTM London

Angola's delegation at WTM will include representatives from the country's tourism industry, giving international buyers the opportunity to meet businesses already operating on the ground and learn more about itineraries and experiences available to travellers.

Minister Daniel will also take part in the Wanderlust Headliner Stage on Thursday 5 November at 14:35, in conversation with Wanderlust Editor-in-Chief George Kipouros. The 20-minute fireside discussion will explore what makes Angola different, how the country is addressing the practical challenges facing an emerging destination and its ambitions to develop tourism around investment, conservation and sustainable growth.

Angola will also host a media briefing during WTM on Wednesday 4th November at 2-2.45pm at the Media Centre stand N1-510.This event will bring together the Minister and representatives of emerging tourism products to provide further insight into how the country's visitor economy is developing.

For the international travel industry, the message at WTM will be simple: **Angola is moving from a destination travellers hear about to one they can increasingly experience for themselves.**

Visit Angola at WTM London 2026: Stand S6-535

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About Angola

Angola is one of Southern Africa's most diverse emerging tourism destinations. The sixth-largest country on the African continent, it encompasses Atlantic coastline, tropical landscapes, highlands, waterfalls and the northern reaches of the Namib Desert alongside a rich cultural and historical heritage.

Under the destination identity **“Visit Angola – The Rhythm of Life”**, Angola is developing its international tourism industry with a focus on nature, culture, adventure and authentic experiences, alongside investment in infrastructure, conservation and hospitality.

For more information visit www.angolatourism.com
Link to images of Angola here

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