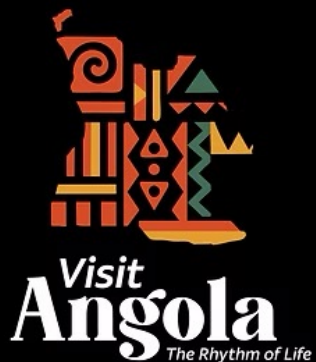




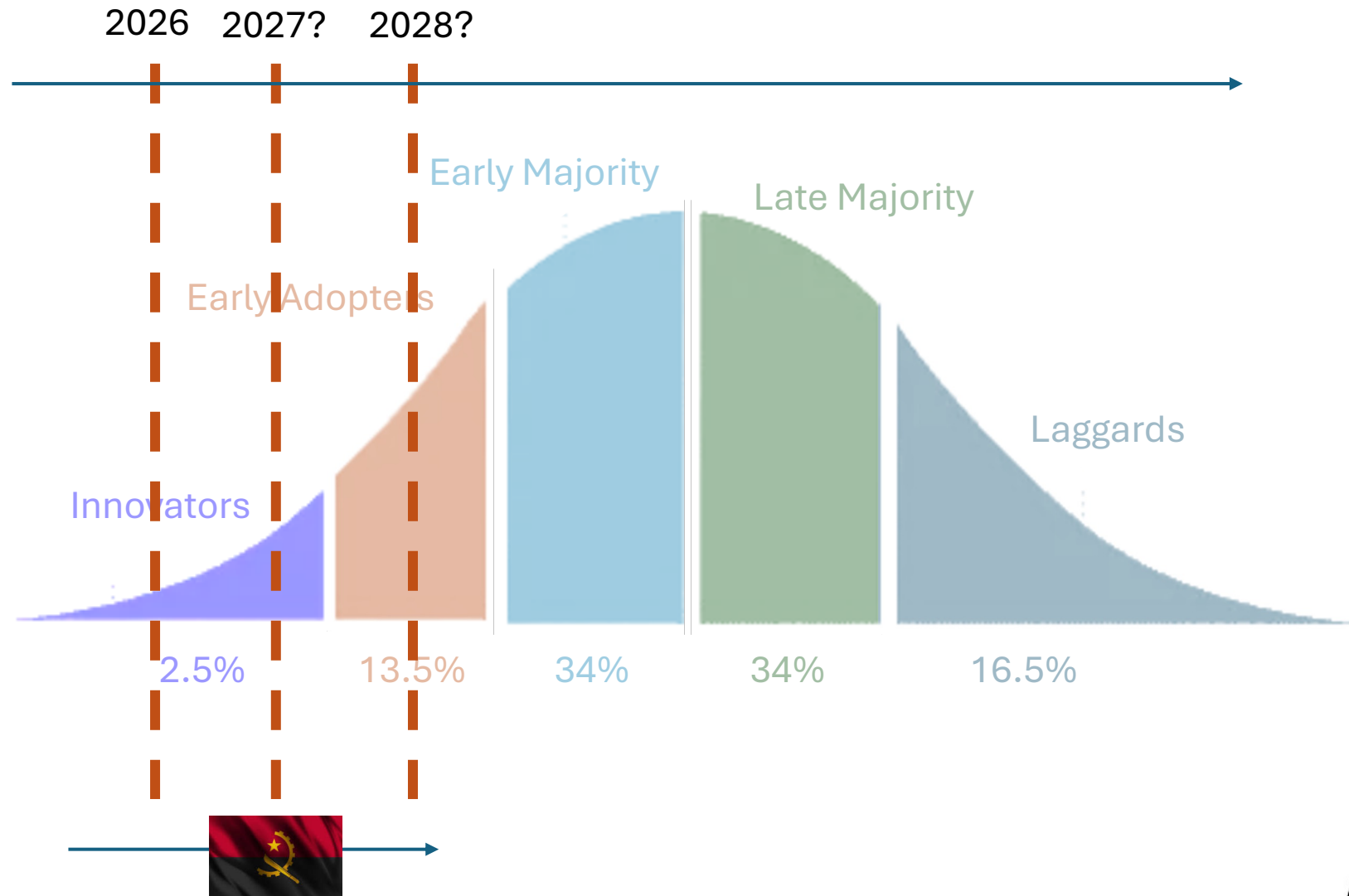
ANGOLA TRAINING for DMCs

Part 2 / UK travel professionals

SESSION 2 / UK TRAVEL PROFESSIONALS

- Revisit – where are we today
- Traveller segments
- Database
- Who sells Angola in the UK
- What are we doing to attract more sellers

PRODUCT ADOPTION CURVE



UK TRAVELLER SEGMENTS

WEALTHY EXPLORERS



CULTURE VULTURES



GROUP ADVENTURERS



SAFARI CONNOISSEURS



BIRDERS



HOW DO UK TRAVELLERS BOOK AFRICA TRIPS

Their main options :

High Street travel agents

Online Travel Agents

Africa Specialist Tour Operators

‘Adventure’ Africa Specialists

Direct with in country companies

Current status

No product knowledge

No product knowledge

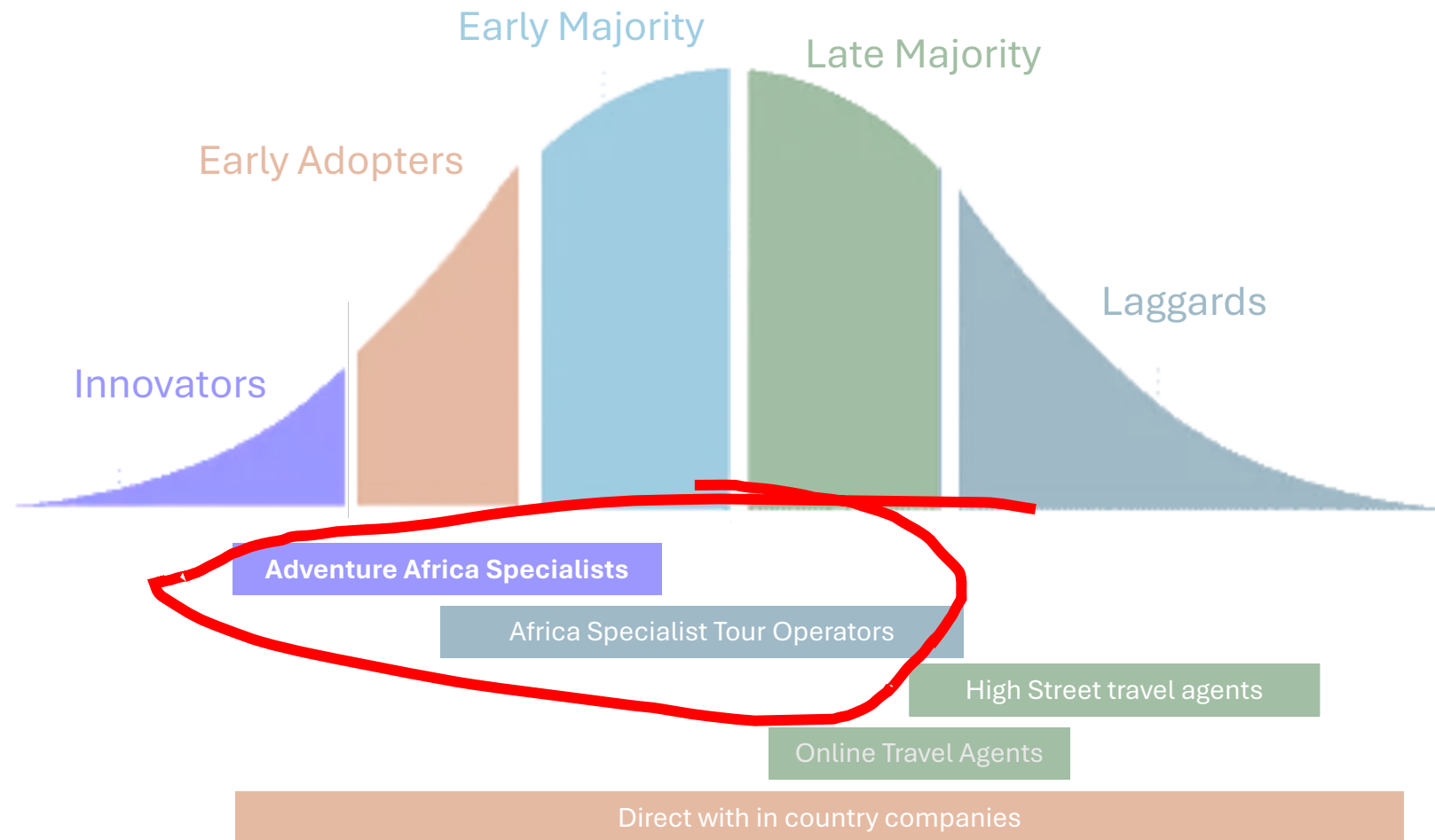
Low but growing knowledge

fast growing knowledge

Knowledgeable



PRODUCT ADOPTION CURVE



THE DATABASE

ALL | SPECIALISED | GROUPS | BUDGET

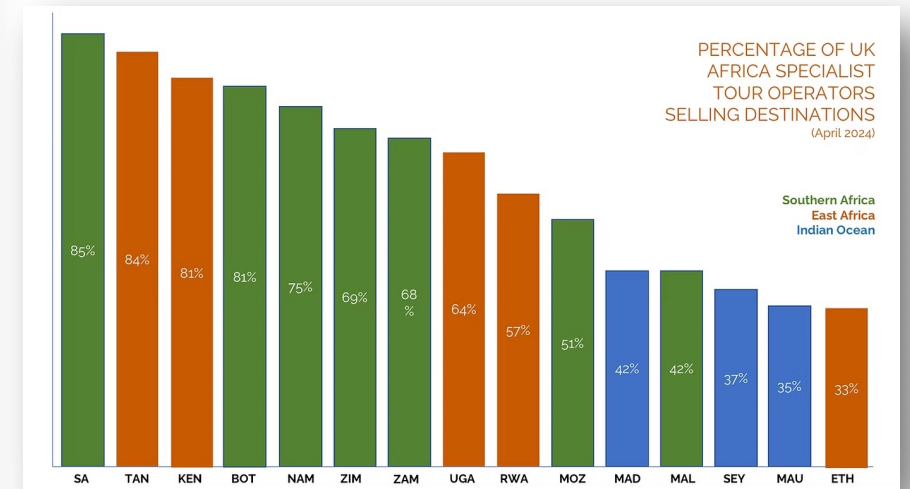
[2by2 Holidays](#)
[Aardvark Safaris](#)
[Abercrombie & Kent](#)
[Absolute Africa](#)
[Acacia Adventure Holidays](#)
[Adventure Alternative](#)
[Africa & Beyond](#)
[Africa Away](#)
[Africa Bound Adventures](#)
[Africa Collection](#)
[Africa Odyssey](#)
[Africa Travel](#)
[Africa Travel Resource](#)
[Africa Uncovered](#)
[African Mecca Safaris](#)
[African Pride](#)
[African Star Tours](#)
[African Trails](#)
[Angelfish Travel](#)
[Antilophia Travel](#)
[Archer & Gaher](#)
[Audley Travel](#)
[Autograph Safaris](#)
[Azure Collection](#)
[Bailey Robinson](#)
[Bird Quest](#)
[Birding Africa](#)
[Birding Ecotours](#)
[Black Tomato](#)
[Blue Lizard Travel](#)
[Brilliant Africa*](#)
[Brown & Hudson](#)
[Busanga Safaris](#)
[Bushbaby Travel](#)
[Camps International](#)
[Carrier](#)
[Cazenove & Loyd](#)
[Cedarberg](#)
[Coral Tree Travel](#)
[Cosmos](#)
[Cox & Kings](#)
[Destinology](#)

[Eden Luxury Collection](#)
[Elegant Resorts](#)
[Encounters Travel](#)
[Escape Worldwide](#)
[Exceptional Travel](#)
[Exodus](#)
[Expert Africa](#)
[Explorations Company](#)
[Explore Worldwide](#)
[Exsus Travel](#)
[Extraordinary Africa](#)
[F & P Travel](#)
[Far & Wild Travel](#)
[Farside Africa](#)
[First Choice](#)
[Fitzroy Travel](#)
[Footloose](#)
[Freedom Destinations](#)
[Gane & Marshall](#)
[Gondwana Tours](#)
[Goodacre & Townsend](#)
[Greentours](#)
[Hayes & Jarvis](#)
[Heather Lea](#)
[Holiday Architects](#)
[I Found Africa](#)
[Indigo Safaris*](#)
[In the Saddle](#)
[Inspiring Travel Co.](#)
[Jacada](#)
[Journeysmiths](#) (Africa Exclusive)
[Kenwood Travel](#)
[Knighton Reeve](#)
[Kuoni \(Alfred &\)](#)
[Kusini Safaris](#)
[Lateral Life](#)
[Lets Go 2](#)
[Luxury Safari Company](#)
[Mahlatini Travel](#)
[Mirus Journeys](#)
[Native Escapes](#)
[Natoura Voyage](#)

[Noble Caledonia](#)
[Nomad Africa Travel](#)
[Nomadic Thoughts](#)
[Nomadic Travel](#)
[Oasis Overland](#)
[On the Go Tours](#)
[On Track Safaris](#)
[One World Adventures](#)
[Only Exclusive](#)
[Opulent Africa](#)
[Original Travel](#)
[Outposts Africa Travel](#)
[Pelorus](#)
[Pioneer Expeditions](#)
[Premier Holidays](#)
[Prestbury Travel Group](#)
[Rainbow Tours](#)
[Real Africa](#)
[Red Savannah](#)
[Reef & Rainforest](#)
[Responsible Travel](#)
[Ride Worldwide](#)
[Rockjumper Birding Tours](#)
[Rocksure Club](#)
[Rothwell & Rose Travel](#)
[Safari & Beach](#)
[Safari Consultants Ltd](#)
[Safari Drive](#)
[Safari Hub](#)
[Safari Specialists](#)
[Saga Holidays](#)
[Sarus Bird Tours](#)
[Scott Dunn](#)
[Seventy Ten Travel](#)
[Shellseekers](#)
[Simply Safaris](#)
[Somak](#)
[Southall Travel](#)
[Specialist Africa](#)
[Steppes Travel](#)
[Stubborn Mule](#)
[Sundowner Holidays](#)

[Tauck UK](#)
[The Adventure Boutique](#)
[The Adventure People](#)
[The Africa Specialists](#)
[Theobald Barber Travel](#)
[Timbuktu Travel](#)
[Time for Travel](#)
[Timeless Africa](#)
[Titan Travel](#) (one itinerary)
[Tour Compass](#)
[Tourdust](#)
[TR Travel](#)
[Tracks Safaris](#)
[Trafalgar Travel](#)
[Trailfinders](#)
[Travel Butlers](#)
[Travelbag](#)
[Travelpack](#)
[Travels with Alice](#)
[Travelsphere](#)
[Tribes Travel](#)
[Tropical Sky](#)
[True Travel](#)
[Tucan Travel](#)
[TUI Holidays](#)
[Turquoise Holidays](#)
[UBON Safaris](#)
[Ultimate Travel](#)
[Ultimate Wildlife Adventures](#)
[Unique Scenic Travel](#)
[Visions of Africa](#)
[VJV \(Voyages Jules Verne\)](#)
[Wayfairer Travel](#)
[Wexas](#)
[Wild Frontiers](#)
[Wildlife & Wilderness](#)
[Wildlife Trails](#)
[Wildlife Worldwide](#)
[World Expeditions](#)
[World Odyssey](#)
[Yellow Zebra Safaris](#)
[Your Safari](#)

Approximately 250 Africa specialist tour operators



UK TO's SELLING ANGOLA (November 2025)



ADVENTURE TRAVEL DOES NOT MEAN BUDGET TRAVEL



€

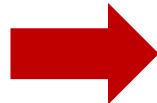


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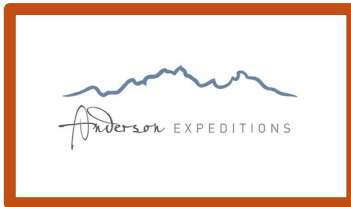
HIGH END ADVENTURE SPECIALISTS

Which companies are like our existing sellers....



HIGH END ADVENTURE SPECIALISTS

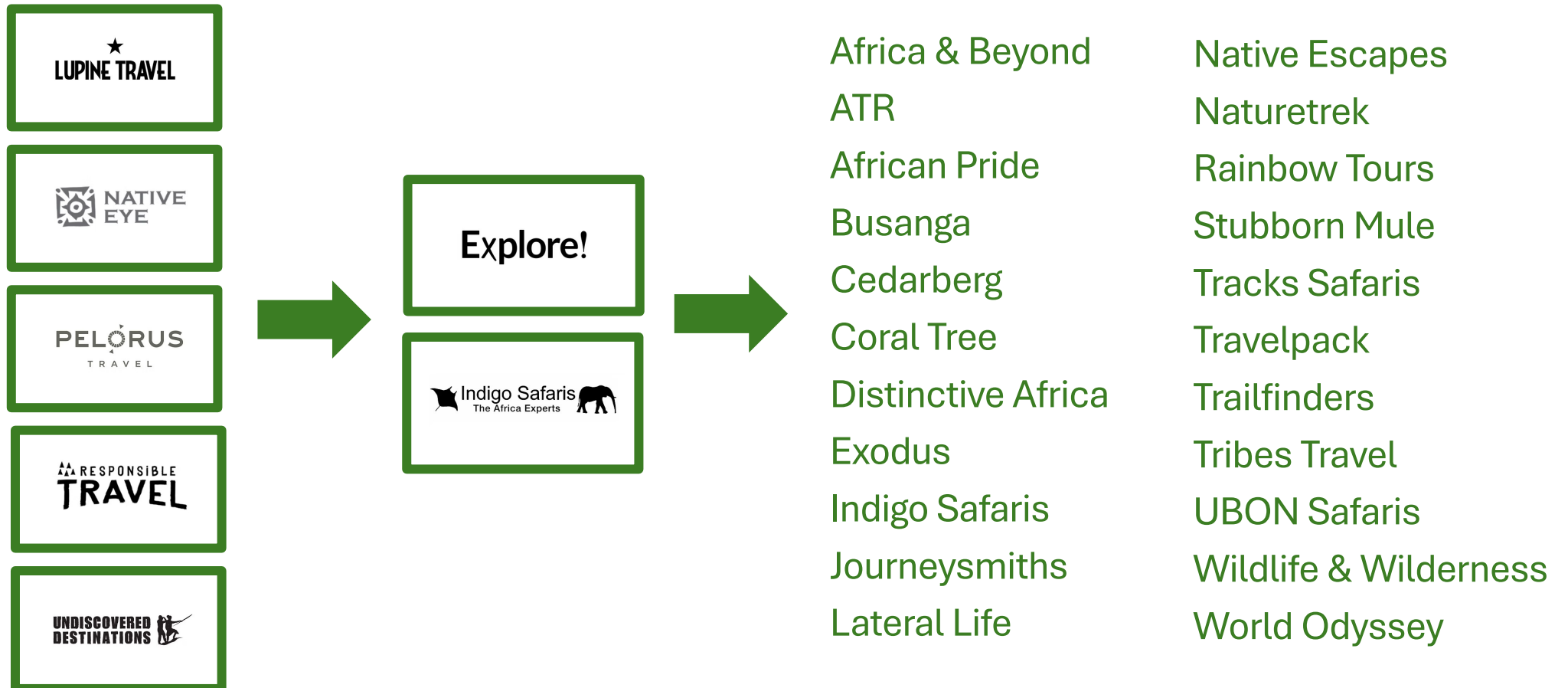
Which companies are like our existing sellers....



- Black Tomato
- Mahlatini
- Reef & Rainforest
- Safari Consultants
- Steppes Travel
- Wild Frontiers
- World Odyssey
- Yellow Zebra

GROUPS & OTHER AFRICA SPECIALISTS

Which companies are like our existing sellers....



OVERLAND & BUDGET TRAVEL COMPANIES

Which companies are like our existing sellers....



- African Star Tours
- G-Adventures
- Africa Overland Tours
- Rickshaw
- Intrepid
- Dragoman

BIRDING SPECIALISTS

Which companies are like our existing sellers....

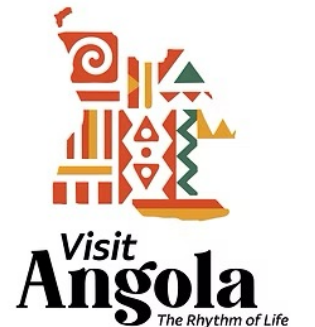


- Birding Africa
- Birding Eco-Tours
- Zoothera Birding

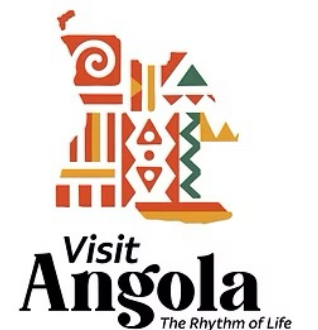
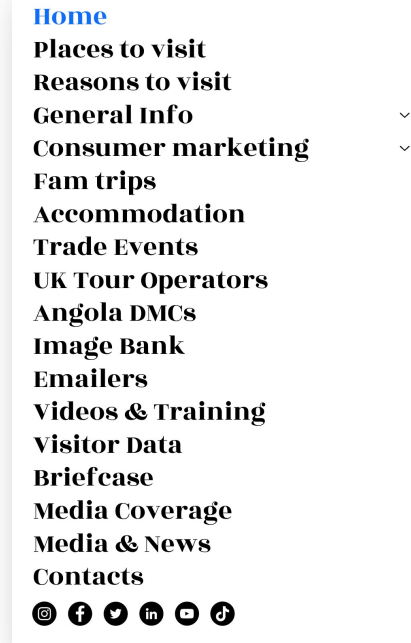
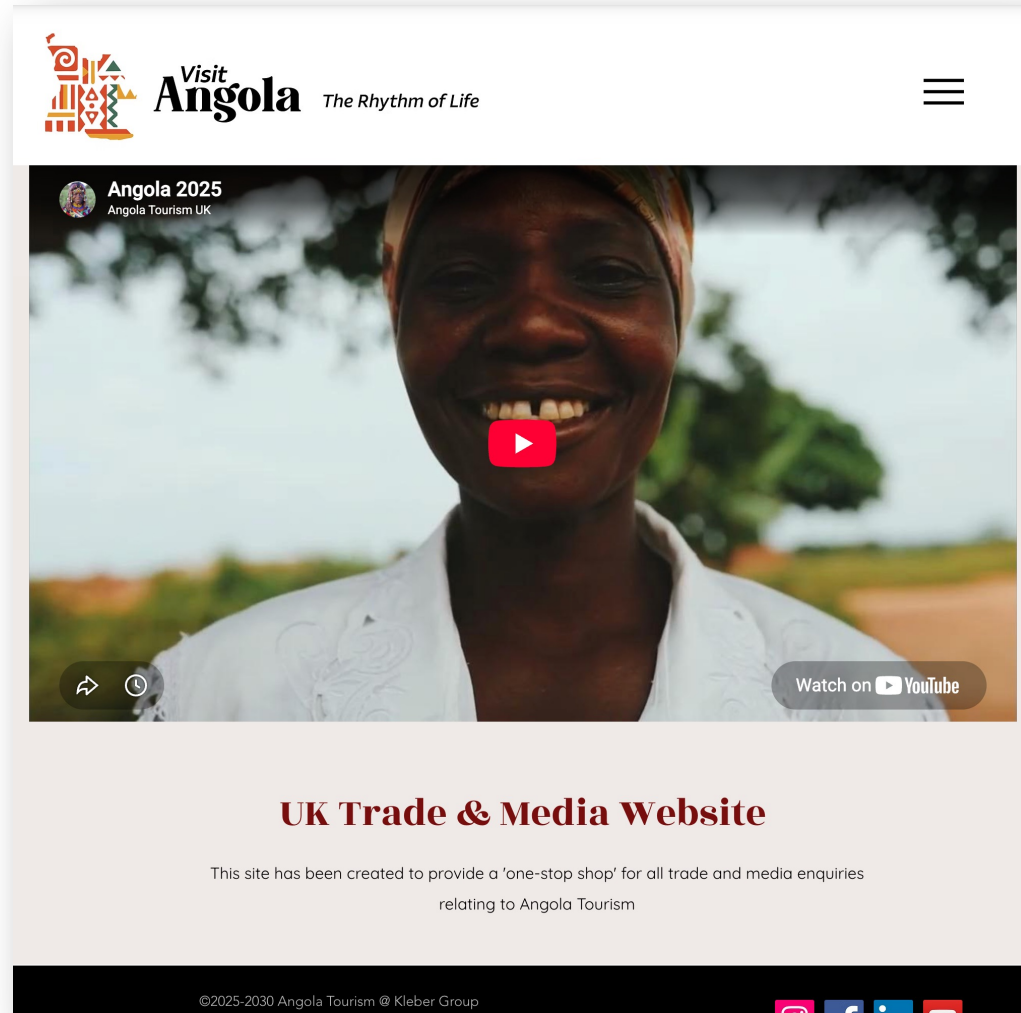
UK TO's SELLING ANGOLA (July 2026)



Explore!



TRADE & MEDIA WEBSITE



MEDIA RELEASES & NEWS ITEMS

 Angola emerges as Africa's newest climbing frontier as...	 ATTA names Angola as one of 'Africa's Top Destination...	 Global Tourism Forum Angola Investment Summit...	 As an emerging tourism destination, who is Angola...
 Angola's Most Luxurious Hotel—with a suite built...	 Angola launches Convention Bureau as business travel...	 An unexpected paradise - Cuatir Nature Reserve	 KLEBER GROUP opens office in Luanda, expandin...
 Pope Leo XIV's Visit Shines a Global Spotlight on Angola...	 Angola to host Global Tourism Investment Summi...	 Will Smith helps launch E1 Raceboat Championship...	 New Expedition Camp to open in Luengue-Luiana N...

- Website
- Media channels
- Linked-In

TRADE EMAILERS

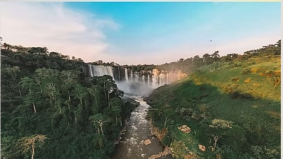



**ATTA NAMES ANGOLA IN
'TOP DESTINATIONS TO WATCH'**

Recognition from Africa's leading tourism association follows strong industry interest at Experience Africa event in London

Angola has been recognised as one of Africa's leading destinations to watch in 2026

Atta's "One to watch"
26th June 2026
44% opening rate

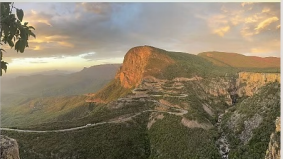



**13 Day SPECIAL Angola Fam Trip
From Luanda to Lubango**

The South Africa-based adventure travel operators - **DRIFTERS ADVENTURES** - would like to invite you to join them on a special Angola tour departure, alongside a select group of key international agents.

Join them for an exclusive African Drifters Tour to Angola. This country is one of Africa's hot

Fam trip / Drifters
17th June 2026
49% opening rate

**AS AN EMERGING DESTINATION,
WHO IS ANGOLA RIGHT FOR?**

There are few places left in the world where travel still feels like discovery. Angola is one of them. Here, journeys unfold across vast desert landscapes, high altitudes, remote countries and wide-open spaces create a feeling of scale that is increasingly rare in modern travel.

Who is it right for?
28th May 2026
47% opening rate




**12-DAY FAM TRIP TO VISIT
ANGOLA'S KEY TOURISM ATTRACTIONS.**

JUST TWO PLACES AVAILABLE
Spots on this fabulous fam trip would enable you with the experience and product

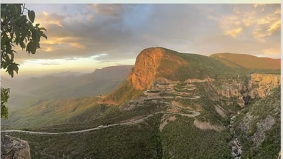
Fam Trips
29th April 2026
34% opening rate




**POPE'S VISIT SHINES GLOBAL
SPOTLIGHT ON ANGOLA**

The visit of Pope Leo XIV to Angola this week has placed the country firmly in the

Pope visits Angola
14th April 2026
32% opening rate

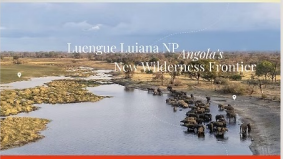



ARE YOU SELLING ANGOLA?

With more and more media coverage, where do we send would-be travellers?

The media has gone crazy for Angola, with editorial coverage set to appear across a host of top titles.

Do you sell Angola?
14th April 2026
52% opening rate

**Luengue Luiana NP, Angola's
New Wilderness Frontier**

**NEW CAMP TO OPEN IN LUENGUE-
LUIANA NATIONAL PARK**

Angola Tourism is excited to announce that Luiana Plains Safaris will open **Luiana Plains Expedition Camp** in Angola's new wilderness frontier.

This is a first-of-its-kind tourism product, set to welcome guests with a soft opening in June 2026 and full operations in 2027.

Luiana Camp
20th March 2026
48% opening rate




READY TO EXPLORE ANGOLA?

Our recent webinar showed what's on offer. Now come and visit for yourself.

We have two upcoming fam trips - a more adventurous trip to the South (Dona NP, Atlantic Coast & Tribes with mainly wild camping) whilst our trip to the North will take in Luanda, Melange, Kalandula Falls, Miradouro da Luz, Kwanza River Cruise, Serra da Leão. Birdwatchers and a brief visit to the tribes - but will use hotels.

Fam Trips
4th March 2026
51% opening rate

44%

49%

47%

34%

32%

52%

48%

51%



WEBINARS



The Travel Hub Collection : February 2026 with 500+ attendees
Africa Travel & Tourism Association (Atta) : March 2026 with 200+ attendees
Africa Travel & Tourism Association (Atta) : August 2026

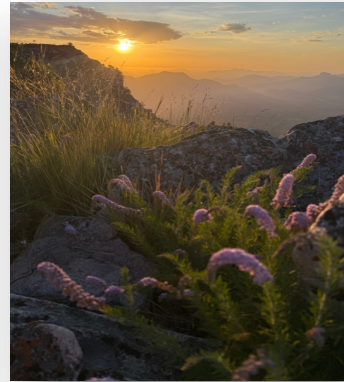


TRADE EVENTS



FAM TRIPS

- These are ESSENTIAL to ensuring listings.
- We must provide as many fams as possible, as affordable as possible.
- The fam concept must be understood



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Trade & Media website

www.angolatourism.uk