

Partnership Deck

Africa Tourism Awards 2026

Africa
Tourism
Awards



hello@africatourismawards.com

www.africatourismawards.com



About the Awards

The Africa Tourism Awards is the continent's foremost platform recognising excellence, innovation, and leadership across Africa's tourism sector. Symbolised by the prestigious Balearica Statuette, the awards honour individuals, brands, and destinations shaping Africa's narrative as a leading global tourism destination.

Event Highlights

250+

In-Person Gala

10,000+

Online Viewers

London

United Kingdom

32M+

Projected
impressions





The Balearica Statuette

The Balearica is named after the Crowned Crane. Crowned Cranes are large, elegant African birds known for their striking golden crown feathers, red throat pouches, and elaborate courtship dances involving bowing and leaping. The Grey Crowned Crane (*Balearica Regulorum*) and the Black Crowned Crane (*Balearica Pavonina*) are revered in many African cultures, symbolizing royalty, elegance, longevity, prosperity, and peace, and are featured in national symbols and folklore.



Iconic & Prestigious

230mm by 217mm golden statuette in exquisite wooden case.





The Awards





Why Partner with Us?

Amplify your brand presence
where the energy is.

- 01.** Unmatched global visibility across Africa, the UK, and the diaspora.
- 02.** Direct access to tourism decision-makers and high-value industry leaders.
- 03.** Strengthen your footprint in African markets through meaningful industry alignment.
- 04.** Connect with global travellers and diaspora audiences seeking authentic African experiences.



Awards Categories



Hospitality

- Independent Brand Hotel of the Year
- Resort of the Year
- Luxury Hotel of the Year
- Safari Lodge of the Year
- Hotel Group of the Year
- Restaurant of the Year
- Tourism Attraction of the Year



Awards Categories



Transport & Travel Services

- International Airline of the Year
- Regional Airline of the Year
- Inbound Tour Operator of the Year
- Travel Agency of the Year
- Online Travel Agency of the Year



Awards Categories



Media

- Travel Content Creator of the Year
- Tourism Photographer of the Year
- Tourism Video of the Year
- Travel Writer of the Year



Awards Categories



Destination Awards

- Tourism Board of the Year
- Country Destination of the Year
- City Destination of the Year
- Beach Destination of the Year
- Safari Destination of the Year
- Adventure Tourism Destination of the Year
- Cultural Destination of the Year
- Airport of the Year
- Destination of the Year – African Diaspora
- Responsible Tourism Initiative of the Year



Awards Categories



Industry Icons

- Industry Icon
- Young Tourism Personality of the Year
- Women in Tourism Leadership Award
- Special Recognition - Tourism Innovation
- Special Recognition - Tourism Investment
- Tourism Personality of the Year
- Lifetime Achievement Award

Awards Timeline

Extend your reach beyond the event day.



01.

Call for Nominations -
- 02 May - 16 Aug 2026

02.

Initial Screening & Shortlisting
- 17 Aug - 28 Aug 2026

03.

Official Top 10 Announcement
- 01 September 2026

04.

Physical/ Virtual/ Audits
- 01 Sep - 05 Oct 2026

05.

Awards College Voting
- 05 Oct - 12 Oct 2026

06.

Judges Voting
- 05 Oct - 12 Oct 2026

07.

General Public Voting
- 01 Oct - 23 Oct 2026

08.

Top 10 Campaign
- 01 Sep - 31 Oct 26

09.

**Winners Announcement
& Awards Gala - 01 Nov 26**

10.

**Post-Awards Reporting &
Feedback Window**
- 09 Nov - 20 Nov 26

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Audience Insights

Africa Tourism Awards attracts a high-value, decision-making audience from across Africa, the diaspora, and global tourism markets

01.

Primary Audience Segments

- Tourism Board Executives & Govt Representatives
- Airline, Hotel & Hospitality Leaders
- Tour Operators & Travel Agencies
- Banks, Payment Platforms & Fintech Providers
- Media Executives, Publishers & Content Creators
- Investors, Development Partners & Policy Influencers
- Diaspora Business Leaders & Entrepreneurs

02.

Audience Profile

- Age Range: 20 - 65
- Gender Split: Balanced Male/ Female
- Professional Level: Senior Management, Founders, C-Suite, Directors
- Decision Power: High Purchasing, partnership, and policy influence

01.

Audience Behaviour & Interests

- Destination marketing & tourism investment
- Aviation, hospitality & travel technology
- Luxury, experiential & sustainable travel
- Financial services, payments & digital solutions
- Media, storytelling & brand partnerships
- Diaspora travel & intra-African tourism

02.

Why This Audience Matters to Your Brand

- Direct access to industry decision-makers
- High trust environment aligned with excellence and credibility
- Unique mix of public sector, private sector and media
- Strong diaspora influence with spending and advocacy power
- Long-tail brand exposure through content, press and digital assets

Sponsorship Opportunities

Maximize your visibility through strategic placements.



Headline Sponsor - £70,000

Exclusive presenting partner with top-tier visibility, naming rights, and maximum brand dominance



Platinum Sponsor - £40,000

Premium partnership offering high-profile brand exposure, VIP positioning, and strong on-stage presence



Gold Sponsor - £25,000

High-value sponsorship delivering prominent visibility, targeted brand alignment, and audience engagement



Silver Sponsor - £12,500

Strategic partnership providing solid brand presence across event platforms and digital channels.



Bronze Sponsor - £7,500

Entry-level sponsorship offering credible visibility and association with Africa's leading tourism awards.



Category Sponsor - £5,000

Exclusive brand ownership of a specific award category with direct alignment to industry excellence.



Media Sponsors & Partners

Amplified brand visibility, content integration, and priority access to Africa Tourism Awards storytelling across digital and broadcast channels.





Sponsorship Elements - In The Build Up

Package	Headline	Platinum	Gold	Silver	Bronze	Category
Event Title Naming Rights (“Africa Tourism Awards presented by”)	✓	—	—	—	—	—
Official Sponsor Designation	✓	✓	✓	✓	✓	✓*
Website Homepage Logo	✓	✓	✓	✓	✓	—
Email Campaign Logo & Mention	✓	✓	✓	✓	✓	✓*
Dedicated Sponsor Spotlight Email	✓	✓	—	—	—	—
Press Releases Mention	✓	✓	✓	✓	✓*	✓*
Social Media Campaign	✓	✓	✓	✓	✓*	✓*
London Outdoor Campaign - D12 Sheet	✓	✓	✓	✓	✓	—
London Outdoor Campaign - D6 Sheet / Escalator Panels etc	✓	✓	✓	—	—	—



Sponsorship Elements - At The Event

Package	Headline	Platinum	Gold	Silver	Bronze	Category
Main Stage Backdrop Logo	✓	—	—	—	—	—
Step & Repeat/ Red Carpet Banner	✓	✓	✓	✓	✓	—
VIP/ Corporate Tables	✓	✓	✓	—	—	—
Logo in Event Booklet	✓	✓	✓	✓	✓	✓*
Red Carpet Interview	✓	✓	✓	✓	✓	✓
On-Stage Award Presentation	✓	✓	✓	✓	✓*	✓*
Award Category Sponsorship	✓	✓	✓	✓	✓*	✓*
Branding on Awards Statuette	✓	—	—	—	—	—
Sponsor Video Screening	✓	✓	—	—	—	—



Sponsorship Elements - Post Event

Package	Headline	Platinum	Gold	Silver	Bronze	Category
Official Awards Publication - Back Page Advert	✓	—	—	—	—	—
Official Awards Publication Adverts (Different sizes & placements*)	✓	✓	✓	✓	✓	✓*
Event Highlight Video Logo Placement	✓	✓	✓	✓	✓	—
Thank You Emails & Recap Logo	✓	✓	✓	✓	✓	✓*
Post Event Press Releases	✓	✓	—	—	—	—
Social Media Post Tags	✓	✓	✓	✓	✓*	✓*

Other Unique Sponsorship Opportunities

Welcome Networking Sponsor
After Party Sponsor
Awards Publication Adverts



“ Africa Tourism Awards has quickly established itself as a serious, credible platform where Africa’s tourism decision-makers, brands, and storytellers meet.



Contact & Next Steps

Contact us to explore cash, barter or mixed partnership possibilities tailored for your brand.



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