



## ZAMBIA TOURISM AGENCY

P.O. Box 30017, LUSAKA, ZAMBIA

Abacus House Stand No.2338, Kabelenga Road, Boma Area, Lusaka.

Tel: +260 211 229 087/90 Fax: +260 211 225 174, Email:info@zambia.travel

### PRESS RELEASE

#### FOR IMMEDIATE RELEASE

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#### ZAMBIA STORMS INDIA'S 2026 TRAVEL MARKET WITH LOCAL TOUR OPERATORS.

**LUSAKA** - The Zambia Tourism Agency (ZTA), in partnership with 11 Zambian tourism operators and government agencies, is proud to announce its participation in the Outbound Travel Market (OTM) India 2026, one of Asia's most prestigious travel trade shows. The event is scheduled to take place from 5th – 7th February 2026.

OTM is recognized as Asia's leading travel trade exhibition, serving as a vital platform for showcasing diverse tourism offerings from across the globe. It attracts tourism professionals, buyers, media, and exhibitors worldwide, fostering meaningful business partnerships and collaborations.

This travel show shall be Zambia's first exhibition post covid in the Indian market, and it is a strategic move underscoring the country's commitment to exploring emerging markets and expanding its global tourism footprint.

Zambia has recognized the immense potential of the Indian market, driven by its growing demand for international travel. This platform will allow us to enhance destination visibility, engage with influential travel trade partners, and position Zambia competitively within the Indian outbound tourism landscape.

The growing number of local tourism operators encourages us to be ambassadors in promoting Destination Zambia to the world. This effort will showcase Zambia's rich and diverse tourism offerings to Indian travel trade professionals and consumers, supporting the country's target of 2.5 million arrivals by 2026.

This initiative marks a significant milestone in Zambia's tourism development strategy, aimed at diversifying markets and driving long-term growth. We are excited to forge new connections and present Zambia's vibrant tourism experiences to the Indian market.

Issued by:

Hildah Mwape

Manager, Communication and Corporate Affairs

[hildah.mwape@zta.org.zm](mailto:hildah.mwape@zta.org.zm)