



Tanzania Eastern Circuit Tourism Marketing Strategy

October 1th 2025

Objective:

To position the Tanzanian Eastern Circuit as a premier eco-tourism and off-the-beaten-path destination, leveraging high-profile lodges, unique attractions, improved connectivity, and targeted marketing channels to attract diverse visitor segments, including eco-tourists, birders, adventure travelers, and self-driving tourists.

To maximize outreach and ensure alignment with national tourism objectives, the proposed marketing initiative will actively involve the Hotels Association of Tanzania (HAT), Tanzania Tourist Board (TTB), the Ministry of Natural Resources and Tourism (MNRT) and the Marine Parks and Reserves Unit (MPRU) of the Ministry of Livestock and Fisheries Development (MLFD). This collaboration will include joint promotional campaigns, participation in national and international tourism fairs, and the development of co-branded marketing materials. Additionally, HAT members in the region will be encouraged to participate in familiarization trips and promotional activities, ensuring the Eastern Circuit gains visibility among both domestic and international audiences. This integrated approach aims to position the Tanzanian Eastern Circuit as a must-visit destination, supported by strong industry and government backing.

1. Strategic Overview

- **Target Markets:**

Eco-tourists, birders, adventure travelers, self-driving tourists from Southern Africa and Kenya, specialist tour operators, and international travel agencies.

- **Key Unique Selling Points (USPs):**

- High-profile eco-lodges in Tanga and surrounding areas
- Hidden gems and off-the-beat attractions (e.g., Mkomazi, Saadani, Lushoto, Amani, Pangani)
- Marine and terrestrial parks with rich biodiversity
- Improved flight connectivity via Coastal Aviation
- Self-drive opportunities with car rentals and flexible itineraries



2. Core Components of the Marketing Initiative

a. Enhancing Connectivity & Infrastructure

- Collaborate with Coastal Aviation to improve flight links, especially between Arusha and Tanga, making the circuit more accessible.
- Convert the Coastal office in Tanga (former TATONA shared office) into an information hub—both online and physical—with maps, posters, and brochures highlighting lodges, attractions, and travel routes.

b. Product Development & Highlighting Attractions

- Develop detailed itineraries showcasing:
 - Eco-lodges: Fish Eagle Point, Mambo View Point, Laws Hotel, Kiotanest, Outpost, Panori, Capricorn Cottages, Villa Matalai, Pangani Cliffs Hotel.
 - Parks & Reserves: Mkomazi, Saadani, Lushoto, Amani, marine parks like Tanga Coelacanth Marine Park, Maziwi Island, etc.
 - Unique experiences: Birding tours, cultural visits, hiking, and adventure activities.
 - Budget and high-value-for-money destination compared to other parts of Tanzania.
- Produce/share high-quality drone footage of key locations for promotional use.

c. Digital & Social Media Campaigns

- Launch targeted campaigns on Instagram, Facebook, and Twitter showcasing stunning visuals, drone footage, and visitor testimonials.
- Create engaging content such as virtual tours, behind-the-scenes videos, and stories highlighting off-the-beaten-path attractions.
- Develop a dedicated website or landing page with maps, itineraries, booking info, and downloadable brochures.

d. Partnerships & Specialist Markets

- Invite specialist tour operators, birding groups, and eco-tourism companies to include the Eastern Circuit in their offerings.
- Participate with a TATONA stand at KiliFair to promote the region directly to local and international buyers.
- Collaborate with birding and eco-tourism associations to promote the circuit's biodiversity.



e. Media & Promotional Materials

- Distribute printed posters, maps, and brochures at key points—airports, hotels, lodges, and travel fairs.
- Share curated content with international travel magazines, blogs, and influencers.

3. Stakeholder Engagement & Promotion

a. Collaboration with HAT, TTB, MNRT, Marine Parks and Reserves Unit (MPRU)

- **Leverage HAT Secretariat and Networks:**
 - Engage HAT Secretariat to promote the Eastern Circuit through their channels, including newsletters, member meetings, and their website.
 - Encourage HAT/TATONA hotels and lodges in the region to participate in joint marketing campaigns, special packages, and familiarization trips for agents and media.
- **Partnership with TTB:**
 - Work with the Tanzania Tourist Board to feature the Eastern Circuit in international and national tourism campaigns, trade shows, and international roadshows.
 - Develop co-branded promotional materials highlighting the region's unique attractions, eco-lodges, and off-the-beaten-path experiences.
- **Engagement with MNRT and MPRU:**
 - Seek support from the Ministry of Natural Resources and Tourism and the Marine Parks and Reserves Unit of the Ministry of Livestock and Fisheries Development for inclusion in official tourism promotion initiatives.
 - Collaborate on sustainable tourism projects and conservation messaging to appeal to eco-conscious travelers.

b. Promotion Channels & Activities

- **Joint Press Releases & Media Campaigns:**
 - Issue coordinated press releases with HAT, TTB, and MNRT to announce the Eastern Circuit marketing initiative, new connectivity options, and key attractions.
- **Participation in National & International Tourism Events:**
 - Secure slots for the Eastern Circuit in official tourism fairs, including KiliFair, with support from TTB and MNRT.
- **Familiarization (FAM) Trips & Media Tours:**



- Organize FAM trips for travel agents, tour operators, and media representatives, facilitated by HAT and supported by TTB and MNRT, to showcase the region’s offerings firsthand.
 - **Promotion via Official Tourism Platforms:**
 - Ensure the Eastern Circuit is prominently featured on the TTB website, social media channels, and in official brochures.
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4. Implementation Timeline

Phase	Activities	Timeline
1. Planning & Partnerships	Finalize collaborations with Coastal Aviation, TATONA, lodges, and parks	Month 1-2
2. Content Creation	Drone footage, website updates, printed materials	Month 2-3
3. Digital Campaign Launch	Social media, targeted ads, influencer outreach	Month 3-4
4. Trade & Media Engagement	Kilifa Fair participation, media outreach	Month 4-5