

MEDIA RELEASE

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HATAB Annual Conference 2026: Redefining Tourism Strategies to Reshape the Botswana Tourism Landscape

The Hospitality and Tourism Association of Botswana (HATAB) is pleased to announce that its flagship Annual Conference will be convened on **23rd April 2026** in Maun. The proceedings will be officially opened by the Minister of Environment and Tourism, Hon Wynter Boipuso Mmolotsi.

Since its inception in 1985, the HATAB Annual Conference has served as the premier stakeholder engagement platform for Botswana's tourism sector. This year's event is expected to draw over 200 industry leaders, senior government officials, representatives from financial institutions, and local community stakeholders.

This year's theme, **"Redefining Tourism Strategies to Reshape the Botswana Tourism Landscape,"** underscores the industry's dedication to fostering long-term and sustainable growth. The conference serves as a catalyst for innovation, encouraging the public-private dialogue to maintain Botswana as a world-class travel destination.

Delegates can look forward to a rich conference which addresses the pillars of the industry, namely:

- **Keynote Addresses by:** high-level government officials and global industry experts.
- **Strategic Panel Discussions:** which focus on air connectivity, land concessions, labour productivity, investment, and community participation.
- **Tourism Development Strategy:** Deep dives into tourism statistics and sustainable practices to guide future policy.
- **Exhibition & Networking:** Dedicated spaces for showcasing regional products and fostering business-to-business connections.

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About HATAB

Formed in 1982, the Hospitality and Tourism Association of Botswana (HATAB) is a membership-based organization representing the interests of employers within the hospitality and tourism sector. As the voice of the industry in the private sector for over 43 years, HATAB represents diverse sub-sectors including Aviation, Camps & Lodges, Conservation & Wildlife Management, Hotels, Mobile Safari, Services, and Tour Operators. Tourism remains the second-largest contributor to Botswana's GDP.

