

Tanzania Named Africa's Leading Destination at the 2026 World Travel Awards

Tanzania has been named Africa's Leading Destination 2026; Serengeti, Kilimanjaro, Zanzibar and the Tanzania Tourist Board securing major World Travel Awards.

DAR ES SALAAM, TANZANIA, August 31, 2026 /EINPresswire.com/ -- Tanzania has strengthened its position as one of Africa's leading travel and tourism destinations after securing multiple honours at the 33rd World Travel Awards Africa Gala Ceremony 2026.



TTB staffs receiving WTA 2026 awards

Held on August 28, 2026, at Diamonds Bijoux Resort in Bwejuu, Zanzibar, the ceremony brought together leading destinations, tourism organisations and hospitality brands from across Africa. Tanzania was named Africa's Leading Destination 2026, while the Tanzania Tourist Board (TTB) won Africa's Leading Tourist Board 2026 for the fifth consecutive year, following victories in 2022, 2023, 2024 and 2025.

“

For us, this award is a sign that we are doing well, but we must step up our efforts so that, ultimately, we can win the World's Leading Tourist Board award.”

Dr. Thereza Mugobi, DG - TTB

The awards recognise Tanzania's exceptional combination of African safari experiences, national parks, wildlife, Mount Kilimanjaro adventures, Indian Ocean beaches, cultural heritage and luxury tourism products.

Tanzania's national parks and wildlife attractions recognised

Tanzania's world-famous protected areas received several

of the continent's highest tourism honours.

Serengeti National Park was named Africa's Leading National Park 2026 and Africa's Leading Big 5 National Park 2026. The Serengeti is globally renowned for its wildlife, vast savannah landscapes and the Great Wildebeest Migration.

Kilimanjaro National Park, home to Africa's highest mountain, won Africa's Leading Mountain

National Park 2026, while Nyerere National Park was named Africa's Leading Scenic National Park 2026.

Other recognitions included:

- Tarangire National Park — Africa's Leading Elephant Paradise National Park 2026
- Selous Game Reserve — Africa's Leading Tourist Attraction 2026 and
- Mpanga Kipengere Game Reserve — [Africa's Leading Honeymoon Destination 2026](#)

The awards position Tanzania as a preferred destination for wildlife safaris, photography, conservation tourism, mountain climbing, cultural travel and romantic holidays in Africa.

Zanzibar named Africa's leading beach destination

Zanzibar was named Africa's Leading Beach Destination 2026, reinforcing its reputation as one of the best beach and island destinations in Africa.

The Zanzibar Commission for Tourism also received the award for Africa's Leading Regional Tourist Board 2026.

Known for its white-sand beaches, turquoise waters, historic Stone Town, Swahili culture and luxury resorts, Zanzibar allows travellers to combine a Tanzania wildlife safari with an Indian Ocean beach holiday.

Other coastal and island tourism winners included:

- Thanda Island, Mafia Island — Africa's Leading Luxury Island 2026
- Villa Lali, Zanzibar — Africa's Leading Luxury Private Villa 2026
- The Mora Zanzibar — Africa's Most Romantic Resort 2026
- Diamonds Bijoux — Africa's Leading New Resort 2026
- LUX* Marijani — Africa's Leading Green Hotel 2026

Tanzania Tourist Board celebrates fifth consecutive victory

The Africa's Leading Tourist Board 2026 award was received by TTB Acting Director General Dr. Thereza Mugobi.

She explained that the recognition would motivate TTB to intensify the international promotion of Tanzania's tourism attractions and support the continued development of the sector.

"We will continue to use this award as a catalyst to increase our efforts in promoting our tourism attractions and further developing the tourism sector in Tanzania," she added.

The fifth consecutive win highlights TTB's sustained efforts to promote Tanzania as a competitive destination for African safaris, beach holidays, adventure tourism, cultural experiences, luxury travel and responsible tourism.

Safari lodges and tourism experiences secure top awards

Tanzania's safari accommodation and tourism experience providers also received major continental honours:

- Greystoke Mahale — Africa's Leading Safari Lodge 2026
- Chem Chem Lodge — Africa's Leading Luxury Safari Lodge 2026
- Singita Serengeti House — Africa's Leading Luxury Safari Villa 2026
- Siringit Serengeti Camp — Africa's Leading Luxury Tented Safari Camp 2026
- Kaskaz Mara Camp — Africa's Leading Tented Safari Camp 2026
- Zara Tanzania Adventures — Africa's Leading Adventure Tour Operator 2026
- Miracle Experience Balloon Safaris Tanzania — Africa's Leading Balloon Ride Operator 2026

In tourism infrastructure, Julius Nyerere International Airport was named Africa's Leading Airport 2026, recognising its role as an important international gateway to Tanzania.

A complete African travel destination

The awards demonstrate Tanzania's ability to offer a complete African travel experience within one country.

Travellers can witness the Great Wildebeest Migration in Serengeti National Park, climb Mount Kilimanjaro, encounter elephant herds in Tarangire National Park, explore the wilderness of Nyerere and Ruaha national parks, and conclude their journey on the beaches of Zanzibar or Mafia Island.

These World Travel Awards strengthen Tanzania's global tourism profile and provide greater confidence to travellers, travel agents and tour operators seeking outstanding safari, nature, adventure, honeymoon and beach experiences in Africa.

About Tanzania Tourist Board

The Tanzania Tourist Board is responsible for promoting Tanzania as a tourism destination in domestic and international markets. TTB works with public institutions, tourism businesses and other stakeholders to showcase the country's wildlife, national parks, mountains, beaches, islands, cultural heritage and diverse visitor experiences.

Explore Tanzania and plan a journey through the [official destination platform](https://www.destinationtanzania.tz):
www.destinationtanzania.tz.

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