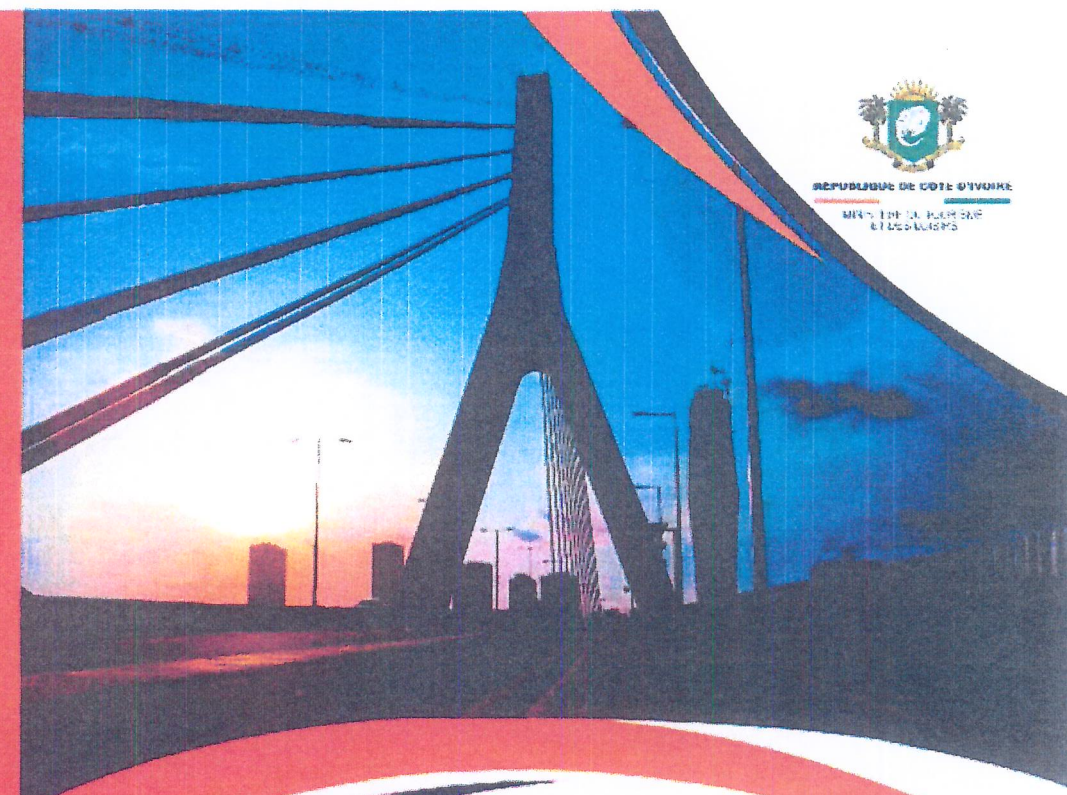




### NOUS REJOINDRE

Rejoignez-nous en réservant votre stand dès aujourd'hui ! Assurez votre participation à cet événement incontournable.



# SITLA

SALON INTERNATIONAL DU TOURISME ET DES LOISIRS D'ABIDJAN

« le rendez-vous majeur du  
tourisme et des loisirs en Afrique »

### THÈME

« INNOVATIONS TECHNOLOGIQUES,  
FACTEUR DE DÉVELOPPEMENT DU  
TOURISME ET DES LOISIRS »

DU 3 AU 6 JUILLET 2025

PARC DES EXPOSITIONS  
D'ABIDJAN, CÔTE D'IVOIRE

## SITLA

Accès au site officiel : [www.sitla.ci](http://www.sitla.ci)

Suivez-nous sur les réseaux sociaux : Ministère du Tourisme et des Loisirs

Contacts utiles : 27 20 27 09 54 / 07 48 17 82 38 / [infos@sitla.ci](mailto:infos@sitla.ci)

Comité d'organisation : 27 20 27 09 54 / 07 48 17 82 38

Adresse physique : Bureau du SITLA, Abidjan, Côte d'Ivoire



## THE SITLA

SITLA is an exceptional showcase for African tourism and leisure. It offers a meeting platform for professionals, investors and the general public, thus becoming an essential crossroads for the sector. A framework conducive to innovation, networking and discovery.



### KEY OBJECTIVES

- Promote your offers to a national and international audience.
- Forge strategic partnerships with industry professionals.
- Discover the latest trends in tourism, leisure and associated technologies.
- Promote African destinations and cultural riches.
- Stimulate the visibility and growth of regional and international companies.

## AN EVENT FOR ALL

SITLA is open to a wide range of participants, including:

- Institutional: Ministries, tourist offices, local authorities.
- Professional: travel agencies, tour operators, hotels, airlines, leisure establishments, equipment manufacturers, start-ups, training firms, investment funds, all companies operating in tourism and leisure.

OUR  
AMBITIONS



100,000 visitors expected.



25 participating countries, reinforcing the international scope of the event.



5 conferences and panels on innovative themes.

## WHY PARTICIPATE ?

### FOR EXHIBITORS:

- Access a growing market in West Africa.
- Gain visibility with an international audience.
- Meet strategic partners and investors.

### FOR PROFESSIONAL VISITORS:

- Discover revolutionary innovations in the sector.
- Attend thematic conferences.
- Identify concrete business opportunities.

### FOR THE GENERAL PUBLIC:

- Discover the tourism and leisure sector.
- Experience unforgettable moments of leisure.
- Participate with your family in tourist discovery and leisure activities.

## SITLA HIGHLIGHTS:

### A DIVERSE PROGRAM TO SATISFY ALL STAKEHOLDERS:

- Opening ceremony.
- Ministerial Conference
- Thematic conferences.
- Training workshops for professionals.
- B2B, B2C, B2G meetings.
- Exhibition spaces, tourism, leisure, travel and crafts.
- Leisure space shows, music, traditional games
- Gastronomic village: culinary discoveries - ecotourism.
- Closing gala.

