



travel and tourism Magazine

Voyages Afrig

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Ghana  Kenya  Cote d'Ivoire  Seychelles  Nigeria 



“One of the top priorities will be to expand the UNWTO membership and attract new countries to join the Organization for them to benefit from its services and activities”

New Secretary General UNWTO Zurab Pololikashvili



Magical Kenya Travel
Expo Highlights



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Elcia Grandcourt
Director Regional Programme for Africa
World Tourism Organization (UNWTO),
a United Nations Specialized Agency.

We live in the age of travel.

Travel & Tourism has become a powerful force for good for our world. For millions across the globe, tourism represents the hope for a better future, a tool for preserving our culture and our nature, a link between diversity.

Over the past decades, tourism has experienced continued growth and diversification to become one of the fastest growing economic sectors in the world. Tourism today represents the third largest export sector, behind chemicals and fuels, contributing 7% of world's exports, 10% of Gross Domestic Product and creating one in every ten jobs.

Last year alone, 1.2 billion people travelled to an international destination. By 2030, UNWTO forecasts this number to reach 1.8 billion. We need to leverage this powerful and transformative global force and these 1.8 billion opportunities to make our world a better place and advance sustainable development.

In many developing countries tourism is now a key driver of economic growth, inclusive development and environmental sustainability. 2017 brought good news for Africa. International tourist arrivals for the first half of the year recorded an 8% rebound after some difficult years. Tourism holds an immense potential for Africa with international tourist numbers up from 26 million in 2000 to 58 million in 2016. UNWTO's long-term forecasts show that

the positive trend in Africa's tourism is set to continue as the region will more than double its present tourist figures by the year 2030, reaching as many as 134 million international arrivals by then.

To advance the power of tourism for sustainability, UNWTO promotes the implementation of the UNWTO Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs), geared towards reducing poverty and fostering sustainable development worldwide. The Code which has been approved to be transformed into

an International Convention at the UNWTO recent General Assembly sets our roadmap to the future.

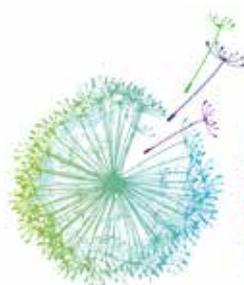
2017 International Year of Sustainable Tourism for Development

This year, 2017, is a very special one as we celebrate the 'International Year of Sustainable Tourism for Development', as declared by the United Nations. Never before has our sector been given such global focus – focus that is key to ensuring our impact is far, wide and long-lasting for the benefit of the greater global community.

The International Year of Sustainable Tourism for Development is a watershed moment for making tourism a catalyst for positive change. The Year aims to raise awareness among decision-makers and the general public about the contribution of sustainable tourism to development and to mobilize all stakeholders to make tourism a catalyst for positive change.

Sustainable economic growth, social inclusiveness, employment and poverty reduction, resource efficiency, environmental protection and climate change, cultural values, diversity and heritage and mutual understanding, peace and security are central pillars that has been identified and are key elements of sustainable development to which tourism stands to make a significant, lasting contribution towards the SDGs.

The above is even more relevant when we talk about Africa. The Tourism sector in the continent has the potential to be a catalyst for development and competitiveness, both for individual nations and for the region as a whole. The opportunity is ours to embrace, shaping the future of our continent through the forces of sustainable growth that tourism offers to all people and places in full respect for nature, culture and local communities.



2017
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OF SUSTAINABLE TOURISM
FOR DEVELOPMENT**





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Editorial Team

Ben Ohene-Ayeh – Consultant Editor
Kojo Bentum-Williams – Managing Editor
Samuel Obeng Appah – Content Editor

Contributing Writers

Jason Amoo
Claudine Moore
Carmen Nibigira

Design and Layout

GP Communications

Photo Credit

Ken Amoah
Urban Links
Samuel McCoy
UNWTO
BBC

Publisher

Voyages Afriq Media Ltd.

Office Location

Accra Tourist Information Centre
Off Liberation Road
Accra – Ghana

Ghana Office line: +233 30 397 2764

UK Office line: +44 744 849 4933

info@voyagesafriq.com

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UNWTO Elects New Secretary General



**Zurab Pololikashvili
as Secretary General
for 2018-2021**

The 22nd UNWTO General Assembly appoints Zurab Pololikashvili as Secretary General for 2018-2021

Zurab Pololikashvili, current Ambassador of Georgia to Spain, Morocco, Algeria and Andorra, has been appointed Secretary General of the World Tourism Organization (UNWTO) for the period 2018-2021.

The candidature of Zurab Pololikashvili was presented by his country, Georgia, in accordance with the UNWTO statutes.

Zurab Pololikashvili was elected by consensus at the 22nd UNWTO General Assembly being held in Chengdu, China, following the recommendation of the 105th UNWTO Executive Council.

H.E. Pololikashvili beat contenders from four other countries to emerge winner at the 12th May elections held in Madrid, Spain where about 33 Executive Council members with voting rights went to the polls. He takes over from the highly respected and revered Dr. Taleb Rifai whose tenure at the world tourism body comes to an end later this year after an eight year spell as its Secretary General.

Zurab Pololikashvili was Minister of Economic Development of Georgia (2009-2010) and Deputy Minister of Foreign Affairs of Georgia (2005-2006).



International Tourism Administration



Amb. Zurab Pololikashvili receiving congratulatory gestures by UNWTO Chiefs after his endorsement at the General Assembly in Chengdu, China



The just ended 7th Magical Kenya Magical Expo recorded some impressive figures and turnout.

Apart from the intimate and B2B nature of this year's event, the expo brought together over one eighty (180) exhibitors and hosted buyers from twenty-five (25) countries who were selected through stringent evaluation.

The 1500 pre-scheduled business to business (B2B) meetings between Kenyan tourism trade and travel agents from key source markets surpassed the figures anticipated which clearly indicated how businesses and deals were closed at this year's exhibition.

The new exhibition management company, On Show Solutions appointed

by the Kenya Tourism Board to grow the expo for the next five years introduced some novelties to this year's event.

Some of the new initiatives introduced included the exhibitor segmentation with five key areas: Transport, Tour operators, Accommodation, Destination Marketing, Technology. The design framework aided delegates in their flow around the Kenyatta International Convention Centre (KICC) and highlight the region's tourism offerings.

One main highlight of this year's expo was the introduction and involvement of the students and youth at the sessions. The

Kenya Tourism Students were exposed to the business side of tourism and the opportunities in the tourism sector through seminars and workshops.

Another very important feature was the avenue created by organizers to give participants the opportunity to patronize the beautifully made handicrafts which aimed at boosting the local economy and making Kenya part of their "take home" as they bid farewell to the expo

Buyers included nationals from Australia, Canada, China, the Czech Republic, Ethiopia, France, Germany, Ghana, India, Italy, Malaysia, Nigeria, Nordic, Poland, Russia, Rwanda, South Africa, Spain, Switzerland, Tanzania, Uganda, Britain and the United States.



Kenya's cabinet Secretary for Tourism, Hon. Najib Balala (Second from left) cutting the ribbon to officially open the MKTE



CS Najib Balala addressing the gathering at the opening of the Exhibition



Ghanaian Tour Operator, Abeiku Aggrey Santana in a pose with staff of OnShow Solutions



Beth Kaka, Sales Manager at Park Inn by Radisson



Prof Wolfgang Thome a seasoned travel writer and Ms Nkiruka Osuji of Afro Tourism, Nigeria





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inspiring signature and classic cocktail/mocktails and fine wines. Be a member of the Grand Glamorous Lounge and experience limitless enjoyment with 20% discount on other hotel services.

CONFERENCE CENTRE

Grand Royal Swiss boasts of the biggest State -of- the Arts Conferencing facilities in the region offering both indoor and outdoor corporate social events. These include Rambara Ball Room (up to 1500 people) and over four bedrooms of different capacities depending on the setting. Other Business amenities includes Complimentary High Speed Wi-Fi Internet Access, Printing and copying, scanning and binding services and foreign exchange services.

RECREATION

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- 2 from Grand Royal Hotel
- 3 Kit Mikayi-40 Minutes-drive

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Stakeholders Discuss Africa Tourism at Maiden World Tourism Forum in Ghana

Ghana has successfully hosted the first ever World Tourism Forum – Africa Summit, bringing together a list of experts, stakeholders, enthusiasts and key players to deliberate on issues affecting global tourism with focus on Africa.

The Africa Summit was an international and large scaled one-day event with leaders shaping tourism world, CEOs and Vice Presidents from global companies, Heads of national promotion offices, senior executives from tour operators as participators and speakers.

At the opening, the Vice President of Ghana, Dr. Mahamudu Bawumia stated that the continent has an enabling environment for tourism businesses and activities to flourish. “We in Africa are already blessed with a conducive climate and rich natural resources. Eco-tourism should, therefore, come easy to us once we focus on building the right infrastructure, as well as bolster security within our borders, so that tourists to our countries remain safe and protected.” He indicated that Ghana was strategizing to build on a solid base and expand tourism across the country and into new market segments. Dr. Bawumia said there was the need for tourism industry players to work together across the continent for the common good of the industry. To that extent, Dr. Bawumia mentioned that Ghana was partnering other West African countries to facilitate the seamless movement of goods and services within

the sub-region as part of the continental initiative to facilitate visa-free movement in Africa. He said Ghana will draw from the experience and practices from other tourism hubs to make the country a preferred tourist destination on the continent.

Themes that were discussed at the Forum included, Heritage Tourism, Destination Management, E-Tourism, among others. Speaking on the Political Impacts of Tourism in Africa, Keynote Speaker at the Summit, Jack Straw observed that Ghana found itself in a unique position of which it should take advantage to develop and promote its tourism sector. The former UK Home Secretary noted that although the African region had seen a lot of upheavals within the last few years, Ghana’s relatively peaceful political climate places it in an advantageous position to sell its tourism products and services to the outside world. In general, Mr. Straw opined that the huge tourism potential that abounds in the continent can effectively be harnessed for the economic benefits of its people if governments prioritized safety and security and developed strong infrastructure. Ghana’s Minister of Tourism, Arts Culture, Honourable Mrs. Catherine Abelema

Afeku said Ghana had witnessed an increase in tourist arrivals from 286,600 in 1995 to about 1.2 million in 2016. She said the expected growth path of the tourism sector, according to the National Tourism Development Plan (NTDP), was to more than double tourism revenue from the current \$2.2 million to \$8.38 billion by 2027.

To achieve this, she indicated that government will ensure a conducive environment for tourism related businesses to thrive while providing the right motivations to attract the needed investments to the sector. The Africa Summit attracted a wide variety of speakers and discussants during the various thematic sessions. Key among them was the Celebrity Talks session which saw some celebrities such as Fuse ODG, Sarkodie, Becca and Okyeame Kwame sharing ideas on promoting tourism through the arts. The World Tourism Forum – Africa Summit ended with a dinner and awards night. Headquartered in the Turkish Capital of Istanbul and founded in 2014, the World Tourism Forum engages with civil society activities under the umbrella of the Young Tourism Leaders Association. Its main aim is to develop tourism around. The Tourism Forum is organized four times every year, in global centres around the world bringing together world tourism leaders and tourism industry representatives.



From left to right - Mr. Bulut Bargci, President of the Executive Board, World Tourism Forum, Dr. Mahamudu Bawumia, Ghana’s Vice President, Jack Straw, UK’s former Home Secretary, Catherine Afeku, Ghana’s Tourism Minister, Cecelia Dapaah, Minister of Aviation, Ghana



The Seychelles Islands:

The ultimate cocktail of exclusivity, diversity and affordability

For a long time the Seychelles islands have been synonymous with a rich man's playground...a place where extremely well-heeled travellers languish on sleek yachts and on the sun-decks of opulent five-star hotels or upon the beaches of exclusive island hideaways, enjoying the rich trappings of vacations which are beyond the reach of all except a very few fortunate individuals.

Already, realities on the ground are evolving considerably. Yes, you can enjoy true exclusivity and great luxury at a price but, increasingly, Seychelles is catering to the middle and lower price ranges with a wonderfully diverse array of picturesque small hotels,

Creole guesthouses redolent with local charm and great self-caterings where you can lead life entirely at your own pace and whim.

These exceptional establishments provide great value for money as well as

an authentic introduction to Seychelles' unique island lifestyle, placing the visitor in direct touch with the islands' vibrant culture, exquisite gastronomy and offering a range of activities: sailing, diving, fishing, island-hopping and trekking as well as the ultimate in romantic breaks...all without breaking the bank.

At the forefront of this initiative to bring the Seychelles Experience within the reach of more visitors is the 'Seychelles Secrets' portfolio of small establishments which have been especially vetted,



A traditional market in Seychelles



Festival Creole in Seychelles



upgraded and refurbished to provide clients with comfort, a wide range of facilities and excellent value for money. True to their Seychellois roots and with Creole authenticity bursting from every beam, they provide an unforgettable taste of the islands and an ideal stepping stone from which to enjoy the great diversity and other exciting tourism products on offer. Spread as they are over the principal islands of Mahé, Praslin and La Digue, these charming, picturesque establishments, enable visitors to indulge in island-hopping and enjoy several islands during the course of their stay.

Dotted throughout the islands is an enticing array of small restaurants and bars which provide delicious Creole fare as well as a wide range of international dishes. Here, prices are reasonable and well within the range of the average visitor looking to experience the gastronomy of the islands in stunning natural surrounds and often only a short walk away from the beach. Local artists fashion jewellery, craft wooden and metal sculptures, design and make clothes, write books and record CD's of local music, all of which are for sale in galleries, boutiques

and other retail outlets throughout the principal islands. A stroll through the capital, Victoria, one of the world's tiniest, will reveal a treasure-trove of souvenirs to take back home that will keep memories of the islands alive long after they have disappeared over the horizon.

The Seychelles Islands are renowned as a sanctuary for numerous species of flora & fauna which have survived there, virtually untouched, since the dawn of time. An inexpensive guided tour through any of the parks and reserves that make up almost 50% of Seychelles limited landmass will provide an excellent introduction to Mother Nature's bounty as will a simple glass-bottom boat ride into any one of the islands' marine parks where visitors will be greeted by a dizzying array of marine species.

A raft of other marine activities are on hand to provide entertainment and distraction during a visit and one of these is sailing. This is arguably the best way to enjoy the diversity of the islands and perhaps the most convenient way of visiting several on your trip. A number of international and local charter companies offer a modern fleet of vessels, both skippered and bare-boat, to suit most budgets and clubbing together with friends or fellow visitors is a great way of keeping the price down.

Fishing expeditions into Seychelles' fish-rich waters are possible on the same basis and local skippers and their crews

will be happy to introduce you to the best mixed-bag around. Another dimension to Seychelles breathtaking natural beauty is that found beneath the waves and many small dive centres offer attractive packages for aficionado and novice alike, often including beach Bar-b-q's in the deal. It should not be overlooked that in Seychelles' sparkling offshore waters where visibility is often excellent, snorkelling is also a marvellous and highly accessible way of fish-spotting.

Transportation, both in between and around the islands, remains well within the reach of visitors and, besides Air Seychelles' domestic flights, reasonably-priced fast ferry transfers bring the principal islands and their satellites within easy reach. A wide network of bus routes on Mahé and Praslin caters for most itineraries while car-hire rates are reasonably attractive.

A new era is dawning over the Seychelles Islands - one which is steadily bringing its legendary natural beauty and the exceptional holiday experience it offers within reach of more and more holiday makers. Gone are the days when a Seychelles vacation could only be enjoyed by a privileged few - now that is a dream which is eminently attainable and one which is being enjoyed by more and more visitors to its dazzling shores.

Credit: Seychelles Tourism Board



Panoramic view of Seychelles

2018 UNWTO conference to be hosted in Nigeria

Nigeria will host the 2018 UNWTO conference and this is indicative of the confidence the global community has in Nigeria. Alhaji Lai Mohammed, the Information and Culture Minister of Nigeria said, “This is a global endorsement of programmes and efforts of President Muhammadu Buhari’s Administration.”

He added, “Wednesday was a big moment for Nigeria here in Addis Ababa because Nigeria got the endorsement of the whole world to host the 61st session of the CAF mission of the UNWTO. What that means really is that the entire world has endorsed the programmes and efforts of President Buhari’s administration.”

Alhaji Lai Mohammed led Nigeria’s delegation to Addis Ababa for the 59th edition of the meeting and a high-level meeting on Chinese outbound tourism in Africa. He said that hosting such a big event will show that Nigeria is once again on the global stage. He said the event would provide Nigeria with the opportunity to showcase its diverse culture.

Alhaji Mohammed said, “Hosting this conference will give confidence to investors that this is a country they can come and invest in. It will also convince

the entire world that Nigeria is serious about promoting culture, music, film and entertainment to diversify its economy.”

To quote the UNWTO Secretary-General Dr. Taleb Rifai, “The endorsement of Nigeria for the hosting of the 61st CAF “is a great piece of news for the country. I am absolutely sure that with the hosting of the CAF meeting, you will see that Nigeria’s tourism industry will get on the right track and achieve results. In addition to the direct economic benefits this event will bring to the country, the limelight the country will be exposed to is unquantifiable. Nigeria will be hosting all Ministers of Tourism in Africa, that in itself will send the powerful message that tourism is important to Nigeria.”

Credit: TravelandTourworld.com



Alhaji Lai Mohammed
Minister of Information & Culture, Nigeria

“Hosting this conference will give confidence to investors that this is a country they can come and invest in. It will also convince the entire world that Nigeria is serious about promoting culture, music, film and entertainment industry to diversify its economy.”



IX Tourism Investment and Business Forum for Africa

18 January 2018 – IFEMA – Madrid, Spain
Information and registration: investour@unwto.org
www.ifema.es/investour_01





celebrates **20** years

East Africa's leading tourism destination Kenya, has celebrated 20 years since the establishment of its Tourism Board.

The Kenya Tourism Board (KTB), one of Africa's leading national tourism organisations was established in 1997 as a national agency to drive the development of tourism on the continent. The celebrations which took place on the sidelines of the 7th Magical Kenya Travel Expo saw organizations and individuals rewarded for their dedication to the two decades of the existence of the Board.

Addressing a packed auditorium of exhibitors, stakeholders and the media, among others, Dr. Betty Radier, KTB's CEO whose speech was read by Director of Marketing, Jacinta Nzioka, said, KTB has come a long way and was grateful to the Staff, stakeholders and every Kenyan for the success of the destination. She stressed the key role the private sector has played which has culminated in the increased numbers in tourism arrivals. Dr. Radier also expressed her gratitude to former employees of KTB who had contributed their quota towards the success of the Board. Some of the individuals and businesses awarded and recognized by KTB on the night included current and past CEOs and Chairpersons and Kenya Airways among others.



Jimmy Kariuki, Chairman of the Kenya Tourism Board



Interview with

AMBASSADOR DHO YOUNG-SHIM

Chairperson of UNWTO ST-EP Foundation and United Nations Sustainable Development Goals (SDGS) Advocate



AMBASSADOR DHO YOUNG-SHIM
Chairperson of UNWTO ST-EP Foundation and United Nations Sustainable Development Goals (SDGS) Advocate

...contribute to the reduction of poverty and inequalities, with a special focus on people living on less than a dollar a day, through the funding, implementation and promotion of projects and programs aimed at achieving the United Nations Sustainable Development Goals (UN SDGs) by 2030...

What motivated your works in Africa?

My passion is to see poverty eliminated through education. My country, South Korea, started with most countries south of the Sahara but today Korea is way ahead because it prioritised education. Experiencing it on a personal basis gives me great joy and passion to work hard, especially for underprivileged people. So I am very excited with the gains that we have made so far in Sub-Saharan Africa, Asia and the Americas.

Give us a brief history about the ST-EP Foundation which is now International ST-EP Organization?

The UNWTO ST-EP Foundation was established in 2004 in Seoul, Korea, as a cornerstone of the Sustainable Tourism for Eliminating Poverty (ST-EP) initiative of the World Tourism Organization (UNWTO) aimed to harness the power of tourism to generate new opportunities for development and empowerment in least developed and developing countries, and particularly in Sub-Saharan Africa. We are now in the process of transforming it into the International ST-EP Organization.

What is the ultimate aim and objectives of International ST-EP Organization?

The core mission of the ST-EP Foundation is to contribute to the reduction of poverty and inequalities, with a special focus on people living on less than a dollar a day, through the funding, implementation and promotion of projects and programs aimed at achieving the United Nations Sustainable Development Goals (UN SDGs) by 2030. So we are on course in achieving this aim.

Can you take us through some of the ST-EP projects in Africa?

On its own, the ST-EP Foundation has secured funding for ST-EP projects implemented individually or through partnerships with donor partners such as SNV, the Netherlands Development Organization, IUCN NL, and the Travel Foundation; as well as other initiatives such as the UN MDGs/SDGs Thank You Small Libraries, Millennium Villages as Tourism Destinations, the Discover Ghana Billboards Project (35 Regional Tourism Billboards), etc.

Designed by the ST-EP Foundation, the Millennium Village as Tourism Destinations project intends to provide new jobs, income and business opportunities to the populations of 14 Millennium Villages in 10 countries of Sub-Saharan Africa, thus contributing to the achievement of UN SDGs. It has been implemented since 2011, in partnership with Millennium Promise, through the sponsorship of the Korean Ministry of Sports, Culture and Tourism.

There is also the capacity building and knowledge exchange programs of the ST-EP Foundation and this have benefitted hundreds of tourism professionals and Government officials from African, ASEAN and Latin/Central American countries.

What will you say is the potential of tourism in Africa and how it affects lives on the continent?

Although there has been a significant increase in tourism in Africa, the sector's abundant potential remains largely untapped on the continent. I can say that there are still many obstacles to the sector's development, and there is a lot more work that needs to be done before we reap the full economic and social benefits of the tourism sector. There is the need to also create a local market so that the tourist potential of the region can be fully developed. There is also the urgent need to develop visitor sites and basic infrastructures like airports, roads and hotels.

You worked very close with Dr Taleb Rifai during his tenure as UNWTO SG, what will you say were his achievements while in office?

Let me first of all say that I have really enjoyed working very closely with Dr. Taleb Rifai as the Secretary General of the UNWTO.

Indeed, he will go down as one of the best Secretary Generals the organisation has ever had. He was very successful at all fronts, his relationship with member states was fantastic.

But I think the visibility and the positioning of UNWTO has gained tremendous momentum under his leadership and that to me has been his greatest achievement.

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20
YEARS



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MTN Ghana adds Panache to Fetu Afahye with #OguaaThings

Telecommunications giant MTN Ghana during this year's Fetu Afahye, added an unusual suave and flamboyance to the annual celebrations by the people of the Oguaa Traditional Area in the Central Region.

With what was dubbed, "#OguaaThings" MTN brought a yellow fever to an already colourful celebration which began with Orange Friday. The **"#OguaaThings"** campaign was in furtherance of the network's commitment to supporting festivals and other cultural events in the country.

The day's celebration began with a costume parade which was led by the chiefs and people of the Oguaa Traditional Area. Participants included youth groups, carnival queens, masqueraders, cultural troupes and others dressed in carnival costumes. There were lots of acrobatic displays from skaters whose performances enchanted the cheering crowd who lined up the streets to cheer them on. And in the

midst of all the funfair, the Telecoms giant did many activations on some of their products and services including their 4G Internet, **MTN Mobile Money (MoMo)** and others.

The procession began from Mfanstipim with a brief stop at London Bridge and then moved on through Cape Coast town to the durbar grounds at Victoria Park. MTN wrapped up its involvement with Fetu Afahye on Sunday, September 3 with a football match between Cape Coast North and South.

The Fetu Afahye is a festival of the people of the Oguaa Traditional Area and is celebrated annually on the first Saturday of September by communities in the Cape Coast Traditional Area (Fetu). It is

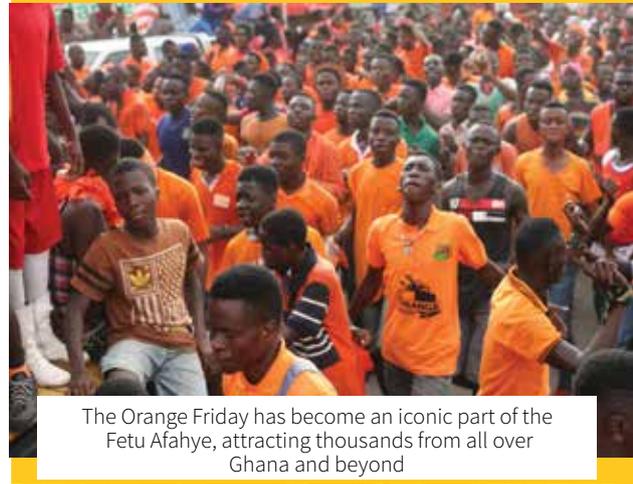
characterized by a durbar of chiefs and processions of **"Asafo Companies"** (traditional warrior groups) and numerous social organisations.

Every member of the group is adorned in rich and colourful clothes, thus creating the grandeur of this festival which literally means **"adorning of new clothes"**. A procession of the **"7 Asafo Companies"** in their unique costumes depicts a fusion of the "Fante" and European cultures, (typically, Portuguese, Dutch, Swedish and British), which have been sustained over many centuries. Customary rites include the slaughter of a cow to the 77 Deities in the area to obtain their blessings.

This year's began on the 1st of September with the Orange Friday street jamboree which has become an iconic part of the celebrations for five years now.



Osabarima Kwesi Atta II
Omanhene of Oguaa Traditional Area in Ghana riding in a palanquin acknowledging cheers from his subjects



The Orange Friday has become an iconic part of the Fetu Afahye, attracting thousands from all over Ghana and beyond



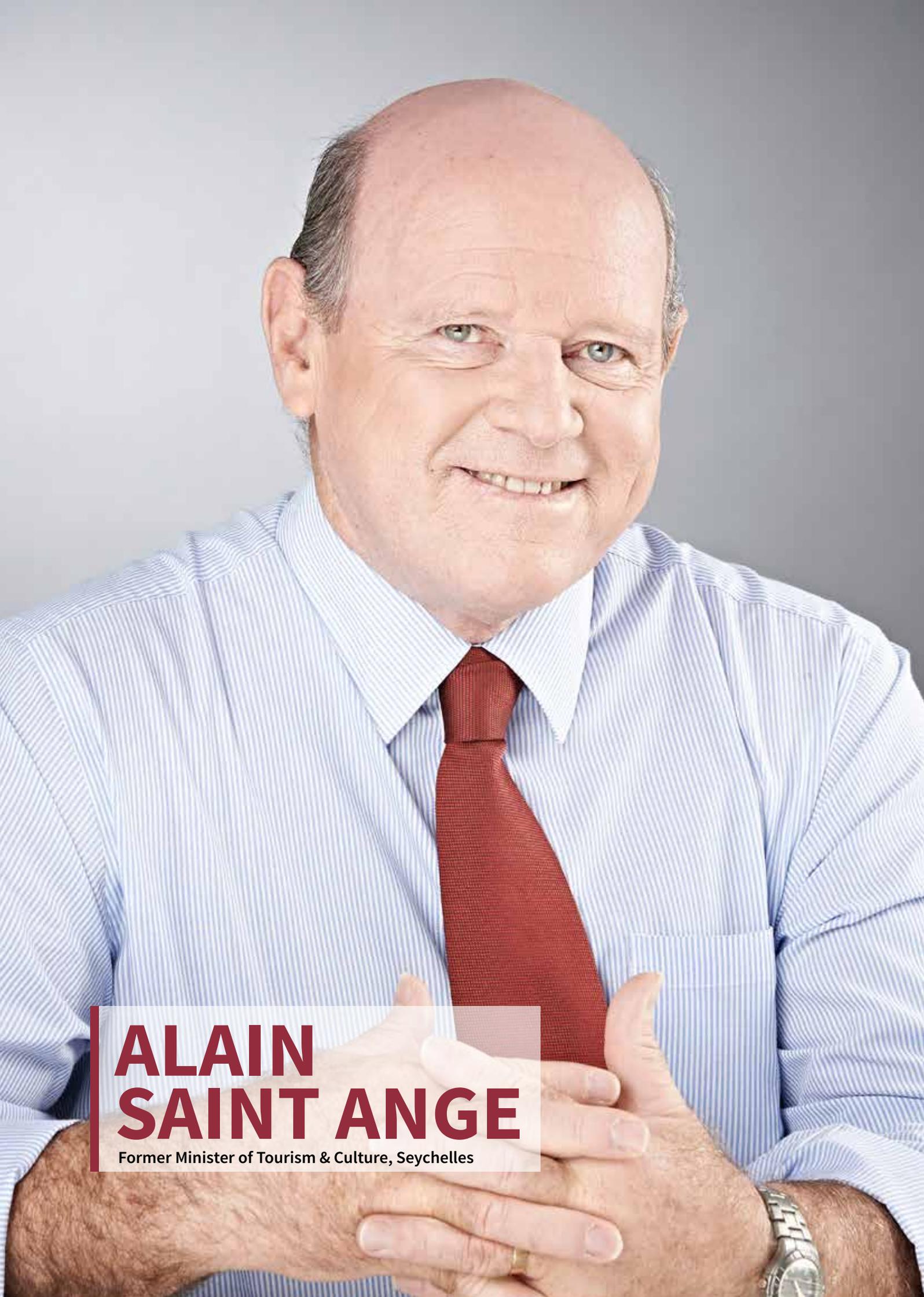
The Ghana Carnival Queens joined added to the panache of the street party at Fetu Afahye.



The street procession at Fetu Afahye is always a colourful experience



These masqueraders brought suave to the fancy costume party



**ALAIN
SAINT ANGE**

Former Minister of Tourism & Culture, Seychelles

ALAIN ST. ANGE...

shares his journey through tourism

Q: As a Former minister of Tourism in a tourism market like Seychelles, what will you say was the impact you made on the industry and your view of the sector now?

ALAIN ST.ANGE: Seychelles is a country with tourism firmly established as the pillar of its economy. It was therefore important for me as Minister responsible for the island's tourism industry to be with the industry in a close working Public / Private Sector Partnership and to work with them on what would make the industry tick. I was instrumental in my years of office to get Seychelles to claim back its tourism industry which in turn saw an unprecedented number of Seychellois get directly involved as business men and women in their industry. This ensured the consolidation of this vital industry for the long term. The second important impact the tourism industry made when I headed the Ministry was the positioning of people at the centre of the development in Seychelles. Often this statement is made willy nilly by politicians, but I know that as Minister of Tourism & Culture of Seychelles I positioned the islands Culture firmly at the centre of the Seychelles Marketing. This was placing the people of Seychelles at the centre of tourism development, because without people there is no culture. With culture in the midst of tourism marketing cultural events were organised to increase visibility of the islands. Such events included the Carnival International de Victoria, the FetAfrik, the Kreol Festival, the Seychelles India Day Celebrations, the Seychelles China Day Celebrations, the Praslin Culinary & Arts Fiesta, etc.

Q: Let talk about the withdrawal of your candidacy from the UNWTO SG Race at the last hour by the Seychelles Government. What do you think precipitated that?

ALAIN ST.ANGE: This was a sad day for Seychelles. As a country we had the chance of heading a United Nations Body (UNWTO) and we allowed politics to get in between the successes of our country and petty partisan politics.

...as a minister for a voting country said in Madrid on election Day :- "The Gods have gone crazy" ...

Seychelles endorsed my candidature, Seychelles issued Note Verbale to all Voting Countries, Seychelles defended in its National Assembly the candidature of its candidate, and Seychelles pulls out the candidature but two days before the elections. As a Minister for a voting country said in Madrid on election Day :- "The Gods have gone crazy".

The duty of a Government is to its people first, second and third. Relinquishing this responsibility is stabbing your citizen in the back. Political pressure and accepting to play second fiddle in the life of your country by your country is the only thing I see.

Q: The election has since passed and there after you went into consultancy and subsequently launched the Saint Ange Tourism Report. What do you seek to achieve with the report?

ALAIN ST.ANGE: The weekly Saint Ange Tourism Report is helping to guide tourism as seen from a private sector perspective. It also gives visibility to performing establishments and facilities to help ensure Seychelles remains the destination of choice. This is not by shying away from challenges being faced, but by looking at them directly in the eyes to ensure solutions are found by the relevant authorities. The report also touches on topical points touching the Region (Vanilla islands) and the Continent and tourism as an industry as and when necessary. It is helping to keep the tourism fire burning and hoping it delivers positively for the world of tourism.

In the same vein I launched the Saint Ange Consultancy to do what I do best and that is to guide the development of tourism. I do work for countries and I work for organisations and companies. I have a track record to hang my hat from and I do not just talk, but have delivered when I had the responsibility of tourism.

Q: Should we expect to see Minister Saint Ange back in the apex of administration of Tourism sometime soon

ALAIN ST.ANGE: What life has in store for me, I do not know and will not try to forecast. I take each day as it comes and try hard to continue to work with my heart and soul. I am a dedicated tourism professional and this I will continue to be.

Q: There has been pockets of report in the section of the Seychelles Media about your aspiration of becoming President of the island country someday. Can you throw some light on it?

ALAIN ST.ANGE: The Opposition news papers have floated many assumptions on what they would like me to be doing. I will do what I believe is right when I feel it is the time to do so. Today I have my Tourism Consultancy and a weekly Tourism Report. I am looking at the possibility of launching a newspaper and together with a group of dedicated Seychellois we are looking at launching a Workers Trade Union to ensure the Seychellois become the focus as the most important group of workers in their country. Today no one seems bothered and all play lip service to the cause of workers. The Government has a Union affiliated to them, but they do not need that as they can simply act to ensure workers rights are respected and getting the best for Seychellois workers is always the Government's guiding principle. The Opposition Party with a majority in the island's Parliament (National Assembly) also can should they so wish make the workers rights and conditions their battle cry by passing Private Members Bill on the National Assembly as they did with Off Shore Guiding principles. Workers are the most important asset of the country and the new Union will be focusing on this Seychelles asset. For the future we shall see, for now it is do what you are being called to do and to do it right.

AKWAABA

Travel Market 2017

Organisers of the annual Akwaaba Travel Market, once again outdid themselves with the 13th edition of the event which had exhibitors and thousands of participants from across the continent converging at the Eko Hotels in **Lagos, Nigeria from 10 - 12 September, 2017**



#Jollofricewar

Akwaaba 2017 opened with the much anticipated jollof rice War between seasoned Ghanaian and Nigerian chefs. The colourful culinary event treated visitors to a food orgasm of mouth watering varieties of the popular West African dish. From prawns to kontomire(cocoyam leaves), egusi and a host of tasty new innovations were on display by 9 Ghanaian chefs and 17 Nigerian chefs. Idowu Olafide Michael of Nigeria was declared winner by a 7 member judging panel with delegates from Kenya, Gambia, Rwanda and South Africa. The Jollof Rice War, according to Ikechi Uko, organiser of the event, was not necessarily for competition sake but an opportunity to position Jollof as West African brand or export.



#AviationDay

Day two brought together experts and other stakeholders of the aviation industry for deliberations on an accident free year in Africa. It was quite impressive as Africa's average stood at 0.39 per cent compared to a world average of 0.35 according to IATA. Elder Gabriel Olowu, President of Sabre Network West Africa attributed this feat to in maintenance budget by most airlines, newer and younger fleets, advocacy for improved aviation infrastructure etc.

Panelists however advocated for intensified regulations and safety requirements for airlines. Another important argument is the consolidation of various airlines, most of whom are relatively small, with the purpose of providing travellers with a stronger, widely networked and sustainable African airlines.



#AfricanTravel 100 Women

A new addition to Akwaaba this year was the African Travel 100 Women which honoured the top one hundred women who have and continue to influence tourism across Africa and the world. The list of outstanding women included the first female to fly a Boeing 787 "Dreamliner" for Kenya Airways, *Capt. Irene Mutungi and Annie Uwase, the first female drive tour guide in Rwanda*. Others include *Victoria Takyi of Africa World Airlines, Nancy Sam Quartey, President of the Tour Operators, Stella Fubara-Obinwa; Director of International Operation Dubai Tourism & Commerce Marketing, Carmen Nibigira; Travel Expect, Jacinta Nzioka Mbithi; Director of Marketing Kenya Tourism Board(KTB) Amb. Nneka Isaac Moses, CEO, Goge Africa*. The awards are long over due according to some recipients considering that women form the majority of professionals in the tourism industry and were extremely grateful to organisers for recognizing and honouring their efforts.



#YouthInTourism

The youth in tourism conference on day 3 was nothing short of invigorating. A host of young people came together to discuss and address the challenges they face either as start-ups, tour operators or people changing the African narrative through tourism. Top on the agenda was whipping up interest in local and intra-africa tourism, removing bureaucratic bottlenecks and taking advantage of social media marketing. The conference was an opportunity for young industry players to network and possibly take over from the older generation



#Destination Weddings

There was no better way to wrap up this year's edition than with the Destination Wedding session. With beautiful presentations from Kenya, Royal Senchie Hotel and the Ghana Tourism Authority, the mood was set to marry love and tourism. The offers beautiful and had showed great promise for couples looking for a magical experience on their wedding day. The highlight however was when a young man took advantage of the mood to propose; and she said YES!

Overall, Akwaaba 2017 was a success with exhibitors and participants from all sectors of tourism in Dubai, Rwanda, Ghana, Nigeria, South Africa etc. Next year promises to be bigger and Voyages Afriq will be there.





Experience **España** in a Bottle

It was a tasty night of wonderful wine experience as audience shared special moments with the very best of Spanish wines code-named “Experience Espana In a Bottle,” wine tasting and food pairing event.

It was an exceptional Wednesday evening which offered participants in what would be one of the best tastings of Spanish wines from Covides – one of Spain’s biggest wine producers from the Penedes region of Barcelona.

Its local distributor, Fabeco Group Limited held the ‘Experience Espana In a Bottle’ event to introduce the Maria Amoros, Duc de Foix and Cava range to the Ghanaian public. It was attended by some members of the Diplomatic Corps, business executives, the media, personnel within the hospitality industry and the general public.

Guest of Honour, the Spanish Ambassador to Ghana Maria Alonso, said Spanish wines are among the best in the world. “Over the last few years, Spain has developed very good wines and now we can offer wines that are comparable to ones you can find from France or any part of the world and we are very proud of this,” she said.

The event also had the presence of representatives from Covides, including its International Commercial Director, Christophe Marquet who said that the wines were made from the best selection of grapes from carefully tilled vineyards from Catalonia.

He expressed optimism Ghanaians would be able to embrace the wine culture as existing in many countries. He indicated

that the wines from Covides were suitable to pair with the various local dishes. Patrons were able to sample about seven different varieties of wine. Each wine was paired with accompanying dishes such as olives, bread rolls, bites of meat and prawns.

Chief Executive Officer of Fabeco Group Limited, Kojo Bentum-Williams stated that his outfit puts premium on introducing quality wines to the Ghanaian and West African markets. According to him, wines are good, in that apart from its health benefits, it helps to “make everyone happy and have good fun.”

The Wine Tasting and Food Pairing event was preceded by a training session where participants, which included bartenders, Food and Beverage Managers.



HE Ambassador Maria Alonso former Spanish Ambassador to Ghana speaking at the wine tasting event





The New S-G UNWTO



Zurab Pololikashvili shares his views on the future of the World Tourism Organization

“My vision for UNWTO is fully based on the needs of its Member States” Ambassador Extraordinary and Plenipotentiary of Georgia to the Kingdom of Spain, the Principality of Andorra, the People’s Democratic Republic of Algeria and the Kingdom of Morocco, Zurab Pololikashvili has been appointed by the General Assembly of the World Tourism Organization (UNWTO) as its next Secretary General.

Pololikashvili was Minister of Economic Development of Georgia (2009-2010) and Deputy Minister of Foreign Affairs of Georgia (2005-2006).

Q- What are your priorities for the Organization in the four years to come? What would you like to achieve?

A- My vision for UNWTO is fully based on the needs of its Member States, considering current political and economic uncertainties across the globe.

Let me briefly present some key areas. One of the top priorities will be to expand the UNWTO membership and attract new countries to join the Organization for them to benefit from its services and activities. Cooperation with new Members on tourism’s contribution to the Sustainable Development Goals (SDGs) is essential in order to assist governments and companies in incorporating relevant aspects of the SDGs into policies and business operations. I will actively encourage leading donor agencies to be



involved in the implementation of a wide range of projects and capacity-building programmes on national and sub-regional levels. I propose to initiate the following thematic platforms to expand UNWTO’s advocacy work and awareness-raising: a global leaders’ summit on travel and tourism for heads of state, in parallel with the UNWTO General Assembly; an annual ministerial meeting on safety, security and travel facilitation to enhance effective inter-sectorial coordination; an annual global ‘invest in tourism’ forum to promote investment opportunities and share best international practices on investment and incentive policies; and an annual ministerial-level forum on climate



The 105th session of the UNWTO Executive Council meeting in Madrid, Spain in 2017



“One of the top priorities will be to expand the UNWTO membership and attract new countries to join the Organization for them to benefit from its services and activities”

change and tourism to offer specific recommendations on implementing long-term sustainable development policies. I believe that Member States need more technical expertise from the Organization. In this regard, UNWTO should regularly prepare individual recommendations for individual governments to support sustainable and competitive growth of travel and tourism by developing policy guidelines on destination management.

Q- The current Secretary General, Taleb Rifai, has been described by Member States and the private sector as a consensus builder and a great leader for the sector worldwide. Besides building consensus and showing leadership, what are in your opinion the additional challenges of a UNWTO Secretary-General?

A- First of all, I would like to emphasize that under the leadership of the current Secretary-General, Taleb Rifai, UNWTO and the global tourism industry have achieved tremendous success to become one of the most important socio-economic sectors. Dr. Rifai increased the visibility of UNWTO and made politicians more responsible for travel and tourism. Besides leadership and an ability to build consensus, I think a Secretary-General should demonstrate dynamism while championing innovation in this challenging time, as well as achieving results-driven outcomes with both government and private sector Members by delivering technical expertise through concrete recommendations and projects. Q- 2016 will probably be the eighth year of consecutive growth for

international tourism, and according to UNWTO ‘Tourism Towards 2030’, it is estimated that there will be 1.8 billion international arrivals by 2030. What is your view on the main challenges and opportunities facing the sector in the years to come?

A- I think UNWTO should be focusing on long-term challenges. Safety and security and climate change are key challenges but there are many other external factors affecting global travel and tourism. UNWTO should undertake serious steps to manage thematic platforms so that dialogue among decision-makers results in effective inter-sectorial coordination. As of opportunities, from my point of view, UNWTO should strengthen its



expertise and prepare guidelines on management and marketing for various types of tourism destinations considering current technological advances, new business models and the rise of digital tourism.

Credit: UNWTO



“I would like to emphasize that under the leadership of the current Secretary-General, Taleb Rifai, UNWTO and the global tourism industry have achieved tremendous success to become one of the most important socio-economic sectors”



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Tourism isn't that easy...

Recently I was travelling from Togo to Gabon and I had a very interesting conversation with another passenger on the same flight who asked me of my profession and when I told him that I work in tourism, he paused for some seconds before proceeding with the second question.

To cut the story short, his understanding of tourism was the classic and traditional way of a sector around hotels, airlines, ticketing and to some extent, safaris and tours. That simplified version of tourism is a shared one with many and often we professionals in the industry have to explain more on what exactly we do.

As per UNCTDA Secretary General, Dr. Mukhisa Kituyi, for millions of Africans, tourism is a lifeline and its potential for driving transformative and inclusive growth must be harnessed. Most African countries face significant challenges and constraints in exploiting the potential of tourism in trade and economic development. Tourism needs to be integrated into policy frameworks at national, regional and continental levels. Often this is a sector defined as an invisible export industry with no tangible products or even as a multi-country product industry.

Due to its nature and potential, I have come to observe that few countries I visited recently like Gabon and Congo had embarked on a journey of diversifying their oil-exporting economies by pursuing the off beaten-track and pursuing tourism as one of their key pillars for economic prosperity.

When reading these two countries' ambitious national development plans, it is clear their focus is on tourism. I couldn't help myself wonder why some countries fail and others succeed in tourism. To some degree what can be attributed to the success of some was clearly their approach on several factors such as political goodwill, policy framework, conducive business environment coupled with private and public sector

engagements. Yes, a country could be geographically well located, endowed with natural assets and beauty with unique culture and heritage, but this doesn't translate into tourism dividends unless some measures are deliberately taken to develop the sector.

Tourism can't be prescribed as a panacea to all challenges African countries are going through, but one needs to acknowledge that tourism can no longer be pushed forward as a simple political statement, it demands more.

When tourism is planned in a separate strategy, it may not be a national priority and is unlikely to succeed. Tourism needs to be championed through appropriate political vision and right business environment. Besides, it has to make socio-economic sense to its local communities and be more inclusive. Tourism can't thrive unless it is supported by other pivotal sectors such as agriculture and infrastructure; after all, tourism is all about service.

Tourism may be an important facilitator; but alone, it will yield little if it is not understood as an agglomerate of



Carmen Nibigira
Tourism Expert

separate but related services. It is worth saying that tourism ought to be considered as a central element of the nation's economic development strategies.

Coming back to my conversation on that flight to Gabon from Togo, and on what tourism is and can be for some new comers in the sector? Tourism can contribute to more inclusive growth if the appropriate policy framework is in place. Tourism is not just about ticketing and tours, it is rather a complex sector. "Africa is in the best ever position as a global tourism player. Most African countries, even where tourism is the main economic activity, lack strategically integrated product development and regional tourism policies.

Going forward, African sustainable tourism needs, ought to be grounded in sound interregional and intraregional policies, and should promote strong inter-sectorial linkage. Tourism in isolation will struggle to prosper! It can't be just an empty vision, it has to be substantiated otherwise it will not be easy!

New UNWTO Commission for Africa Chair Commits to Promoting Brand Africa

The newly elected Chair of the United Nations World Tourism Commission for Africa, Najib Balala, has stated that he is committed to redefining the African story in order to promote the continent to the rest of the world.

According to him, Africa has a lot to offer for which the world must come to know and experience. Mr. Balala, who is Kenya's Tourism Cabinet Secretary, was elected last month in the Chinese city of Chengdu during the UNWTO 22nd General Assembly. Balala will serve for two years until 2019 if President Uhuru Kenyatta wins the October 17 presidential election.

In an interview with www.voyagesafriq.com on the sidelines of this year's Magical Kenya Travel Expo, he indicated that, he will focus on changing the narrative of the continent in order to woo more tourists and investors.

"On the continental level, we brought this idea that we can start a campaign to change the narrative, because the continent has beyond what any clientele wants in their vacation. But how do we promote and market it. So it is just beyond the normal stigma that we have about Africa; poverty, bad governance, diseases and everything that is negative is seen to be Africa. But we have a young population, which is very dynamic and educated. The middle class is growing faster than any part of the world.

We are the richest continent in terms of mineral resources and yes, our economic growth is higher than any continent in the world. So these are the advantages that we have, so how do we convert this, so that our clients can appreciate that Africa is changing, transforming and also being a continent that gives you the service that you require. So this is a major commitment that I have, that I think we can do better, we at the commission for Africa," he said.

Mr. Balala pointed out that although he has a very short time in which to operate, he will team up with stakeholders to map out strategies that inure to the benefit of tourism in Africa.

"So I am delighted, I am happy and I know two years is short as well and we want to run with this. Immediately after our elections, I want to go and see the Director in Madrid, Asia so that I will be given the framework within which to operate. And then contact my colleagues, Vice Chair which is South Africa and Gambia and together agree, this is the strategy, timelines we are going to roll out this campaign.

So after two years, we would have come up with a TV commercial that talks about a different Africa, have policies that are

uniform within the continent. It is not going to be easy but we want to initiate something together and I believe it can be done."

He expressed gratitude to his regional colleagues for reposing confidence in him and electing him to head the UNWTO Commission for Africa.

He said: *I am humbled by my colleagues in the region for having the confidence in me by voting for me to chair the Commission for Africa and I have been passionate about promotion of tourism, not only in Kenya but also across Africa and I believe the African continent has a lot than people know about. So the brand Africa agenda is key for me.*



Najib Balala
Kenya's Cabinet Secretary for Tourism



“Kenya is a key player in tourism in Africa and one of the global leaders in sustainable tourism...”



Kenya's Jacinta Nzioka appointed to World Tourism Forum

Director of Marketing of the Kenya Tourism Board, Jacinta Nzioka has joined the World Tourism Forum Lucerne Advisory Board as a member.

Announcing her appointment, Chairman of the Board Reto Witter said, “After a detailed talent search process, Jacinta Nzioka, Director of Marketing of the Kenya Tourism Board, has just been appointed as the 24th member and the first representative from Africa in the Advisory Board.

As Director of Marketing of the Kenya Tourism Board Jacinta Nzioka has excellent knowledge in tourism marketing and is highly experienced in the field of community-based tourism and sustainable development.”

Jacinta Nzioka is part of the six people who have been newly named to join the Board. The rest include: Aboulfas Garayev - Culture and Tourism Minister Azerbaijan, Isabel Hill -Director National Travel & Tourism Office, US Dept. of Commerce, Michael Kerkloh - President & CEO Munich Airport, Simon Lehmann -President

Phocuswright, and Manfred Schoenleben - CEO TMC Partners.

In her remarks Ms. Nzioka stated that, “Kenya is a key player in tourism in Africa and one of the global leaders in sustainable tourism. Through my seat on the Advisory Board of the World Tourism Lucerne, I am offered an ideal opportunity to share and deepen my personal know-how and experience with like-minded professionals. For me this is an excellent chance to contribute actively to the future success and sustainability of tourism worldwide.”

On the mandate of the Board, Mr.Witter indicated, “we provide professional advice and assistance to the World Tourism Forum Lucerne and we often act as a “door opener”. Through the extensive expertise and know-how of our members, we ensure that the Forum is always in touch with the changing

times. It is due to the commitment and networking excellence of the Advisory Board's members that the Forum has in recent years been able to position itself as a globally relevant tourism platform.”

The members of the international Advisory Board represent a wide range of travel and tourism sectors. This multi-sectorial make-up ensures that emerging destinations also have their place at the World Tourism Forum Lucerne as well as global concerns and locally based service providers.

The World Tourism Forum Lucerne will take place in central Switzerland for the fifth time from 4 to 5 May 2017. Within the framework of the Forum's global orientation and expansion, an international Advisory Board has been supporting the event since its launching in 2009. With their touristic insight and expertise, the Board is assisting in the planning and staging of this year's event. The Tourism Forum Lucerne is an interdisciplinary professional platform which takes place annually, alternately in Lucerne (Switzerland) and –from 2018 – China. It offers decision-makers in business, politics, science and finance an overview of current topics and trends in the global tourism industry. It is also the only international platform which enables leading decision-makers and emerging young talents in the industry to interact under the “Next Generation” designation.

Jacinta Nzioka,

Director of Marketing of the Kenya Tourism Board, KTB





GLORIA GUEVARA MANZO

as new President & CEO, WTTC

The World Travel & Tourism Council (WTTC) is delighted to announce the appointment of Gloria Guevara Manzo as its new President & CEO. Ms Guevara served as Secretary of Tourism for Mexico and CEO of the Mexican Tourism Board from 2010 to 2012, minister in the cabinet of President Calderón.

Prior to that she worked for global distribution system Sabre where most recently she was CEO of Sabre Mexico, reporting to the board of directors of a joint venture between Aeroméxico, Mexicana and Sabre Holdings. She is currently Special Advisor on Government Affairs for the Centre on Health and the Global Environment at the School of Public Health, Harvard. Announcing Ms Guevara's appointment, Gerald Lawless, WTTC Chairman, said: "Gloria is a proven leader who is well known and well respected within the global Travel & Tourism sector.

I am delighted that she will lead WTTC into the next phase of its development. Gloria was chosen from a competitive field of international candidates. With a career encompassing senior roles across private sector, government,

and academia, she brings a unique combination of experience and expertise." Reflecting on her appointment, Ms Guevara said: "I am excited to be taking up the role of President & CEO of WTTC. Over the past few years, WTTC has grown enormously in stature and impact.

I look forward to building on this great foundation to expand the Council's advocacy work for Travel & Tourism, a sector that accounts for 10% of the world's GDP and 1 in 10 jobs. This is a critical time for Travel & Tourism and the 292 million people whose jobs depend on it. Future forecasts are strong, but with ongoing terrorism and environmental challenges, compounded by a world that is simultaneously ever more connected yet increasingly divided, now, more than ever, the sector needs to come

together with one voice. Travel & Tourism needs to show not only its economic importance but also how it is committed to creating sustainable livelihoods, protecting nature and cultures, and asserting itself as a responsible and leading player in this fast-evolving world. I am looking forward to working with the Chairman, Vice Chairs, Executive Committee and Members of WTTC to ensure that the voice of the Travel & Tourism is heard and understood by governments around the world.

WTTC is the world authority on Travel & Tourism with a membership that comprises over 150 CEOs of the world's leading Travel & Tourism companies. It is the only global private sector organisation representing the breadth of the global business and leisure travel industries. Ms Guevara, a Mexican national, is married and has a son and a daughter.

Ghana launches



campaign to drive domestic Tourism

As part of its objective to develop domestic tourism, through Ghanaian culture and creative arts, the Ghana Tourism Authority under the auspices of the Ministry of Tourism, Arts and Culture and its partner agencies has outdoored the “See Ghana, Eat Ghana, Wear Ghana, Feel Ghana” campaign in a bid which also aimed at igniting the “I am Ghanaian” spirit.

The campaign which was launched in the gardens of the Christiansburg castle, a former slave holding and administrative seat of colonial government in demonstration of Ghanaian ownership of her heritage and destiny, seeks to invoke the spirit of nationalism through sounds, distinct sights and the fusion of traditional food drawn from each of the 10 regions of Ghana.

The multimedia integrated campaign is expected to provide a platform for existing cultural and historic events such as traditional festivals and new initiatives like PANAFEST. It is also to identify and engage entrepreneurs whose innovation in providing goods and services supports domestic tourism with value chains for small and medium size companies. The campaign will revisit viable and stalled previous efforts to rebrand historic sights and market Ghana as well as become a one stop shop for where one can find what he/she needs in the tourism space.

In her keynote address, Minister for Tourism, Arts and Culture, Hon. Catherine Afeku noted that the campaign was to mark the beginning of a re-awakening of a sense of national pride adding that the feeling of believing in ourselves should reaffirm our individual conviction and thus inform our contribution towards the development

and promotion of Ghanaian tourism. “We are mindful of the fact at this time in our history where creative and cultural industries contribute so much to economies all over the world, the Ghanaian creative and cultural industries should be given the boost for them to operate effectively” she added.

According to her, a little push therefore should put Ghana in a brisk and more favourable competition thus the institutionalization of the “See, Eat, Wear, Feel Ghana” campaign.

Ghana has a huge tourism potential with an exciting range of products from culture, eco-tourism, heritage, beach and conference tourism serving as unique ingredients of any enticing destination. The Ghana Shared Growth and Development Agenda I and II stipulates the need to forge a holistic and integrated approach towards enhancing the economic viability of cultural institutions and the resourcefulness of practitioners as well as developing local markets and gaining access to international markets.

The GSDA also affirms that the development of cultural villages as critical appendages to tourism is fast gaining economic relevance as a source of revenue generation and employment creation.

Findings by UNCTAD indicates that in 2000 trade in cultural goods and services worldwide was valued at US\$ 2.2 trillion and continues to grow at 5% annually. Available statistics on total exports of Ghanaian handicrafts shows an increase of 47% from US\$ 2.78 million in 2010 to US\$ 4.099 million in 2012.

It is therefore envisaged that the campaign would further forge a holistic and integrated approach towards enhancing the economic viability of our cultural institutions and the resourcefulness of practitioners, reviving traditional technologies, developing local markets and gaining access to international markets with citizens as the main actors.

Key activities outlined for the campaign over the months of July, August and September include: an integrated campaign to promote and support cultural festivals and events, profiling of people, little known stories and factoids and the creation of an integrated Ghanaian Business Database- enabling a meeting of industry, tradition, culture, technology and the diaspora.

The auspicious and colourful occasion saw the exhibition of made in Ghana products which comprised foods, handicrafts, clothing, drinks and a lot more. It was graced by personalities from a broad spectrum of society, including members of the diplomatic corps, public officials, and members within the arts, culture and the creative fraternity with entertainment being provided by the likes of Okyeame Kwame, Nana Asaase, Ghana Dance Ensemble, Abibigroma and others.



CAN COMMUNICATIONS POSITION AFRICA

as the Next Travel Destination?



Professor Claudine Moore,
Award-Winning Global PR Executive and MD, C
Moore Media, International Public Relations.

In July 2017, the UNWTO released tourism figures for the first part of the year highlighting the strong growth in the global tourism sector. The available data for Africa, pointed to an 8% increase in international arrivals, more than North America, which had an increase of 3% and the Caribbean with an increase of just 2%. Over the last several years global chatter about Africa being the next global travel destination has come and gone, but these newly published results bring the idea back to the forefront.

Tourism is one of the fastest-growing sectors in the world, and tourism is also a powerful economic stimulant. A stimulant such as this, has the potential to reduce poverty through the creation of jobs; the opening of small business and increased urban and rural development. Unemployment is endemic across much of the continent, where the term Generation U refers specifically to the population aged from 15 – 24 who make up nearly 60% of the continents unemployed according to the African Economic Outlook (AEO). This high unemployment rate could have a crippling impact on not only the optimistic economic forecasts, but also the security across the continent.

The tourism industry is one of the many sectors that can help with the reduction of unemployment, but in order for tourism to truly flourish, countries must brand and position themselves in engaging and strategic ways. Beyond traditional safari's, sub-Saharan Africa is not seen as a region for vacations that involve beaches, carnivals, culture,

historical sites and outdoor activities yet, these all exist in abundance and present a huge opportunity to attract more visitors to the continent.

Public Relations and communications are powerful disciplines that, when leveraged in the right way can change and create perceptions, which in turn become realities. We create communications solutions that build awareness; create national identities; craft engaging storytelling and evoke engagement and inspiration. These are elements African tourism organizations both governmental and private, need to compete with top global travel destinations and continue to help attract more international travellers. African tourism organizations must adopt international communications best practices and PR strategies, executed by well-trained practitioners. These practitioners should not only know the continent, but also have the expertise to speak to both national and international audiences.



A Pristine Beach in Gambia



Brenu Beach in Ghana



"The Rock" Restaurant, Michanwi Pingwe beach, Zanzibar, Tanzania

Megastar Rihanna: Official Face of Barbados Tourism



The following elements are just a few communication strategies that, when leveraged strategically, will go a long way in positioning Africa as the next travel destination:

Leverage Influencers: International superstar Rihanna is the brand ambassador for her native island of Barbados, where she has become the Face of Barbados promoting tourism to the island. Annually the Bajan entertainer attends the Crop Over Carnival on the island, capturing the attention and focus of the world's lifestyle and entertainment media, blogs and influencers. A quick Instagram review of #Rihanna will reveal a slew of images of the superstar at Crop Over across the years bringing global attention to one of the Caribbean's smallest islands.

Countries across the Continent should leverage their celebrities and influencers in the same way. Well known stars such as Lupita Nyong'o (Kenya) Trevor Noah (South Africa), Boris Kodjoe (Ghana), Youssou N'dour (Senegal), Millen Megese (Tanzania), Idris Elba (Ghana and Sierra Leone) and former Victoria Secrets model Oluchi (Nigeria) are just a few celebrities who have deep connections to the continent. These key influencers should become official brand ambassadors connected to key national events, initiatives and local destinations. These influencers have huge networks and powerful platforms that, if used strategically, can have a huge impact on the awareness and desirability of African countries as holiday destinations.

Spread good news: Africa is not associated with the joyous energy and fun of carnivals or beautiful serene beaches, but yet these exist in abundance across sub-sahara Africa in places such as Ghana, Sierra Leone, Tanzania, Kenya. The awareness of stunning beaches, that rival some of the best beaches in the world (and are far less crowded) and energized carnivals, should be proactively shared across different mediums and to diverse audiences. Image heavy social media platforms such as Instagram, should be

strategically used, vividly displaying and promoting the beauty of the continents beaches and the spectacle and energy of pan-African festivals .

In addition to the above, diverse travel bloggers who focus on varying themes such as adventure, water sports, mountain climbing etc. should be targeted to reach a wide spectrum of potential travelers.

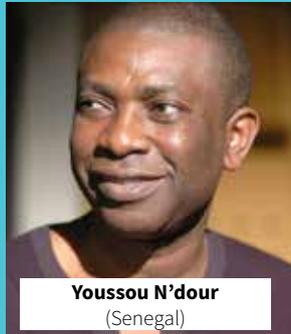
Leverage the Diaspora: African tourism organizations need to forge ties with their diaspora populations across the world to encourage trips back home not just to connect with their family, but to also re-discover their countries through the prism of a tourist. By encouraging 'back home' tourism within the diaspora, many of whom have powerful social media networks across diverse echo chambers in international markets, a powerful demographic will be informally empowered (and encouraged) to promote travel to 'their' countries.

Issues surrounding infrastructure, poverty, security and a lack of hospitality training are real challenges to burgeoning tourism in the short-term. Nevertheless, with continued investment, coupled with dedicated world-class communications and branding strategy, African destinations could rival top global destinations and realize the dream of becoming the next must go to travel destination.

African Country Ambassadors?



Lupita Nyong'o
(Kenya)



Youssou N'dour
(Senegal)



Trevor Noah
(South Africa),



Idris Elba
(Ghana & Sierra Leone),



Boris Kodjoe
(Ghana)



Millen Megese
(Tanzania)

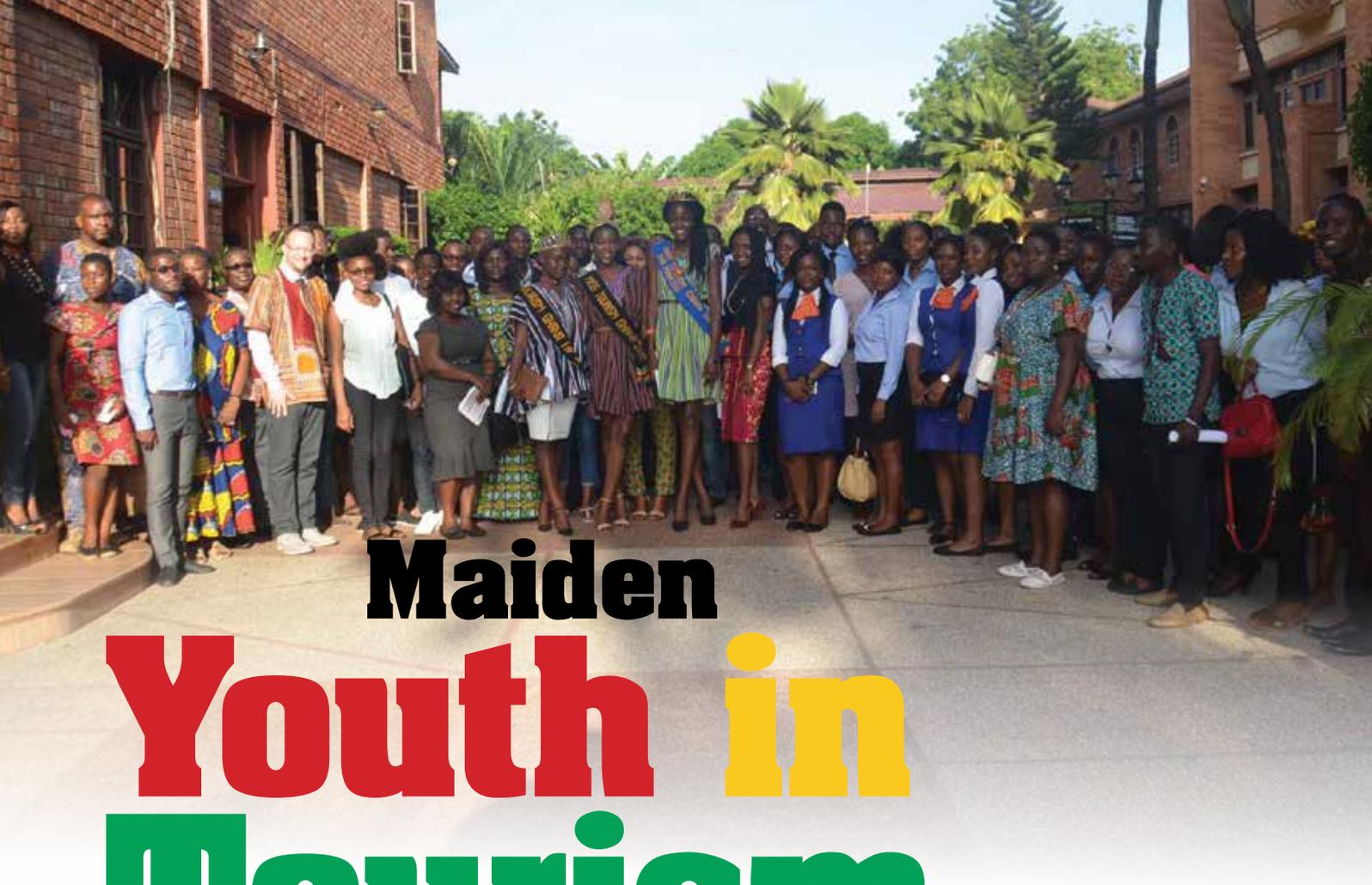


Oluchi
(Nigeria)

About the Author

Prof. Claudine Moore is a writer and award-winning global public relations, corporate communications, social media, personal branding and new business consultant working with agencies, companies, brands, entrepreneurs and business leaders across US, Europe and Africa.

To find out more visit www.claudinemore.com
Follow Claudine on twitter: www.twitter.com/ClaudineMoore



Maiden Youth in Tourism Conference Held

The first ever Youth in Tourism Conference has taken place with a call on the youth of Ghana to take up the challenge of helping promote the country as a tourism hub while ensuring that conditions that make the country attractive to tourists both within and from outside are maintained.

The call which came from various eminent speakers and guests was an outcome of deliberations at the Coconut Grove Regency Hotel, Accra. Attended by various youth groups from all over the country, including, members of the Tourism Society of Ghana (TOSOGHA), students from the University of Ghana Business School and hospitality and tourism institutions, the conference served as a platform to discuss issues affecting the sector while proffering solutions to them.

Held under the theme, “Realizing the 2030 Agenda: the Role of the Youth,” the conference pried topics such as Sustainable Tourism for Development with specific reference to the UN’s SDGs, redefining tourism as well as exploring business opportunities within the tourism sector.

Delivering the Keynote Address, Mrs. Christine-Klock, UN Resident Coordinator for Ghana touched on the critical role the youth could play in ensuring the implementation of the 2030 Agenda for

Sustainable Development Goals. She said with 70% of the proponents of the SDGs being youth, it is important that they take it upon themselves to ensure governments and those who matter work to ensure the realization of the goals. She was particularly happy such a conference was being organized to bring the youth together to discuss sustainable tourism, which she said falls in line with the declaration of 2017 as the International Year of Sustainable Tourism. She stressed that although tourism was a huge sector globally, Ghana could reap

huge benefits from the sector and that sustainability was crucial, saying that issues such as sanitation, education among others all need a critical look at.

Also drawing on the links between SDGs and Tourism was Geraldine Atta Sappor, Miss Tourism Ghana ‘16, who gave a presentation on exploring these links. She maintained that the realization of the SDGs especially those with correlation to tourism could only be achieved if the youth are prepared to rethink the way things are done in the country.

“We as the youth must rise up and take action, we should be involved in making Ghana a greener and a better place, where our children and the future generation will come and enjoy and not suffer the consequences of our actions today. We are looking to promote prosperity, partnerships and get every Ghanaian youth involve like we are doing today. Once we are able to promote sustainable tourism in our planet, we can foster peace everywhere,” the Miss Tourism Queen said.



Chief Executive Officer of the Ghana Tourism Development Company, Kwadwo Antwi on redefining tourism in Ghana described the sector as one of the lowest hanging fruits for economic development, therefore must be given vital attention. He indicated that the over 1.2 billion travels that were recorded last year worldwide, showed that there exists great potential that could be tapped into to bring prosperity to individuals and societies. For this reason, Mr. Antwi hinted that the government was embarking on various initiatives and projects to fully

develop the country's tourism potential. One of such projects is the marketing of the country as the centre of the world.

Head of Hospitality and Tourism Management Program at the St. Joseph's College, Brooklyn, USA, Damien L. Duchamp took participants through the opportunities for job creation that exist in the tourism industry in Ghana. For him, the country's unique tourism offerings should be harnessed to make it attractive for individual entrepreneurs to take advantage of.

He said we have a responsibility of enhancing our attractions in order to draw more tourists to them. This, he noted, calls for education of personnel who man these places and improving quality service through capacity building and training, of which he is prepared to offer.

The Youth in Tourism Conference attracted a host of other guests who spoke on various aspects of developing tourism to improve livelihoods.

Africa's biggest modern art gallery opens in Cape Town

Africa's largest gallery for contemporary art from the continent and its diaspora has opened in the South African city of Cape Town.

The Zeitz Museum of Contemporary Art Africa (Zeitz Mocaa) is set inside old grain silos on the V&A Waterfront.

The building has been converted by UK architect Thomas Heatherwick into a maze of rooms with bulbous windows. Visitors are greeted by a giant flying dragon made of rubber, created by South African artist Nicholas Hlobo.

Credit :BBC





is the first safari lodge
in West Africa



Zaina Lodge is the first safari lodge in West Africa and is currently the highest rated property on Trip Advisor in Ghana. Located in Mole National Park in the Northern Region of Ghana, Zaina is situated high on a ridge line overlooking two water holes frequented by elephants. The lodge offers a unique and unparalleled experience; from the luxurious rooms, to the delights from the kitchen and the Z-bar, to the up-close elephant encounters on a Zaina safari, to the close and personal touch of their family style of service. By the time guests leave Zaina Lodge, they feel like they are leaving old friends behind. It's not by accident that many of their guests are repeat visitors.

The lodge offers 25 luxury tented chalets complete with air-conditioning, satellite television, a wood carved mini-bar, both an in-door and out-door shower, and each with a personal deck overlooking the park. The open-air main facility, called the "cathedral", has high speed wi-fi, and houses the restaurant, Z-bar, and gift shop, along with a magnificent infinity pool overlooking the elephant waterholes below. Zaina offers safaris in custom designed Toyota Land-cruiser safari vehicles brought in from Tanzania that offer a pop-top safari experience on par with the best safaris in East Africa. All food from the kitchen is made on site and prepared fresh daily, from fresh baked breads, muffins and croissants, to a menu comprising both local and global cuisine designed by Chef Jove. There is so much to love about this place.



It is the architecture of Zaina, done in a Malian-mud-style design artfully blending luxury, design, and local materials that will blow you away. However, it is the service and the friendly smiles of the Zaina family members that will keep you coming back. Book early at Christmas/New Years, Easter, and the summer months, especially weekends, as the lodge is often sold out. The reservations team can help you determine the package and activities that are right for your group or family, as well as your budget. Call them today and find out what the Zaina Experience is all about. You will not regret.



Severin Sea Lodge

our our oasis of calm and relaxation,
which combines traditional attitude with innovate spirit!

- **Quality & Service:** The brand Severin stands for a familiar and excellent service. We are happy about nearly 100% recommendation rate on Holiday-Check!
- **African flair** – Stylish architecture nestled in a tropical garden with plenty of space to rest and relax.
- **Pure pleasure!** Severin Sea Lodge is famous for its culinary highlights under the African sun. Fruits and vegetables are cultivated at the hotels own Seba Farm. The Imani Dhow Restaurant is one of the best specialty restaurants on Kenya's coast.

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P. O. Box 82169 / Mombasa 80100 / Kenya
T: +254 (0)41 2111 807 | F: +254 2111 624
E: sales@severinsealodge.com

www.severinsealodge.com



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our paradise at the foot of Mount Kilimanjaro!

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- **Private atmosphere:** Relax after a day in the bush in our KENBALI Spa with a panoramic view of Kilimanjaro.
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ATA's 41st Annual Tourism Conference showcases African Tourism

The Africa Travel Association (ATA) hosted the 41st Annual World Tourism Conference in Kigali, Rwanda from August 28-31, 2017. The conference, which was developed to promote tourism as an engine for economic growth across Africa, was attended by H.E. Paul Kagame, President of the Republic of Rwanda, who delivered the keynote address.



President Paul Kagame(Middle) in a chat with Dr. Mukhisha Kituyi(Right) and Ms. Clare Akamanzi

Hosted in collaboration with the Rwanda Development Board (RDB), The 41st Annual World Tourism Conference attracted a select group of more than 200 public and private stakeholders in the African tourism sector including ministers of tourism, senior officials of national tourism boards from across the continent, airlines, hotels, travel agents and tour operators, as well digital platforms and service providers in the tourism industry such as TripAdvisor, Expedia, MasterCard, Tastemakers Africa, Facebook, Uber, Afro Tourism, Tourvest, and Marriott International.

In addition to President Kagame, other notable guests included Dr. Mukhisa Kituyi, UNCTAD Secretary-General, Ms. Clare Akamanzi, CEO of RDB and the United States Ambassador to Rwanda, Amb. Erica Barks Ruggles.

“Rwanda, like other countries on the continent, is keen to convert our favourable demographics into economic growth and prosperity,” said President Kagame in his keynote address. “The services sector – in particular, tourism – provides some of the best opportunities.”

Tourism is already doing well in Rwanda and the country is a strong example of how tourism can boost economic growth. The tourism sector is the country's largest foreign exchange earner and Rwanda has liberalized its visa policies, which has led to a huge growth in tourists especially from Africa. The government is also investing heavily in infrastructure including a new airport to support a growing number of tourists. President Kagame did note however, that more could still be done to grow Rwandan tourism especially by harnessing technology and the new opportunities technological innovation can bring.

“This conference is particularly important to us, because tourism plays a key role in Rwanda's economy,” said Ms. Clare Akamanzi, CEO of RDB, who welcomed attendees to Rwanda. According to Ms. Akamanzi, Rwanda's tourism receipts doubled between 2010 and 2016 to more than USD \$400 million.

CCA President and CEO, Ms. Florie Liser focused on the unique role ATA and CCA will play in the sector's development “Under CCA's new vision and leadership, I would like to affirm our commitment to continuing the promotion of sustainable development of tourism to and within Africa through new initiatives,” said Ms. Liser. One of those initiatives, ATAcademy, is a platform to support capacity building and inclusive growth for tourism professionals on the continent. The second initiative, ATA Connex, will focus on increasing investments in tourism through facilitated business-to-business and business-to-government linkages.



“Rwanda, like other countries on the continent, is keen to convert our favourable demographics into economic growth and prosperity,” said President Kagame

As part of the ATAcademy initiative, ATA hosted a series of capacity building sessions at the conference. Travel agents and tour operators attended sessions focused on North American travelers and on the tourism market and sustainability. “The United States - we are pleased to say - accounts for the single largest source of tourism in Rwanda as well as the largest single bilateral foreign direct investment country,” said U.S. Ambassador Erica Barks Ruggles.

UNCTAD Secretary-General, Dr. Mukhisa Kituyi, shared highlights of the recent UNCTAD report on African tourism, Economic Development in Africa Report 2017: Tourism for Transformative and Inclusive Growth. “The most startling and interesting discovery in our study is that by far, the fastest growing tourism in Africa is intra-African tourism,” said Dr. Kituyi. “Intra-African tourism is 12 months a year.” Over the last 10 years, intra-African tourism has grown from 34 percent to 44 percent of total African tourism revenues and is projected to be more than 50 percent in the next 10 years. Dr. Kituyi also emphasized a need to change Africa’s image perception and

the importance of peace and security for tourism to thrive.

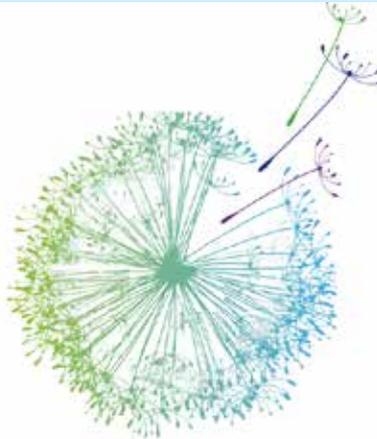
In less than 15 years, Africa’s travel and hospitality industries have quadrupled in size, and the continent remains one of the world’s fastest-growing tourist destinations, second only to Southeast Asia. The 41st World Tourism Conference featured more than 20 in-depth plenaries and breakout sessions with industry experts and professionals to discuss the latest trends and insights in African

tourism and how best to grow the continent’s market share.

This year was the first time ATA’s Tourism Conference was hosted in Rwanda. The conference aligned with Kwita Izina, Rwanda’s annual gorilla naming ceremony, a national celebration creating awareness of the country’s efforts to protect the jewel of Rwanda’s tourism crown: the mountain gorillas and their habitat.



A cross section of participants at the Conference



2017 INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT

UNWTO Launches ‘Travel.Enjoy.Respect’ Campaign

In the framework of the International Year on Sustainable Tourism for Development, 2017, the World Tourism Organization (UNWTO) is launching a consumer-oriented campaign aimed at raising awareness of the value and contribution that sustainable tourism can make towards development. The ‘Travel.Enjoy.Respect’ campaign wants to engage tourists in making the sector a catalyst for positive change.

The main message of the campaign is summarized by the UNWTO Secretary-General, Taleb Rifai: **“Whenever you travel, wherever you travel, remember to: respect nature, respect culture, and respect your host. You can be the change you want to see in the world. You can be an ambassador for a better future. TRAVEL, ENJOY AND RESPECT.”**

The campaign, which will run in various languages and outlets around the

world, includes a manual of **‘Tips for a Responsible Traveller’**, developed by the World Committee on Tourism Ethics in line with the UNWTO Global Code of Ethics for Tourism. The manual provides travellers with a set of recommendations to help them make responsible choices when travelling and have a positive impact on the destinations they visit. *“Today more than ever, ensuring that tourism is an enriching experience for visitors and hosts alike demands*

strong, sustainable tourism policies and practices and the engagement of national, as well as local, governments and administrations, private sector companies, local communities and tourists themselves,” added Mr. Rifai.

The message will reach consumers through campaign supporters including among others CNN International, the Government of Andorra, the Madrid City Council, Iberia, the Spanish National Railways System (Renfe), Minube, PR MEDIACO, Cleverdis and Air Mauritius. Destinations and companies from around the world are invited to join the campaign and celebrate the International Year of Sustainable Tourism for Development with a commitment from the sector to **‘Travel.Enjoy.Respect’**.
Source: UNWTO, PR

Open Letter

to Amb. Zurab Pololikashvili,
the new UNWTO SG



I greet you Mr. Zurab Pololikashvili wherever you are at this moment and also congratulations to you on your assumption of office as the new Secretary General of the United Nations World Tourism Organization (UNWTO). You are the boss. And as any new position entails, you are obviously going to be the decider-in-chief of world tourism, a responsibility that will expose you to the happenings within countries that make up the UNWTO. Tourism is one of the fastest growing enterprises in the world, and that fact is undeniable. At the same time, the industry has saved many a nation from collapse.

It is the industry that holds sway when nations' economies cannot hold. It is the industry that holds the key to economic diversification when primary commodities fail. You may already be conversant with member countries, territories, observers and the numerous affiliate members that constitute the UNWTO. Off my head I can say the UNWTO has 157 countries, 6 territories, 2 permanent observers and over 480 affiliate members. That obviously provides a herculean responsibility for you to manage.

I was reading through an interview you granted after your election and I got the impression that you are quite knowledgeable about happenings within the UNWTO set-up. Your priorities, vision, challenges, opportunities as enshrined in the said interview, puts you in a clear position to continue with the marvellous performance of your predecessor, Dr. Taleb Rifai. It must be pointed out that the sterling performance of Dr. Rifai during his period at the headship of the global tourism outfit is known to many practitioners and observers worldwide and any slip on your part in these heady moments as you assume office will be clearly manifested. That is why you should tread cautiously. Consultation should be your hallmark. The experts are everywhere especially at your backyard at UNWTO headquarters in Madrid, Spain. You can also expand your level of consultations when the need arises. This is because I know your job is cut out for you and there will be no need to struggle.

As an African, my biases will naturally be tourism development in my continent. You have said time and again that member states *"need more technical expertise from the organization. That the UNWTO should regularly prepare individual recommendations for individual governments to support Sustainable and Competitive growth of travel and tourism by developing policy guidelines and destination management."*

In deed the above suits the African situation more than ever before. It is an open secret that Africa's tourism is the least developed and the least appreciated. Africa commands just about 5% of world tourism arrivals and receipts.

Again, Africa's image as the Dark Continent where only the worst happens has scared off many a tourist. But that notwithstanding, visitors still venture to visit Africa, despite all the negative propaganda, marvel at what our continent has to offer the world. It is envisioned that the tourism products of Africa are what the future generation of the advanced world like to visit and see especially when 2017 has been declared by the UNWTO as the Sustainable Tourism Development Year.

Your observation that the Sustainable Development Goals (SDGs) could not have come at a more appropriate time than now and their potential to assist governments and companies in incorporating relevant aspects of the SDGs into policies and business operations indeed sits well with me. Advocacy and awareness creation is what Africa desperately desires to develop its tourism potentials. Issues such as, safety, security, and travel facilitation has been pinpointed as the reasons why travel to Africa is not attractive. Conflicts happen anywhere in the world. Domestic terrorism is more rampant in a place like United States than anywhere in the world, yet the slightest disturbance to the equilibrium in Africa is blown out of proportion by the so-called Western media elites to the detriment of the African continent. However, in spite of all these let Africa be your agenda and focus and you will have a good story to tell at the end of your term.

There is no denying the fact that Africa has serious challenges due to diseases, conflicts, civil strife and others. But let us face it, human beings are the same everywhere. Instability occurs at so many places outside Africa yet the Black

Continent version is always portrayed in its worst form. Africa needs a break to concentrate on its developmental efforts. Remember the nuclear threat to world peace on the Korean Peninsula. The Kurds have done a referendum for independence.

That region is close to Iraq which boast of a lot of biblical history. The Syrian War and the ISIL factor make the Middle East a no-go area for would-be tourists. The perennial African conflicts and the Boko Haram menace in Nigeria as well as Al Shabab in Somalia are obviously some of Africa's serious setbacks. Right under your nose in Spain is the Barcelona Secessionist problem which threatens Spanish tourism acclaimed as one of the finest in the world, not to talk about the American domestic terrorism which kills even children in some cases.

Mr. Secretary-General, you may also realise that a lot of contestants competed with you during the run-up to the election. You were the chosen one. It is incumbent on you to form a partnership with them because they are still in the UNWTO System and their pieces of advice here and there are still relevant for your successful tenure.

They have their following just as you have yours. However, you have been given the onerous task of working with them on the way forward. Broaden your consultation as I said earlier, and remember each and every member of your executive has something to offer. Condense all contribution and advice, put them to use in the overall interest of global tourism development and the future of humankind.

I will chat with you from time to time. But in concluding, I wish to state again that let Africa's tourism development be your primary concern and agenda and you will have a success story to tell at the end of your tenure. I welcome you with the best of everything. God bless.

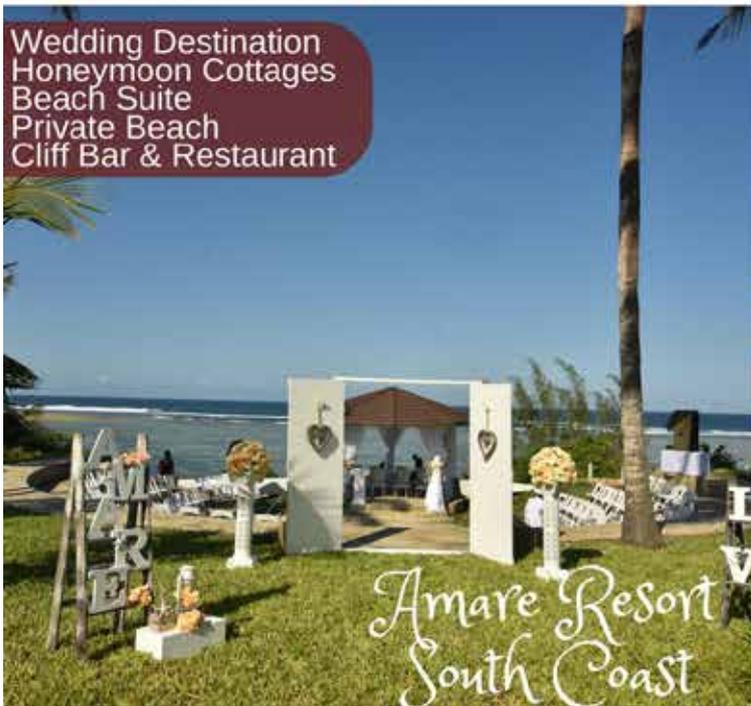
Email:benoheneayeh@gmail.com
The writer was the Communication Director at the Ghana Tourism Authority

5 Bedroom House
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Swimming pool
Private Garden



Olpejeta Mansion Nanyuki

Wedding Destination
Honeymoon Cottages
Beach Suite
Private Beach
Cliff Bar & Restaurant



Amare Resort South Coast



Hillpark Tiwi South Coast

Hotel Rooms
1/2/3 Bedroom Villas
Angelina House 4 bedroom
Private Beach
Conference Facilities

3 Bedroom Villa
Max. 6 pax
Private Pool,
Garden & Roof Top
Bar



Vipingo Villa Kilifi

Nairobi



Hotel Rooms
Apartments & Penthouse
Conference facilities
Bar & Restaurant
Health & Fitness

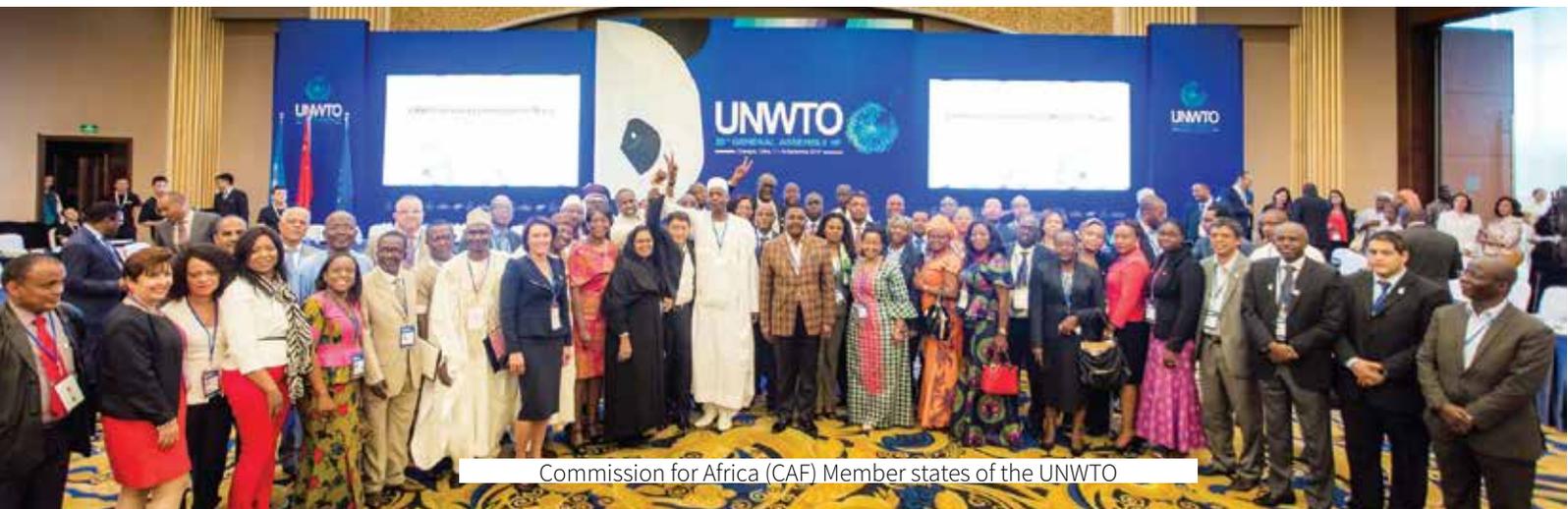
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More than 1300 delegates attend 22nd UNWTO General Assembly in Chengdu

More than 1300 delegates from over 130 countries attended the opening of the 22nd session of the World Tourism Organization (UNWTO) General Assembly in Chengdu, China this morning. During the next four days, the priorities of the Organization for 2018-2019, the transformation of the UNWTO Code of Ethics for Tourism into an International Convention and the impact of technology on tourism will centre the discussions. On the agenda of the Assembly is also the election of the Secretary General for the next four years.



UNWTO GENERAL ASSEMBLY 组织第22届全体大会



Chengdu, China, 13 September 2017



Ghana's Minister of Tourism Arts & Culture Mrs. Catherine Afeku at the UNWTOGA



Juergen Thomas Steinmetz (right) of ETURBO and colleague at the General Assembly



Elcia Grandcourt Programme Director, Regional Programme for Africa (UNWTO) and colleagues at the CAF Meeting



Emotional Dr Taleb Rifai shedding tears after receiving a standing ovation from UNWTO Delegates in Chengdu ,China



Dr. Taleb Rifai addressing the Chinese Media ahead of the UNWTO General Assembly.



Newly Elected S-G Amb. Zurab Polikoshvili with the Georgian Delegation at the General Assembly



The Chinese Media covering the General Assembly



Marco Favilla, UNWTO Executive Director For Institutional Affairs



Africa's Biggest Street Party "Carnival Calabar" set for unprecedented numbers



Nigeria's South Southern city of Calabar in the Cross River state will definitely be the place to be during the yuletide. Africa's biggest street party the Calabar Carnival would be the attraction and the city will be locked down with thousands of revelers and international guests and groups.

The 20 day-long carnival has proven to be one of Nigeria's unique selling tourism products and year in year out brings over 500,000 people together to party and celebrate the rich Nigerian culture.

for the choice of this year's theme-- "Migration". The Executive Chairman of Cross River State, Governor Prof Ben Ayade in his opening remarks at the launch of the theme, urged African leaders to find a more sustainable solution to curb this sad canker.

Last year's highly patronized Calabar International carnival brought together 14 countries with Marquee guests & crowd pullers with the Tobias Vai Vai Samba Band from Brazil leading the pack from Rwanda, Burundi, Ethiopia, Spain, Croatia, Kenya, South Africa, Ghana and Turkey among others.

The month long celebrations was a continuation of the 12th edition of the carnival last year and held under the theme, climate change. Highlights of the events featured the carnival display with the penultimate event being the Carnival float and the grand arrival of international performers at the E.J Eusse Stadium.

The loss of lives by Africans in an attempt to cross the Mediterranean to find better lives in Europe, was the underlying factor

The parade which outdoors all different cultures from Africa and the world culminates later in the night in a jamboree.



Carnival Queen

Scenes from the 2016 edition



The Vaivai Band from Brazil



The Masta Blasta Band of Nigeria



The South African Group



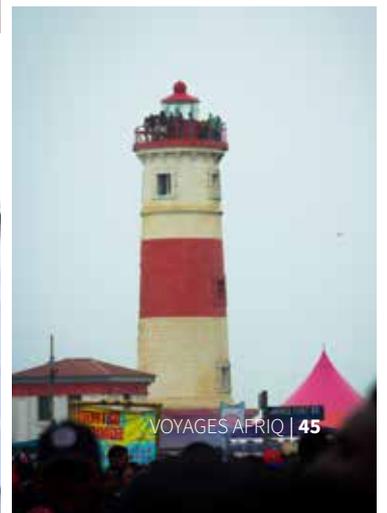
Ghana's Carnival Queens



Vaivai Queens from Brazil



REDEFINING POP CULTURE AND ARTS IN AFRICA: A PICTORIAL OVERVIEW OF THE ANNUAL CHALE WOTE STREET ARTS FESTIVAL IN ACCRA, GHANA



Credit: Urban Links



Labadi Beach Hotel, Accra's leading premier hotel has led Ghana's hospitality industry since its existence.

Set amidst tropical landscaped gardens, adjacent to one of Ghana's most popular beaches in the Country's central business district, the hotel caters for the business and leisure traveler.

The hotel has 164 rooms including 2 Presidential Suites, 4 Executive Suites, 4 Superior Suites, 4 Bars, 2 restaurants, a 600-seater Conference and Banqueting facilities, a Spa, a Gym and 2 plush Swimming Pools on a Sprawling Tropical landscape garden overlooking the sandy private Beach.

Rejuvenate your mind, body and soul in our magnificent Spa. Whether it is a hot stone massage, or full body exfoliation, our professional therapists will simply spoil you. The spa houses four Treatment rooms, complete with shower facility in each room, a double suite for couples' therapies, a designer Manicure and Pedicure lounge, a

custom made Spa hydro pool and a relaxation area. The Labadi Beach Hotel Spa offers guests a sanctuary for the senses, a place for physical and Mental renewal.

Labadi Beach Hotel has Consolidated its lead in the Hospitality industry by winning 5-Star Hotel of the Year Award for four consecutive years. (2013, 2014, 2015 and 2016). The award ceremony is organized by the Ghana Tourism Authority under the auspices of the Ministry of Tourism, Culture and Creative Arts.

Labadi Beach Hotel is fully owned by the Social Security and National Insurance Trust (SSNIT) and Managed by Legacy Hotel Management services from South Africa.

Labadi Beach Hotel; a place for discerning guests who are accustomed to fine food, true hospitality and attention to detail.



Labadi Beach Hotel

No. 1 La Bypass, Accra, Greater Accra, Ghana

Contact Number+233 302 772 501/6

Fax Number+233 (30) 277 2520

Email Address:labadi@legacyhotels.com

www.labadi@legacyhotels.com

SEYCHELLES TO WELCOME BRITISH AIRWAYS BACK IN MARCH 2018

British Airways has announced that it will be resuming scheduled flights to Seychelles as from March 2018.

The United Kingdom's flag carrier, also one of the world's leading scheduled international passenger airlines, will launch direct flights to Seychelles as of March 24, 2018.

British Airways will be resuming flights to Seychelles, after over a decade of not flying to the Indian Ocean island destination. It will operate non-stop twice-weekly flights from the London Heathrow airport to Seychelles from March to October, offering more choice to sun-seeking holidaymakers. The flights will depart Heathrow's Terminal 5 on Wednesdays and Saturdays and will be operated by the airline's newest fleet of aircraft, the Boeing 787-9 Dreamliner. The return flights to Heathrow will be on Thursdays and Sundays.



"The Seychelles is one of the most beautiful places on earth and we're delighted to be adding this collection of islands to our extensive route network," said British Airways' Director of Network and Alliances, Sean Doyle.

Customers can now get into 'holiday mode' even earlier with British Airways' direct flights from London taking 10 hours, instead of over 13 hours with a connection in the Middle East. As one of the leading luxury holiday destinations, the Seychelles offers customers a wide range of accommodation and activities in stunning natural surroundings," he added.

British Airways will become the only airline offering non-stop service between Seychelles and the UK, which is an important market for Seychelles. Visitor arrivals from the UK & Ireland, which is currently the Seychelles' fifth largest market, stands at 15,427 to-date for 2017, representing a 22 percent increase over last year.

The Seychelles authorities including the Seychelles High Commissioner in the UK, Derick Ally, and the Seychelles Tourism Board through its Chief Executive Sherin Francis and the STB UK office as well as the Tourism, Civil Aviation, Ports and Marine Ministry through Minister Maurice Loustau-Lalanne, have been instrumental in securing British Airways' engagement to resume flights to Seychelles.

Welcoming Tuesday's announcement, Minister Loustau-Lalanne said this is the best news for the Seychelles' tourism industry both for its short term and long term viability.

For her part Mrs Francis said: "We were all delighted to learn a few months ago that Seychelles was finally on the planning chart of British Airways amongst a handful of other destinations that were being considered. Seychelles has in the past years at every given opportunity expressed its interest to see British Airways serving the destination again and the invitation were even extended from the highest office in Seychelles. We are happy that this long awaited day has arrived. The UK is a very important market for Seychelles and the team at British Airways can count on our support for this route."



Kenya Airways voted Africa's Leading Airline in 2017 World Travel Awards Nairobi October 11, 2017..

Kenya Airways yesterday was named Africa's Leading Airline, 2017, at the World Travel Awards gala ceremony held in Kigali, Rwanda.

This is the second consecutive year the airline has won the coveted title beating other nominees including Rwanda Air, Egypt Air, Royal Air Maroc, and South African Airways.



Kenya Airways also bagged the title Africa's leading airline – Business Class for the fifth consecutive year.

Chief Executive Officer and Managing Director Sebastian Mikosz attributed the achievement to the dedicated and talented staff at the airline that work hard to provide the best travel experience possible for its guests.

"Winning these awards would not have been possible without the passion and dedication of the Kenya Airways team and the strong support from our guests. Our guests are at the heart of everything we do at the airline and these two awards confirm our undeterred commitment to them."

"We continue to be focused on service improvements by listening to our customers and responding to their needs, with a firm commitment to providing improved connectivity, and quality service through our hub in Nairobi," he said.

The award ceremony was held at the Radisson Blu Hotel & Conference Centre in Kigali, Rwanda.

The World Travel Awards are acknowledged across the globe as the hallmark of industry excellence. The Awards serve to recognize, reward and celebrate excellence across all sectors of the global travel and tourism industry within each key geographical region.



Tips for a RESPONSIBLE TRAVELER

#TRAVELENIJOYRESPECT

The Tips for a Responsible Traveller were developed by the World Committee on Tourism Ethics and are based on the UNWTO Global Code of Ethics for Tourism.

The UNWTO Global Code of Ethics for Tourism is a fundamental frame of reference for responsible and sustainable tourism.

Adopted in 1999 by the General Assembly of the World Tourism Organization (UNWTO) and acknowledged by the General Assembly of the United Nations two years later, this comprehensive set of principles is designed to guide key-players in tourism development and is addressed to governments, tourism companies, destinations, local communities and tourists alike. Although not legally binding, the Code features a voluntary implementation mechanism through its recognition of the role of the World Committee on Tourism Ethics, the impartial body responsible for interpreting, applying and evaluating the provisions of the Code.

We live in a wonderful world that is full of beauty, charm and adventure. There is no end to the adventures we can have if only we seek them with our eyes open.”
Jawaharlal Nehru

Navigating the mighty Mekong River in a slow boat. Savouring the authentic cuisine of a street vendor in Morocco. Reflecting on life’s mysteries amid the ancient burial grounds of Angkor. The diversity of our world unites us, and gives us the chance to explore, engage and experience the best that local culture and communities have to offer. Respecting our world and all that makes

us different and unique will enhance your travel experience.

Whether your travels take you to a tropical beach, a bustling city or a tranquil village, you will gain more from your travel experience and earn the respect of the host communities.

Following these practical steps will make your travels as rewarding and gratifying as possible for you, for the people you meet, and for the places you visit:

HONOUR YOUR HOSTS AND OUR COMMON HERITAGE

- *Research your destination to learn about local customs, traditions and social conditions. It’s a great way to build understanding of the local community and excitement for your adventure ahead.*
- *Learn to speak a few words in the local language. This can help you connect with the local community and its people in a more meaningful way.*
- *Experience and respect all that makes an international destination different and unique, from its history, architecture, religion, dress and communication codes, to its music, art and cuisine.*
- *Always ask before taking photographs of other people as their privacy matter as much as yours.*

PROTECT OUR PLANET

- *Reduce your environmental impact by being a guardian of natural resources, especially forests and wetlands.*
- *Respect wildlife and their natural habitats.*
- *Purchase products that aren’t made using endangered plants or animals. In protected areas, access only the places*

open to visitors.

Reduce your water and energy consumption whenever possible.

Leave only a minimum footprint and a good impression behind.

SUPPORT THE LOCAL ECONOMY

- *Buy locally-made handicrafts and products.*
- *Respect livelihoods of local vendors and artisans by paying a fair price.*
- *Do not buy counterfeit products or items that are prohibited by national/international regulations.*
- *Hire local guides with in-depth knowledge of the area.*

BE AN INFORMED TRAVELLER

- *Take appropriate health and safety precautions prior and during your trip.*
- *Know how to access medical care or contact your embassy in case of an emergency.*
- *Research well before engaging into voluntourism.*
- *Choose tourism operators with environmental policies and community projects in place.*

BE A RESPECTFUL TRAVELLER

- *Observe national laws and regulations.*
- *Respect human rights and protect children from exploitation. Abusing children is a crime.*
- *Refrain from giving money to begging children and support community projects instead.*
- *Take photos instead of protected cultural artefacts as mementos of your trip.*
- *Provide honest travel reviews upon your return and promote your positive experiences.*

CREDIT: United Nations World Tourism Organization (UNWTO)



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