

# VOYAGES **AFRIQ**

ISSUE 006 March 2019 Edition | March-May 2019

Travel and Tourism Magazine



## The Congo to host Regional Tourism Training institute



Soweto Gospel Choir wins Grammy Award



Personality Profile - Sherin Francis



  
 the seychelles islands  
 another world

## Sailing and Diving the Seychelles Archipelago

Many generations of sailors sighted this surreally beautiful cluster of islands seemingly lost amid a universe of ocean which would much later become known as Seychelles: Arab traders who left behind gravestones as witness to their presence; pirates who are claimed to have concealed fabulous undiscovered treasures and mariners from several nations who gaped wide-eyed at towering virgin forests and the abundance of fruit, fish, timber and tortoises which they wrote about in their journals. Today, the amazing natural beauty of the islands and the diversity they offer, remains almost miraculously untouched and the modern traveler can still discover much of what the 17th century mariner saw: towering granite peaks; dappled turquoise shallows; myriad hidden coves and secret bays; crystal, warm waters and a climate of perpetual summer.

Amid today's many over-advertised dive destinations where crowded dive boats ply tired waters that are no longer as clean, or as interesting, as they could once claim to be, there is still one place that is wonderfully off the beaten track and where the underwater world is about as virgin as it gets - the Seychelles archipelago.

 SeeSeychellesSA
  SeeSeychellesSA
  seychellestourisma

[www.seychelles.travel](http://www.seychelles.travel)



**VOYAGESAFRIQ**  
 March 2019 Travel and Tourism Magazine

### Editorial Team

**Ben Ohene-Ayeh**  
Consulting Editor

**Kojo Bentum-Williams**  
Managing Editor

**Emmanuel Agyei**  
Assistant Editor

**Samuel Obeng Appah**  
Content Editor

### Contributing Writers

**Pamela Amia Winnie**

**Judy Kepher-Gona**

**Dominick Andoh**

**Sandra Carvao**

**Prof Wolfgang Thome**

**Marian Ansah**

**Angela Dzidzornu**

### Administration/Marketing

**Jennifer Nyavor**

**Glaou Eddie Fortune**

**Symphorien Kouabile**

**Michel Kouassi**

### Photo Credit

**UNWTO**

**Julia Robles**

**Congo Ministry of Tourism &**

**Environment**

**Alex Tackie**

**Prince Charles Affum**

**Michel Kouadio Kouassi**

**Ken Amoah**

### Design and Layout

**NY Conceptz**

### Publisher

 **Voyages Afriq**  
 Media Ltd.



Join us in making  
**tourism** a driver  
 for positive change

# Editorial

## Developing effective crisis communication strategies for African destinations

As the number of disasters and crises affecting the tourism industry rises, an understanding of the nature of these disasters and how to control and limit their impacts has also become crucial.

Communication as an inevitable tool in our everyday lives also plays a major role in business and events. It has become so essential that one ignores it at one's own peril. Destinations around the world thus institute communication plans to address issues that affect them. The tourism industry as a whole depends heavily on communication to drive and manage the destinations.

Most developed nations have crisis communication plans and protocols that they rely on to avert or manage impending negative situations. Most African destinations however, are yet to incorporate crisis communication management in their strategies to shape perceptions about their countries. In the tourism delivery chain, it is almost crucial to have back up plans for addressing issues that threaten the sustainability and the smooth operations of a destination.

A case in point is the infamous terror attack by Al-Shabab on a hotel and work complex in Kenya's capital of Nairobi earlier this year. Unfortunate as the incident was, the communication and information flow was highly professional as the institutions ensured that all relevant facts were gathered before going public by way of speaking to the media. This averted what could have been communication gaffes that usually follow such incidents with the ultimate effect being a nosedive impact on the country's visitor numbers and tourism receipts.

Destinations need to prepare and strategize for the worse by way of crisis communications plan for addressing any unforeseen incidents. Capacity building for front line officers and managers should be encouraged to adequately prepare them for any eventuality. It is in this regard that we at VoyagesAfriq Travel Magazine align with the World Tourism Organization's (UNWTO) adoption of 'Fostering Resilience and Crisis Communication' as part of the 10 points agenda for Africa. Crisis communications courses have been held for countries and the officers

of the African members of UNWTO. In June last year the organization, held a crisis communications program for Madagascar aimed at decreasing the impact of negative events in the country such as natural disasters, pandemics and security-related issues among others.

African countries ought to be prepared to efficiently meet the high demanding job of managing crisis at destinations. Being proactive during crisis means authorities should not shy away from explaining the truth and speaking to the media about the development. Whenever crisis hit, much is expected of managers and front liners to make available, much information as possible, bearing

in mind what prospective visitors might make of the information put out. Crisis communication is very critical in ensuring that, negative travel advisories aren't always the case whenever unfortunate incident occurs.

Destinations in Africa have been adversely affected in visitor numbers somewhat because of the absence of effective communication crisis strategies. A case in point was the outbreak of the Ebola disease in some parts of the continent a few years ago. Even when the disease was absent in most of the countries on the continent, advisories created the impression that the entire continent was riddled with the disease. The

negative impact on travel and tourism in Africa was nothing short of massive. For us at VoyagesAfric Travel Magazine, we believe developing crisis communication tools includes bringing all stakeholders together and providing them with key, adequate and relevant information while soliciting their inputs in addressing the challenge. Those in charge of destinations also need to come to the understanding that tourism thrives on the amount of information available to the tourists as much as it does for the product and service on offer, and that is for us, the essence of crisis communications especially in a world where no one can predict what happens tomorrow.



**Correspondence:**  
**Voyages Afric Travel Magazine**

*Office Location*  
Accra Tourist Information Centre  
Off Liberation Road, Accra – Ghana  
Ghana Office line: +233 30 397 2764  
Info@voyagesafriq.com

UK Office line: +44 744 849 4933

**France Office**  
6 Impasse Robert Labarre 49300  
Cholet - France  
+33 753 082 350  
e : info@voyagesafriq.com  
w : www.voyagesafriq.com

Copyright subsists in all published in this magazine. Any reproduction or adaptation, in whole or in part, without written permission of the publishers is strictly prohibited and is an act of copyright infringement which may in certain circumstances, constitute a criminal offence. The paper used for this production is a recyclable and renewable product. It has been produced using wood sourced from sustainably managed forests and elemental or total chlorine free bleached pulp.

 VoyagesAfric
  VoyagesAfric
  VoyagesAfric
  VoyagesAfric

**Copyright**  
Voyages Afric Media Ltd.

**NMC No.**  
NMC/C.139/17/3036

# Adventure Begins Here!



**173 Guest Rooms | rbg Restaurant and Bar**  
**Meeting Facilities | Free WiFi | Fitness Facilities**  
**Swimming Pool**

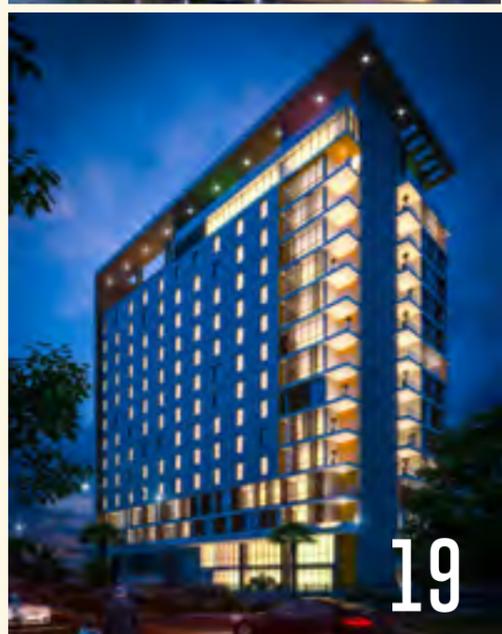
+2348139860020 | +2348090714313 | +2349099611777  
reservations.abeokuta@parkinn.com

**park inn**  
by Radisson  
ABEOKUTA

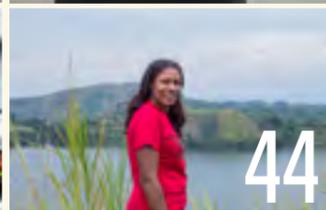
# In this Issue



- 03** Editorial: Developing effective crisis communications strategies for African destinations
- 08** The Congo to host Regional Tourism Training institute
- 12** Jayne Kiragu appointed lodge manager at Sarova's Spirit of Masai Mara
- 14** Kilaguni Serena Safari Lodge launches solar power plant
- 15** Meliá Hotels International to open 5-star property in Tanzania
- 19** Ghana's President cut sod for Accra Pullman's Hotel
- 20** CapeMay properties unveils 209 signature Apartments
- 21** Hilton Monrovia to open 2023 in Liberia's Capital
- 23** First Hyatt Regency Hotel opens in Ethiopia / Meetings Incentive Conference Exhibitions (MICE)
- 24** Integrating SMEs in Tourism Creates Diverse & Authentic Guest Experiences, while Giving Destinations unique Identities
- 27** Seychelles collaborate with UNWTO to strengthen Tourism Statistical System
- 28** Ethiopian Airlines secures 49% in Ghana home-based carrier



- 29** Air Senegal's first A330neo arrives in Dakar ahead of schedule
- 34** Over 20 Airlines confirms participation at AviaDevKenya
- 35** AWA & SAA sign MoU to promote seamless travel
- 36** Qatar Airways touches down in Mombasa / RwandAir to launch Addis Ababa flights in April
- 38** African countries are becoming open to each other
- 40** New start for Sierra Leone Tourism / SA Tourism CEO joins UNWTO Advisory Board
- 45** Kenya grows tourism earnings by 31% / Chinese Group, TTB ink deal on Tourism
- 46** Indian Ocean Island of Comoros enacts tourism law / Rwanda's Greg Bakunziink receives UNWTO award for sustainable tourism
- 47** 2018 - International Tourist Arrivals reach 1.4 billion, two years ahead of forecasts, Africa among the growth leaders
- 48** ZTA gets Acting Chief Executive as Kaseke bows out / Namibia named Top Country at Wanderlust Reader Travel Awards 2019, SA is in Top 10
- 49** Seychelles assumes presidency of 'Vanilla Islands,' seeks to improve tourism earnings
- 50** Zambia's cabinet approves plan for Tourism Development / Soweto Gospel Choir wins 3rd Grammy Award





President Denis Sassou N'Gusso (third right) presenting the Honorary award for the first edition of the Caravane to the Secretary General of UNWTO Zurab Pololikashvili during the latter's recent visit to The Congo

# The Congo to host Regional Tourism Training institute

*The Congolese capital of Brazzaville is to host a tourism and hospitality institute for the Central Africa region.*

The Congolese capital of Brazzaville is to host a tourism and hospitality institute for the Central Africa region.

The Secretary General of the World Tourism Organization (UNWTO) Ambassador Zurab Pololikashvili disclosed this when he paid a courtesy call on the President of the Republic of the Congo, Denis Sassou N'Gusso.

Ambassador Zurab Pololikashvili applauded the leadership role of the country in tourism development in Africa. He also underscored the importance of tourism education with an emphasis on 2019 as the year

dedicated to jobs and education in tourism.

President Denis Sassou N'Gusso on his part pledged his support for the establishment of the regional tourism institution. He said his government was committed to making tourism a key economic driver.

The President also noted that the Congo Basin is a world heritage that can contribute more to the GDP of the region when better promoted and exploited.

The Minister of Tourism and Environment Arlette Soudan-

Nonault who led the delegation to pay a courtesy call on the President pledged her outfit's readiness to partner the World Tourism Organization to deliver the project.

The UNWTO delegation also comprised Jaime Mayaki, the Deputy Regional Director for Africa program and Zineb Remmal, Senior Project specialist at the Technical Cooperation department

Ambassador Pololikashvili was in the Republic of the Congo to attend the first edition of the Caravan for Responsible and Sustainable tourism.

# 10th Anniversary of INVESTOUR highlights on Safe & Seamless Travel, Resilience, Digital Transformation and Innovation

More than 20 tourism ministers from various African countries attended the 10th anniversary edition of INVESTOUR, the Tourism Investment and Business Forum for Africa.

Organized jointly by the UN World Tourism Organization (UNWTO), Casa África and FITUR as part of FITUR International Tourism Fair, INVESTOUR promotes sustainable development in Africa while facilitating meetings on investment and business opportunities on the continent. The event is held every January within the framework of the FITUR Tourism Fair in Madrid, and strategically connects

African entities with tourism projects and potential international partners.

This special anniversary edition had two (2) round table discussions on topical tourism issues and a session of business-to-business meetings. Prominent among the topics discussed are safety and security challenges and their impact on the development of the tourism sector, as well as the issues of crime, health hazards, natural disasters, violence and political instability, which affects the image of a destination. Participants also discussed the promotion of tourism through innovation and digital transformation

and diversification through niche tourism products.

As a new feature of the event, the UNWTO during the anniversary edition launched the Tourism Startup Competition for Africa which is to identify and support emerging companies expected to lead the transformation of the tourism sector in the Africa region. The objective of this initiative is to challenge young African entrepreneurs to contribute positively to growing the travel and tourism industry in their respective countries and the region in general. The five finalists gave presentations to pitch their ideas.



Official family photo of Investour



**AFRICA**  
Cape Town, 10-12 April 2019

# CONNECT

With the World at WTM Africa  
**10 - 12 April 2019**  
Cape Town International Convention Centre



**19%**  
increase on overall  
travel professionals  
at the show



**20% increase**  
average number of  
hosted buyer appointments



**6% increase**  
Pre Scheduled  
appointments



**5,889**  
industry professional



**US\$ 402,545,895**  
**BUSINESS WRITTEN**

**Penny Fraser**

South Africa  
Sales Manager  
✉ penny.fraser@reedexpoafrika.co.za  
☎ +27 (0) 82 855 4377

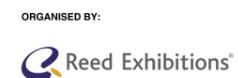
**Papy Luzala**

Sub-Saharan Africa  
Sales Manager  
✉ papy.luzala@reedexpoafrika.co.za  
☎ +27 (0) 11 549 8300  
☎ +27 (0) 72 514 0968

**Alla Melnychuk**

International  
Sales Manager  
✉ alla.melnichuk@reedexpo.co.uk  
☎ +44 (0) 20 891 7750

For more information - [africa.wtm.com](http://africa.wtm.com) #WTMA19



# SAROVA HOTELS GROUP LAUNCHES NEW UPSCALE BRAND

**Sarova Hotels Group, one of Kenya's leading hotel chains has announced its upscale brand "Sarova Signature Collection".**

The hotel in a press release named the Spirit of the Masai Mara as its first property under the Signature collection brand.

Sarova Hotels Managing Director, Jimi Kariuki, says "Today's customers are looking for different and positively memorable experiences when they stay in a hotel or in a lodge. Our focus as a business enterprise will be to continue to understand these changing trends and new market segments better and to become more customer-centred in our service delivery. Sarova Signature Collection is the beginning of this journey".

"We are therefore delighted to announce the introduction of our new upscale brand 'Sarova Signature Collection'. This brand extension gives us an opportunity to offer our guests an unparalleled and unforgettable

luxury experience in exclusive and serene locations. For the past 44 years, our drive and commitment has been and continues to be the ability to offer exquisite African hospitality. This has largely informed our strategy for customer retention and acquisition through new product development, innovation and guest recognition. Our joy is when guests enjoy a wonderful experience that will forever be etched on their minds" Mr Kariuki added.

The first property under the Signature



Collection brand is Spirit of the Masai Mara, located in the private Siana Conservancy, which Sarova Hotels took over in April 2018. Spirit of the Masai Mara is a niche, boutique lodge consisting of 10 well-appointed luxury suites, built on solid stone structures which uniquely blend traditional materials with a contemporary design. The new brand seeks to appeal to the discerning international and domestic travellers yearning for an exclusive and luxurious experiences.

# JAYNE KIRAGU APPOINTED LODGE MANAGER AT SAROVA'S SPIRIT OF MASAI MARA

**Jayne Kiragu, well known by regular visitors to the Sarova Whitesands Resort & Spa in Mombasa, has been appointed Lodge Manager at the Sarova managed Spirit of the Masai Mara luxury safari lodge.**

Jayne until the end of November was Front Office Manager at the Whitesands for several years and often the public face of the hotel which is located north of Mombasa along Bamburi beach.

Sarova Hotels, one of Kenya's leading hotel resort and safari lodge companies, took over the management of the small luxury

property, in April last year on an initial 15 year contract.

With just 10 ensuite cottages this property small enough to provide very personalized service has been given the straight 5 star ranking by TripAdvisor and several hotel booking sites.

For Jayne it is the next step on her career ladder, stepping up from Head of Department to the role of manager of one of Sarova's lodge properties, and from the look of it, one of the finest in their growing portfolios.

Source: ATC News



**Jayne Kiragu**  
Lodge Manager, Sarova's Spirit of Masai Mara

# Ethiopian PM inaugurates Bole Airport terminal expansion and Ethiopian Skylight Hotel

**Prime Minister Dr Abiy Ahmed has inaugurated both Ethiopian Airlines' (Ethiopian) state-of-the-art Addis Ababa Bole Airport Terminal expansion and a 5-star Skylight Hotel project.**

The Addis Ababa Bole International Airport passenger terminal expansion project was built at a cost of 363 million US dollars on a 74,000 square meters of land.

The Prime Minister on the occasion said "Ethiopian Airlines is the pride of Ethiopia as it embodies the philosophy of Medemer."

He emphasized that greatness of the airline rests on the synergistic work of all staff of the organization. He called on staff members to take their ownership to another level by buying into shares of the airline.

He further affirmed the support of his administration to further strengthening the airline.

Group Chief Executive Officer (CEO) Ethiopian Airlines, Tewolde Gebremariam for his part said that the expansion will raise the passenger



PM Abiy Ahmed assisted by Tewolde Gebremariam, CEO of Ethiopian Airlines and AUC Chairman, Moussa Faki Mahamat cutting the ribbon to open the new airport expansion

carrying capacity of the airlines to 25 million per year.

The Prime Minister also inaugurated Ethiopian Airlines' 5-star Skylight Hotel project built at a cost of 65 million US dollars.

Ethiopian Skylight Hotel is located five minutes from Addis Ababa Bole International Airport.

Built on a 40,000 square meter land, the hotel has 373 rooms, 4 restaurants, banquet hall to accommodate 2,000 guests, among other facilities. The hotel will generate 400 jobs.

Senior government officials and Chairperson of the African Union Commission (AUC), Moussa Faki Mahamat, attended the inauguration ceremony.

Prime Minister Dr Abiy Ahmed also visited the aviation academy of the airline; the maintenance and aerospace manufacturing site, cargo and logistics center as well as the simulation training site where operators demonstrated the A350-900 simulator

Source: Fanabc.com

Front view of the Ethiopian Skylight Hotel





## Kilaguni Serena Safari Lodge launches solar power plant

**S**erena Hotels and Mettle Solar OFGEN have officially opened “Kenya’s First Fully Solar powered Lodge”.

Kilaguni Serena Safari Lodge located in Tsavo West National Park now operates a fully-fledged solar power plant to provide for its entire power requirements and enhance environmental sustainability.

The solar power plant is installed under a lease arrangement and produces 307kWp utilizing SMA Solar offgrid technology with 670kWh of usable lead acid battery storage, with the capacity to supply Kilaguni Serena Safari Lodge’s total energy requirements during normal weather conditions. During adverse weather, additional energy needs are met using synchronised diesel generators which were previously the main source of energy before the commissioning of the solar plant in July 2017.

Mr. Francois Van Themaat, Managing Director, Mettle Solar OFGEN says, “This is among one of our first projects in the hospitality industry. It is a big win for Kenya to get a ground breaking project like this, up and running. This took the effort of our researchers, engineers, suppliers and the Government of Kenya and we look forward to working with Serena Hotels for more ground-breaking projects.”

Kilaguni Serena Safari Lodge, in October 2018 won the Special

Award; “Extraordinary Business Case and CSR”, at the official Global Best Practice Awards 2018 ceremony in Milan, Italy. Kilaguni Serena won this award for using eco-friendly practices in providing professional textile care through sustainable and energy efficient laundry services as a result of the Solar Power Plant.” Incorporating historic energy data insights to our business strategy is one of the key drivers that enabled our journey from the use of fossil based energy to renewable and effective energy sources such as the installation of the solar power plant.”, Said Mr Van Themaat.

Mr. Mahmud Jan Mohamed, Managing Director, Serena Hotels says, “The Company continues to focus on

innovative programs that respond to the needs of the environment, economy and communities within which it operates – the fundamental tenets of Sustainability”. He further added, “The demand from eco-travellers is growing and Serena continues to adapt its business best practices model to meet the ecological travel experiences and expectations of today’s guest. The hotel sector is energy-intensive and despite being remotely located in the park; we have successfully managed to use a clean-renewable source of energy to fully run the lodge’s operations.”

The off-grid solar system by Mettle Solar OFGEN has been implemented

in two properties; Amboseli Serena Safari Lodge that has the very first Tesla Inverter/Battery System in Kenya and the largest battery system in East Africa, while Kilaguni Serena Safari Lodge’s solar plant is recognized as Kenya’s largest Solar PV System on tracker. Additionally, the firms commissioned two hybrid projects in early February 2018 at Lake Elmenteita Serena Camp and Sweetwaters Serena Camp. The main engineering, procurement and construction (EPC) work was performed by SPS Kenya. In the years to come, these systems will enable Serena Hotels to make major strides in decreasing its operational costs and carbon foot print thus contributing to a healthier environment now and for our next generations.

Mr. Thorsten Ronge, Managing Director, SMA Solar Technology South Africa says, “The projects focus on

secure and environmentally friendly energy supply is testament to SMA’s vision of ‘generating energy where it is needed’. We are proud that our Sunny Island battery inverters, which have been shipped to the world for nearly twenty years to generate clean and reliable electricity in remote locations, form the heart and brain of Kilaguni’s off-grid solar installation. SMA congratulates Serena Hotels and Mettle Solar OFGEN on this extraordinary project and solar powering the historic safari lodge.”



## MELIÁ HOTELS INTERNATIONAL TO OPEN 5-STAR PROPERTY IN TANZANIA

**M**eliá Hotels International will open a five-star hotel in Arusha, Tanzania, in April this year.

Meliá Arusha will be the third hotel in the Tanzanian portfolio, joining

the Meliá Zanzibar and Meliá Serengeti Lodge. It will be a five-star luxury resort in an exceptionally natural environment next to a coffee plantation and perfectly integrated with the landscape.

The hotel will have 171 rooms, a swimming pool, multiple dining spaces (including a rooftop restaurant), a spa, gym and almost 2 000 sqm of facilities for events and meetings (including a banquet room).

Arusha is near Kilimanjaro International Airport and the main starting point for attractions such as the Serengeti National Park, Ngorongoro Conservation Area, Lake Manyara National Park, Olduvai Gorge, Tarangire National Park, Mount Kilimanjaro, Arusha National Park and Mount Meru

The addition of this hotel strengthens the Meliá Hotels International partnership with Albwardy Investment, owner of the property and a key partner for the international growth of Meliá.

Source: Daongalelwe Dinale, Tourismupdate.co.za

## Rotana signs fourth property in Africa



**I**n further strengthening its presence in Africa, Rotana has signed a hotel management agreement with Grandview Hotels and Resorts to manage a new five-star hotel in the Republic of Zambia. The property is scheduled to be opened by 2021.

Set to be situated in the heart of the south-central African country’s capital city Lusaka, the upcoming hotel will be the first-ever property to be operated under the Rotana Hotels and Resorts brand in Zambia. The hotel will be the addition to the company’s three operating properties in the African continent, including Al Salam Rotana,

Khartoum, Sudan; Kin Plaza Arjaan by Rotana, Kinshasa, Democratic Republic of Congo; and Grand Rotana Resort & Spa, Sharm El-Sheikh, Egypt.

Commenting on the agreement, Selim El Zyr, vice chairman, Rotana, said: “We are delighted to sign the agreement for a new hotel in Zambia

which underpins Rotana’s growing presence in Africa.

“As reflected in our strong portfolio and our solid development pipeline, the continent is a key focus market for us.

“We will continue to seek new opportunities to increase our hotels in new destinations, thereby providing value to our partners and guests and strengthening our global footprint even further. Selim El Zur said.

Located in the newly expanded Central Business District of Lusaka, the hotel will be a stone’s throw from major landmarks in the city, including the East Park Mall and several multinational corporate offices.

The exquisitely designed five-star hotel will feature 150 rooms and 50 hotel apartments that will provide guests with all the comforts and luxury for a pleasant and memorable long stay experience.

Source: Breakingtravelnews.com

## AC MARRIOTT debuts in Africa with Cape Town property

AC Hotels by Marriott, Marriott International's European-inspired lifestyle brand, has announced the opening of AC Hotel Cape Town Waterfront property marking the debut of the brand in Middle East and Africa. Owned and developed by the Amdec Group, the hotel demonstrates the sophisticated and timeless European design that is true to the AC Hotels brand, interpreted for its Cape Town location. Conveniently located just minutes away from the buzzing Victoria & Alfred Waterfront, the hotel is just a 25-minute drive from Cape Town International Airport within the city's thriving central business district.

"We are delighted to open our very first AC Hotel by Marriott in Middle East and Africa and in Cape Town, South Africa to be precise to further

strengthen our long-standing partnership with the Amdec Group" said Alex Kyriakidis President and Managing Director Middle East and Africa Marriott International. "The opening of this hotel reinforces our commitment to driving growth for our lifestyle brands in South Africa in response to a continued demand from discerning travelers seeking hotels with style and functional design, while also providing unique and authentic experiences," he stressed.

Commenting on the announcement, James Wilson, Amdec Group CEO said "We are proud to pave the way for Marriott International's growth plans in South Africa and help to open up new markets for the world's leading hotel company and



its many loyal guests from around the globe. The Yacht Club mixed use development, where the AC Hotels by Marriott is situated, is the second property in our portfolio of iconic precincts to welcome Marriott, with Melrose Arch in Johannesburg being the first, and Harbour Arch in Cape Town, the second. We are thrilled by the opening of AC Hotel Cape Town Waterfront and believe it will provide another great place for international tourists to stay when visiting the city.

With the Spanish heritage of the AC Hotels by Marriot brand, our design-driven hotel brings new inspiration to the city," said Michael Liffmann, General Manager of AC Hotels Cape Town Waterfront.'

## Nadia Samuels Joins Taj Cape Town as Marketing Manager

Experienced hospitality industry expert Nadia Samuels has joined Taj Cape Town as Marketing Manager, with her appointment official as of late January 2019.

Samuels joins Cape Town's premier inner-city luxury hotel from Grande Roche Hotel, where she performed the dual roles of Sales & Marketing Manager and represented the property at international trade shows like ITB Berlin, WTM Africa and Indaba. Before that, her path included stints at the Pepper Club Hotel & Spa, Kingfisher Resort Management, Southern Cross Conferences and Protea Hotels. She also successfully operated her own professional conferencing company, Genesys Conferences and Events, for nearly a decade.

Having previously worked with Taj Cape Town GM Mark Wernich at Protea Hotel Saldanha Bay in the early 2000's, she leapt at the opportunity to be a part of his team again when the opportunity presented itself

this year. "My biggest challenge is understanding all the facets of the Taj Cape Town property first," says Nadia. "I'm fascinated by social media as well and I'm looking forward to tapping into the expertise of the global group HQ in India to help us grow our profile – we want to be known not just as a premier property in Cape Town or South Africa, but around the world, as well".

Shesays that while she enjoyed her time working on both Sales and Marketing in previous roles, the latter satisfies her creative side – and working with such a large and multifaceted property will give her plenty of opportunities to test out new ideas and get more involved with different aspects of the operation of Taj Cape Town. "Just when you think you can't progress any further in your career, an opportunity like this one comes along and shows you that there's still so much more potential for learning and growing," says Nadia.

Situated in the heart of the Cape Town CBD in two buildings which date



Nadia Samuels

back to the 1890's, Taj Cape Town is the ultimate city centre luxury hotel. Home to the iconic Bombay Brasserie and vibey Mint Restaurant & Terrace, Taj Cape Town blends opulence and comfort with world-class service and facilities to meet every guest's need. As well as being the ideal setting for romantic inner-city weddings, it also boasts the fastest internet access of any Cape Town hotel, making it an ideal conferencing and events base for brands seeking luxury and the best in service.



**AVIADEV**  
AVIATION  
DEVELOPMENT  
CONFERENCE

# WE SOAR AS ONE

**24-26 APRIL 2019**  
**CENTURY CITY CONFERENCE CENTRE**  
**CAPE TOWN**

Now entering its fourth year, AviaDev Africa is the only forum that is dedicated to growing connectivity to, from and within the African continent. Bringing together airports, airlines, tourism authorities, governments and industry suppliers, AviaDev offers attendees the ability to pre-arrange meetings in professional surroundings, offering the best chance to make a real connection.

**REGISTER NOW** [aviationdevelop.com](http://aviationdevelop.com)

ORGANISED BY  
**bench**  
GLOBAL BUSINESS EVENTS

HOST PARTNERS  
**CAPE TOWN AIR ACCESS**  
a division of WESGRO

  
**AIRPORTS COMPANY**  
SOUTH AFRICA



**AWA**  
AFRICA WORLD AIRLINES

www.flyAfricaWorld.com



**ALL JET FLIGHTS**  
**SAFE AND EFFICIENT**  
*Touching Africa, Touching the World*



f t i @VoyagesAfric

**Marriott**

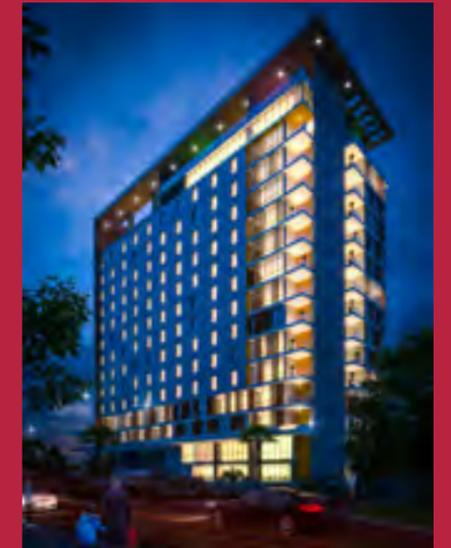
by Protea announces  
second property in Ghana

Protea Hotels by Marriott, part of Marriott International, Inc. (NASDAQ: MAR), announced the signing of Protea Hotel by Marriott Accra, Kotoka Airport, the brand's second hotel in Ghana and the first Protea Hotel by Marriott in the capital city of Accra. Owned by Baobab Hotels & Resorts which is a subsidiary of the YAMUSAH Group, the hotel will be strategically located in the prestigious airport residential area of Accra. A mere 1.5 kilometers from the Kotoka International Airport, the hotel is also in close proximity to key diplomatic, government and commercial nodes.

"Continuing economic growth in Africa is driving greater investment in the continent, and Ghana is proving to be particularly attractive as an investment destination. Protea Hotels by Marriott, is one of Africa's most notable hotel brands and we are delighted to debut the brand in the bustling and dynamic capital city of Accra. The hotel will meet the rising demand for quality lodging in the city, catering to both the business as well as the leisure traveler" said Volker Heiden, Vice President Protea Hotels by Marriott, Marriott International, Middle East and Africa.

According to Mr. Zibrim Yamusah, President and CEO of The YAMUSAH Group, "We are pleased to partner with Marriott International to bring the Protea Hotels by Marriott brand to Accra. The brand's strong regional equity and awareness coupled with

HOSPITALITY NEWS



the global distribution of Marriott International and the strength of its loyalty program, we believe, are a powerful combination that will help position the hotel and drive business."

## Ghana's President cut sod for Accra Pullman's Hotel

**P**resident Nana Addo Dankwa Akufo-Addo has cut sod for construction works to start on the Pullman Accra Airport City Project.

The project is set to become Ghana's largest and most distinguished hospitality facility.

President Akufo-Addo said the project was "in line with my government's vision of using an appropriate mix of public policy, and public-private investments, to help market the country as an exciting destination for leisure, conference, sports, health, educational and cultural tourism".

He added that it was going to create 1,000 jobs at the construction phase, and employ 546 persons, when it became operational.

The President said it is refreshing to learn that Pullman Accra would be the highest Green-rated building in the country and the second highest Green-rated hotel in Africa.

President Akufo-Addo said his government was a natural cheerleader for the private sector, "and over the course of the past twenty-three (23) months, we are succeeding in putting in place measures and

policy initiatives that are creating an enabling environment for the private sector to flourish".

He assured the private partners of the project, Inter-Afrique Holdings Limited that under his watch, Ghana would continue to be a great place to do business.

Pullman Accra Airport City is a joint development between equity partners, Inter-Afrique Holdings Ltd and the Ghana Infrastructure Investment Fund (GIIF) - the private sector focused sovereign wealth fund of Ghana with diversified interests in infrastructure and tourism.

The investing partners' interests are held through Platinum Properties Limited as the Project SPV and asset owner.

The partnership would lead to the opening of the 364-key hotel and serviced apartments, making it the largest hotel and the first dual hospitality offering in Ghana. The facility is set to open in 2021.

The groundbreaking event followed the signing of the Hotel Management Agreement between AccorHotels and Platinum Properties Limited on October 2, 2018.

Source: ghananewsagency.org



President Nana Akufo-Addo cuts sod for construction to begin on Accra Pullman's Hotel

# CapeMay properties unveils 209 signature Apartments



Dr. Kwabena Adjei

Capemay Properties a subsidiary of the Kasapreko Group Limited has unveiled an audacious 209-room apartments projects codenamed, "The Signature Apartment" at a ceremony in Accra, Ghana.

Capemay Properties, a Real Estate Company focused on delivering quality buildings at competitive prices, good rental yield for investors and excellent customer service is the first real estate company under the conglomerate Kasapreko Group which is seeking to give Accra's growing urban population the opportunity to own decent and rewarding accommodation properties.

The 209-room apartment will be built by Italian construction firm Michelletti Group and expected to be ready in the first quarter of 2021.

Addressing an impressive ceremony of businessmen, journalists and members of the hospitality industry at the plush Kempinski GoldCoast City Hotel, The Managing Director of the Company Eunice Adjei-Bonsu said, the project was inspired by the Group Chairman Dr Kwabena Adjei's philosophy for excellence. She added that, her outfit has passion to redefine urban living and make an indelible mark on Accra's skyline.

" Our concept for the signature apartments is very different from what other real estate companies offer to the Ghanaian market. We are offering our clients sophisticated amenities.

The Signature Apartment offers you everything at your fingertips. We seek to deliver to our clients apartments which guarantees return on investments for continued years" Mrs Adjei Bonsu added.

The Signature Apartment is a finesse styled, luxurious properties equipped to deliver service point of view from a concierge service and in-residence dining to a dedicated residential management team offering unmatched customer service to its clients.

Amenities include; roof top swimming pool and bar, fitness center and steam room,. Others are a Lawn tennis court, Ballet and Yoga studio, Library Movie theater, Bowling alley, hair and nail salon, and a 24 -hours security service,

The rest are Private underground parking, Ground level swimming pool, Indoor and Outdoor playground, Spa, Karaoke studio, Cafe, restaurants, Corporate meeting rooms, Pharmaceutical drugstore, grocery stores as well as concierge services which completes its state of the art status.

The property's starting price is from US\$ 64500 studio apartment to \$300,000 bedroom and penthouse apartment.

The amenities will be fitted by global player, Bosch electronics and its country director has promised a top class furnishing of the property and aims for a longer and robust retrofitting systems.

The Founder and Group Chairman of Kasapreko Company Ltd, Dr. Kwabena Adjei in his remarks said, his philosophy for quality has been



Mrs. Eunice Adjei Bonsu

his hall mark and the launch of the Signature Apartments is to change real estate marketing by providing a unique service which are missing in the real estate environment in Ghana.

Dr, Adjei stressed that, Capemay's overall objective is to provide quality, decent, rewarding and affordable homes for Ghana's growing middle class. He further invited investors to take advantage of Ghana's growing economy.

The concept is inspired by Ghana's Adinkra symbol 'Mframadan' which denotes strength and sturdiness. The architecture is unlike anything found on the African continent. It is a highly ambitious and intriguing development, aimed at representing the pinnacle of refined African living providing location, leisure and luxury-A hallmark of African Excellence.

With its unique design the signature apartments is located at Tetteh Quarshie-Circle opposite the Accra Mall. It is ten minutes' drive from the Kotoka International Airport. The property provides easy access to the city's central business district.

# RUPARELIA GROUP to unveil \$100m Beach Resort project in Entebbe



East African Property Mogul and Business Magnate, Sudhir Ruparelia has announced yet another mega resort project whose construction is expected to start this year (2019).

Located on over 15 acres at Abayita Ababiri trading centre near the Shores of Lake Victoria in Entebbe (former Ssesse Gateway Beach), the new

resort and convention centre will be constructed a few minutes' away from Entebbe International Airport, making it the perfect "Gateway to Uganda, the Pearl of Africa".

This new development joins a conglomerate of other businesses under the Ruparelia Group namely; Speke Resort Munyonyo, Munyonyo

Commonwealth Resort, Kabira Country Club, Speke Hotel 1996, Forest Cottages Naguru, Bukoto Heights, Dolphine Suites Bugolobi, Speke Apartments, Victoria University, Kampala Parents School, Dheli Public School, Kampala International School of Uganda.

According to Sudhir Ruparelia, strong demand for top notch facilities continue to drive Ruparelia Group's desire not only for growth but also for the Group's continued quest to make Uganda a destination of choice for tourists.

He was cognizant of the Group's motto of, "Serving to Grow and Growing to Serve" – and went on to say that this project was estimated to cost over \$100m.

# Hilton Monrovia to open 2023 in Liberia's Capital



Chris Nassetta, President & CEO of Hilton displaying a model of Hilton Monrovia in the company of his team members and some Liberian officials

Hilton has signed a Management Agreement with Hospitality Concept & Allied Services Limited to bring its flagship Hilton Hotels & Resorts brand to the capital city of Liberia. The \$48m project has been unveiled at a signing ceremony in Monrovia and will see the Hilton name adorn a 192-guest room property in the Eastern suburb of Paynesville.

Hilton Monrovia is expected to begin welcoming guests in 2023 and will become the first hotel to open in the city under an international operator.

The 12-story tower complex (which will be the tallest building in the country) will contain state of the art conferencing facilities, a restaurant, bar and outdoor pool. Guests will be able to choose between upscale appointed guest rooms and a range of suites, including two Presidential Suites.

The hotel's location on SKD Boulevard offers ease of access to the main road linking Roberts International Airport with the Eastern districts of Monrovia. Its immediate surrounds house a

growing number of Foreign Embassies and NGO offices, which are expected to act as significant demand generators for upscale accommodation and facilities in the city.

Patrick Fitzgibbon, SVP, Development, EMEA, Hilton said: "This is an outstanding project which, as the first internationally branded property to enter the market, will be a game changer for the travel and tourism industry in Liberia. We have a proud history on the African continent stretching back over 50 years and look forward to adding Monrovia to the list of destinations in which we have pioneered the hospitality industry over time."

C. Vincent Iweanoge, President of Hospitality Concept & Allied Services Ltd said: "This is an amazing project and a dream come true for the Liberian people. This has taken a lot of hard work and dedication by a great team, to make sure it became a reality. This project will create hundreds of jobs for the Liberian people, improve tourism, and add tremendously to the economy, while at the same time taking the Liberian hospitality industry to the next level. This waterfront project will definitely make Liberia a tourist destination again."

# First Hyatt Regency Hotel opens in Ethiopia

Hyatt Regency has become the eighth international franchise hotel to join the hospitality industry in the Ethiopian capital, Addis Ababa.

Built to a five-star standard, the hotel is located five kilometres from Bole International Airport. The hotel features 188 guestrooms, including 12 suites, two executive suites, one presidential suite and one royal presidential suite with four bedrooms.

Situated at the junction of Africa Avenue and Jomo Kenyatta Street near Mesqel Square, the construction of the hotel took over 13 years to complete. The hotel has meeting facilities that boast 1,700Sq.m. It also has recreational facilities including a fitness area with spa and manicure salon facilities, a 400Sq.m terrace designed for dining and social events.

Hyatt Regency is the second franchise hotel to be owned by a

non-national, aside from Sheraton Addis Hotel, which is owned by Mohammed Hussein Al Amoudi. The owner, Albwardy Investment, is a Dubai-based company that operates a total of 30 companies globally including food distribution, logistics, marine engineering, construction, insurance, polo sports and hospitality.

## MEETINGS INCENTIVE CONFERENCE EXHIBITIONS (MICE)

- First UNWTO/ICAO Ministerial Conference Tourism and Air Transport in Africa, 27-29 March, 2019, Santa Maria, Sal Island, Cabo Verde
- World Travel Market-Africa (WTMA) 10-12 April 2019, Cape Town South Africa
- Tourism Innovation & Development Advantage (TIDA 2019) 24th April, 2019, Nigerian Institute of International Affairs, Kobo Abayomi, V.I, Lagos
- AviaDev Africa, 24 - 26 April, 2019 - Century City Conference Centre, Cape Town, SA
- Takularandini Malawi International Tourism Expo-Lilongwe, Malawi 25-27 April 2019
- Salon International du Tourisme d'Abidjan (SITA) Date: 27 April -1st May 2019 Abidjan-Cote D'Ivoire
- KiliFair/Karibu International Tourism Fair – Arusha-Tanzania Date: 7-9 June 2019
- Africa Tourism Leadership Forum(ATLF) is scheduled for 29th & 30th August 2019 to be held in Durban- South Africa
- Zimbabwe announces 2019 dates for Sanganai 12-14 September 2019

Zimbabwe International Exhibition Centre.-Bulawayo.

THE AFRICAN REGENT HOTEL

### Ghana's Very Own

Experience Ghana in a unique way, connect with the true spirit of Africa while living the opulence of a Regent.

This is the one boutique hotel that expresses the beauty of the dynamic Ghanaian culture. We invite you to experience the beautiful display of African art, earth tones, and adinkra symbols that give meaningful reference to our culture.

Akwaaba!



African Regent Hotel has consolidated its lead in the hospitality industry by winning

- Ghana Hotel Association Banqueting and Restaurant of the year 2016
- The CIMG Hospitality of the Years, 2009, 2013, & 2014
- A top 20 hotel in West Africa – Africa Travel Quarterly

237/238 Airport West, Accra  
+233 302 765180  
info@african-regent-hotel.com  
www.theafricanregenthotel.com

@AfricanRegent  
The African Regent  
africanregenthotel

**African REGENT**  
Simply 'Afrropolitan'

# Integrating SMEs in Tourism Creates Diverse & Authentic Guest Experiences, while Giving Destinations unique Identities



It is not often that you come across SMEs in tourism strategy. It is even rare to come across programs or events organised for SMEs by DMOs or policy makers. I am yet to see a destination consultancy that focuses on tourism SMEs. This is the major cause of poverty in popular destinations in developing countries.

A large segment of tourism SMEs is from host communities. When host communities are not integrated in tourism by design through policy and business culture, they find ways to engage. Usually they fall short of conventional sector standards and are easily dismissed as a problem to mainstream industry. But these informal SMEs are part and parcel of tourism asset.

Host communities, play a significant role in creating, building and sustaining destination identity. Their integration is not just desirable for direct economic benefits but for sustained appreciation of the assets that support tourism and for authentic and divers experiences that responsible tourism are continuously seeking.

Often, even with well meaning tourism policies, and conscious tourism

businesses, the capacity of host communities can be built to add value to mainstream tourism and increase destination competitiveness.

The integration is not always without challenges. It takes businesses with long term focus, care for destination, and clear integration goals, through shareholder commitment to handhold the communities through the integration process. It takes only a few success stories for the communities to open up.

There are several levels of integration of communities in the tourism supply chain. The one that must be avoided is charity and handouts. Even the most vulnerable communities have capabilities and only need to be given a chance. They need a chance, not charity.

When a destination strategy is anchored on values, it embraces all players, big and small and ensure opportunities and benefits are equitably shared. This is the essence of sustainable tourism. It builds resilient, inclusive and integrated destinations.

The mistake made by many policies is to ignore communities, and other SMEs in tourism without realising that informality is part of the tourism asset, and it actually gives a destination its identity.

**Judy Kepher-Gona**  
Sustainable tourism Advisor  
Founder, Sustainable Travel & Tourism Agenda- STTA

# Spain reaffirms support for UNWTO and announces new headquarters site

To mark the start of FITUR 2019, an inaugural reception was held and presided over for the first time by the Prime Minister of Spain, Pedro Sánchez, alongside the Secretary-General of the World Tourism Organization (UNWTO), Zurab Pololikashvili, and the Minister of Industry, Trade and Tourism of Spain, Reyes Maroto.

The Prime Minister, Pedro Sánchez, announced during the event that he would place at the disposal of the World Tourism Organization (UNWTO) a space in the Palacio de Congresos de Madrid (Madrid Congress Centre) to serve as the headquarters of the United Nations specialized agency, which has been based in Spain since its creation in 1976. Sánchez said that the Palacio de Congresos de Madrid, located on the Paseo de la Castellana, is an iconic site worthy of the UNWTO's standing as a United Nations organization. He added that the move would revitalize the area, provide added value to the city of Madrid and stimulate congress and business tourism.

The Prime Minister's appearance before numerous leaders and personalities of the global tourism sector showed the commitment of the

Government of Spain to sustainable tourism as a contributor to economic growth, a key objective in the framework of the 2030 Agenda. It also reflects the support accorded by the Spanish Government to the UNWTO, the only United Nations agency with its permanent headquarters in Spain, and demonstrates the importance of the tourism sector for the country, as its biggest economic sector.

"The institutional backing on the part of Spain, which has been a strong supporter of our efforts, is essential for the development of the UNWTO and its activities," said UNWTO Secretary-General Zurab Pololikashvili.

For his part, Prime Minister Pedro Sánchez advocated an "open" and "sustainable" tourism model that respects the growth and identity of cities, the environment and

coexistence and does not generate economic or social dysfunctions. This is the path envisaged in the 2030 Sustainable Tourism Strategy being deployed by the Government, which is aiming for "not just quality but excellence in tourism". In his opinion, maintaining the country's current leadership position "is the task of everyone", not only of the Government, but also of local corporations, the autonomous communities and the citizenry.

The UNWTO has designated 2019 as the year of "education, skills and employment" precisely because, as a leading growth sector in the world, it is also a powerful generator of jobs, employing 1 in 10 people in the world. According to data from the Spanish Government, tourism generated 100,000 jobs in the country in 2018.

In the light of the outlook of continued growth of tourism, job training stands out as one of the main areas of work in order for tourism to continue generating the opportunities deriving from its cross-cutting nature.



L-R: The Minister of Industry, Trade and Tourism of Spain, Reyes Maroto, Prime Minister of Spain, Pedro Sánchez, and the Secretary-General of the World Tourism Organization (UNWTO), Zurab Pololikashvili addressing the gathering



**OTDYKH** INTERNATIONAL  
RUSSIAN  
TRAVEL  
MARKET

Home of Tourism



10 - 12 September 2019

Expocentre Fairgrounds, Moscow



ANNIVERSARY  
25<sup>th</sup>  
EDITION

FLASHBACK 2018

15 000 m<sup>2</sup> Exhibition area

870 Exhibitors

41 Countries

44 Regions

38 303 Visits

287 Media attendees

80 Media Partners

Space request: [leisure@euroexpo-vienna.com](mailto:leisure@euroexpo-vienna.com)



[www.weloveotdykh.com](http://www.weloveotdykh.com)

## Seychelles collaborate with UNWTO to strengthen Tourism Statistical System

The World Tourism Organization (UNWTO) in partnership with the Ministry for Tourism, Civil Aviation, Port and Marine of Seychelles, have begun to develop and strengthen the latter's Tourism Statistical System and the Tourism Satellite Account (TSA).

The project which will be implemented over a three-year period (2019-2021), will include various activities which will focus primarily on documenting tourism statistics, measurement of

basic tourism data, establishment/strengthening of the Inter-Institutional platform and capacity building development.

As a result, a pilot Cruise Tourism Survey has been launched and a Workshop on Tourism Statistics and the TSA has been given to stakeholders to familiarize them with concepts and methodologies that can further strengthen

Seychelles' Tourism Statistical System.



Didier Dogley  
Minister of Tourism & Civil Aviation, Seychelles

## Mali to host 62nd CAF Meeting

The Malian Minister, Ms. Nina Walet Intalou and UNWTO SG, Zurab Pololikashvili displaying copies of the agreement



The Malian Government has signed an agreement with The World Tourism Organization (UNWTO) to host the sixty-second (62nd) Commission for Africa (CAF) Meeting.

The Malian Minister of Crafts and Tourism, Madam Nina Walet Intalou signed on behalf of the Malian government with Secretary General of UNWTO Zurab Pololikashvili penning his signature for the UN tourism body at the 10th anniversary of #Investour

held during the recently concluded FITUR International Tourism Fair in Madrid.

Addressing colleague African Tourism Ministers and the leadership of the UN tourism body at the event, Ms. Nina Walet Intalou expressed gratitude to UNWTO for granting them the right to host the all-important meeting.

She said Mali is prepared to host one of the best of the Commission's meetings in June. She assured the

gathering that security and ground preparations are all in place to ensure a very successful event.

She implored tourism players to work to attract investment into their respective countries

The minister also added that, tourism needs competition to thrive

Mali put up a successful bid to host the event during the 61st CAF meeting in Abuja, Nigeria last year.

# Ethiopian Airlines secures 49% in Ghana home-based carrier



Ethiopian Airlines has been selected as the strategic partner for the proposed new Ghana home-based carrier, AviationGhana can exclusively reveal.

On December 4, 2018 a Memorandum of Understanding (MoU) was signed at ET's headquarters in Addis Ababa to signify Ghana government's undertaking to work with ET in establishing a new home-based flag carrier.

Aviation Minister, Joseph Kofi Adda, signed on behalf of the Government of Ghana while Tewolde GebreMariam, Ethiopians Chief Executive Officer signed the MoU on behalf of the airline.

"The shareholders agreement that will signal the official 'rebirth' of a new flag carrier for the West African country is being finalized in Ethiopia at the time of going to press."

The desire to establish a new home-based carrier after the collapse of Ghana Airways—a fully state-owned entity—and the subsequent collapse of Ghana International Airlines, established with private sector participation after the collapse of Ghana Airways, stems from growth in the sector experienced on the continent and the industry's future potential.

Huge investments in on-ground infrastructure, such as expansion of the Arrival Hall of Terminal 2 and construction of Terminal 3 at the Kotoka International Airport (KIA), construction of a new terminal building at the Kumasi Airport, expansion of the Tamale Airport, reconstruction of the Wa airport and construction of a new airport in the



**Tewolde GebreMariam**  
Chief Executive Officer, Ethiopian Airlines

Volta regional capital Ho, all require that a home-based carrier, which will focus on operating domestic and regional routes before taking on the rest of the world is established.

Tewolde GebreMariam, Ethiopia's Chief Executive Officer, told AviationGhana on the sidelines of the Routes Africa Conference held in Accra in June last year that, his outfit has submitted proposals and held discussions and that if chosen we will operate domestic flights in addition to regional flights."

Analysts believe that the commitment by Ethiopian to operate domestic flights was very instrumental in their selection as strategic partners. This is expected to help the country maximize the huge investments made in airport infrastructure.

### Structure of new airline

Aviation Minister Joseph Adda has said that government will not take up more than 10 percent in the yet-to-be

established new national air carrier – emphasizing that government is being careful not to repeat the mistakes of the past.

"What we are looking at is not more than 10 percent shares in the new airline, and that is the extent to which government will be involved. We will have one or two representatives on the board, but neither government nor the [Aviation] Ministry will interfere in operations of the new company in terms of policy, strategy and operations," he said.

By: Dominick Andoh-  
Aviation Ghana



# Air Senegal's first A330neo arrives in Dakar ahead of schedule

Air Senegal's first A330neo has touched down at Blaise-Diagne International Airport in Dakar. The A330neo, painted in the livery of Air Senegal and named "Casamance," was presented during a ceremony attended by His Excellency Macky Sall, President of the Republic of Senegal, and Philippe Bohn, Chief Executive Officer Air Senegal.

Air Senegal, which started operations in 2018, is set to receive its first A330neo in the coming weeks making it the first African airline to receive and operate the newest member of the leading Airbus widebody family. Fitted with a three-class cabin comprising 32



President of the Republic of Senegal, Macky Sall speaking at the ceremony

Business class, 21 Premium Plus and 237 Economy class seats, Air Senegal plans to operate its first A330neo on the soon to be opened Dakar-Paris route and develop its medium and long-haul network.

The A330neo is a true new generation aircraft building on the A330's success and leveraging on A350 XWB technology. It incorporates highly efficient new generation Rolls-Royce

Trent 7000 engines, and a new greater span 3D optimised wing with new Sharklets. Together, these advances bring a significant reduction in fuel consumption of 25% compared with older generation competitor aircraft of a similar size. The A330 is one of the most popular widebody families ever, having received over 1,700 orders from 120 customers.

# SAA announces extra Ghana-US flights

Due to increased demand, South African Airways (SAA) has expanded its non-stop service between Ghana and the US.

In a statement to the press, the national carrier announced that it will increase its frequency on nonstop flights between the Ghanaian capital Accra's Kotoka International Airport and Washington D.C's Dulles International Airport to five days a week.

"SAA continues to see growing demand for our nonstop Accra service and this increase in our frequency will give our business and leisure customers more options.

"Our service between Accra and Washington-Dulles has been a resounding success from its inception in 2015 and we are very pleased to further develop the route with the introduction of a fifth weekly flight," said Todd Neuman, SAA's regional general manager for North America.

The increased service will start on 1 April 2019.

SAA offers the only non-stop flight between Ghana and Washington D.C. and offers travellers convenient connections to and from over 100 cities across the U.S. and Canada through its Star Alliance partner, United Airlines via Washington, D.C.-Dulles.

South African Airways' flights from Johannesburg to Accra will be available five days a week with continuing service to Washington operating on Mondays, Tuesdays, Wednesdays, Thursdays and Saturdays.

The carrier's increase of flights on the route will also serve to support the new code share partnership with Africa World Airlines, which will soon be in place. It will offer convenient connections between

Accra and additional destinations in West Africa including Lagos and Abuja in Nigeria, Monrovia in Liberia and Freetown in Sierra Leone.

In addition, SAA will continue to operate flights between Washington D.C.-Dulles and Dakar, Senegal and onwards to Johannesburg, two days per week, providing service on the only wide-body aircraft flying nonstop between the U.S. and Senegal.

SAA's flights between Washington-Dulles and Accra will be operated with the wide-body Airbus A330-300 aircraft.

For reservations and information, customers should visit [www.flysaa.com](http://www.flysaa.com).



# Kenya Airways makes historic US Flight

The Boeing 787 Dreamliner Aircraft christened “Magical Kenya” has touched down at Jomo Kenyatta International Airport. - nearly an hour and a half ahead of schedule.

The flight left New York City at 8pm Kenyan time on a much shorter flight that took approximately 12 hours to Nairobi - down from earlier estimated flight duration of 14 hours from New York City to Nairobi.

The flight, which had 234 passengers on board, made history by being the first direct, non-stop flight from East Africa to the United States of America (USA).

Making his keynote address soon after welcoming the maiden flight, Kenya's Deputy President William Ruto hailed the flight as an historic milestone for tourism, trade and investment between Kenya and the USA.

Deputy President Ruto said, “Kenya Airways’ direct flight to the U.S. is an important milestone for Kenya as a tourism destination considering that the U.S. is currently Kenya’s leading tourism source market with a market share of 12% of arrivals to Kenya. The direct flight will save travelers at least 7 hours of flying time, and thus provide a shorter, quicker and more affordable connection for tourists and business travelers coming to Kenya. This will substantially boost Kenya’s global profile as a tourism destination.”

He further noted that the flight has



Deputy President William Ruto lead government officials to receive the first Kenya Airways flight from New York to Nairobi

elevated Kenya - and more specifically Nairobi’s profile as a hub destination that is capable of receiving visitors from all over the world.

“Kenya’s safari experience is one of the world’s most spectacular wildlife experiences and has put Kenya both on the global map and on many American travelers’ bucket lists. As more North Americans look to Africa as their next big vacation destination, Kenya now has an opportunity to expand further into the United States’ market and capture market share away from other destinations in Africa.”, said Deputy President Ruto.

He also called on the Kenya Airport Authority to improve the customer experience for travelers coming to Kenya, saying the government will continue its investment in modernizing and expanding JKIA’s capacity.

Kenya’s journey towards direct flights to the U.S. begun in earnest in April 2017 when Kenya was granted Category 1 status. Kenya Airways subsequently received approvals by the U.S. Federal Aviation Administration that certified its systems and procedures as safe to conduct direct flights to the U.S.

In August last year, Nairobi’s Jomo Kenyatta International Airport was finally approved to be a Last Point of Departure (LPD) to the U.S.

Commenting on the significance of the national carrier’s direct flight to the US, Kenya Tourism Board Chief Executive Officer, Dr. Betty Radier said, “With the introduction of KQ’s direct flight to the US, KTB expects the number of tourist arrivals from the US to grow significantly. This is especially considering that KQ’s direct flight to USA will inspire consideration and purchase of Magical Kenya offers amongst the targeted consumers in the US market.”

She added that the KQ direct flight to the USA will provide the impetus needed to spur innovation in packaging all the unique and authentic travel experiences that Kenya has to offer.

Among the products that KTB is pushing in the US market include Wildlife Safari, Culture and Heritage, Adventure, and Special Occasions.



Deputy President William Ruto & US Ambassador to Kenya hoisting flags of their respective countries to herald the arrival of the inaugural Kenyan Airways flight to Nairobi from New York

## FLY AIR NAMIBIA

**to Frankfurt and beyond**

**Windhoek** routes to: Accra, Lagos, Luanda, Ondangwa, Rundu, Katima Mulilo, Lusaka, Victoria Falls, Harare, Walvis Bay, Gaborone, Johannesburg, Durban, Luderitz, Oranjemund, Cape Town.

Air Namibia

Carrying the spirit of Namibia

**BOOK NOW!**  
 Asylum Down Opposite Trust Towers, Accra  
 Telephone: +233 50 947 1306  
 Telephone: +233 50 947 1282

**Airport Office**  
 Terminal 1-Kotoka International Airport, Accra  
 Telephone: +233 30 278 8820

Find us on:

# UP & CLOSE WITH MRS. SHERIN FRANCIS

—CEO SEYCHELLES TOURISM BOARD

*Sherin FRANCIS is a Seychellois economist and finance expert. She is the chief executive officer of the Seychelles Tourism Board, since July 1, 2013. Under her leadership, tourism has increased with specific campaigns targeting markets such as the United Kingdom. She holds a B.Sc degree in Economics and Business Studies from the University of Manchester, U.K; and an M.Sc degree in Finance from the University of London.*

**VA - Can you tell us briefly about yourself and family?**

SF - Born and bred in the Seychelles islands, I am the eldest in a family of three. I am married with two lovely daughters who are 3 and 6 years of age.

**VA - What was your motivation in joining the Tourism Industry**

SF - I was asked to join the industry unlike many others, and I have never regretted for having said yes. It has been an amazing journey so far despite the various challenges I have had to face.

**VA - Seychelles is one of the model countries when it comes to sustainable and responsible tourism, how do you manage the islands buoyant tourism sector?**

SF - This is always a challenge, balancing the sometimes contradictory requirements of our islands' development against the need to protect our environment but we really have no choice here because our environment is largely what brings people here and we must make sure that we do not cut

through the branch upon which we are seated. We try and ensure that we stay true to our strong conservation credentials and that we develop our tourism within that framework, not outside of it.

**VA - What has accounted for the steady and unprecedented growth of tourism in Seychelles in the last 5 years?**

SF - Growth has come as a result of studying which are our strong markets and ensuring that we focus our attention there, while continuing to massage the new and emerging markets where we see potential. Also, by continuing to support those markets which are currently under performing and taking the view that they still have potential. It is, if you like, a giant balancing act.

We have also largely grown our various market segments as well as niches—growing from the traditional general leisure travelers, honeymooners to families, sports and many more.

**VA - What has been your biggest challenge in managing the affairs of Seychelles Tourism?**

**T**ourism is a people industry and people's opinion, peoples feeling matters in this kind of world. Value your team, value your partners and value those who have had to learn it the hard way, a lot of the keys to your success are in their hands.

SF - Ensuring that we remain relevant in the ever more competitive market

and top of mind. We are a country with limited resources that depends heavily on tourism so we have to be tactical in our decisions, especially when we are in competition with those big players who have greater resources.

**VA - What would you like to share with our readers and young and upcoming travel professionals who aspire to be like you?**

SF - Tourism is a people industry and people's opinion, peoples feeling matters in this kind of world. Value your team, value your partners and value those who have had to learn it the hard way, a lot of the keys to your success are in their hands.

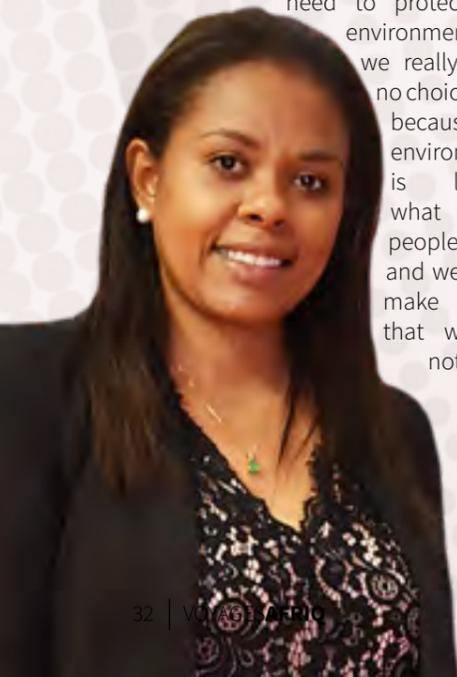
**VA - What legacy would you like to be remembered with?**

SF - I value collaboration a lot. In this world you cannot work in isolation and it is something I have always emphasized on throughout my tenure in this office. This is something the former Seychelles tourism minister Alain St Ange taught me. I am probably one of the youngest persons to be serving such role in the country, knowing that this is the primary economic sector, I am proud that my five years has all been very good years for the Seychelles Tourism industry.

My era has also been one where we have made great strides in the more modern form of marketing—the digital revolution. Seychelles have also made history in terms of the number of airlines serving the destination which is at current 14 in total.



MRS. SHERIN FRANCIS  
—CEO SEYCHELLES TOURISM BOARD



## Over 20 Airlines confirms participation at AviaDev



Over twenty international airlines have confirmed their participation at this year's AViaDev Africa conference in Cape Town.

This includes Africa World Airlines, Air Namibia, Ethiopian Airlines, Cem Air, South African Airways, Taag, Air Zimbabwe, Air Botswana, Emerald Airlines, Fly Safair, Kenya Airways, RwandAir, Malawi Airlines, Africana, Airlink, Jet Afrique, Jet Air, SA Express, SAGA, Comair Limited, Jet West,

The momentum even went a notch higher when Ethiopian Airlines Aviation academy confirmed their participation at the training sessions and also as the official carrier/supporter of Africa's

flagship aviation event.

Now entering its fourth year, AviaDev Africa is the premier forum dedicated to growing connectivity to, from and within the African continent.

Bringing together airports, airlines, tourism authorities, governments and industry suppliers, AviaDev offers attendees the ability to pre-arrange meetings in professional surroundings, offering the best chance to make a real connection.

The event is scheduled for 24-26 April in Cape Town, South Africa.

Visit the official website [www.aviationdevelop.com/africa](http://www.aviationdevelop.com/africa) for more details.

## Africa World Airlines begin Accra-Abidjan route

Ghanaian carrier Africa World Airlines is set to begin a direct flight from Accra to Abidjan in the first quarter of 2019.

The inaugural flight is scheduled for the end of February 2019 and will fly four times to the Ivorian capital.

This brings the Airlines regional route to five destinations Lagos, Abuja, Freetown, Monrovia and Abidjan. The latest move forms part of the airline's strategy to grow its presence in West Africa.

Africa world Airlines has been operating in Ghana since 2012 with Embraer 145 and currently has 8 aircrafts.

The airline in the coming weeks will announce the days of the flight to Abidjan.



## Royal Air Maroc to join One World

Royal Air Maroc is to join oneworld®, adding one of Africa's leading and fastest growing airlines to the world's premier airline alliance.

Its election as a oneworld member designate was announced as the Chief Executives of the alliance's 13 current member airlines gathered in New York for their year-end Governing Board meeting, just weeks before the alliance celebrates the 20th anniversary of its launch.

Royal Air Maroc is expected to be implemented into oneworld in mid-2020, when it will start flying alongside some of the biggest and best brands in the airline business. Its regional subsidiary Royal Air Maroc Express will join as a oneworld affiliate member at the same time.

## Kenya Airways introduces daily Seychelles flights



Kenya Airways has increased flights on its Nairobi-Seychelles route. It now runs daily flights.

Chief Executive of the Seychelles Tourism Board, Sherin Francis, said: "The seven-days a week direct flights would definitely make Seychelles more accessible to a few of our important markets, such as the North American market." With Kenya Airways as a steady and reliable partner for Seychelles, the CEO believes the new development will strengthen the partnership.

Kenya Airways launched a direct non-stop flight between New York and Nairobi in October 2018, and the additional flights to the Seychelles will create more opportunity and capacity for travellers from the US to visit the islands, connecting via Nairobi.

Kenya Airways is the longest-serving airline in Seychelles, having flown to the islands for the past 41 years.

Source: Tourismupdate.co.za



## AWA & SAA SIGN MOU TO PROMOTE SEAMLESS TRAVEL

West African air carrier, African World Airlines (AWA) has inked a Memorandum of Understanding (MOU) with South African Airways (SAA) to ensure seamless travel to and from all routes serviced by the two airlines.

At the signing ceremony in Accra, Ghana's Minister of Aviation Kofi Adda welcomed the partnership and said it will go a long way to connect Ghana to the rest of the world.

"Through this affiliation, we are able to

move from Ghana to other parts of the world.

The ability to move from parts of Ghana like Kumasi and Takoradi out of Ghana seamlessly is a much-welcomed effort and ties in with our vision of making Ghana an aviation hub," he observed.

CEO of South African Airways, Vuyani Jarana remarked that the partnership will help explore opportunities in the travel industry in Africa, adding that such agreements helped to make provisions that help Africans travel within the continent.



Executives of AWA & SAA displaying copies of the agreement

He praised Ghana for developing a robust aviation infrastructure which adds to an already enabling environment for airline business.

As part of the agreement SAA will assist AWA, in

## TURKISH AIRLINES MAKES INAUGURAL FLIGHT TO ZAMBIA

The inaugural flight of Turkish Airlines to Zambia has landed at the Kenneth Kaunda International Airport.

This follows agreements signed between Turkish President Recep Edorgan and President Edgar Lungu during the former's visit to Zambia in July last year.

The Zambian government has assured Turkish Airlines of all necessary support in its operations to the Southern African Country.

Minister of Transport and Communications Brian Mushimba says government is providing airlines establishing new routes with incentives.

Mr. Mushimba noted that Turkish Airlines' inaugural flight to Zambia will help the country attain its vision of becoming the aviation hub of Southern Africa.

He said the direct flights give an opportunity for Zambia to export horticultural products into Europe, enhance trade and tourism while promoting inflow of Foreign Direct Investments.

Mr. Mushimba has since advised the Zambia Tourism Agency to tell the world the truth that the Victoria Falls which is a key tourism attraction is in Zambia.

The Minister said this in a speech read for him by his Permanent Secretary Misheck Lungu at Kenneth Kaunda International Airport after witnessing the arrival of the First Flight.

Turkish Ambassador to Zambia, Sebnem Incesu said the launch of the flight is a culmination of the support and cordial relations between the Presidents of the two countries.

terms of customer acquisition, explore ways by which both airlines can cut cost to ensure affordable travel and share technical knowledge through joint training programmes, among others.

Chairman of AWA, Togbe Afede XIV, said the airline is enjoying a tremendous growth having recently acquired its eighth aircraft. He noted that the partnership with SAA is consistent with Government of Ghana's objective of making the country the aviation hub in West Africa.

"The link will help us bring to Ghana, people who will ordinarily not come to Ghana. With this, we are working directly into the government's plan of making Ghana an aviation hub and improving commercial activity between African countries," he emphasised

He added that with a partnership which dates back to 2017, SAA and AWA share a similar value of seeking the best for their passengers and customers.



She said Zambia will soon see concrete contributions of the direct flights toward linking it to the west and promoting cultural and tourism of Zambia to Europe.

Meanwhile, Turkish Airlines Vice President for Sales Kerem Sarp said Zambia becomes 55th African destination of the 36 African countries the airline flies to.

He said the airline flies to 309 destinations across the world and will be flying into Zambia twice a week.

Source: Lusaka Times

# QATAR AIRWAYS TOUCHES DOWN IN MOMBASA

The Kenya coast is reporting a rebound in tourism business as Qatar Airways launched direct flights to Moi International Airport in Mombasa with approximately 500 passengers every week.

Qatar Airways will operate an Airbus A320 aircraft, which features 12 seats in Business Class and 120 seats in Economy Class touched down at Mombasa with about 150 visitors on board, heralding another good season for the sector over the festive season.

Qatar Airways will be operating four weekly flights (Tuesday, Thursday, Saturday and Sunday) to Mombasa, bringing the number of weekly flights between Doha, Qatar and Kenya to a total of 25.

Kenya Tourism Board (KTB) Chief Executive Officer, Dr. Betty Radier said the direct flight was not only an endorsement of the destination but a vote of confidence on the Kenyan coast.

“This is good news for the sector and together with the private sector, KTB will look into ways of partnering with Qatar Airways as well as other aircrafts to increase passenger numbers into the route,” said Dr. Radier.

She noted the sector has recorded 7.8% growth in arrivals by air and sea during the first nine months of this year, with 777,791 arrivals up from 723,174 visitors recorded during the same period in 2017.

Dr. Radier disclosed that arrivals through Moi International Airport

Mombasa (MIAM) has improved over the last nine months with 84,286 visitors up from 57,588 arrivals in the same period last year, a 46% growth.

With Qatar’s inaugural flight, Kenya is set to receive visitors mainly from her key European tourist source markets such as Italy, Germany, United Kingdom (UK), and France. The United States of America (USA) is also key to this airline. Other markets include Spain, Belgium, Switzerland and Austria.



# RWANDAIR TO LAUNCH ADDIS ABABA FLIGHTS IN APRIL

RwandAir, the national carrier of the Republic of Rwanda has announced that it will commence flights to Addis Ababa, the capital city of Ethiopia, in April 2019.

RwandAir will operate five weekly direct flights from Kigali to Addis Ababa with a CRJ-900NG aircraft, offering a two class configuration of business and economy classes.

Addis Ababa is not only the administrative, financial and commercial center of Ethiopia but it also hosts the Headquarters of the African Union, the United Nations Economic Commission for Africa and many other regional offices for a number of international organizations.

With flights to Addis Ababa, RwandAir will be offering seamless connections through its hub in Kigali between Addis Ababa and other African cities in its network.

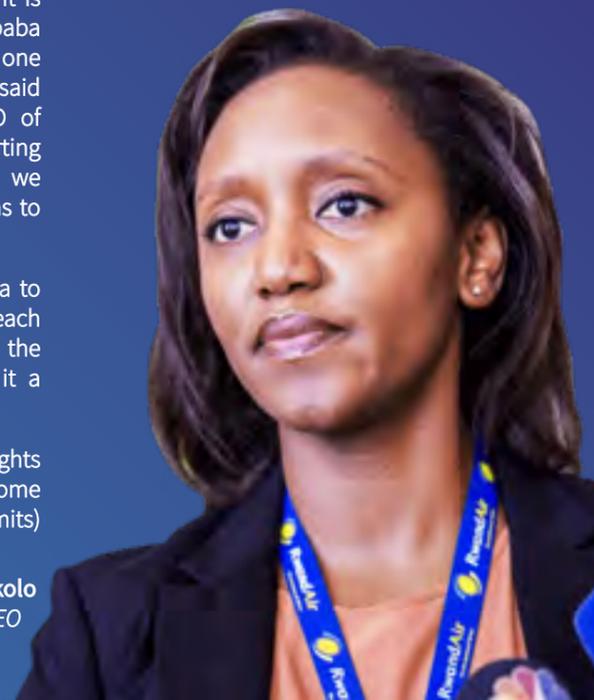
The addition of Addis Ababa is key to RwandAir’s growth in Africa and it is also a bridge for strengthening the bilateral relationships and improving trade and tourism between the two countries.

“As an expanding young airline, it is imperative for us to fly to Addis Ababa Bole International airport as it is one of the important hubs in Africa” said Yvonne Manzi Makolo, the CEO of RwandAir before adding: “by starting direct flights to Addis Ababa we expect to offer better connections to East, West and Southern Africa”.

With the addition of Addis Ababa to their network, RwandAir will reach 27 destinations in Africa, Europe, the Middle East, and Asia, making it a major force in African aviation.

Also planned for next year are flights to New York, (still subject to some regulatory approvals and permits) and also to Guangzhou in China.

Additional African destinations are also lined up for 2019, supported by the expected delivery of two Airbus A330Neo’s and at least one more Boeing B737-800NG.



Yvonne Makolo  
Rwandair CEO



AKAYET IS A TRULY WORLD CLASS EXPERIENCE. WE HAVE CURATED AN EXPERIENCE UNLIKE ANY OTHER IN THE NORTHERN PART OF GHANA.

Welcome to a 4 star experience!



(+233) 055 677 8132 | 055 649 1537 | 055 649 1585 | 038 202 4680  
sales.marketing@akayethotel.com

Bolgatanga - Upper East Region

www.akayethotel.com

## African countries are becoming open to each other

**A**frican countries are becoming more open to each other; the 2018 Africa Visa Openness Report shows.

- 2018 was a landmark chapter in Africa's regional integration efforts. The launch of the African Continental Free Trade Area and the Single African Air Transport Market are major milestones in the creation of a regulatory environment that promotes air connectivity and makes it faster, less expensive and easier for Africans to travel within Africa.

In the 3rd edition of the Africa Visa Openness Index Report 2018 published by the African Development Bank and the Africa Union Commission, the findings show that on average, African countries are becoming more open to each other. The top 20 most visa-open countries continue to improve their average score, reflecting the countries' more liberal visa policies. In addition, 43 countries improved or maintained their score.

Benin made the most progress in opening up its borders to African travellers, moving from 27th place in the 2017 edition to 1st place in the

2018 report. Zimbabwe also broke into the top 20 with the introduction of a visa-on-arrival policy for SADC members. Overall, when compared to 2017, Africans do not need a visa to travel to 25% of other African countries (up from 22%); can get visas on arrival in 24% of other African countries (same as last year); and need visas to travel to 51% of other African countries (down from 54%).

"Regional integration and trade based upon the free movement of persons, goods, services and capital is at the core of the business of the African Development Bank"

**Akinwumi A. Adesina, President, African Development Bank Group**

The fact that Africans still require visas to travel to just over half of other African countries shows that more progress is needed to realise free movement of people continent-wide. As infrastructure expands across Africa, and tangible trade and investment opportunities are put on the table, Africans will need to travel with greater ease. Solutions such as the African passport, visa-free regional blocs, multi-year visas and visa-on-arrival schemes should continue to be promoted.

"Looking at recent developments this year, such as the announcement by Ethiopia, Africa's diplomatic capital, of the establishment of a visa-on-arrival regime for all African passport holders, Africa is indeed on an upward trajectory towards seamless borders and the free movement of its people. Commendable work has also gone into the actual roll-out of the African passport to the citizenry."

**Amb. Kwesi Quartey, Deputy Chairperson of the African Union Commission.**

The Visa Openness Index assesses the progress African countries have achieved in relaxing their visa regimes. Analysis goes into the visa requirements set by each member state of the African Union for other member states seeking to enter their borders. The report aims to show at a glance which countries are facilitating travel for citizens of other African countries and how; whether they allow people to travel to their country without a visa; if travellers can get a visa on arrival in the country; or if visitors need to get a visa before travel.

## Mozambique and Kenya Scrap Entry Visas

**M**ozambique and Kenya have agreed to scrap entry visas, and this agreement should take effect soon when it is ratified by the governments of the two countries.

Mozambican President Filipe Nyusi, made the announcement in Nairobi during a visit to Kenya at a joint conference addressed by Nyusi and his Kenyan host, Uhuru Kenyatta.

After his arrival in Nairobi, Nyusi met almost immediately with Kenyatta, and their talks were followed by a session of the Mozambique/Kenya Joint Commission - the first time this body has met since the two countries signed a cooperation agreement in 1991.

Details of the visa waiver arrangements were not immediately available - but if it is similar to the visa waiver agreements Mozambique has signed with members of the Southern African Development Community (SADC), it will allow nationals of one country to visit the other for up to 30 days without an entry visa.



L to R Mozambican President Filipe Nyusi and Kenya's Uhuru Kenyatta

Nyusi announced that the two countries are also considering the possibility of eliminating dual taxation which should strengthen their cooperation.

According to a report in the independent daily "O Pais", Kenyatta announced Kenya's intention to increase purchase of coal from Mozambique. The coal will be used in a coal-fired power station that will produce more than 1,000 megawatts of electricity. He added that Kenya is also negotiating to buy Mozambican natural gas.

Kenyatta said Kenya also wants to learn from Mozambique's good practices in managing hydrocarbon projects, since it is currently exploring for hydrocarbons. Kenya would be willing to put at Mozambique's disposal its own experience in training tourism staff and agents in port and logistics services.

Currently there is no Kenyan diplomatic representation in Mozambique, but Kenyatta announced that, by the first quarter of next year, Kenya will set up a consulate in Maputo, that will later be upgraded into a High Commission.

## Zambia and Zimbabwe to expand KAZA Visa regime

Zimbabwe and Zambia are engaging regional counterparts Botswana, Angola and Namibia over the possibility of adopting the Kavango-Zambezi (KAZA) Uni-Visa agreement to expedite the movement of tourists.

The KAZA Uni-Visa arrangement was introduced as a pilot project between Zambia and Zimbabwe during the United Nations World Tourism Organisation (UNWTO) General Assembly, co-hosted by the two countries in 2013.

Costing US\$50, the Uni-Visa has resulted in an increase in tourists' visitation to the two countries. It also entitles the holder to cross over for a day trip to the Chobe National Park in Botswana during the 30-day period. Only those from eligible countries can

apply for the Uni-Visa.

KAZA Executive Director, Dr. Nyambe Nyambe, says the visa's implementation is yielding positive results.

Nyambe disclosed that extending it to other SADC countries will further boost tourism in the region, and says immigration authorities from Zambia and Zimbabwe met their counterparts from Botswana and Namibia last month to share experiences and the benefits from Uni-Visa. KAZA is planning road shows in Botswana, Angola and Namibia to explain the benefits with broader stakeholders.

He says the focus of the Uni-Visa is to leverage technology to ease tourist movement and, so far, some of the



milestones include the embedding of the Uni-Visa into the respective immigration departments' systems and ensuring that the systems are interfaced.

The Uni-Visa is already making immense contributions to the development of tourism and as more and more tourism products are produced, demand to visit KAZA Transfrontier Conservation Area is expected to increase.

Source: Tourismupdate.co.za

## New start for Sierra Leone Tourism

The Sierra Leone National Tourist Board is working with the country's new government to promote tourism and development and hopes for tourism to become the lead industry for the country. The country's Minister of Tourism has said.

Speaking during a Sierra Leone press conference at last year's World Travel Market (WTM London), the country's Minister of Tourism and Culture, Dr Memunatu B Pratt said the West African country wanted to change its narrative and use marketing to improve its national image.

She said tourism has its challenges in the past due to the country's involvement in blood diamond, civil war and more recently the Ebola.

However she said 2018 marked a new chapter for Sierra Leone, thanks to a new government that hopes to develop infrastructure.

"We hope to increase revenue and jobs from tourism" said Dr Pratt

Government infrastructure plans include a new bridge connecting the airport to freetown, the country's port city and capital

The Minister said Sierra Leone offers diverse experiences for tourists including pristine beaches, a cultural capital city and plenty of wildlife experiences with native animals including chimpanzees, monkeys, Pygmy hippos, and numerous bird species.

Source:TTG Media



Dr Memunatu B Pratt

## Ethiopia overtakes Dubai as top feeder of air traffic to Africa



Ethiopia has overtaken Dubai as a conduit for long-haul passengers to Africa, highlighting the success of the state airline's expansion drive and the reforms of its new Prime Minister

Travel consultancy, ForwardKeys said the Addis Ababa airport had increased the number of international transfer passengers to sub-Saharan Africa for five years in a row, and in 2018 had surpassed Dubai, one of the world's busiest airports, as the transfer hub for long-haul travel to the region.

Analysing data from travel booking systems that record 17 million flight bookings a day, ForwardKeys found the number of long-haul transfers to

Dubai.

Dubai has long been a major global air travel hub because it is the base of Gulf carrier Emirates. Given the lack of an "open skies" deal smoothing flights across Africa, many passengers travelling between one part of the continent and another, or from Asia or Europe to Africa, must often transit through Dubai.

But this is changing.

Ethiopian Airlines, the country's most successful state company, is accelerating a 15-year strategy it launched in 2010 to win back market share on routes to and from Africa that are dominated by Turkish Airlines and

Emirates.

It is also weaving a patchwork of new African routes to rapidly expanding and lucrative Asian markets.

ForwardKeys also attributed the recent jump in bookings via Addis Ababa in part to a positive international response to the broad reforms introduced by Ethiopian Prime Minister Abiy Ahmed, who came to power in April and has upended politics in the Horn of Africa country of around 105 million people.

It cited two changes in particular: a move to allow visitors to apply for visas online, and Abiy's pledge to open Ethiopia's largely state-controlled economy to foreign investment.

After Abiy made peace with Eritrea to end a two-decade state of war, Ethiopian resumed flights to its neighbour in July last year. This month, it relaunched flights to Somalia's capital after four decades.

And the rise of travel via Addis Ababa looks set to continue. International bookings via Ethiopia are up 40 percent year-on-year from November 2018 to January 2019, ahead of all other destinations in Africa, ForwardKeys said.

Source: CGTN

## SA Tourism CEO joins UNWTO Advisory Board

The Chief Executive Officer of South African Tourism, Sisa Ntshona, has accepted an invitation by the World Tourism Organisation to join the Advisory Board of its UNWTO.QUEST programme – a certification system for Destination Management Organisations (DMOs).

The programme has been designed by UNWTO to promote excellence of DMOs in governance, planning and management, and is a strategic tool to enhance the internal capacities and management processes through capacity-building and training, allowing them to contribute to the competitiveness and sustainability of the destinations.

UNWTO.QUEST will support DMOs in strengthening the three key performance areas in destination management: strategic leadership, effective execution and efficient governance.

Board members will be responsible for

revising the audit reports drafted by the experts assigned by UNWTO Academy at specific stages of the process, and validate the results to ensure the highest technical standards, efficiency and transparency through the process.

"This invitation is testament to the work that SA Tourism is doing, and the profile it has built – where it is now getting global recognition. It is a proud moment where an African DMO gets on to a global platform that

forms policy and assessment," said Mr. Ntshona.

The Board's mandate will expire on December 31, 2019, with the possibility of renewal.

Source: tourism update.co.za



Sisa Ntshona



5<sup>th</sup> Sustainable Tourism Africa Summit  
15<sup>th</sup>-17<sup>th</sup> May 2019  
Severin Sea Lodge  
Mombasa, Kenya

**Theme:**  
*Redesigning The Product, Business and Practice For A Sustainable and Inclusive, Tourism Growth In Africa*

3 Days . Masterclasses . Presentations . Great Speakers . Exhibitions . Awards

Register now: [www.events.sttakenya.org](http://www.events.sttakenya.org)  
[info@sttakenya.org](mailto:info@sttakenya.org)

## WTTC welcomes Botswana Tourism Organization as new Destination Partner

The World Travel & Tourism Council (WTTC) has welcome Botswana Tourism Organisation (BTO), as its newest Member and the first Destination Partner from Africa.

BTO joins peers from tourism authorities across North America, the Middle East and Europe to become the organisation's sixth Destination Partner since launching the Membership category in April at the 2018 Global Summit in Buenos Aires.

WTTC represents the global travel & tourism private sector and its newest membership category, Destination Partner, amplifies the voice of major National Tourism Organisations (NTOs) and Destination Management

Organisations (DMOs) from across the globe.

Gloria Guevara, President and CEO, WTTC, said, "I am delighted to welcome Botswana Tourism Organisation as WTTC's first African Destination Partner. Travel & Tourism is a vital part of Botswana's economy contributing 11.5% to the nation's economy last year and sustaining 76,000 jobs."

"The inclusion of Botswana Tourism Organisation as a Destination Partner helps to broaden WTTC's representation of the global travel & tourism private sector, allowing us to more effectively advocate for tourism actors and key issues worldwide."



Gloria Guevara  
President and CEO, WTTC

Mr Zibanani Hubona, Acting Chief Executive Officer, BTO, said: "We are delighted to have joined this world leading tourism body. Our membership will enable us to add a voice to the global call for sustainable tourism development, and for global community beneficiation to be top of the tourism development agenda."

## Ghana's Tourism Minister chairs UNWTO Leadership Taskforce

The World Tourism Organisation (UNWTO) has appointed Ghana's Minister of Tourism, Arts and Culture, Mrs. Catherine Abelema Afeku as chairperson for the newly created Leadership Taskforce Group.

The appointment was announced at the first meeting of the Leadership Taskforce which took place on the 25th of January, 2019 at the headquarters of the world body in Madrid, Spain. Speaking on the appointment in an interview with [www.voyagesafriq.com](http://www.voyagesafriq.com) on the sidelines of this year's INVESTOUR in Madrid, Spain, Director of UNWTO's African Programme, Elcia Grandcourt said the creation of the leadership unit formed part of the Secretary General's agenda for developing tourism in Africa and empowering women.

"This year we are going to cover three key activities that are covered under this agenda. We had for the first time, the Leadership Taskforce on Women Empowerment in tourism, whereby we have the women Ministers in Africa joining together to discuss the



Photo of The Taskforce after their Maiden meeting in Madrid, Spain

programme. And our Honourable Minister, Catherine Afeku, has been unanimously appointed as the chairperson to lead this leadership taskforce, she said."

According to her, "there are key lines of action that will be undertaken by this taskforce group, first of all we are working on updating the global report on women empowerment in tourism, and this we will launch on the platform that we will use to host the first summit on women empowerment in tourism in Ghana later this year."

In a series of tweets on her twitter page, Mrs. Afeku expressed her appreciation to the world tourism body, "I want to use this opportunity to thank the good people of Ghana for their support and to all the individuals and organisations contributing largely to the development of Tourism, Arts and Culture across the globe."

She added that, "I would also want to assure the UNWTO that, I will work diligently to ensure the Taskforce attain its set targets under my auspices."

## Dakar gets new Regional Express Train



President Macky Sall in a hearty chat with the President of AfDB, Dr. Akinwumi Adesina and other guests at the launch of the Dakar Regional Express Train

The daily one-hour commute between the densely populated Senegalese capital and the new suburb of Diamniadio, will soon be cut to half when the new Regional Express Train (TER) comes into service.

At an official ceremony for the handover of the first coaches for the railway on Monday, 14th January, 2019, Senegalese President Macky Sall remarked that: "This is the first railway project in an independent Senegal after the Dakar-Rufisque line was built in 1883."

The TER route will link Dakar with Blaise Diagne International Airport, via the new rapidly developing business centre of Diamniadio. The first phase of the €1 billion project received funding from the African Development Bank, the Islamic Development Bank, the French Agency for Development and the French Treasury.

"We chose to position ourselves

at the forefront of progress, right from the invitation to tender for the TER. Every carriage in this dual-mode electro-diesel train has air-conditioning and Wi-Fi. The people of Senegal deserve to travel in comfort and safety, and to save

both time and money," Sall said.

Work on the second phase, linking Diamniadio with Blaise Diagne International Airport, will start immediately after completion of the first section in June 2019.

According to the President of the African Development Bank, Akinwumi Adesina, "This outstanding and transformative railway project makes Senegal a pioneer in the development of modern high-speed urban transport systems in West Africa."

Senegal is the second country in West Africa, after Nigeria, to adopt a dual-mode (electric and diesel) mass rail transit system. When the Regional Express Railway becomes fully operational, it will take just 35 minutes to travel from Dakar to Diamniadio, half the time the 55-kilometer road trip currently takes during peak traffic hours.

"This is the largest-ever investment by the Islamic Development Bank in a Sub-Saharan Africa, and it bears witness to our confidence in the country," said Islamic Development Bank President Bandar Al Hajjar.

With a population of approximately three million, Dakar is home to 25% of Senegal's total population. An efficient, safe and fast mass transit system, is a strategic response to the development challenges of the Senegalese capital.

Speaking at the event, French Secretary of State in the Ministry of European and Foreign Affairs, Jean-Baptiste Lemoine, said: "Senegal is a model of emergence. With this train link, you have shown that 'impossible' is not in the Senegalese vocabulary. What the people of Senegal have now, is an advanced Regional Express Train that is on the cutting edge of technology."

The African Development Bank is committed to strengthening urban connectivity and financing road networks and public transport infrastructure.

Since the Bank started operations in Senegal in 1972, it has supported 108 operations with an estimated value of US\$2.9 billion.



President Macky Sall and his guests inspecting the Regional Express Train after the launch.

## “My Priority Will Be to Establish a National Brand Identity for Uganda” - New UTB Boss Ajarova

**New Uganda Tourism Board (UTB) Chief Executive Officer Lilly Ajarova has said that her priority will be establishing a national brand identity for Uganda.**

Ajarova told journalists at a Conservation Media Camp recently that Uganda currently lacks a brand identity, which is affecting the country's tourism potential.

“We don't have a uniform brand identity that we are selling ourselves with. We keep using ‘Pearl of Africa’, ‘Gifted by Nature’, ‘My Uganda’ among others which leaves me wondering, which is which?” Lilly Ajarova said.

“Kenya for instance markets itself as ‘Magical Kenya’ everywhere, be it domestically or internationally. Uganda too needs such a uniformed brand identity,” she added.

Ajarova also said that she will start by creating a strong team to work with to promote Uganda as a tourism destination.

“We will understand our specific values, vision and mandate, and we will live by those

as we reach out to the different stakeholders and partners as well,” she said.

Lilly Ajarova was appointed CEO in January this year following a restructuring process at Uganda Tourism Board that saw the former CEO leave the position. She began work officially in March this year.

While announcing her as the new UTB CEO, State Minister for Tourism and Antiquities Hon Godfrey Kiwanda said, “The Ministry is confident that Lilly Ajarova has the right qualifications and experience to steer UTB and the country's tourism sector to greater heights.”

Ajarova previously served as the Executive Director at Chimpanzee Sanctuary and Wildlife Conservation Trust, a position she held for over 13 years.

**“We don't have a uniform brand identity that we are selling ourselves with. We keep using ‘Pearl of Africa’, ‘Gifted by Nature’, ‘My Uganda’ among others which leaves me wondering, which is which?”**



Lilly Ajarova



## South Africa mourns renowned travel writer “MzansiGirl”



South Africa and Africa's tourism fraternity was hit hard with the passing of influential travel writer Merushcka Govendor affectionately called MzansiGirl.

Her family through her official Facebook page and whatsapp platforms confirmed Merushcka's death. The message read “ Dear friends, Meru's family has asked us to share this with you: “Aum Sai Ram family and friends. The light of our lives Meruschka Govender faded away yesterday. She will forever remain in our hearts. Hamba kahle Mzansi Girl.”

The CEO of the South African Tourism Sisa Nthsona led the outpouring of tributes for Merushcka when he tweeted “ Just learned of the passing of Meruschka, renowned travel blogger. Her contribution to promoting South Africa as a world-class destination & sharing the beauty of our country will forever be remembered. I will miss her smile, charm & invaluable insights. Farewell #MzansiGirl #RIP”

The Department of Tourism of South Africa also expressed their condolences with a public statement on the death and. Colleague travel journalists and bloggers have also written and celebrated the departed MzansiGirl with barrage of tributes published on their blogs and journals.

South Africa's travel and tourism industry players have been stunned by her death and most have taken to social media to express their condolences to the “MzansiGirl” as many knew her online.

Merushka's last assignment was her coverage of the 8th Magical Kenya Travel Expo in September 2018. She was a passionate travel activist who covered arts, culture, tourism and shared experiences with many industry players.



## Kenya grows tourism earnings by 31%

Earnings from the tourism industry improved in 2018 with the Ministry reporting Sh157 billion compared to Sh119.9 billion earned the previous year.

The Ministry's report says the number of international visitor arrivals grew by 37 percent to 2 million in 2018 from 1.4 million in 2017.

The top 30 source markets for Kenya are USA, Tanzania, Uganda, United Kingdom, India, China, Germany, Italy, South Africa and France. Nature of the visits include holidays, business

and conferences, visiting friends and relatives among others.

“Tourism performance for the year 2018 has seen substantial improvement compared to 2017 in both tourism arrivals, domestic tourism performance and earnings,” says the report.

It attributes the improvement to political stability, improved security situation, growth in the aviation sector, investor confidence, withdrawal of travel advisories, and visits by foreign dignitaries.

During last year, Kenya witnessed visits by high profile individuals including UK Prime Minister Theresa May, US First Lady Melania Trump, and former US President Barack Obama.

Among the improvements in aviation sector during 2018 include improvement of services at JKIA, direct flights from Nairobi to New York, Air France making a comeback flying three times per week and the Qatar Airways Doha-Mombasa Flight.

Source: Standardmedia.co.ke

## Chinese Group, TTB ink deal on Tourism



Devota Mdachi - TTB MD

China's Touchroad International Holdings Group (Touchroad Group) has inked a deal with Tanzania Tourist Board (TTB) that will see the Chinese company bringing about 10,000 tourists to the East African nation in 2019.

TTB chairman Judge (rtd) Thomas Mihayo said in Dar es Salaam that the MoU was signed during the board's tour of China last month where they discussed ways of promoting tourism in Tanzania.

“The company is also interested in investing in hotels in Tanzania. It already has four five-star hotels in Africa and has provided a three-year grace period for Tanzania's free office space in China that will be used in promoting tourism,” Judge Mihayo said

This comes at a time when the rejuvenated Air Tanzania Company Limited is finalising modalities before it officially launches direct flights between Dar es Salaam and Guangzhou in China.

“So far, we have witnessed an increase in demand for Chinese nationals from other states who wish to visit Dar es Salaam. As such, we are planning to deploy more flights between Dar es Salaam and other Chinese destinations,” said ATCL Sales and Distribution Manager Edward Mkwab

Source: The Citizen Tanzania



L-R(Comoros Minister of Tourism Nordine Ben Ahamad and UNWTO SG Zurab Pololikashvili)

## Indian Ocean Island of Comoros enacts tourism law

The Indian Ocean Island of Comoros government has passed a tourism law meant to promote and develop the sector

The Minister of Tourism, Nordine Ben Ahamad who led a delegation to the just-ended Investour in Madrid revealed to VoyagesAfric the strategic plan was enacted in December 2018.

“The international consultants of tourism have helped shape the plan and put the country on the tourism map. They want to progress steadily with the industry from paperwork to stepping up the game on the field. It was one of the reasons they came

to Fitur International Tourism Fair to solicit help from investors and the media to develop the industry”

According to him, his outfit is willing to welcome investors and partners to help develop the country following the enactment.

“Our reasons for Fitur International Tourism Fair is to meet partners of the industry. Comoros is an unknown country and will be an opportunity to promote and give visibility to the island”

Director General of Comoros Tourism Board, Mohammed Rachidi also

added his voice to the campaign highlighting the island’s tourism potential.

“The whole plan is to show the country’s best offering in tourism. Ecotourism is one of the island’s strong points and we want to develop the industry to attract not only the local but international travel market”

The Minister and his delegation also held bilateral meetings with the Secretary General of the World Tourism Organization (UNWTO) Ambassador Zurab Pololikashvili at the headquarters of the organization.

## Rwanda’s Greg Bakunzi receives UNWTO award for sustainable tourism

The World Tourism Organization (UNWTO) has recognized the founder of Red Rocks Cultural Center and Red Rocks Initiatives for Sustainable Development, Greg Bakunzi, for championing sustainable tourism development in Africa.

The award was in recognition of what Red Rocks Cultural Center and Red Rocks Initiatives for Sustainable Development have been doing to promote tourism, conservation and community development in and around the Volcanoes National Park in northern Rwanda.

Greg was presented with the award by the Secretary General of UNWTO Zurab

Pololikashvili and a group photo taken along with Spain’s Minister of Industry Trade and Tourism Maria Reyes Maroto Illera, Luis Padron Lopez-Director General of Casa Africa, Eduardo Lopez-Puertas-Director General of IFEMA, and Fernando Martin Valenzuela, Secretary of State of Foreign Affairs –Spain.



Speaking exclusively to VoyagesAfric after his award, Greg said it has been a long journey and he is happy his efforts are being recognized. He added that the award would only spur him on to greater works in the area of conservation.

## 2018 - International Tourist Arrivals reach 1.4 billion, two years ahead of forecasts, Africa among the growth leaders

International tourist arrivals (overnight visitors) worldwide increased 6% in 2018 totalling 1.4 billion. This figure has been reached two years ahead of UNWTO’s long term forecast issued in 2010, against the backdrop of the remarkable growth of international tourism in recent years.

Results were driven by a favourable economic environment and strong outbound demand from major source markets, thereby consolidating a very strong 2017 (+7%), which was the second strongest year in the past decade.

By region, Middle East (+10%) and Africa (+7%) led growth, while arrivals to Asia and the Pacific and Europe (both +6%) increased in line with the world average. The Americas experienced a 3% growth.

Among the world’s top ten outbound spenders, the Russian Federation (+16%), France (+10%)

and Australia (+9%) reported the strongest increase in the first nine to eleven months of 2018. The United States (+7%) and the Republic of Korea (+6%) also recorded solid spending figures, all of them fuelling inbound growth in their respective regions and beyond.

Based on current trends, economic prospects and the UNWTO Confidence Index, UNWTO forecasts international tourist arrivals to grow 3%-4% in 2019, more in line with the historical growth trends.



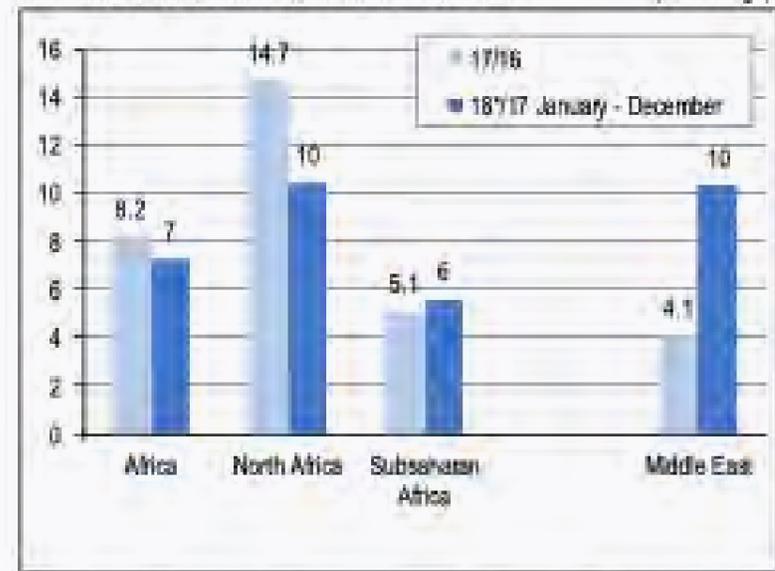
### Africa Performance

- Available data from Africa points to a 7% increase in arrivals in 2018, bringing the estimated number of international arrivals to 67 million, or 5% of the world’s total.
- Growth was led by **North Africa** (+10%). Tunisia continues to consolidate recovery with double-digit growth. The lifting of negative travel advice has led to a surge of European visitors to the country in the past months. Arrivals in Morocco, the sub region’s largest destination, grew at a robust rate as well.

- Sub-Saharan Africa** grew an estimated 6% according to limited data available, with island destinations Reunion, Cabo Verde and Mauritius posting robust growth. Kenya reported positive growth as well, with a surge in arrivals in July and August thanks to improved air connectivity. The sub region’s most visited destination South Africa reported moderate growth, partly due to a strong currency and a drought crisis in Cape Town in 2018.

Source: UNWTO

International Tourist Arrivals, Africa & Middle East (% change)



Source: World Tourism Organization (UNWTO) © \*Provisional data

## ZTA gets Acting Chief Executive as Kaseke bows out

The Minister of Environment, Tourism and Hospitality Industry, Priscah Mupfumira (Sen) and the Zimbabwe Tourism Authority Board (ZTA) has seconded from the board, Mrs Rita Likukuma in an acting role of Chief Executive with effect from 01 February 2019

ZTA Chief Operating Officer, Mr Givemore Chidzidzi had been acting since November 2018 on behalf of Dr. Karikoga Kaseke who has been off work on medical grounds.

Mrs. Likukuma brings in vast corporate governance experience having served on various Boards. She is the Deputy Chairperson of the current Reserve Bank of Zimbabwe Board and Non-Executive Director of PG Industries. Mrs. Likukuma is the current Chairman at Turnall Holdings Ltd and she is a Director on the Morgan Company Board, an international business consortium currently in advanced stages of setting up in Zimbabwe.



Mrs Rita Likukuma - Acting CEO, ZTA

She was the Chairman of the National Gallery of Zimbabwe until January 2013. In June 2014, she was appointed a member of the CMED Board of Directors.

Mrs Likukuma served as the Managing Director at the Solar Division of Art Corporation and was a senior executive at Unilever. She holds a

Masters in Business Administration from the Oxford Brookes University and a Bachelor of Science Economics Degree at the University of Zimbabwe.

The new ZTA Acting CE also studied for a City and Guilds Diploma in Electrical Installations. Mrs Likukuma is charged with driving the vision of the Authority in line with that of the nation.

## Namibia named Top Country at Wanderlust Reader Travel Awards 2019, SA is in Top 10

Namibia emerged 'Top Country' at the Wanderlust Reader Travel Awards 2019, putting the Southern African country at the number one spot on the Top Country 2019 list compiled by the magazine.

The awards were presented at a special event hosted at Destinations: The Holiday and Travel Show at Olympia on 31st January 2019. Wanderlust Magazine's Co-founder and Editor-in-Chief Lyn Hughes was joined by broadcaster, presenter and author Kate Humble to honour the best in travel.

"Namibia's otherworldly red deserts, unique tribal culture and the wildlife that roams its dramatic plains are just some of the reasons why this

African nation clinched the Top Country spot in the Wanderlust Reader Travel Awards 2019," the magazine said.

Namibia last achieved top spot in 2014, with the country frequently appearing in the top ten destinations over the last few years.

Hughes commented on the destination: "Having tracked rhinos

there, I can personally testify that this country is a conservation success story, with wildlife still flourishing both inside and outside the national parks, really adding to the visitor experience."

South Africa is the only African country beside Namibia to be rated, securing the seventh position on Top Country 2019 list.



## Seychelles assumes presidency of 'Vanilla Islands,' seeks to improve tourism earnings

Maximising earnings from tourists on cruise ships and engaging in more group marketing are some of the areas that Seychelles will focus on as it assumes the presidency of the Vanilla Islands from Mayotte.

The Indian Ocean island nations of Seychelles, Mauritius, Madagascar, Comoros, Reunion, Mayotte and Maldives initiated a joint travel brand under the banner 'Vanilla Islands' in 2010. The concept was created by tourism professionals of the six islands to strengthen tourism initiatives between the islands and help implement bilateral initiatives.

The former president of Mayotte, Soibahadine Ramadani, said that "the Vanilla islands started as a simple concept but today it is a platform for exchanges, meetings and actions."



It is Didier Dogley, the Seychelles' Minister of Tourism, Civil Aviation, Ports and Marine, who will head the group for the coming year. The flag of the 'Vanilla Islands' was given to Dogley during a ceremony on Monday marking the official handing over of the presidency.

Dogley said that being the president of the organisation "will give Seychelles the chance to be in the driving seat, and allow the island nation to say what we think should be pushed forward."

He outlined that focus will be placed on areas that are important, not only for Seychelles but for the group as a whole.

"My plans include continuing the work being done with cruise ships, and see how we can optimise earnings and benefits that the islands get from tourists onboard cruise ships," said Dogley.

Source: Seychelles News Agency



**REST ASSURED**  
**AFRICA'S BEST AIRPORT HOTEL**  
 We know just what our guests need along with the little touches that they like. That's why we are Africa's Best Airport Hotel for 2018-2019. Stylish rooms, productive work spaces, innovative dining and an incredible rooftop view.

**Four Points by Sheraton Nairobi Airport**  
 FOR MORE INFORMATION, VISIT [FOURPOINTS.COM/NAIROBIAIRPORT](http://FOURPOINTS.COM/NAIROBIAIRPORT)  
 OR CALL +254 709760000

MARRIOTT  
**BONVOY**

©2017 Marriott International, Inc. All Rights Reserved. SPG, Four Points and their respective logos are trademarks of Marriott International, Inc., or its affiliates.

## Zambia's cabinet approves plan for Tourism Development

Zambia's cabinet has approved a plan to spur the development of the country's tourism sector.

The cabinet approved the Tourism Master Plan for the period 2018 to 2038, a 20-year practical development strategy to enhance the economic contribution of the tourism sector to the southern African nation's economy.

Chief Government Spokesperson Dora Siliya said the plan was one of the issues discussed and approved during cabinet's first meeting this year.

She said the government was of the view that sectors such as tourism could contribute greatly to the growth of the economy away from the traditional copper industry.

"The vision of the tourism plan is for Zambia to rank among the most visited holiday destinations in Africa and the country to be a regional conference hub with a high quality,



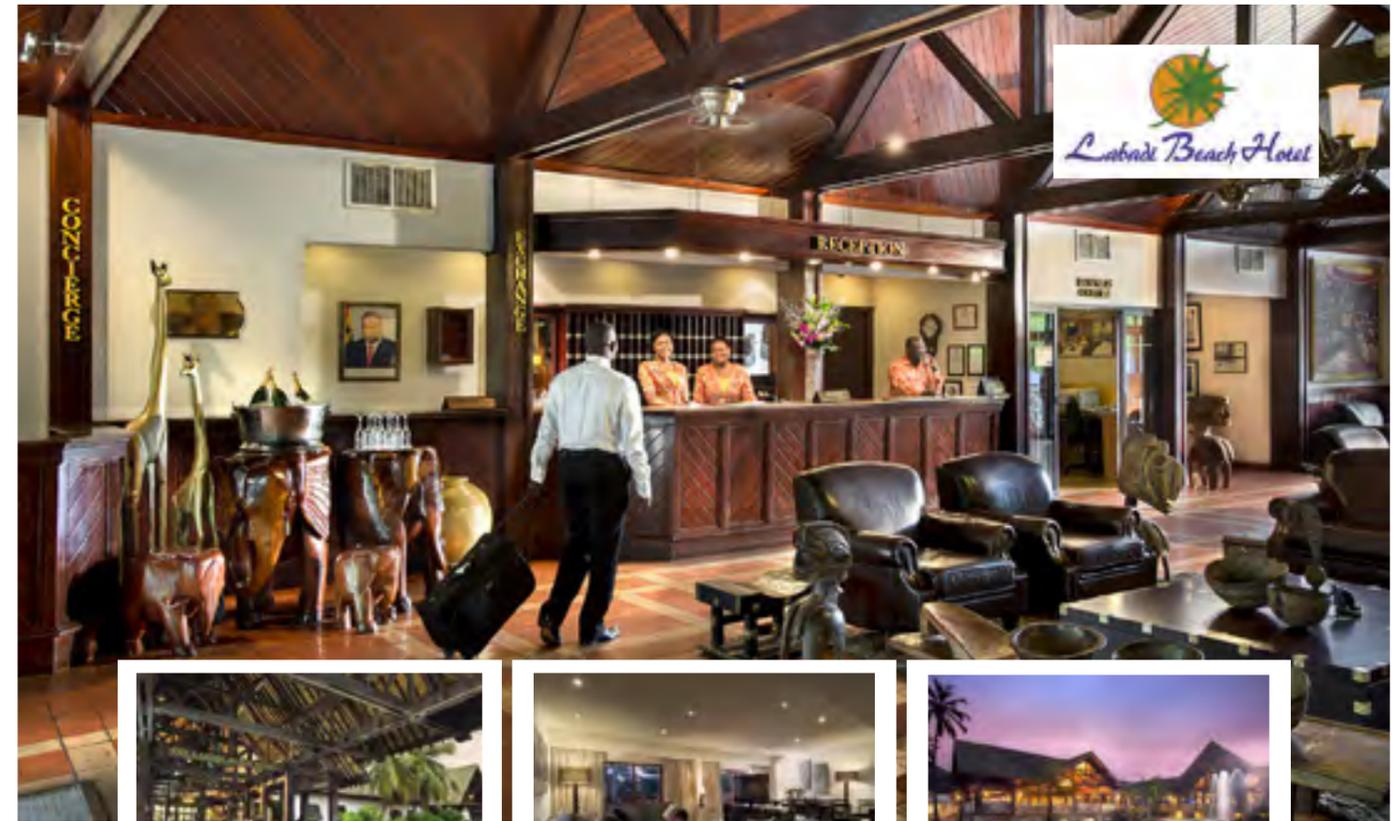
Charles Banda - Minister of Tourism & Arts, Zambia

diversified and sustainable tourism industry, with tourism making a major contribution to the economic and social well-being of Zambians," she said in a release.

According to her, the cabinet also approved the establishment of a Presidential Tourism Council aimed at enhancing coordination in the promotion of tourism in the country.

The main functions of the Council will be to bring all ministries relevant to tourism growth at the senior executive level under one umbrella, identify and unlock obstacles that inhibit implementation of tourism growth and monitor performance and progress.

Source: XINHUA



### Labadi Beach Hotel, Accra's leading hotel has led Ghana's hospitality industry since its inception

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.



[www.labadi@legacyhotels.com](http://www.labadi@legacyhotels.com)

### Soweto Gospel Choir wins 3rd Grammy Award

The group won the award in the category for Best World Music Album for their album called 'Freedom' in 2006 and 2007, they won Grammy awards in the category for Best Traditional World Music Album and in December last year, the choir joined Beyonce on stage at the Global Citizen Festival, singing a Zulu rendition of the song Halo. The 61st Grammy Awards came off Sunday, Feb. 10 at the Staples Centre in Los Angeles.



# Ist Caravan on Sustainable and Responsible Tourism held in Brazzaville



including Training Facilities and Promoting Innovation and Technology among others.

On her part, Congolese Minister of Tourism and Environment, Arlette Soudan-Nonault, was also optimistic that the event will help shape the perception of tourism development on the continent. According to her, tourism is not just a leading economic activity but also form an integral part of globalization.

The United Nations Development Program (UNDP) Resident Director, Anthony Kwaku Ohemeng-Boamah was also optimistic about the impact of the caravan on sustainable tourism in Africa.

The Secretary General of UNWTO, Congo's Minister of Tourism and Environment, the Moroccan & UNWTO delegations and international experts in a plenary session shared their perspectives on sustainable tourism practices especially in terms of education, skills and job creation for the youth.

Outstanding Individuals and tourism enterprises that have contributed to the development and promotion of the principles of sustainable and responsible tourism received awards to climax the event.

The first Caravan for African Charter on Sustainable and Responsible Tourism was as a result of an initiative in 2016 by the Kingdom of Morocco in partnership with the UN World Tourism Organization (UNWTO) on the sidelines of the Conference of the Parties (COP-22) in Marrakech, Morocco.

The maiden edition of the Caravan for African Charter on Sustainable and Responsible Tourism has been held in the Congolese capital, Brazzaville.

This is after players, government officials and conservationists established a consensus to collectively promote tourism in a more sustainable way.

The event was attended by high-ranking Congolese government officials including the Deputy Prime Minister in charge of Public Service, State Reform, Labor and Social Security, Firmin Ayessa who described it as an opportunity for restructuring development strategies on the continent. He also revealed, the Republic of Congo, a signatory to this charter, has made tourism one of the strategic growth sectors in its National Development Plan 2018-2022,

"So, from Brazzaville and now, I appeal to all the countries of the continent to join the twenty-six States signatories to the African Charter on Sustainable and Responsible Tourism and resolutely

commit themselves to embark on the development of this sector. Once again, by taking the initiative of organizing the first edition of the "Caravan of the African Charter of Sustainable and Responsible Tourism", the Government of the Republic of Congo reaffirms its commitment to contribute to the rebirth of Africa," the Deputy Prime Minister added.



Firmin Ayessa, Vice PM, Congo

The Secretary General of the UN World Tourism Organization (UNWTO) Ambassador Zurab Pololikashvili who also graced the occasion as the special guest, impressed on players in Congo's tourism sector the need to the capitalize on the project to market their country as an attractive tourist destination. He also reiterated the organization's ten point strategy for Africa with a call for support from members and governments towards growing tourism in Africa.

The ten points include: Advocating the Brand Africa, Promoting Travel Facilitation (Connectivity/Visa), Strengthening Tourism Statistics SDGs 8, 15, 17, Expanding Capacity Building



Zurab Pololikashvili, UNWTO Sec. Gen



Arlette Soudan-Nonault, Minister of Tourism and Environment, Congo

United Tourism Fairs of Tanzania  
**KARIBU FAIR**  
TRAVEL & TOURISM TANZANIA

**KILIFAIR**  
KILIMANJARO TOURISM & INDUSTRY FAIR 2019

EAST AFRICA'S LARGEST TOURISM FAIR  
*where business meets wildlife*

DPO Think Payments PLATINUM SPONSOR 2019

- ▶ 27,000 m<sup>2</sup> Fair & Exhibition area
- ▶ 450+ Exhibitors from 15 countries (Tour companies, Hotels, Lodges, Airlines, Suppliers etc.)
- ▶ 600+ EA and international buyers from 50+ countries
- ▶ 5000+ Trade visitors
- ▶ B2B events | Appointments | App
- ▶ Entertainment & Fashion Shows

**June 7-9, 2019**  
Friedkin Recreation Center - TGT Arusha | Tanzania  
[www.kilifair.com](http://www.kilifair.com)

f i t





Natalia Bayona



Rekik Bekele



Codou Olivia Ndiaye

## UNWTO-NEPAD maiden tourism tech adventures create business linkages for African start-ups at FITUR

**Five African tourism start-ups were given the opportunity to share and pitch their business ideas through the joint UNWTO-NEPAD Tourism Tech Adventures initiative.**

The presentations were made as part of the 10th anniversary of INVESTOUR; the event dedicated to promoting African tourism and businesses yearly at FITUR in Madrid, Spain. The five; Phenomenon Technologies - Zimbabwe, Run Africa - Ethiopia, Khwela Youth Tourism - South Africa, Lives - Senegal and Roundbob - Uganda made the final shortlist out of over 3000 applications that were received from all over the world.

In an attempt to further spur the growth of technology and innovation, UNWTO Africa and NEPAD launched the UNWTO/NEPAD Tourism Tech Adventure to encourage the development of technology and innovation in the tourism sector in Africa. The UNWTO/NEPAD Tourism Tech Adventure aims to provide a platform to African youth entrepreneurs to nurture their innovative ideas and utilize technology in further developing the tourism sector in Africa.

In an interview with VoyagesAfric Travel Magazine Head of Innovation at UNWTO, Natalia Bayona said the initiative is to help member states to foster a tourism innovation ecosystem.

Our mission inside UNWTO is working with our Member States to create, connect and scale up their tourism innovation ecosystems. To us, it's a priority to join the key actors that help to develop sustainable innovation: startups, investors, corporates, governments, institutions and the academia.

For that reason we created the global startup competitions, to develop new opportunities for each actor. We have received projects from more than 130 countries and we believe that it's the beginning of the development of a global innovation and entrepreneurship strategy to position the tourism sector inside the innovation agenda.

For this year, we will develop 10 all around the world and the top startups would join us in the General Assembly to pitch in front of tourism leaders and aware about the new ways we can travel.

Finally, we are working this year to develop the first UNWTO Innovation hub network, an investor's community and develop some platforms to connect the best practices on innovation in order to share them with our Member States.

The Senior Tourism Advisor at NEPAD-African Union Development Agency (AUDA) Vincent Oparah said "the youth is the fulcrum of our work, to define the Africa we want. Young people have the potential to own the world"

He emphasized that since the signing of the Memorandum of Understanding in 2016 with UNWTO, both organizations have worked closely on a number of activities, to promote inclusive and sustainable tourism in Africa, as well as on the global stage.

Representatives of the five start-ups had the following to say after the three days event:

**Phenomenon Technologies - Zimbabwe:** It's been a lovely experience and we've managed to present and pitch our start-up so that we can get access to an investor. So far it's been wonderful, we've met all the ministers and we are looking to



Vincent Oparah



Kim Whitaker



Nkosana Butholenkosi Masuku



David Gonahasa

expanding to different sectors as we are into improving tourism education experiences and virtual reality. This has been a really wonderful experience to learn more about different cultures and to improve our business and expand to other countries. - Nkosana Butholenkosi Masuku, Founder & CEO

**Round Bob.com - Uganda:** We are trying to help Africans to travel, we think that there is a huge market that wants to travel and we believe that with the right product, we can actually create millions of new travellers on the continent. We had a masterclass today which was pretty much about how to pitch and how to be able to make a better package for investors. And I think it helped us to actually plan for today, because we took some of the insights back home and worked through the night to get it right, so we are glad to be here and about the experience and we are happy to be a part of this - David Gonahasa, Managing Director

**LIVES - Senegal:** LIVES is connecting dots between people, African cities and cultures and we are now ready to launch our mobile app which shows the best of what each African city has to offer. We are here at the UNWTO-NEPAD at Investour, and we have a great opportunity to actually meet foreign start-ups and it is great because we believe in collaborations between people, talents, ideas and this is basically what we have here with investors, governments, decision makers and other entrepreneurs. So it is really refreshing and motivational - Codou Olivia Ndiaye, Co-founder & Project Manager

**Run Africa - Ethiopia:** I started Run Africa which gives opportunity to running and hiking enthusiasts to run and experience the unique Ethiopian running culture and altitudes. So I am very happy to be here in Spain, being selected as one of the five start-ups, and my impression so far is that it is a great opportunity for us to connect and network with people who come

from different African countries and from Europe as well. So I am looking forward to this great opportunity of expanding from Africa to the rest of the world - Rekik Bekele, CEO

**Khwela Tourism Youth Stars - South Africa:** We founded Kwela in 2017 to close the gap between youth unemployment and the youth travel operators who couldn't find amazing staff to work in tourism businesses. So through online learning, an experiential road trip through South Africa, we bring these two parties together and really empower them to experience the beauty of South Africa. For the last two days I have been in Madrid, I was invited by the UNWTO, Fitur and NEPAD, to this workshop on how we can improve African start-ups. I met some incredible start-ups, there were four others and the learning that we had, and the talks that were delivered were insightful and enriching. And I will recommend it to any African start-up - Kim Whitaker, CEO

## Sekgororoane reappointed Botswana Tourism CEO



Myra Sekgororoane

Botswana Tourism Organisation's (BTO) founding Chief Executive Officer (CEO), Myra Sekgororoane has been reappointed to her former post.

A Press release from the permanent secretary at the Ministry of Environment, Natural Resources Conservation and Tourism, Thato Raphaka made the announcement on Sunday 10th February 2019.

"Ministry of Environment, Natural Resources Conservation and Tourism would like to inform the public and stakeholders that Ms Myra Sekgororoane has been appointed Chief Executive Officer for the

Botswana Tourism Organisation," read the statement.

Sekgororoane is a tourism industry veteran who rebranded the then Botswana Tourism Board (BTB) and left in 2013.

"Ms Sekgororoane is expected to steer the organization as it re-configures and strategises to become more focused on its mandate which is to market and promote Botswana as tourist destination of choice, promote investment in the tourism sector, as well as to grade and classify tourism facilities," said the statement.

# African and Spanish Journalists discuss ways to project Africa

Forty African and Spanish journalists converged in Spain's capital city of Madrid to brainstorm on better ways of communicating Africa to the Spanish and global audiences.

Organised by Casa Africa, a public consortium aimed at fostering relations between Spain and Africa, the event was part of series of events undertaken by the organization to give visibility, information, positive stories and trade knowledge of the 54 countries to Spain and the larger European market.

Perceptions about Africa in the Spanish and the Iberian Peninsula have largely been driven by the migrant issue on the Mediterranean and it has affected how the continent is viewed by the Spanish people.

In a well-attended event where an over 300 enthusiastic audience who were mostly journalists and students from the university community in Madrid, the events kicked off after

the protocols of speeches by the partners and organizers of the event.

The Director General of Casa Africa Luis Padron opening the conference expressed appreciation to all speakers and participants for accepting to be part of their event. He said if not for budget constraints, they would have embarked on series of activities to drive the overall agenda of Africa.

The Minister for Economy, Industry, Commerce and Knowledge of the Canary Island Government Pedro Ortega said the Government will continue supporting the organization of events so as to help shape minds and thoughts of a whole continent. He believed that, there are business opportunities between Africa and Spain if given more trade knowledge about the event.

The Secretary of State for Foreign Affairs for the Spanish Government Fernando Valenzuela said, Spain was determined to trade with Africa

and wants to create foras as these to erode perception of Africa in Spain.

The long term objective of the program is to create networks of Spanish and African journalists and at the same time, spread in Spain the perception of little information about Africa in the Spanish media, and the need to help erase the idea of Africa being portrayed as a conflict infested Continent for which the Western Media must refrain from.

The event which is in its second year has been scheduled for every two years to bring Africa and Spanish journalists together to discuss the way forward by pushing the brand AFRICA agenda.

The outcome of the 12 hours intensive forum was for Africa to own its own narrative and also change the bad image of the continent. That Africa's positive image must begin with African Journalist... was also driven home forcefully.



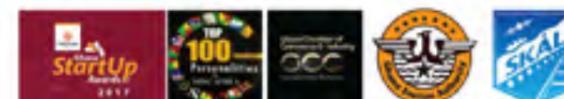
Official photograph of the second African and Spanish meeting of Journalists in Spain

## Vacation Travel just got better.

Call us now for booking and reservation:

**+233 24 672 6626 | +233 24 403 5023 | +233 30 397 3251**

Accra Tourist Information Center,  
Liberation Road, Osu Avenue Extension, Opposite Afrikiko.  
[www.kayatours.com](http://www.kayatours.com) / [info@kayatours.com](mailto:info@kayatours.com)



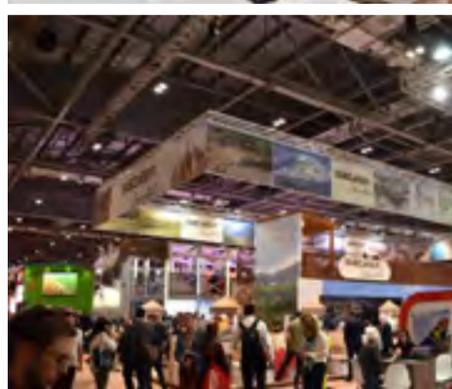
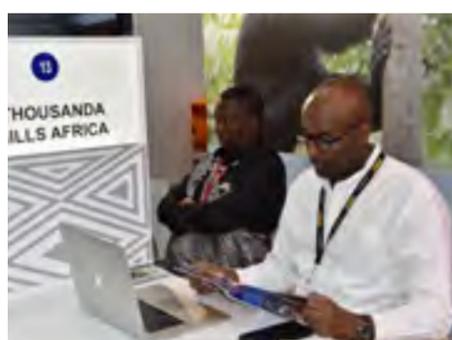
# Africa at World Travel Market-London



The 2018 World Travel Market- (WTM-London) themed "ideasArriveHere" in Excel London saw some new countries making their debut at the global travel showpiece. One of those countries is Djibouti who participated for the first time. National Tourism Agencies, Airlines, Ministries, Travel companies, and the media were among the travel and tourism players at the exhibition.

opportunity for the travel trade to promote its tourism products and services to the world. Africa as usual, never disappointed during the final day of the exhibition which was the WTM Festival Day. Uganda's gorilla displays, Ghana's dance shows and Senegal's indigenous cultural performance displays were among the displays that brought many participants to the Africa Hall. We have here photos from WTM.

The WTM-London offers the African continent a fine



# Africa Tourism Leadership Forum heads to Durban



African Tourism Partners, organisers of the African Tourism Leadership Forum (ATLF) and Awards have slated August 29 and 30, 2019 as the dates for this year's edition to be held in Durban in the Kwazulu Natal Province in South Africa

The Africa Tourism Leadership Forum (ATLF) is a Pan-African dialogue platform that brings together key stakeholders of Africa's travel, tourism, hospitality and aviation sectors to network, share insights and devise strategies for intra-Africa travel and tourism growth across the continent, whilst enhancing the brand equity of "Destination Africa". ATLF is the first of its kind in Africa and aims to put the spotlight on tourism as a major economic pillar for diversifying African economies.

The maiden edition was held in Ghana last year.

**Contact:** Nozipho@africatourismpartners.com  
+27 81 303 7030  
+27 11 037 032



## UNWTO introduces online courses to boost tourism education

The World Tourism Organization (UNWTO) is set to roll out online programs in an effort to spread tourism education across the world.

The UNWTO has designated 2019 as the year of "education, skills and employment" precisely because, as a leading growth sector in the world, it is also a powerful generator of jobs, employing 1 in 10 people in the world.

The Secretary General of the Organization Ambassador Zurab Pololikashvili revealed this when he was speaking as a panelist of the inaugural caravan for African charter on responsible tourism held in Brazzaville.

"We need to spread education to the world and give people the opportunity to learn and build capacity from wherever they are. We are preparing to announce a project on how to attract kids and young generation into tourism for the first time because it has become a science". He added



Zurab Pololikashvili, UNWTO Sec. Gen

"We have initiated the process in Europe with some educational institutions and after the pilot of the courses are successful then we will roll it out across the world.

He stressed that, education forms key part of the 10 point agenda for Africa and asked stakeholders and players in the industry to help grow tourism with innovation and make it sustainable.

UNWTO's educational wing, UNWTO Academy is expected to lead the project.

The Republic of the Congo through the Ministry of Tourism and Environment hosted the first caravan of African charter on sustainable and responsible tourism.

# The Business Haven

Allow us to pamper you throughout your stay with us. From our scrumptious buffets and world-class facilities, to our luxurious beds. Escape the ordinary with Accra City Hotel.



Barnes Road, West Ridge | GA-107-5500 Accra  
info@accracityhotel.com | www.accracityhotel.com

**Tel: +233 (0) 302 633 863**

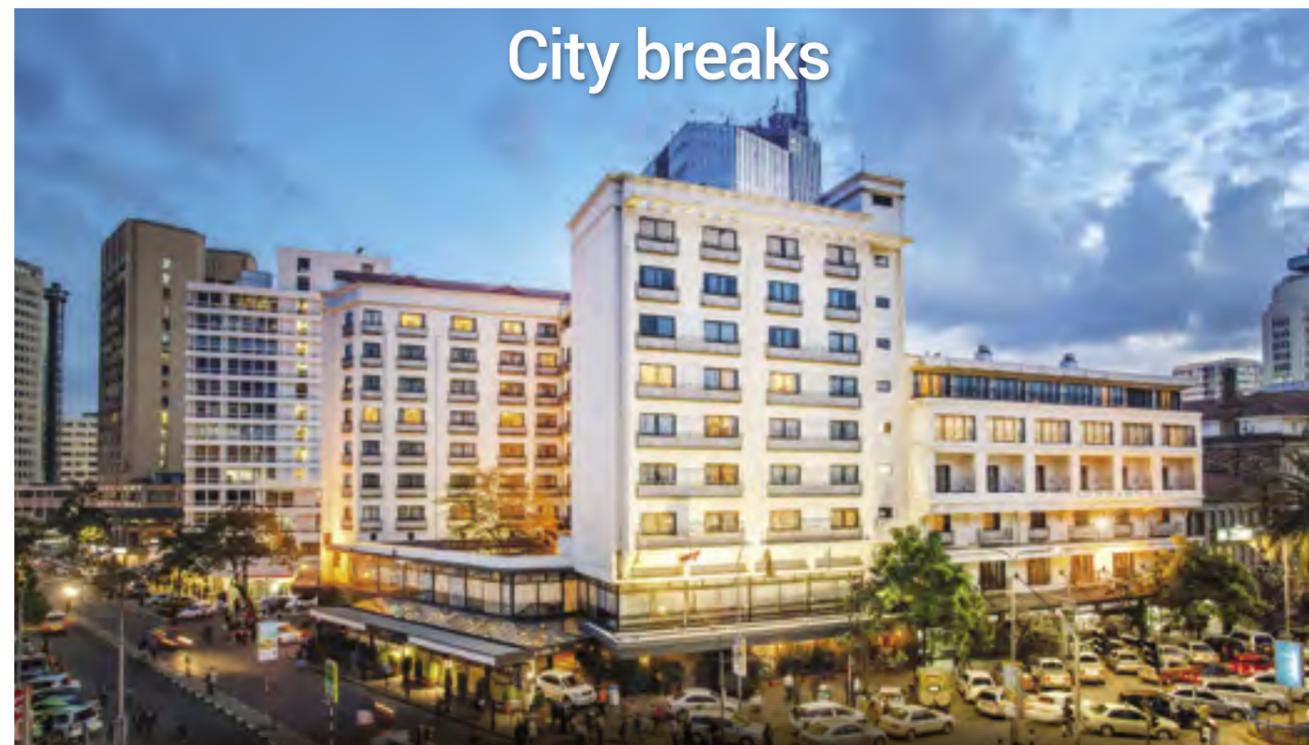
www.accracityhotel.com



# Photos of Africa Hall at FITUR Tourism Fair 2019



## City breaks



Sarova Stanley

Sarova Woodlands Hotel & Spa

Sarova Panafric

Whether you are travelling for work or pleasure, immerse yourself in an exceptional and tranquil stay in the city

**BOOK YOUR STAY NOW**

*Refreshing African Hospitality*

For reservations and bookings contact:  
Tel: +254 709 111 000 | Email: centralreservations@sarovahotels.com



Sarova Stanley | Sarova Panafric | Sarova Woodlands Hotel & Spa | Sarova Whitesands Beach Resort & Spa | Sarova Mara Game Camp  
 Sarova Lion Hill Game Lodge | Sarova Shaba Game Lodge | Sarova Salt Lick Game Lodge | Sarova Taita Hills Game Lodge | Spirit of the Masai Mara

[f](#) Sarova Hotels Kenya

[t](#) @Sarovahotelsken

[i](#) Sarova\_Hotels



# HERE COMES Manchester

December 2018 ————— ✈

[www.ethiopianairlines.com](http://www.ethiopianairlines.com)

Ethiopian  
የኢትዮጵያ  
THE NEW SPIRIT OF AFRICA

A STAR ALLIANCE MEMBER ✪

# MOSCOW

The illuminating reflections

December 2018 ————— ✈

Ethiopian  
የኢትዮጵያ  
THE NEW SPIRIT OF AFRICA

A STAR ALLIANCE MEMBER ✪