

# VOYAGES **AFRIQ**

ISSUE 008 | September - December 2019 Edition

Travel and Tourism Magazine

St Petersburg readies to host  
Tourism's biggest gathering - p.6

**23** General  
Assembly

Saint Petersburg, Russian Federation, 9 - 13 September, 2019

The African Choir the World is  
talking about - p.60



ISSN 2550-3405



9 772550 340004





## The Seychelles Islands, Another World.

The 115 islands of the Seychelles Archipelago lie scattered across their secret corner of the western Indian Ocean like precious gemstones set in a universe of azure water – stepping stones to the east coast of Africa, some thousand miles away, and natural gateway to the many treasures of the continent.

On offer is an amazing degree of diversity which takes in the contrast between 41 towering granite isles and the 74 shimmering sand cays, reef islands and atolls of the Outer Islands while the multi-ethnic roots of its relatively young society lend themselves to a varied and vibrant culture with all its people and major religions living beside one another in perfect harmony.

Overall, all the islands have been blessed with many natural assets and attributes including possessing a near-perfect and disease-free climate; an endless list of world-beating beaches; a sanctuary for some of the world's rarest species of flora & fauna and an enviable conservation record whereby almost half of the 455 sq.km landmass has been set aside as natural parks and reserves.

Creation has blessed Seychelles with all of this and more. Against the backdrop of its unique island beauty, it is a place where harmony, tranquility and Nature at its very best will conspire to leave you with the memories of a lifetime.



Most major airlines flies to Seychelles, from Europe, Middle East, the Americas and Africa, including Kenya Airways and Ethiopian Airlines

For information about the Seychelles Islands, please visit: [www.seychelles.travel](http://www.seychelles.travel)

**f SeeSeychellesSA**  
 SeeSeychellesSA @seychellestourism



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

**VOYAGESAFRIQ**  
 Travel and Tourism Magazine

ISSUE 008 | September - December 2019 Edition

### Editorial Team

**Ben Ohene-Ayeh**  
 Consulting Editor

**Kojo Bentum-Williams**  
 Managing Editor

**Samuel Obeng Appah**  
 Content Editor

**Contributing Writers**  
 Prof Wolfgang Thome  
 Judy Kepher-Gona  
 Natalia Bayona  
 Marian Ansah  
 Angela Dzidzornu

**Administration/Marketing**  
 Jennifer Nyavor  
 Glaou Eddie Fortune  
 Symphorien Kouabile  
 Michel Kouassi

**Photo Credit**  
 Alex Tackie  
 Franck Kra  
 UNWTO  
 Kenya Tourism Board  
 Prince Charles Affum  
 Michel Kouadio Kouassi  
 Rwanda Development Board  
 Air Seychelles

### Publisher

**Voyages Afric**  
 Media Ltd.

Africa's leading Travel and Tourism Magazine

# Editorial

## Africa's Priorities at the 24th UNWTO General Assembly

Africa's tourism has seen major developments in the last decade and continues to make inroads in all aspects of the travel industry.

From the development of the tourism product to innovation and administration the continent is beginning to prioritize the sector as an important one.

The 23rd World Tourism Organization (UNWTO) General Assembly is at hand and countries, multinationals and the media will assemble in Saint Petersburg for the industry's biggest gathering.

The UNWTO General Assembly in Russia is the highest decision body of the UN Tourism Organization. It is the avenue where new laws, legislations, projects and major policies are announced.

Africa is attending this big global conference with some major issues to be accomplished. Key amongst them is the bid to host the General Assembly in Africa for the third time. Kenya and Morocco will slug it out with Philippines to be the next hosts of the event. Lobbying and intense campaign is at fever pitch and barring any last minute agreement between the two CAF members, it will not be surprised to see them pitch against each other allowing Philippines to beat the bookmakers favourites from Africa.

We hope the Commission for Africa (CAF) will work to agree to field a single candidate to strengthen the African case.



We are told a major policy announcement on Africa will also be made at the General Assembly meeting in Russia. This will be contained in the UNWTO Commission for Africa Report which will include the implementation of the UNWTO agenda for Africa 2030.

The Report will guide member states in shaping the tourism industry and particularly the innovation in driving sustainable and responsible tourism.

Africa in spite of its achievements in the tourism sector still has a

long way to go and require strong tourism governance structures to address some of the administrative lapses.

To this end, African countries should also put forward their best and bankable projects to attract investors who will be there as well.

In another development, two finalists of the five African Start-ups who participated in the tourism tech adventures, David Gonahasa from Uganda and Codou Olivia Ndiaye from Senegal will be participating in the High-Level Summit on Innovation

and Sustainable Development in Tourism to share the unique African story with their innovations aimed at changing the industry for the better. VoyagesAfric wish them well.

Again, a new CAF chair and two vice-chairs will be elected to oversee the affairs of the Commission in the next two years in Africa.

On that note, VoyagesAfric wishes Africa the best of everything at the General Assembly meeting in St. Petersburg, Russia.

**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 NMC No.  
Voyages Afric Media Ltd. NMC/C.139/17/3036.

**DEPENDABILITY MEANS**  
CONSISTENTLY DELIVERING ON OUR PROMISE



Accra (Hub)

**Domestic routes**



Kumasi



Tamale



Takoradi

**Regional routes**



Lagos



Abuja



Monrovia



Freetown



Abidjan (coming soon)

3 Domestic destinations  
 5 Regional destinations



# IN THIS ISSUE



**6**  
St Petersburg readies to host Tourism's biggest gathering



**8**  
My Priority is to position Tourism as a top global sector - Pololikashvili

USA moves closer to rejoining UNWTO



**9**  
UNWTO Executive Council meeting reiterates tourism's focus for growth and development

**10**  
Fulfilling UNWTO's vision of tourism as a force for good



**12**  
President of Zambia commits to sustainable tourism promotion

**14**  
Kenya and Morocco in hot race to host 24th General Assembly



**15**  
AFRICA: UNWTO Tourism Tech Adventures as a Golden opportunity for scaling up!

**16**  
Palau joins UNWTO



**19**  
UNWTO and Barça Innovation Hub Launch Global Sports Tourism Start-up Competition



**21**  
Tourism, trade top agenda as President Kenyatta hosts Sierra Leone and Mauritius leaders

Four Points by Sheraton Nairobi Airport bags Best luxury Airport Hotel in Africa



**22**  
Africa's First A320neo makes first official flight to Mauritius

**23**  
AWA-ASKY-Ethiopian in partnership to drive seamless travel in West Africa



**24**  
Botswana and Rwanda to establish direct flights between the two countries

Zimbabwe Tourism Authority Board appoints new acting CEO



Turkish Airlines adds Pointe-Noire to its flight network

**26**  
Ethiopian Airlines offer Transit Passengers opportunity to experience Addis Ababa



South African Tourism and KATA host Kenyan Travel agents



**27**  
Radisson Blu Hotel Nairobi Awarded with SafeHotel Certification - Executive Level

Ethihad introduces Boeing 787-9 Dreamliner to Lagos

Ethiopian connects Chongqing with Freight corridors of the world



**28**  
Let's use our diverse cultural and heritage assets to create business opportunities - Minister SA

Cabo Verde Airlines to fly to Lagos, Nigeria



**29**  
Adaye Kessie Foundation to champion promotion of cultural tourism

**31**  
African Tourism Week slated for Sept 24

RwandAir launches flights to Guangzhou



**32**  
PERSONALITY PROFILE – Elcia Grandcourt



**34**  
Ghana reduces visa fees for "The Year of Return"



Roland Chitoleta is Zambia's new Minister of Tourism and Arts

**37**  
Uganda's President approves Wildlife Act

Tanzania Tourist Board appoints Footballer as Ambassador



**38**  
Rwanda Development Board signs 20 year deal with Vivendi

**40**  
Uber Considers Expanding into Dakar



Seychelles Tourism Board and Air Seychelles renew marketing agreements

**41**  
Marriott International and Emirates strengthen partnership with relaunch of "Your World Rewards"

Prime Minister Abiy appoints New CEO for Tourism Ethiopia



**42**  
Seychelles named Number 1 island destination in Africa and Middle East



**44**  
President of Zimbabwe names Acting Tourism Minister

Coastal Aviation goes Green with an end to single use plastics

**45**  
South Africa Tourism Welcomes Visa Waivers

Two South Africans killed in Tanzania plane crash

**46**  
Upcoming Travel Exhibitions



**48**  
KARIBU-KILIFAIR 2019



**50**  
Travel Expo gets popularity in the region

# St Petersburg readies to host Tourism's biggest gathering

The Northern Russian and tourist haven of St. Petersburg is all but set to welcome the movers and shakers of the global travel and tourism industry during the 23rd session of the World Tourism Organization (UNWTO) General Assembly from 9th to 13th September 2019.

The 23rd General Assembly (GA) will be the first time the event is being held in Russia. Senior Officials of the Russia Federation are expected to grace the event.

The Tauride Palace, ExpoForum Convention and Exhibition Centre and the Presidential Library are venues for the five-day summit.

The General Assembly is the supreme organ of UNWTO. Its ordinary sessions are held every two years and are attended by delegates from UNWTO Full and Associate Members, as well as representatives from UNWTO Affiliate Members.

It is considered the most important global meeting of senior tourism officials and high-level representatives of the private sector.

The Secretary General of UNWTO Ambassador Zurab Pololikashvili will be presiding over his first GA since assuming duty in January 2018.

Over 1,500 delegates including 175 Members states, affiliates the private sector and the media are expected to participate in the summit.

Major announcements will be made at the event. Amongst them is the next host of the 24th General Assembly. Kenya, the Kingdom of Morocco and Philippines are

bidding to host the next Assembly in 2021.

Individuals and organizations who have excelled and impacted the sector will be celebrated during the 15th UNWTO Awards which forms part of the GA. The Awards recognize the contribution of public and private institutions, as well as NGOs, in the development of a more competitive, responsible and sustainable tourism sector that works towards achieving the 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs).

## High-Level Forum on Medical and Health Tourism

Health, wellness and medical tourism have grown exponentially in recent years to become increasingly relevant in many destinations. Health tourism is an emerging, global, complex and rapidly changing segment that needs to be better understood by destinations willing to leverage opportunities and better address challenges.

The forum will be held on 10th September and will look into market trends and prospects, national policies to foster health tourism, models of collaboration between public and private sector as well as the role of this segment in promoting increased income for destinations as well as decrease seasonality.

## Ministerial debate on Education and Employment in Tourism

On 12 September, the Ministerial Debate on the theme "Education and Employment in



Ambassador Zurab Pololikashvili and Zarina Doguzova, Head of Federal Agency for Tourism of the Russian Federation pose for a photo after a recent meeting at the UNWTO, Headquarters in Madrid.

Tourism, realizing "SDG 4 and SDG 8" will discuss the challenges of the Future of Work in Tourism and how the sector can adapt to contribute to the achievement of the 2030 Agenda and the Sustainable Development Goals at the national and global levels.

## High-Level Summit on Innovation and Sustainable Development in Tourism

Innovation and Sustainable Development in Tourism will rethink, optimize and demonstrate solutions and approaches that countries could apply to effectively decouple the tourism sector's growth from resources use, while addressing a range of relevant topics such as the competitiveness of the tourism sector and the criticality of education, innovation and sustainability. It also aims at encouraging dialogue and action, to sensitize decision-makers about raising sustainable transportation policies as a priority for sustainable development and climate action through innovation pathways.

## UNWTO Tourism Video Competition

The 23rd session of the General Assembly will feature the 4th edition of the UNWTO Tourism Video Competition. The importance of multimedia for tourism communications cannot be underestimated. This is especially true against the backdrop of ever-growing digitalization, changing viewer and user habits and the consolidation of mobile-first strategies.

## The 62nd Commission for Africa (CAF) Meeting

The 62nd meeting of the Regional Commission for Africa (CAF) will be held during the General Assembly on 10th September 2019 at the Tauride Palace. The Secretary-General will present to the Members of the UNWTO Commission for Africa his report on the implementation of the UNWTO Agenda for Africa 2030: Tourism for inclusive growth, undertaken

and championed by the Member States since the 61st Regional Commission Meeting.

The Commission will also elect a chair and two vice-chairs from among its Members for a term of two years, commencing from the twenty-third session of the General Assembly.

The Seychelles Island has expressed its desire to host the 63rd CAF Meeting.



## ST PETERSBURG -FACT FILE

St. Petersburg is a Russian port city on the Baltic Sea. It was the imperial capital for two centuries, having been founded in 1703 by Peter the Great, subject of the city's iconic "Bronze Horseman" statue. It remains Russia's cultural center, with venues such as the Mariinsky Theatre hosting opera and ballet, and the State Russian Museum showcasing Russian art, from Orthodox icon paintings to Kandinsky works.



## Preliminary Programme Outline

Day and venue	MORNING	LUNCH	AFTERNOON	EVENING
Monday 9 September Venue: Presidential Library	10:00-13:00 (En. Sp.) 41st UNWTO Affiliate Members Plenary Session*		17:00-21:00 Visit to Peterhof Park and Palace with an excursion and reception (by boat)	
	09:00-17:00 Sightseeing tour of St. Petersburg			
Tuesday 10 September Venue: Tauride Palace	10:00-14:00 (En. Fr.) Regional Commission for Africa (CAF)	14:00-16:00 Lunch hosted by Kenya*	16:00-18:00 (En. Fr. Sp. Ru. Ar.) High-level Forum on Medical and Health Tourism	19:00-22:00 Welcome Cocktail and UNWTO Awards Ceremony Venue: Mariinsky Theatre II (ballet performance)
	10:30-12:00 (En.) Committee on Tourism and Sustainability			
	12:00-13:30 (En.) Committee on Tourism and Competitiveness			
	12:30-13:30 (En.) Associate Members meeting*			
Wednesday 11 September Venue: ExpoForum	09:30-10:30 (En. Fr. Sp. Ru. Ar. Ch.) Official Opening	13:30-15:30 Lunch hosted by Morocco*	15:30-18:30 (En. Fr. Sp. Ru. Ar. Ch.) 2nd Plenary	20:30-22:30 Welcome Ceremony hosted by the Russian Federation Venue: Peter and Paul Fortress
	10:30-10:45 Group photo for heads of delegation			
	10:45-13:00 (En. Fr. Sp. Ru. Ar. Ch.) 1st Plenary			
	13:00-13:30 (En. Ru.) Press conference*			
Thursday 12 September Venue: ExpoForum	10:00-12:30 (En. Fr. Sp. Ru. Ar. Ch.) Ministerial Debate on "Education and Employment in Tourism, realizing SDG 4 and SDG 8"	13:00-15:00 Lunch hosted by Philippines*	15:00-18:30 (En. Fr. Sp. Ru. Ar. Ch.) 3rd Plenary and High-level Summit on Innovation and Sustainable Development in Tourism 15:30-18:30 (En. Sp.) Affiliate Members Board*	21:00-23:00 Cocktail hosted by Russian Federation Venue: Planetarium
	13:00-13:30 (En.) Credentials Committee *			
	12:00-12:30 (En. Fr. Sp.) Programme and Budget Committee (PBC)*			
Friday 13 September Venue: Presidential Library	10:00-12:00 (En. Fr. Sp. Ru. Ar.) 111th session of the Executive Council	13:30 International Symposium on "Film industry as a tool for creating the image of a tourism destination"	16:00-17:00 Group Visit to Museum of Russian Railways	19:00-22:00 Farewell Dinner hosted by the Russian Federation Venue: Catherine Palace, Tsarskoye Selo
	12:00-12:30 (En. Fr. Sp.) Programme and Budget Committee (PBC)*		17:00-18:00 Vintage steam train ride on the St. Petersburg-Tsarskoye Selo route (for Heads of delegations)	

\* By Invitation



- The Tauride Palace

# My Priority is to position Tourism as a top global sector - Pololikashvili



The Secretary General of the World Tourism Organization (UNWTO) Ambassador Zurab Pololikashvili is determined to make tourism a lead sector in the global agenda.

The Secretary General said this whilst addressing participants at the "Aid for Global Review" 2019 session in Geneva, Switzerland. He said "My top priority is to position tourism as a top sector in the global agenda."

He added that creating value added jobs is crucial and "the need to have innovation at the heart of our daily work is now".

Mr. Pololikashvili reemphasized tourism's power and the need for countries to finance the industry to enable it play its effective rate in the world economy.

"With Tourism accounting for 10% of GDP, 7% of total exports and 30% of total exports in services it is necessary that countries develop plans to finance tourism to reach the goals of Agenda2030" he added.

Innovation has been at the forefront of his administration since he took over the reigns as Secretary General in January 2018.

## USA moves closer to rejoining UNWTO

The United States of America has highlighted its support of tourism as a driver of sustainable development. A high-level delegation of the US government attending the World Tourism Organization Executive Council meeting announced that the US is exploring the possibility of re-joining the UN agency responsible for the promotion of responsible, sustainable and accessible tourism.

The 110th Session of the UNWTO Executive Council met in Baku, Azerbaijan, in August with Member States joined by representatives from the public and private sectors. In a move that has been widely welcomed as a sign of the United States' commitment to UNWTO's mandate, the country accepted the personal invitation of Secretary-General Zurab Pololikashvili to join the talks. Emma Doyle, Principal Deputy Chief of Staff to the President of the United States, announced before the Council that "the United States is exploring the possibility of re-joining the World Tourism Organization", and noted that her country looks forward to working with UNWTO "to encourage tourism around the world."

Quoting President Trump, she said "America First does not mean America alone", and added: "We believe that there is tremendous potential for UNWTO, with its focus on job creation and education, to be a beacon of innovation for other international organizations."

Ms. Doyle headed the US delegation to the UNWTO Executive Council meeting in Baku, Azerbaijan. She was accompanied by Ambassador Kevin E.

Moley, Assistant US Secretary of State.

A founding member of UNWTO, the United States is currently one of the world's biggest tourism markets, both as a destination and as a source of international tourists. In 2018, the country welcomed more than 60 million tourists and, according to the most recent UNWTO World Tourism Barometer, the US tourism sector grew by 7% in the first quarter of 2019.

UNWTO members welcomed the presence of the United States at the meeting in Baku as recognition of tourism's growing relevance to global economic growth and the 2030 Agenda for Sustainable Development, as well as an endorsement of UNWTO's leadership.

The 110th Session of the Executive Council comes at a time the UNWTO is undergoing a period of significant restructuring and streamlining. Key priorities of Secretary-General Pololikashvili include closer alignment with the wider United Nations system, financial sustainability and a focus on the role innovation, digital transformation and entrepreneurship can play in the global tourism agenda.



Emma Doyle  
Principal Deputy Chief of Staff to the President of the United States



A family photo of the 110th Executive Council Meeting in Baku

## UNWTO Executive Council meeting reiterates tourism's focus for growth and development

The World Tourism Organization (UNWTO) the UN agency responsible for the promotion of responsible sustainable and universally accessible tourism has met in Baku, Azerbaijan, for the 110th Session of its Executive Council (16-18 June 2019). At the meeting, Member States endorsed the Organization's progress and future plans, as outlined by Secretary-General Zurab Pololikashvili, and warmly welcomed the participation of the United States as it explores the possibility of rejoining UNWTO. The council brings UNWTO member states together for top-level talks on the direction of the global tourism industry.

International tourist arrivals grew by 4% in the first quarter of 2019, following from 6% growth in 2018.

"It is an immense pleasure to be in the dynamic city of Baku for the 110th Session of our Executive Council," Mr. Pololikashvili said. "The Executive Council gives UNWTO Member States a thorough overview of UNWTO's activities and progress over the preceding year, and makes key recommendations on the path ahead. Our time in Baku offered us the perfect opportunity to discuss the challenges presented by the ongoing rise in tourism numbers, through the creation of more and better jobs and driving gender equality. I thank all Member States for their commitment to UNWTO's mandate and I thank the United States for their presence and openness to the possibility of rejoining and working with us to make tourism a driver of growth and equality."

Mr. Fuad Nagiyev, Head of the State Tourism Agency of the Republic of Azerbaijan, expressed his support for UNWTO's mission, noting that it was "an honour" for the country to have been chosen to host the 110th Session of the Executive Council.

"UNWTO events, including the Executive Council meetings, are great platforms for promoting the potential of tourism and for forming and developing good working relationships with both UNWTO and its Member States," Mr Nagiyev added.



# President of Zambia commits to sustainable tourism promotion

The World Tourism Organisation (UNWTO) has lauded the efforts by the Zambian Government towards the promotion and sustainable practices of its tourism sector.

In a meeting with the President of the Republic of Zambia H.E Edgar Lungu at the State House in Lusaka, the Secretary General of UNWTO Ambassador Zurab Pololikashvili said he was impressed with the efforts and strategies put in place by the government to recognize and champion tourism in the national agenda. He added that tourism presents the best opportunity to touching lives of the People.

He among other things mentioned the leadership role of Zambia at the UNWTO especially the work of former Minister Charles Banda in his capacity as chair of UNWTO Executive Council.

The UN Tourism Boss presented a plaque from the organization to the

Head of State in recognition of his role in championing sustainable and responsible tourism in Zambia.

President Lungu thanked the UNWTO for its support and role in helping Zambia achieve its strategic objective for the tourism sector. He committed to the ethics and upheld the best practices in ensuring tourism is well managed.

He added that, tourism is a national priority for his government because of the power of the sector to create employments and wealth for the people. The President further commented on the importance to advocate on the issues of climate changes that are impacting on the continent and the world.

President Lungu emphasized the need to manage conflicts that are affecting many countries on the continent.

H.E Lungu reached out to the UN

Tourism Agency to help Zambia promote its tourism and also attract investors to the country.

The Country's new Minister of Tourism and Arts H.E. Ronald Chitotela assured the Secretary General of the continued support of Zambia towards his administration. The Secretary General also pledged to work with stakeholders to revive the cultural and tourism products of Zambia.

The UNWTO delegation included Director of Africa Department Elcia Grandcourt and Senior Business Transformation and Reforms Officer Musalim Afandiyev

Zambia's Ambassador to UNWTO and France Dr Christine Kaseba-Sata and the Permanent Secretary of the Ministry of Tourism were also present to accompany the Secretary General and his delegation to the State House.

- UNWTO Secretary General Pololikashvili presenting a souvenir to President Edgar Lungu of Zambia



# Kenya and Morocco in hot race to host 24th General Assembly



**Najib Balala**  
Cabinet Secretary for Tourism and Wildlife - Kenya



**Mohammed Sajid**  
Minister of Tourism, Air Transport, Handicrafts and Social Economy - Morocco

The Kingdom of Morocco and the Republic of Kenya will be slugging it out with the Philippines to host the 24th UNWTO General Assembly in 2021.

The two countries who are members of the Commission of Africa (CAF) placed their official bids to be considered for the slot a year ago.

The decision on the winner will be announced at the 23rd general assembly due to take place from 9-13 September 2021 in St. Petersburg Russia.

Kenya's Cabinet Secretary for Tourism and Wildlife Najib Balala at the 110th Executive Council meeting in Baku, Azerbaijan recalled Kenya's successes at hosting major international events.

"We hosted one of the biggest World Trade Organisation Conferences here in Nairobi, we also happen to have hosted TICAD, as well as we hosted the Blue Economy 2018. We then hosted

the first ever UN Habitat Assembly which took place in May 2019. I take this opportunity to welcome you to Kenya so that you can be able to embrace the magic," Hon Najib Balala said in the video.

The Kingdom of Morocco under the patronage of his Majesty King Mohammed VI is confident that hosting the event will offer the country the opportunity to highlight the role of tourism in Africa.

The Moroccan Minister of Tourism, Air Transport, Handicrafts and Social Economy Mohammed Sajid said "We submitted this candidacy in March 2018 on instructions from His Majesty the King, and we hope it will be considered,"

"Our bid is based on a clear vision and a firm commitment to ensure the smooth functioning of this international event, and to provide an authentic, exceptional tourist

experience for UNWTO and the Member States.

Sajid also noted that the General Assembly is an opportunity to "further develop relations with African countries and friends, to highlight the role of tourism on the African continent, which is full of assets and great potential as well as to exchange with our African friends on the possibilities of cooperation in this field".

The Moroccan delegation believes the General Assembly will be an opportunity to highlight the assets of the kingdom and share the values of tolerance, openness and coexistence. They mention the 2016 United Nations Climate Change (COP 22) and the hosting of the 52nd session of the Economic Commission for Africa Conference of African Ministers of Finance, Planning and Economic Development held in Marrakech as some of the best organized events.



Skyline of Nairobi



Jemaa-el-Fna-Square in Marrakech

## AFRICA: UNWTO Tourism Tech Adventures as a Golden opportunity for scaling up!



**Natalia Bayona**  
Senior Expert on Innovation and Digital Transformation  
UNWTO

**T**ourism has become one of the most dynamic economic sectors in the world. Not only because new technologies has helped us on the way we travel, but also, because using them is helping us to educate more efficiently and create new skills than can be aligned with the future of work.

In addition, for the last years, we can confirm that tourism has been positioned as a multidisciplinary sector that has been creating new opportunities regarding added value jobs, women empowerment and new technologies.

When I was thinking about writing this article, many opportunities came into my mind for Africa. In the first place, I have to say that this amazing, diverse and young region has a golden opportunity for development if we foster innovation through

entrepreneurship and education.

The big question is: How can Africa take advantage of the tourism sector and the UNWTO "United Nations World Tourism Organization" program of work regarding innovation?

Before I answer the question, I would like to highlight some facts and figures:

As we know, 77% of African population is young, less than 35 years old. The region has 200 million young people and by 2045 the United Nations estimates it would be at least the

double of youth that would be living in Africa: a perfect age to create, build and foster a tourism startup focused on solving African challenges as education, women empowerment, financial inclusion in conjunction with the most human sector in the world: tourism.

On the other hand, Tourism is the most active worldwide economic sector when hiring women. The majority of the tourism workforce worldwide is female and last but not the least, 49,8% of the population in Africa are females: We are talking about the 8% of the worldwide population that can be empowered to lead a startup, develop artificial intelligence, big data or augmented reality solutions to add value to the tourists and the whole tourism ecosystem.

Finally, some studies estimate that more than 450 million new jobs would be needed by the year 2050.

After this quick understanding, now, it's time to answer:

Regarding innovation, African Countries can take advantage working with the UNWTO in the following programs:

- 1. Startup Competitions.** Each year, UNWTO launches tourism invitation worldwide to encourage the top innovators of any region to present different solutions that could help promote sustainable tourism through new technologies. Top startups have the opportunity to pitch in front of the UNWTO Secretary General, Ministers, investors, corporates and can have the opportunity to pilot their projects in different countries around the world.

From the 3.000 startups we received last year, 20% have women as CEOs in countries as: Mozambique, Cameroon, South Africa, Ghana, Nigeria, Kenya, Papua New Guinea, Ethiopia and Madagascar among others.

The top 5 African startups travelled to Madrid to present their solutions and the winners had the opportunity to travel for a second time to study with scholarships at IE University and presented their projects to the IE Africa Center.

www.tourismstartups.org

For this year, we are planning to launch the II global start-up competition within the framework of the UNWTO General Assembly and we are expecting to open new verticals as social impact, rural tourism, deep technologies and smart destinations as a way to give new opportunities to African start-ups to solve sustainable development goals for Africa.

www.tourismstartups.org

2. **UNWTO Tourism Tech Adventures within the framework of African Forums.** These innovation forums give the opportunity to local African start-ups to pitch and showcase their solutions in front of corporates and investors. In November, we would have the pleasure to be in Ghana

to develop a unique tourism start-up competition focused on women empowerment and how African talent is creating new opportunities for women. UNWTO will give start-up mentorship to the finalists.

3. **UNWTO-IE University Online Academy.** The first and pioneer education platform focused on tourism that will offer free online courses, short micro masters and massive open online courses where people can be trained in different verticals from the tourism sector and achieve a UNWTO-IE University certificate that will help to professionalize our talent and democratize tourism education.

4. **UNWTO Online Innovation Hub.** The first online platform that will join the top actors of the global tourism ecosystem: start-ups, governments, investors, corporates, institutions. By January 2020, you will have the opportunity to have a place where tourism tech news, deep

technologies and a job factory will be created to foster the tourism innovation ecosystem and give the opportunity to young people to showcase their knowledge, solutions and talent.

5. **UNWTO Investments Network.** Access to more than 400 investors specialized or interested in the tourism start-up community.

As you can see, since UNWTO Secretary General, Zurab Pololikashvili decided to create a specialized strategy focused on innovation, multiple opportunities have been created for Africa. Now it's time to spread the voice, talk louder and build specialized communities that can help young people to scale up their projects and position Africa as a region where international startups can scale because they will find top talents to hire and good people committed to tourism, sustainability and innovation. The region where tourism is the first natural resource, the region where young people are key to facing worldwide challenges.

For Africa... Always my best!

# Palau joins UNWTO

The Achepalogo islands of Palau have initiated steps to join The World Tourism Organization (UNWTO).

The Secretary General of the UNWTO Zurab Pololikashvili announced after receiving a letter from the President

of the islands confirming its intent. In a tweet post welcoming the Oceania Island to the UN Tourism organization, Mr. Pololikashvili said

"Great news - #Palau joins #UNWTO! Just received a letter from H.E.

President Remengesau. I am happy that Palau, one of the world's most attractive island tourism destinations will enrich our big family. We look forward to greeting you at the General Assembly in Russia in September!"

Welcome to UNWTO, Palau!

16 - 18 October 2019  
Singapore



**Meet over 1,000 quality MICE, Leisure and Corporate Travel Buyers.**

**BE AN EXHIBITOR**  
[itb-asia.com/exhibiting](http://itb-asia.com/exhibiting)



**Connect with >11,000 industry professionals at Asia's Leading Travel Trade Show.**

**BE A TRADE VISITOR**  
[bit.ly/ITBAsiaVisitor](http://bit.ly/ITBAsiaVisitor)




**Network and do business with over 1,000 exhibitors!**

**BE A HOSTED BUYER**  
[itb-asia.com/buyer-register](http://itb-asia.com/buyer-register)

**#ITBASIA2019**

For more information, please visit [www.itb-asia.com](http://www.itb-asia.com)  
Tel: +65 6635 1188 | Email: [exhibitor@itb-asia.com](mailto:exhibitor@itb-asia.com)

Experience Zimbabwe

# Under the African Sun

Experience. Explore. Enjoy.

MAVERICK MEDIA 0619AS01



Travelling for business or leisure? Unforgettable experiences await you *under the African Sun.*



Central Reservations South Africa  
 +27 (0)100030079  
 +27 (0) 100030081-85  
 pacro@africansunhotels.com

Central Reservations Zimbabwe  
 +263 772 128 131/2 | +263 86 77004651  
 +263 (4) 704501-10 | +263 (4) 251 200-14 | +263 (4) 795611-28  
 hacro@africansunhotels.com



Follow us on @AfricanSunHotels

@VoyagesAfric

## UNWTO and Barça Innovation Hub Launch Global Sports Tourism Start-up Competition

The World Tourism Organization (UNWTO) in collaboration with Barça Innovation Hub (BIHUB) and with the support of the Qatar National Tourism Council (QNTC), has announced the launch of the 1st UNWTO Sports Tourism Start-up Competition. The initiative is designed to identify projects and innovations that can transform the sports tourism sector in the near future.

Increasing demand from tourists and the growing influence of sports on destinations' popularity have combined to make sports tourism one of the segments with the greatest potential for socioeconomic development opportunities, attracting growing levels of government interest. The 1st UNWTO Sports Tourism Start-up Competition, launched by UNWTO and BIHUB, with the support of QNTC, is looking for start-ups with disruptive ideas focused on solving real needs and addressing knowledge gaps in the growing sports tourism sector.

In all, 20 start-ups will be shortlisted by a panel of international experts and sports and tourism stakeholders, drawn from the public and private

sectors, academia and civil society. The shortlisted start-ups will be announced on the competition's website. The panel will then select five semi-finalists who will all be invited to Barcelona to pitch their ideas to sports experts, government representatives, tourism business leaders and international investors.

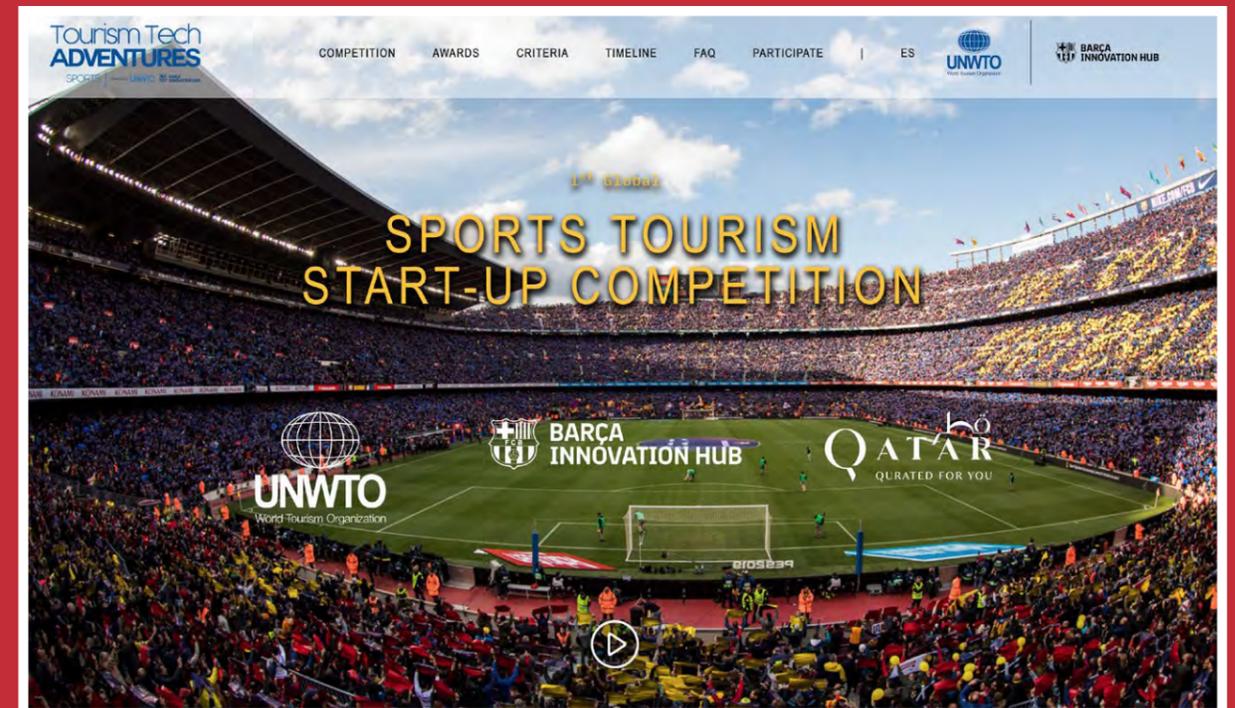
"We are pleased to be partnering with the Barça Innovation Hub to harness the potential of sports tourism to stimulate creativity, innovation and sustainable growth. Through this competition, start-ups with disruptive visions can propose new ideas that will allow the sports tourism sector to contribute to the Sustainable Development Goals. We thank BIHUB for their vision and collaboration and, as we move towards the 2022 FIFA World Cup in Qatar, we thank the QNTC for their support for this exciting project," said UNWTO Secretary-General Zurab Pololikashvili as he opened the competition.

As part of the partnership with QNTC, the winning ideas will also be considered for implementation in Qatar, which is gearing up to host the

FIFA World Cup 2022.

His Excellency Mr. Akbar Al Baker, Secretary General of QNTC, commented, "At QNTC we believe sporting events have a unique power to bring people of the world together, and that is also why sports tourism is a key focus area in our tourism vision. We look forward to seeing the innovative ideas that will come through the inaugural Sports Tourism Start-Up Competition and hope that one of them will come to life in Qatar."

Marta Plana, Director of BIHUB, added: "We are very pleased to work together with UNWTO to develop tourism in relation to the sports industry, a growing sector, and identify companies with the talents to help achieve this. Barcelona is a city linked to design and innovation, and a tourism hub. At BIHUB we want to make Barcelona the Silicon Valley of the sports industry and to use our experience as a tourist attraction, with the FC Barcelona museum the most visited in the Catalan region and more than 4 million people visiting our ground every year."



# S!TE

OCTOBER  
18TH-20TH  
2019

SWAHILI INTERNATIONAL TOURISM EXPO  
DAR ES SALAAM - TANZANIA

MLIMANI CITY CONFERENCE CENTRE



- A modern and effective Expo concept for the Tourism Industry.
- Tourism Expo | Seminars | Well managed Hosted Buyer Program.
- 200+ Stands from various destinations, including Tanzania and Zanzibar and other East and Southern Africa countries.
- Exhibitor & Agent B2B online appointment platform.
- Cultural Village & Vibrant live Performances.
- Speed networking in the state of art venue.
- Nyama choma and wine festival.

[www.site-tanzania.go.tz](http://www.site-tanzania.go.tz)

## Tourism, trade top agenda as President Kenyatta hosts Sierra Leone and Mauritius leaders



President Uhuru Kenyatta in an official photo with visiting Presidents of Mauritius and Sierra Leone

President Uhuru Kenyatta has held separate talks with Sierra Leone President Julius Maada Bio and Mauritius Acting President Paramasivum Pillay Vyapoory where tourism and trade topped the agenda of their discussions.

At the meeting between President Kenyatta and President Bio, the two leaders discussed ways of promoting tourism and boosting trade between Kenya and Sierra Leone respectively.

President Kenyatta commended his Sierra Leone counterpart, who was in the country with his family for vacation, for choosing Kenya as a holiday destination

The President encouraged other African leaders to pick Kenya as holiday destination of choice saying the country has a well developed tourism and hospitality sector with so much to offer its visitors.

The two leaders agreed that time had come for the continent to join hands to improve intra-Africa trade so as to augment the continent's economic bargaining power at the global arena.

President Kenyatta invited President Bio for a State visit so that the two countries could explore more areas of cooperation to boost their economic and people-to-people ties.

At the meeting with Acting President Vyapoory of Mauritius who was also in the country for the 21st COMESA International Trade Fair and High Level Business Summit, President Kenyatta praised the enhanced bilateral ties between Kenya and Mauritius.

The two leaders expressed satisfaction that implementation of the agreements signed between Kenya and Mauritius to boost trade and other areas of cooperation including tourism was progressing well.

The agreements were signed in April this year when President Kenyatta was in Mauritius for a State visit.

President Vyapoory commended Kenya for hosting a successful COMESA summit saying such meetings help in consolidating the region's economic fortunes.

## Four Points by Sheraton Nairobi Airport bags Best luxury Airport Hotel in Africa



• Vivek Mathur, GM Four Points by Sheraton Nairobi Airport with the awards

the growing number of international awards the property has received. In December 2018, the Hotel Awards heralded Four Points by Sheraton Nairobi Airport as the **BEST AIRPORT HOTEL** on the continent.

Vivek Mathur, General Manager Four Points by Sheraton Nairobi noted "Going on to win the accolade for Best Luxury Airport Hotel in Africa further cements our position as the leader in our category across the continent having won Best Airport Hotel in 2018 as well. We continue to remain committed to setting the bar high; ensuring we always give our guests the essentials as well as the little extras they appreciate".

These awards are the most acclaimed industry awards which are acknowledged globally. It is an achievement that is recognized as a mark of excellence for hospitality industry professionals. Key areas the judges assess on include: design, quality, service, innovation, originality, and commitment to sustainability.

Four Points by Sheraton Nairobi Airport was named an **overall winner in the Africa - Arabia region** at the recently concluded International Hotel Awards walking away with the official title of **BEST LUXURY AIRPORT HOTEL IN AFRICA**.

Four Points by Sheraton Nairobi Airport bagged the following awards:

1. Best Luxury Airport Hotel Africa
2. Best Luxury Airport Hotel Kenya

This marks another momentous moment for the hotel and adds to

## Africa's First A320neo makes first official flight to Mauritius

Air Seychelles first Airbus A320neo aircraft named 'Veuve' registered as S7-VEV has conducted its official flight to the multi-cultural island of Mauritius located in the south western part of the Indian Ocean.

• Official Ceremony to receive the first A320 Neo Aircraft



The flight which departed Seychelles was welcomed by a ceremonial water canon salute upon landing at the Sir Seewoosagur Ramgoolam International Airport.

To mark the arrival of the newest acquisition in the island of Mauritius, Air Seychelles hosted a celebratory cocktail at the Airports of Mauritius (AML) Reception with high government officials, key stakeholders, local travel trade and representatives of the media from both Mauritius and Seychelles.

Speaking at the event the Honorable Anil Kumarsingh Gayan the Minister of Tourism of the Republic of Mauritius said: "Air Seychelles needs to be congratulated for the acquisition of a modern and fuel-efficient Airbus A320neo.

"We are delighted to have this new aircraft sharing its colors in our skies.

I am happy that carriers in our region are sensitive to the impact of carbon footprint of air travel by investing in equipment which addresses the concern of climate change."

The single aisle aircraft manufactured by Airbus comprised of 12 Business Class and 156 Economy Class seats. Powered by the new-generation LEAP-1A engine from CFM International the new A320neo jetliner featuring fuel-saving wingtip devices known as sharklets is the worlds most advanced and fuel-efficient aircraft.

Airports of Mauritius Deputy Chief Executive Officer, Siven Chellen further highlighted: "As we welcome Air Seychelles' first A320-Neo in Mauritius, we salute the substantial efforts of the airline which has taken the bold step of investing in the modernization of its fleet.

"We are confident that in addition to the expected benefits of increased capacity and reduced fuel consumption, the new aircraft will enhance further the quality of services offered to passengers and continue to boost the aviation industry in our region."

Head of Airline Marketing Pacific and Sub-Saharan Africa, Joep Ellers also commented: "The A320neo is the worlds most advanced and fuel-efficient single-aisle aircraft. We are particularly proud with this one here today as it is the first A320neo flying with an African airline."

Incorporated with the latest inflight entertainment seyStream, the A320neo offers significant environmental benefits compared to the previous generation aircraft.

Delivering his speech at the event Air Seychelles, Chief Executive Officer Remco Althuis said: "Air Seychelles is proud to be the first A320neo operator in the Indian Ocean and Africa.

"The aircraft will primarily serve the Johannesburg and Mumbai market but we are pleased to be able to also operate this aircraft once per week to Mauritius especially with the start of our flights to Tel Aviv set to commence in November this year which will provide increased capacity on the route.

The flight was commanded by Captain Mervin Sicobo and First Officer Juan Romain. The guests were attended to by a group of dedicated flight attendants including Cabin Manager, Tania Mellie, Cabin Senior Carole Agathine, Flight Attendants Mike Maria and Yannick Commettant.



## Three African airlines working together as one



## AWA-ASKY-Ethiopian in partnership to drive seamless travel in West Africa

Africa World Airlines (AWA), ASKY Airlines and Ethiopian Airlines have teamed-up to provide passengers with seamless and stress free air travel within the West Africa sub-region and various international routes they serve.

The interline agreement between the three airlines is the first of its kind in the West Africa sub-region and offers Ghanaian passengers the opportunity to travel seamlessly from Tamale, Kumasi and Takoradi to more than 140 destinations in Africa, Europe, Middle East, and North America without having to collect baggage and check-in again at Kotoka International Airport, which is currently the country's main international airport.

The interline agreement is a commercial arrangement between Africa World Airlines (AWA), ASKY and Ethiopian Airlines (ET) to handle passengers when they are travelling on multiple airlines on the same itinerary. This allows passengers to check their bags through to their final destinations.

The strength in the synergy ensures that passengers still maintain their allowable two 23kg bags, and have a stress-free traveling experience.

For instance, passengers travelling from Kumasi to New York, would have AWA, ASKY and Ethiopian Airlines on their itinerary. The passengers then check-in their luggages at the point of departure, flies from Kumasi to Accra on AWA, then from Accra to Lomé on ASKY and connect on Ethiopian Airlines to the US.

Again, passengers travelling from Tamale to China, can just check-in their bags at Tamale, fly with AWA to Accra and connect on Ethiopian Airlines to China without having to check-in their bags again at the Kotoka International Airport.

Genet W/Michael, Ethiopian Airlines' Country Manager in Accra, Ghana noted that "the airline, by this partnership, is ready to serve Ghanaians from any destinations operated by AWA to any of the over 120 international destinations across the five continents ET serves. The

Seminar in Kumasi is to introduce this partnership to our trade partners and to have open discussions on issues that they may have."

Africa's largest carrier, Ethiopian Airlines (ET), operates one of the youngest fleet in the world. The airline currently operates very modern and spacious A350 aircraft on the Accra route. It operates to more destinations on the continent than any other airline and also offers flights from Accra to the various destinations in Europe, Americas, Asia, Gulf and Middle East via its hub in Addis Ababa. ET flies to more than 120 destinations worldwide.

Richard Kyereh, Head of Commercial of AWA noted that: " This partnership is to ensure that we provide very good flying options to the traveling public and improve on the traveling experience for the many Ghanaian travelers. The stakeholder engagement with our agents in the Ashanti Region is to introduce this new partnership and associated services to them and address any questions they may have."

Africa World Airlines (AWA) is a Ghanaian airline based in Accra. AWA started operations in 2012 and now operates a fleet of eight all-jet aircraft across 8 destinations throughout Ghana, Nigeria, Liberia and Sierra Leone, with services to Cote D'Ivoire planned to commence soon. AWA is the only IATA member airline registered in Ghana, and maintains IOSA certification, the global gold standard for aviation safety.

Asky Airlines has steadily built up its network and now offers several flights per week to almost all countries in West Africa and major commercial and popular destinations in Central Africa. It recently started flights to South Africa.

"We are deepening connectivity in the sub-region and improving the travelling experience for passengers with this novel partnership. It was very important to meet our agents in Kumasi and brief them about this new service and address any issues they may have," Worlanyo Afadzinu, ASKY Airlines' Country Manager said.

## Botswana and Rwanda to establish direct flights between the two countries



• President Masisi of Botswana and Paul Kagame of Rwanda in Official handshake after their meeting

Botswana and Rwanda have signed an agreement that will allow for direct flights between the two countries. This happened during President Kagame's 2-day state visit to Botswana, recently.

The Bilateral Air Service Agreement (BASA) will facilitate the process of establishing direct flights between the two countries. The agreement also includes strengthened cooperation in trade and industry, agriculture, education and training,

as well as health, mining tourism, defence and law enforcement.

Sources between the two countries said the aim of the "structured bilateral framework" – Joint Permanent Commission on Cooperation (JPCC) aims to provide strategic direction on relations between Botswana and Rwanda.

"The JPCC will also refocus our countries' efforts on critical areas where they have comparative advantages such as animal disease control; beef production and mineral beneficiation where Botswana has made significant strides," the sources said.

He added that "Botswana could channel its energies to Rwanda's strengths which are its successful service sector; diversified tourism sector; developed ICT and commerce for mutual benefit." It concluded.

Source: Sadcnews.org

### Zimbabwe Tourism Authority Board appoints new acting CEO



Givemore Chidzidzi

The Zimbabwe Tourism Authority Board has appointed Givemore Chidzidzi as the organisation's Acting Chief Executive with immediate effect.

Mr. Chidzidzi takes over after Economist, Mrs. Rita Likukuma, who was seconded by the Board to temporarily take charge of the organisation's executive affairs after the Chief Executive, Dr Karikoga Kaseke, fell ill.

Likukuma has reverted to her non-executive role on the Authority's Board. Likukuma had been leading the organisation in an acting capacity since February 2019.

The ZTA Deputy Board Chairman, Dr. Precious Sibiyi, thanked Mrs Likukuma for her valuable contribution to the organisation during her tenure.

### Turkish Airlines adds Pointe-Noire to its flight network

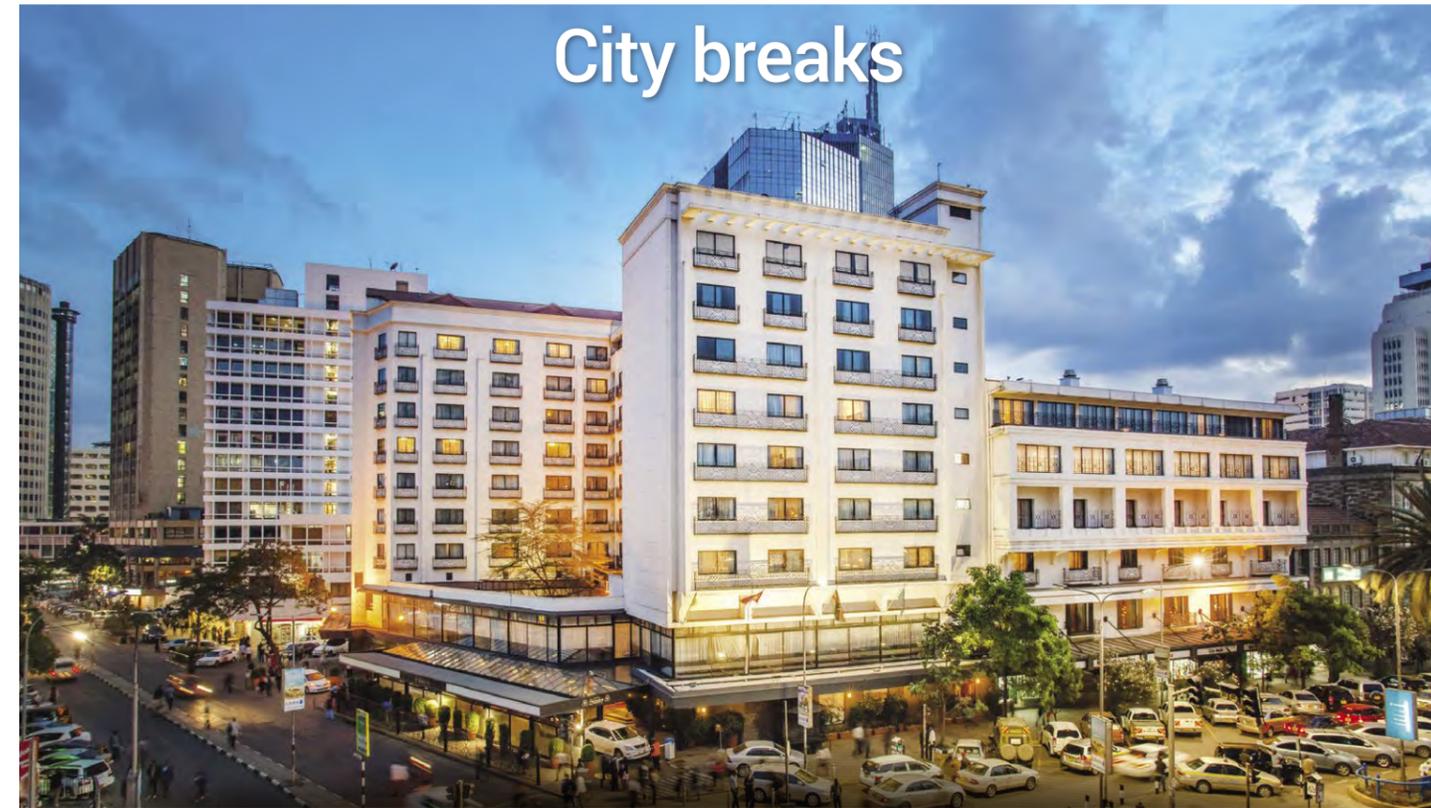


Adding more countries to its portfolio, Turkish Airlines latest destination is the addition of the Republic of Congo's second biggest city, Pointe-Noire to its flight network as its 58th destination in Africa. The national flag carrier will operate three weekly flights to Pointe-Noire with a connection in Libreville. With Pointe Noire, the port city next to the Atlantic Ocean, Turkish Airlines expanded its flight network to 125 countries and 313 destinations.

During the press conference held for the opening of Pointe-Noire frequency, Kerem Sarp, Turkish

Airlines Senior Vice President for Sales, said, "With this inaugural Pointe-Noire flight, we increased our destinations to 58 on the continent of Africa. As the flag carrier of Turkey, we cement our position as the airline that flies to more destinations in Africa than any other airline in line with our growth strategy on this continent. Our new flights will offer new opportunities for us to increase our existing cultural connections in the Republic of Congo. We will continue to spread the Turkish hospitality and the continuous travel experience to a wider area in the future."

# SAROVA HOTELS & RESORTS KENYA



## 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

## Ethiopian Airlines offer Transit Passengers opportunity to experience Addis Ababa

Ethiopian coffee being served



Ethiopian Airlines, the Largest Aviation Group in Africa and SKYTRAX Certified Four Star Global Airline, has announced its complimentary city tour package which will afford their numerous global transit passengers to experience the Land of Origins.

Global transit passengers with six to eight-hour layover in Addis Ababa, the world's gateway to Africa, are eligible

to enjoy the free city tour organized by Ethiopian Holidays, the tour operator wing of Ethiopian Airlines Group. The complimentary sightseeing tour takes transit passengers to the National Museum, which exhibits the country's historical, cultural and archeological findings, accompanied by a taste of Ethiopian Coffee and souvenir shopping.

Regarding the complimentary city tour, Dr. Zewdu Hailemariam, Head of Ethiopian Holidays, remarked, "While promoting Ethiopia, Land of Origins, and its beautiful capital Addis Ababa, as must-see tourist spots, we provide the huge influx of global transit passengers in Addis Ababa with the best and memorable travel experiences on their way to their destinations. Over the past few months, more than 1,200 transit passengers have benefited from the city tour package.

Thanks to the seamless airport experience augmented by visa on arrival and electronic visa system, travel to and from Ethiopia has never been so easy. Additionally, the multi-lingual and user-friendly Ethiopia Mobile App offers end-to-end travel experience to our transit passengers and experience Addis Ababa and its cultural and historical attractions."

Transit passengers are required to send their name before their flight departs from its origin using the dedicated mail [ADDFreeTransitTour@ethiopianairlines.com](mailto:ADDFreeTransitTour@ethiopianairlines.com).

will be able to support groups of 100 and above that are travelling into South Africa for MICE purposes.

Also speaking at the event, KATA Board Chairman Mr Mohammed Wanyoike thanked the South African Government for reviewing the visa application process.

He acknowledged the improvement in the process noting that unlike in the past when it took longer, the process is now faster and the visa issued is for a longer period.

Recent statistics indicate that the number of Kenyans visiting South Africa is rising with about 10, 000 visitors travelling into the country, translating to 7.9 per cent increase.

KATA Chief Executive Officer Mr Nicanor Sabula thanked SAT for their continued support of KATA events.

The association, he further said, will be glad to host South Africa's Minister for Tourism Ms Mmamoloko Kubayi-Ngubane and her delegation in future.

## South African Tourism and KATA host Kenyan Travel agents



The Kenya Association of Travel Agents (KATA) has hosted travel agents at a cocktail event sponsored by South African Tourism (SAT).

SAT Regional Trade Relations Manager, Ms Bontle Madiba said that they were leveraging on the partnership with KATA to ensure that more Kenyans visit South Africa.

"Our target is to grow the number of Kenyan visitors to South Africa and

that is why we are in partnership with KATA," she said.

She further pointed out that her country is out to grow the Meetings, Incentives, Conferencing and Exhibition (MICE) type of tourism and further called upon Kenyans to travel and enjoy South Africa and her facilities.

She stated that the South African National Convention Bureau (SANBC)

## Radisson Blu Hotel Nairobi Awarded with SafeHotel Certification - Executive Level

Radisson Blu Hotel Nairobi Upper Hill has been awarded the Executive Level Certification by SafeHotels.

The hotel was recognized during the annual symposium of the Kenya Association of Hotelkeepers and Caterers (KAHC) in Mombasa.

The Kenya Association of Hotelkeepers and Caterers is a representative body that brings together duly registered hotels, camps and lodges in Kenya.

Radisson Blu Hotel Upper hill has been awarded the Safehotels certification-Premium Level for the past three

years in a row. In meeting the highest global hotel security standards, it went further to scoop the top level certification –Executive award.

This latest recognition makes the hotel the first Radisson Blu Hotel in Africa to be honored with such an award.



Standing in front of the plaque from the left is Chairman, Rizwan Fazal, Taha Mansour, Hotel Manager, Rob Kucera, General Manager and EA District Director and our Security Manager Benjamin Muthangya

## Etihad introduces Boeing 787-9 Dreamliner to Lagos

A state-of-the-art Etihad Airways Boeing 787-9 Dreamliner touched down in Lagos on August 1, 2019 after its inaugural flight from Abu Dhabi. Etihad Airways flight EY673 took off from Abu Dhabi at 2.35 am and arrived on schedule at 7.10 am local time. The return flight EY674 departed Lagos at 8.30 am and touched down back in the capital at 7.10 pm on August 2. The two-class B787-9 Dreamliner features Etihad Airways' next-generation Business and Economy cabins configured with 299 seats — 28 Business Studios and 271 Economy Smart Seats.

Robin Kamark, Chief Commercial Officer, Etihad Airways, said, "We are delighted to upgrade to the Dreamliner aircraft on the Lagos route to further enhance the guest experience and to meet the needs of the growing numbers of business and leisure passengers travelling to and from Nigeria's largest city. Today's modern traveller is constantly searching for comfort, innovation and convenience, and we aim to provide the highest standard of hospitality and technological advancements to make any journey a memorable one."

Etihad Airways' service to Lagos was inaugurated in July 2012. The route has proved very successful for the airline, recording consistently strong demand to and from both cities.

Source:tourismbreakingnews.ae

## Ethiopian connects Chongqing with Freight corridors of the world

Ethiopian Cargo and Logistics Services, the Largest Cargo Operator in Africa, has connected Chongqing, the largest municipality in Southwest China with Africa and South America with a weekly cargo flight.

Located in Southwestern China adjacent to Hunan, Hubei, Guizhou, Shaanxi and Sichuan provinces, Chongqing serves as a node of China's Belt and Road initiative linking the country to its western neighbors. The route passes through Shanghai - Chongqing - Delhi - Addis Ababa - Lagos - Sao Paulo - Quito - Miami, connecting the main destinations of the three continents which cover a population of more than 3 billion people.

Ethiopian will be operating B777-200F freighter on the route and initially fly once in a week. Group CEO of Ethiopian Airlines, Mr. Tewolde GebreMariam, remarked: "We are excited to have launched a freighter service to Chongqing, Southwest China. We are among the veteran carriers that started serving the People's Republic of China back in the early 1970's, a long-standing and multi-faceted ties which has translated into a flourishing trade, investment, cultural and bilateral cooperation between Africa and China. Our new cargo service augments the development of China-Africa bilateral trade and expands on

China's already growing "Belt and Road" initiative, while supporting our strategic initiatives to expand our global cargo operations."

Operating next generation freighters and with Africa's largest trans-shipment terminal, Ethiopian Cargo and Logistics Services facilitates the export of perishables, garments, mining products, and the import of high value industrial products and inputs and pharmaceuticals, among others across its global network.

Setting overarching goals under its 15-year strategic plan, Vision 2025, Ethiopian Cargo and Logistics Services envisioned to become a full-fledged profit center of Ethiopian Airlines Group with annual revenue of US\$ 2 Billion, 19 dedicated aircrafts, with annual tonnage of 820,000, and 57 international destinations. However, eight years into the roadmap, Ethiopian Cargo has reached dizzy heights in 57 international destinations with award-winning cargo and logistics services.



## Let's use our diverse cultural and heritage assets to create business opportunities - Minister SA

The youth of South Africa have been advised to take advantage of the Republic's diverse cultural heritage to create opportunities for employment.

The Minister of Tourism Mmamoloko Kubayi-Ngubane made this call during the youth dialogue series held in June. She said "South Africa has diverse cultural and heritage offerings that we can leverage on to create opportunities for employment and business."

"As South Africans we are brand ambassadors for our country. It is through the memorable interactions we have with tourists that we indirectly boost investor confidence in our country," the Minister added.

Young people are at the forefront of growing the visitor and creative economies.

Madam Kubayi-Ngubane said "these sectors can help the country to deal with unemployment and poverty challenges. They need little technical



Mmamoloko Kubayi-Ngubane  
Minister of Tourism

investment, they have a multiplier effect and very dynamic."

"Let's not all be employment seekers, but be employment creators. There is a whole value chain in tourism, things you can do as young people. Seek the support as incentives are available " she observed

The Minister revealed the government's plans to double the international tourists visiting South Africa to 21 million by 2030

The Acting Chief Executive of South Africa Tourism, Sthembiso Dlamini said the tourism sector offers multiple

opportunities for the youth and she encouraged them to put together innovative ideas that can market South Africa.

On her part, Dr Tashmia Ismail-Saville CEO of the Youth Empowerment Services (YES) said YES is working hard to create opportunities for the youth. She urged the youth to persevere in empowering and preparing themselves for the world of work.

The Minister, Tourism Leaders and the executives of the Gauteng Provincial Government had a dialogue with the youth from the Gauteng Province to commemorate "Youth Month."

## Cabo Verde Airlines to fly to Lagos, Nigeria

After announcing flights to Luanda (Angola, December 9, 2019), Porto Alegre (Brazil, December 11, 2019) and Washington DC (December 11, 2019), Cabo Verde Airlines now announces a new route for the Winter of 2019-2020.

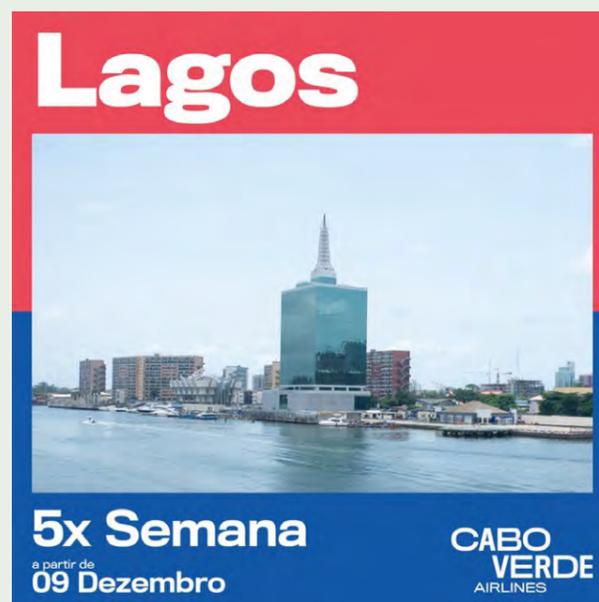
The connection between Sal and Lagos will be operated five times a week, on Mondays, Tuesdays, Thursdays, Saturdays and Sundays, with a Boeing 757-200 aircraft, with 161 economy class seats and 22 executive seats.

The inaugural flight is scheduled for December 9, 2019 departing from Amílcar Cabral

International Airport (Sal) at 20:50 local time and arriving at Murtala Muhammed Airport (Lagos) at 02:10 local time.

All flights will connect to Sal Island, Cabo Verde Airlines' international hub, and will make connections to Lisbon (five times a week), Washington DC (three times a week) and Boston (once a week), as well as to the airline's destinations in Brazil - Salvador, Porto Alegre, Recife and Fortaleza.

Source: Worldairlinenews.com



Ghana's regional minister of Brong Ahafo in a group photo with Ivorian delegation and some Ghanaian chiefs

## Adaye Kessie Foundation to champion promotion of cultural tourism

The Adaye Kessie Foundation, a non-governmental organization established a year ago in Côte d'Ivoire is determined to use the Adaye Kessie festival as a vehicle for the promotion of rich cultural heritage of the Brong kingdom.

The President of the Adaye Kessie Foundation Bini Outtara Daouda in an interview with VoyagesAfric from his base in Abidjan said, after successfully organizing the last three editions of the Adaye festival arrived at the decision to establish an institution which will preserve and promote the culture of the Brong kingdoms in both Ghana and Côte D'Ivoire.

"After 3 editions of the Adaye Kessie festival we together with the Brong

Royal Council established the foundation to promote unity of the children of the Brong kingdom from both sides in Côte D'Ivoire and Ghana to revitalize the cultural heritage of the Brong people in both countries" he added.

Mr. Outtara also said, the objectives of the foundation include the creation of a touristic circuit between Ghana and Côte d'Ivoire in the Brong kingdom to contribute to the modernization of the administration in the kingdom. He stressed that, it was key to have a fine balance between tradition and modernity in order to bring development to the people.

The foundation plans to embark on environmental conservation exercise

to protect the forest cover within the Brong kingdoms.

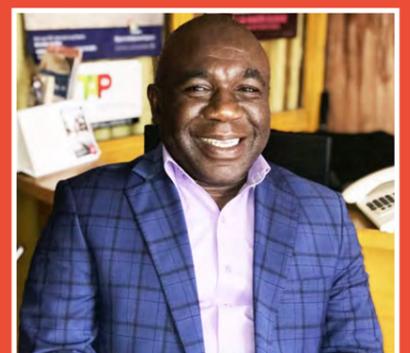
An entourage made up of traditional Authorities of the Brong Kingdom in Côte d'Ivoire and members of the Adaye Kessie Foundation paid a courtesy call on the Brong Ahafo Regional Minister in Sunyani.

The group was in the region to fraternize with the Brong indigenes in Ghana and strengthen ancestral bonds which they say have been divided into imaginary land borders.

The Brong Ahafo Minister, Evelyn Ama Kumi Richardson said she was humbled by the courtesy the group have accorded to have come all the way to see her. Agreeing to the fact that they shared common values, the Minister said she was open to working with the group and all Brong indigenes regardless of their location for the growth and economic progress of their communities.



The Ivorian delegation in a group photo with



Bini Outtara Daouda  
President of the Adaye Kessie Foundation

## MAGICAL KENYA TRAVEL EXPO



### Gain a competitive edge at Magical Kenya Travel Expo

The show is at the heart of tourism in Africa and its key focus is to raise the profile of Kenya and East Africa, connect industry leaders, and share the latest market information with the industry.

At MKTE 2019 you will be able to meet and connect with products from across East Africa. Gain valuable insights on Kenya's key source markets, the tourism industry.

We invite you to join *the* African gathering of the travel trade.

- Meet over 200 top tourism suppliers from various industry sectors including accommodation, destination marketing, technology, tour operator and transport
- Seek out new opportunities to get ahead of your competition
- Discover the latest travel trends
- Attend exclusive seminars and be inspired by market leaders talking about global trends

**Event hashtag: #MKTE2019**

**Date: 02 - 04 October 2019**  
**Time: 10h00 - 18h00**  
**Venue: KICC, Nairobi**

Go to [www.mkte.co.ke](http://www.mkte.co.ke) or contact [visit@mkte.co.ke](mailto:visit@mkte.co.ke)

## African Tourism Week slated for Sept 24



travel agencies, and hoteliers from USA, CANADA and Spain among others.

Topics to be discussed include obstacles, opportunities and technology trends related to the industry in Africa and beyond.

The African Tourism Week will also highlight the record year of 2018, experienced by the African tourism industry.

A Special session has been earmarked to celebrate the World Tourism Day which falls on September 27.

A press conference is scheduled for Friday, September 27, 2019 after which a networking cocktail session will wrap up the event.

The second edition of the African Tourism week is scheduled to come off in the Senegalese capital of Dakar from September 24- 27, 2019.

Tourism Boards (Association des Offices Nationaux du Tourisme - AONT), is under the theme "Impact of Tourism on African Economies".

The exhibition, which is organized by the Africa Tours Centre in collaboration with the World Tourism Organization (UNWTO), and the Association of African National

The travel show will bring together African tourism industry players, organizations, and businesses to address issues on tourism. Other participants include tour operators,



## RwandAir launches flights to Guangzhou

Rwanda's national carrier RwandAir on Tuesday commenced operating its first flight to China, linking the Rwandan capital Kigali to the southern Chinese city of Guangzhou.

The airline takes off from Kigali International Airport, flying to Guangzhou Baiyun International Airport via India's Mumbai. Jean de Dieu Uwihanganye, Minister of State in charge of Transport in Rwanda's Ministry of Infrastructure, and Yvonne Manzi Makolo, RwandAir CEO, boarded the flight with other passengers.

RwandAir will fly to Guangzhou three times a week on Tuesdays, Thursdays and Saturdays. The flight will be operated by an Airbus A330 with a triple class cabin.

"With the increasing volume of trade between African countries and China, the need to meet the high demand of businessmen and traders travelling



• The RwandAir Aircraft taxiing at Guangzhou  
[rwandair.com](http://rwandair.com)

between Africa and Guangzhou is strongly felt. This new route will open new business opportunities and also increase our passenger and cargo traffic," Makolo said in a statement.

The new route extends RwandAir's network to 28 destinations. Guangzhou has become its second destination in Asia following Mumbai,

which has been operational since April 2017.

RwandAir has a fleet of 12 aircrafts including two Airbus A330. The airline currently reaches destinations across Africa, the Middle East, Europe and Asia.

Source: Global Times



• Personality Profile – Elcia Grandcourt

**ELCIA GRANDCOURT**- Regional Director-Africa Department, World Tourism Organization (UNWTO)

**VA: Who is Elcia Grandcourt?**

**EG:** “First and foremost I am a proud daughter of the Seychelles and of Africa who has committed her life to advocate for tourism. I am honoured to work every day to be able to contribute towards sustainable tourism development especially in Africa. I began my tourism career studying Hotel Management in Singapore at the Singapore Hotel Association and Education Centre (SHATEC). I also hold a Master in Dynamics of Cooperation, Conflicts and Negotiation in International Relations and Diplomacy.

Upon joining the world of work I have had the opportunity of occupying various positions in operations, reservations and sales mainly in hotels, including leading international brands such as Le Meridien and Hilton Worldwide Resorts. I have also worked with the Seychelles national airline and destination management companies before joining the public sector through The Seychelles Tourism Board where I occupied the post of Chief Executive Officer prior to joining UNWTO.

People who know me know they can trust me to be a hard-working and

determined person who strives to achieve the best out of life. Outside of work I enjoy cooking, photography and spending time with family. Most importantly, I adore my time with my boys – I am a proud mother of two great sons whom I love very dearly.”

**VA: How do you manage the busy schedule of your work with family?**

**EG:** “Over the years I have learnt to balance my professional and personal life. By setting goals, prioritising and also dedicating my energy where it is most needed. Striking a balance between the two is easier said than done but with the right support, love, devotion, understanding and determination I have been able to dedicate time for both my kids and in pursuing my profession.”

**VA: Your profile gives vivid accounts of your deep knowledge of the tourism industry. What will you say inspired you in choosing tourism as a career?**

**EG:** “Tourism is the pillar of the economy of my home country Seychelles and in most Seychellois household there are one or more members likely to be working in this sector of the economy. My family

was no exception as my mother has worked in the hospitality sector her whole career. These experiences and surroundings have influenced to an extent my desire to pursue my studies in this field and which have brought me to follow a career path in the tourism industry. It is a sector where over the years I have gained considerable experience and expertise which has enabled me to grow as a professional in the industry. Every day I am thankful for how my working in tourism has given me the world, literally.”

**VA: What is it like to be working at the UNWTO?**

**EG:** “It is with great humility that I am honoured with a responsibility which I find excitingly challenging and deeply gratifying, especially when we are able to support our member states in realizing the economic potential that resides in the tourism sector, whether through policy advice, but mostly through projects whereby we know it will help to create inclusive jobs and make an impact on people’s livelihoods. It has also broadened my knowledge especially through the various encounters with people of different cultures and background.”

**VA: What has been your challenge(s) in the course of your work?**

**EG:** “Challenges will always exist especially in a sector where the dynamics are ever-changing as it could be related to natural or manmade disasters, pandemics, crises such as security attacks, lack of infrastructure, connectivity and more but importantly is having the right tools and policy framework available and to be prepared to address them. That said investment in the tourism sector is an area that still requires more effort from both the public and private sector in order to be able to tap into the potential that the sector to offer especially in the Africa region where the benefits and the potential that the sector has to offer is yet to be maximised.”

**VA: Can you tell us some of the developments the UNWTO is engaged in Africa?**

**EG:** “Our programme of work has been focussed on the five priority areas of the organisation:

- i) Make tourism smarter: innovation and the digital transformation;
- ii) Grow our competitive edge: investments and entrepreneurship;
- iii) Create more and better jobs: education and employment;
- iv) Build resilience and facilitate travel: safe, secure and seamless travels;
- v) Protect our heritage: social, cultural and environmental sustainability.

In addition to responding to the specific technical requests and needs of our member states, since last year our focus has been on the preparation and implementation of a strategic agenda for Africa. A blueprint aimed at developing a dedicated programme for the region to support an integrated approach to sustainable tourism development as one of its key socio-economic drivers in the continent. The agenda also aims to foster resilience and support destinations in creating a safe and secure environment for people and visitors. The growth and resilience of tourism to external shocks places the sector at the forefront of any

country’s export strategy and economic diversification, thus playing a decisive role in the achievement of the 2030 Agenda and the Sustainable Development Goals.

Investing in people, boosting infrastructure development, shaping better policies and institutions, building resilience, stimulating entrepreneurship, fostering innovation and digitalization, and making sustainable use of rich biodiversity and culture, should be at the core of our efforts to unlock and realize the potential of tourism for the continent’s economic growth, while mitigating migration and preserving its rich natural and cultural assets.

The Secretary-General is fully committed to develop and promote a UNWTO Special Programme for Africa the “UNWTO Agenda for Africa 2030 - Tourism for inclusive growth“ with African Members, responding to the diversity of needs and countries, mobilizing partners, resources and competences; and securing substantial extra budgetary resources will be a key priority to sustain these efforts and a successful implementation.

**VA: What is your view of the state of Africa’s tourism and your projections in future?**

**EG:** “Tourism in Africa is a flourishing sector that supports more than 21 million jobs, or 1 in 14 jobs, on the continent. Its potential to enrich and uplift the lives of millions across the continent is unquestionable. Over the last two decades, Africa has recorded robust growth, with international tourist arrivals and tourism revenues growing 6 per cent per year between 1995 and 2017. In the next decade,

tourisms’ continued growth is expected to generate an additional 11.7 million jobs in Africa. Our long-term forecast shows that Africa is expected to more than double its arrivals from 63 million to 134 million by the year 2030. In Africa we have an emerging young middle class with disposable income. The demographic dividend if well managed could represent a significant market potential and opportunity for the tourism sector. More young African people will travel within the region and enjoy the beauty of the continent. In addition the launch of the Single African Air Transport Market (SAATM) initiative by the African Union is a key element that will give new impetus to the development of trade and air connectivity in the region. Its success will depend on close collaboration between the industry and government to ease the constraints facing the aviation sector. Ultimately tourism is about partnerships – a force for good for all.”

**VA: What will you say to those aspiring to be like you?**

**EG:** “Tourism is a sector that offers a lot of opportunities for young women and girls, from anywhere in the world. It requires great commitment. But with the right support and encouragement you will find that hard work and dedication pays off. Above all believe in yourself, set your goal and work towards achieving it. There will be ups and downs but remain focused, keep an open mind and surround yourself with people that will help raise you. And never lose sight of gratitude for the opportunities to see the world, and be a part of the global community, which only working in tourism can create.”



# Ghana reduces visa fees for "The Year of Return"



The government of Ghana has reduced visa fees on arrival for "The Year of Return, Ghana 2019" celebrations.

The fee is reduced to \$75 from the initial \$150. The move is to allow many people living in the diaspora to participate in the various activities for the year-long programme.

The Deputy Minister for Foreign Affairs and Regional Integration, Charles Owiredu, made the revelation while speaking to the Diplomatic Corps on the programme in Accra.

He said, "Our Missions' abroad are liaising with Ghanaian associations, airlines and other stakeholders to work and make it relatively easy and convenient for those travelling to Ghana to participate in the programmes of "The Year of Return, Ghana 2019."

"The Government of Ghana is also in the process of working to have visa agreements with some countries such as those in the Caribbean where the Diasporan numbers is high. This year, for instance, the government of Ghana and Jamaica established a visa-free agreement where nationals of each of the two countries do not need visas to travel to their respective countries," Mr. Owiredu emphasized.

The Deputy Minister further noted that in line with President Akufo-Addo's vision of a "Ghana Beyond Aid", the engagement of the Diaspora remained a major development programme of the government.

"With its democratic credentials, rule of law and the stability of the country, Ghana intended to serve as a pacesetter for welcoming her own

back to their roots and to provide for assimilating them into the Ghanaian society in particular and African societies in general," he said.

The yearlong "Year of Return" which commenced at the beginning of this year is a landmark spiritual and birthright journey inviting the Global African family, home and abroad, to mark 400 years of the arrival of the first enslaved Africans in Jamestown, Virginia.

The program also aims at celebrating the cumulative resilience of all the victims of the Transatlantic Slave Trade who were scattered and displaced throughout the world in North America, South America, the Caribbean, Europe and Asia.

Source: Pulse Ghana

## Roland Chitoleta is Zambia's new Minister of Tourism and Arts

Zambia's former Minister of Infrastructure, Ronald Chitotela has been named the new Minister of Tourism and Arts in President Edgar Lungu's latest government reshuffle announced on Friday 19th July, 2019 by the State House.

Minister Chitotela takes over from Charles Banda who moves to the Local Government Ministry.

Mr. Charles Banda officially introduced the incoming Minister to the Secretary General of the World Tourism Organization (UNWTO) Zurab Pololikashvili when they received the latter at the VIP lounge of the Lusaka Airport.



• Roland Chitoleta, Zambia's minister of Tourism and Arts

The UNWTO Secretary General paid glowing tribute to the outgoing Minister and thanked him for his support during his first year as

Secretary General. He welcomed the new Minister and pledged support for the country's tourism sector.

Ambassador Zurab Pololikashvili has ended a 4-day working visit to Zambia at the invitation of the latter's Government.



**AHIF**  
AFRICA  
HOTEL  
INVESTMENT  
FORUM

23-25 September 2019  
Sheraton Addis, Ethiopia  
AHIF.com

ORGANISER  
**bench**  
GLOBAL BUSINESS EVENTS

### Unlocking tourism opportunities across the region

Join hotel investment decision makers to gain actionable insights in all aspects of hospitality, tourism, leisure, entertainment and hotel development & investment in Africa.

**Speakers include:**

				
<b>Ilaria Benucci</b> Investment Director, Equity Investments CDC Group	<b>Issam Chleuh</b> Co-founder & Managing Director Suguba	<b>Issam Chleuh</b> Co-founder & Managing Director Suguba	<b>Ifeoma Ezeokafor</b> Principal Investment Officer IFC	<b>Patrick Fitzgibbon</b> Senior VP Development, EMEA Hilton
				
<b>Tewolde Gebremariam</b> Group CEO Ethiopian Airlines	<b>Alex Kyriakidis</b> President & MD, Middle East & Africa Marriott International	<b>Andrew McLachlan</b> SVP, Development, Sub-Saharan Africa Radisson Hotel Group	<b>Nicolas Pompigne-Mognard</b> Founder & Chairman APO Group	<b>Haddis Tilahun</b> Founder & ED United Africa Group

**Platinum Sponsors**



**Gold Sponsors**



## 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

THE  
African  
REGENT



Simply 'Afropolitan'

## Uganda's President approves Wildlife Act



• President Yoweri Museveni, President of Uganda

President of Uganda, Yoweri Kaguta Museveni, has given assent to the Uganda Wildlife Bill 2017, effectively making the Uganda Wildlife Act law. The new law comes with significant reforms, transforming wildlife conservation in Uganda.

The objective of the Act is to provide for the conservation and sustainable management of wildlife and to streamline roles and responsibilities for institutions in wildlife conservation and management.

### Highlights of the Wildlife Act:

Community participation in wildlife management is strengthened through Community Wildlife Committees for each protected area.

Penalties up to life sentences and fines of UGX 20bn (€4.83m) or both, have been introduced for wildlife crimes involving endangered species.

Revenue-sharing programmes reformed into conditional grants to communities.

Commercialisation of wildlife on private land is promoted through sustainable utilisation.

Domesticated CITES implementation in Uganda.

Compensation for wildlife-induced damage outside protected areas.

## Tanzania Tourist Board appoints Footballer as Ambassador

The Tanzania Tourist Board (TTB) has announced the appointment of the East African nation's professional soccer player, Mbwana Samatta, as its tourism ambassador.

The Tanzania Tourist Board (TTB) said Samatta who plays for Belgian side Genk was better placed to promote the country's tourist attractions abroad.

Devotha Mdachi, the TTB Managing Director, announced the appointment of Samatta, who is also Tanzania's national football team captain, at a news conference in the commercial capital Dar es Salaam.

Samatta signed a two-year Memorandum of Understanding with the TTB to officially start serving his new ambassadorial role.

Mdachi added that the TTB management will organize a domestic tour to enable the player to visit the



• Mbwana Samatta addressing the media in the company of Justice retired Thomas Mihayo and Devota Mdachi

country's tourist attraction sites, including the national parks.

Tanzania's tourist attractions," said Samatta.

"It is a great honor for me to be appointed to this important role. I will dedicate myself towards promoting



## Rwanda Development Board signs 20 year deal with Vivendi

The Rwanda Development Board (RDB) has entered into an agreement with the Vivendi Group, a global leader in cultural content and media for the development and occupancy of the Kigali Cultural Village (KCV).

The KCV project, which is located on Rebero Hill in Kicukiro Sector, aims to diversify Rwanda's tourism offering by opening up new cultural entertainment avenues.

Sitting on over 30 hectares of land, the KCV will have facilities intended to showcase Rwanda's traditional and contemporary arts, nature, biodiversity, traditional lifestyle and history.

The KCV project is estimated to cost over US\$ 40 Million and will be funded by the developer.

The Vivendi Group, a subsidiary of French Bolloré Holdings is a company primarily focused on digital entertainment. It owns the French TV channel and movie producer Canal+ Group, as well as music world leader Universal Music Group, book publisher Editis, communication company Havas, video games company Gameloft, and video hosting service Dailymotion.

The decision to invest in Rwanda came after French investors, among them President of Bolloré Holdings Cyrille Bolloré, visited the country in January 2018. In meetings with RDB, investment opportunities in different sectors including tourism were highlighted.

Under the 20-year lease agreement, the Vivendi Group will spend between US\$ 3-4 million in Phase 1 of the project. Phase 1 is expected to be completed in six months and will include a 300-seat modern cinema hall, a 15,000-people open concert area, a food court and a children's gaming area.

The facility will notably be powered by sustainable energy sources.

The facilities will host 19 movie sessions a week, live concerts, cultural and artistic festivals, seminars and conferences.

Phase two will be initiated on completion of phase one and will include Universal recording studios, Escape games, Gameloft E-gaming laboratory and testing factory, a children's playground, bars and restaurants and the Canal Factory.

The Canal Factory is a modern, compact TV, cinema and music recording studio. This infrastructure will be dedicated to Rwandan talents and students desiring to be trained in the fields of cinematography.

Speaking after the signing ceremony, Clare Akamanzi, the RDB Chief Executive Officer said:

"RDB welcomes this new investment as we seek to diversify Rwanda's tourism offerings and increase annual receipts to US\$ 800 million by 2024. This investment is a good step forward for the country's MICE (Meetings, Incentives, Conferences and Events) strategy that has been growing remarkably over the years. Through the KCV, thousands of Rwandans will get access to good jobs and youth employed in the arts will gain skills they will be able to earn sustainably from and even export to the region. We are glad this investment will be Vivendi's first in East Africa. I am confident that Rwanda will not only become a regional entertainment and cultural hub, we shall soon be developing and exporting entertainment and cultural industry talent in the coming years."

Credit: Prof Wolfgang Thome -ATC News



Every Moment Matters

TRUE HOSPITALITY IS LOVE IN ACTION

MAKE YOUR RESERVATIONS TODAY

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



park inn  
 by Radisson  
 ABEOKUTA

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

# Uber Considers Expanding into Dakar

Ride-hailing app Uber is considering expanding its services to Senegal's capital, Dakar.

But in a city full of taxis and drivers who don't have smartphones, the San Francisco-based company will have to overcome a lot of challenges to be useful to Dakar residents and turn a profit.

The city, like most African capitals, has an abundance of taxis. In most parts of the city, any time day or night, it's easy to find a ride. But the city is rapidly expanding, and Uber says it has seen an opportunity to move in.

"Any progressive, forward-thinking city that has a need for safe, reliable, efficient transportation is where

we want to be," Francesca Urii, Uber's head of communications in West Africa, told VOA. "We are part of a broader mobility movement in establishing smart cities of the future and will continue to explore our options in West Africa."

## No fixed addresses

Among the challenges Uber will face in Dakar is a lack of fixed addresses. Taxi drivers know the city inside and out and tend to navigate based on landmarks. How the app could work in a city that rarely uses map applications is a big question for some residents.

"Like when you are coming to my house, I will not be able to tell you

exactly where my house is located on the map. So, you will have to know, I will have to tell you a building or somewhere, a school from where I can pick you from," Sa Ngone, a Dakar resident who has used Uber's services while traveling in the United States, explained.



# Seychelles Tourism Board and Air Seychelles renew marketing agreements

The Seychelles Tourism Board (STB)-Seychelles destination's marketing body- and its national airline counterpart Air Seychelles have officially renewed their joint marketing agreement. The agreement will reinforce their collective support in promoting the destination, once more.

Mrs. Sherin Francis - STB Chief Executive, and Air Seychelles Chief Executive Officer- Mr. Remco Althuis, signed a Memorandum of Understanding (MoU) at the STB Headquarters, on Monday July 22 2019.

The Agreement, which was signed in the presence of STB Deputy Chief Executive Ms. Jenifer Sinon and Air Seychelles Chief Commercial Officer Mr. Charles Johnson, covers various areas involving the two parties, including their respective marketing activities such as, attendance and visibility at key tourism events, trade shows and fairs, trade familiarisation trips, product presentations and workshops among many others.

Mr. Remco Althuis, Chief Executive Officer of Air Seychelles said: "As part



Officials of Seychelles Tourism Board and Air Seychelles pose for the cameras after the signing ceremony

of our mandate in supporting the Seychelles economy, it is important for the national airline to jointly work with key stakeholders in ensuring both destination Seychelles and the national airline remains visible globally."

Speaking at the signing, STB Chief Executive Mrs. Francis mentioned that the collaboration between the tourism board and the national carrier of Seychelles remains essential, for the destination to thrive.

"STB recognizes the immense contribution of Air Seychelles in making the destination more accessible. As the STB continues on its mission to make Seychelles visible as a destination, we are grateful to receive the support of our national carrier. Through today's MoU signing we are not only agreeing to work together, but our two organisations are showing their commitment to increasing Seychelles' reach and appeal to a wider traveler," said Mrs. Francis.

# Marriott International and Emirates strengthen partnership with relaunch of "Your World Rewards"

Marriott Bonvoy and Emirates Skywards members can now discover the joy of good travel with elevated travel experiences and benefits across the sky and around the globe.

Marriott International and Emirates has announced the relaunch of "Your World Rewards" a partnership between Marriott Bonvoy and Emirates Skywards. The partnership which originally launched in 2014, allows Marriott Bonvoy and Emirates Skywards members who register for the program to elevate their earnings and benefits when they fly with Emirates or stay at Marriott International Hotels around the globe. "Your World Rewards" enables members of both loyalty programs to enjoy the best in travel from take-off to check-out with rich benefits, personalized services and extensive access around the world.

Marriott Bonvoy Gold Elite, Platinum Elite, Titanium Elite and Ambassador

Elite members earn 3 Marriott Bonvoy points for every USD or its foreign equivalent spent on all eligible Emirates flights (in addition to Skywards Miles). Marriott Bonvoy Platinum Elite, Titanium Elite and Ambassador Elite also enjoy in-airport benefits, including priority check-in and priority boarding. Emirates Skywards Silver, Gold and Platinum members earn one Skywards Mile for every USD or its foreign equivalent spent (in addition to points) on all eligible stays at Marriott Bonvoy hotels and resorts worldwide. "Emirates Skywards" Gold and Platinum members also enjoy additional benefits at Marriott Bonvoy hotels, including 4pm late checkout, access to the Elite check-in and complimentary in-room internet access.

"Marriott Bonvoy is built on the belief that travel enriches us all and has the power to enrich the world. We continue to look for opportunities



that enrich the travel experience and provide endless inspiration for our members to keep traveling with passion and purpose," said Neal Jones Chief Sales and Marketing Officer Middle East and Africa, Marriott International. "Our partnership with Emirates Skywards, enables us to deliver on our commitment. "Your World Rewards" is the coming together of two like-minded companies with complimentary footprint around the world and provides a unique opportunity to promote the joy of good travel and build loyalty beyond reason with our members."

"Marriott Bonvoy" and "Emirates Skywards" members can now register for Your World Rewards program and unlock the joy of good travel by experiencing a unique set of travel benefits.

# Prime Minister Abiy appoints New CEO for Tourism Ethiopia



Prime Minister Abiy Ahmed (PhD)

Prime Minister Abiy Ahmed (PhD) has removed Lensa Mekonnen as the CEO of Tourism Ethiopia, replacing her with Seleshi Girma.

Seleshi has been serving as a chief of staff at the Addis Ababa Mayor's Office. He was also an advisor to the Minister of Culture and Tourism and deputy head of the Addis Ababa Tourism Bureau.

Seleshi graduated in tourism management from the University of Gondar and did postgraduate studies at Mekelle University. He also authored a book in 2011 titled, "Challenges and Opportunities of Promoting Tourist Destinations: A Case of Ethiopia."

The outgoing CEO was assigned to the post a year ago, replacing Yohannes Tilahun, filling a position that was vacant for six months.

Source: Addis Fortune

## Seychelles named Number 1 island destination in Africa and Middle East



Seychelles has been named the top island destination in Africa and the Middle East. It is the third time that Seychelles is rated in the top spot in this category by Travel + Leisure.

The exotic destination's nomination results from the annual survey conducted by Travel + Leisure, which allows readers of the New York-based travel magazine to rate their travel experiences around the globe. Readers get to share their opinions on top hotels, islands, cities, airlines, cruise lines and spas, among others.

The best islands by region are rated on a number of characteristics including the destination's natural attractions, beaches, activities and sights, restaurants, food, people, friendliness and value. The destination's romantic appeal also features as an optional criterion. For each characteristic, respondents are asked to give a rating based on a five-point scale of excellence.

Boasting of lush tropical vegetation, powder-white beaches and clear turquoise waters, Seychelles – a

115-island archipelago in the western Indian Ocean came out on top of the readers' list when it comes to the Africa and Middle East region.



It was during a cocktail event at the Times Square Edition in New York City on Tuesday July 16, 2019 that Seychelles was revealed as No1 island Destination in Africa and Middle East.

Mr. David Di Gregorio, Executive Board Member of (APTA) Association for the Promotion of Tourism to Africa, of which Seychelles is a member, received the Award on behalf of Seychelles Tourism Board (STB). Jacqueline Gifford, Editor

in Chief and Jay Meyer the SVP/ Publisher presented the recognition to the destination to Mr. Di Gregorio.

Commenting on the award, the STB Regional Director for Africa and the Americas, Mr. David Germain stated that the prestigious title results from continuous collective efforts between the Seychelles authorities, including the STB and all its stakeholders.

“Achieving the distinction of Top Island in Africa and the Middle East for the third time is a tremendous honor for the Seychelles, recognizing that the region has much to offer in terms of world-class island experiences,” Mr. Germain intimated.

Mr. Germain also pointed out that the STB recognises the hard work to maintain solid trade relations with the USA and Canadian outbound tour operators, travel agents and other trade partners in North America. He said that winning the award for a third time, is evidence that the STB's marketing strategy in North America is working.



Africa Destinations

Holiday Deals

International Destinations

Educational Packages

Other Services

Experience is not seen or heard, but it is **Created & Felt.**

“ Here at **Kaya Tours**, we create and wow you with unforgettable experience. ”

FOR BOOKINGS & RESERVATIONS,

Simply call \*9966 (on all networks in Ghana ONLY)  
OR +233 246 726 626 +233 549 187 616  
+233 302 794 442

[kayatoursghana@gmail.com](mailto:kayatoursghana@gmail.com)

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

Kaya Tours Ghana KayaToursGhana Kaya Tours Ghana

## President of Zimbabwe names Acting Tourism Minister

PRESIDENT Emerson Mnangagwa has appointed Industry and Commerce Minister Nqobizitha Mangaliso Ndlovu as Acting Minister of Environment, Tourism and Hospitality Industry while substantive Minister Prisca Mupfumira battles her corruption allegations in court.

Minister Mupfumira is facing a slew of criminal abuse of public office charges involving \$95 million.

As a result, the State invoked Section 32 of the Criminal Procedure and Evidence Act, which allows it to seek further detention of a suspect up to 21 days to conduct further investigations.

This has seen President Mnangagwa moving in to appoint Minister Ndlovu as Acting Minister to allow the Ministry to operate unhindered.

In a statement yesterday, Chief



Nqobizitha Mangaliso Ndlovu as Acting Minister of Environment, Tourism and Hospitality Industry

Secretary to the President and Cabinet Dr Misheck Sibanda said: "The Chief Secretary to the President and Cabinet has announced that His Excellency the President Cde ED Mnangagwa has appointed Minister

N. Ndlovu as the Acting Minister of Environment, Tourism and Hospitality Industry pending finalisation of court processes involving the substantive Minister Honourable Mupfumira."

## Coastal Aviation goes Green with an end to single use plastics

Coastal Aviation has launched a Go Green initiative dubbed, "Fly Green, Fly Coastal" to promote sustainable tourism and becoming an environmentally friendly company that is much more ecologically responsible.

"Today is our first official attempt to indulge in ecological tourism. We want to promote and encourage a cleaner, safer environment, to create less pollution and reduced carbon footprints. As a Safari company we've been generating a staggering 16,000 single-use plastic bottles every month! We have taken feedback from many of our customers who really want us to change our game. So we have finally decided to embark on our Go Green journey. We want to pioneer and lead initiatives that show our increasing

responsibility to our environment and homeland' wrote Shaf Syed, the CEO of Coastal to ATCNews.

The company is looking to substantially reduce the amount of plastic usage generated by no longer offering single-use water bottles for

their passengers.

Instead, customers will be encouraged to fill and refill their own water bottles at dispensers available at the major Coastal airports and locations across Tanzania. For those that don't have such bottles, Coastal will sell branded metal water bottles. The company did point out though that they will continue to carry limited emergency supplies onboard the aircraft to cater for all eventualities.

Everyone flying with Coastal Aviation is welcome to support and actively engage in this newly launched "environmental journey".

Thumbs up to Coastal which now laid down the challenge to their competitors to move into the same direction.

By Dixita Patel-Coastal Aviation



## South Africa Tourism Welcomes Visa Waivers

South African Tourism (SA Tourism) has welcomed the news from Department of Home Affairs that seven countries have been added to the visa waiver list for travel to South Africa.

Citizens of Ghana, Sao Tome and Principe, New Zealand, Cuba, United Arab Emirates, Qatar and Saudi Arabia no longer require visas to visit South Africa.

The announcement was made by Dr Aaron Motsoaledi, during the Department of Home Affairs Budget Vote speech.

"This is amazing news and could not have come at better a time for the tourism industry," said SA Tourism Acting CEO, Sthembiso Dlamini.

"As we look to achieve our 5-in-5 goals, the visa waivers will go a long way to assisting the increase of tourist arrivals into South Africa."

"The visa waivers to countries in all of our key markets will ensure that we stimulate growth in the industry that is in line with the mandate issued to us by President Cyril Ramaphosa," added Dlamini.

The Department of Home affairs is also committed to employing additional staff to key markets where there is high demand for visas thus decreasing the visa waiting time.

"Home Affairs offices that process visas for India, China and Nigeria will receive additional human resources as a further indication and commitment by government to ensure that the tourism industry is prioritized," concluded Dlamini.

## Two South Africans killed in Tanzania plane crash

A light plane crashed in western Tanzania on Saturday 3rd August, killing two South Africans who had been involved in last month's successful attempt to fly a home-built aircraft from Cape Town to Cairo, officials said.

The crashed sling plane, which entered Tanzanian airspace from Uganda en route to Malawi, made a distress signal about engine failure before disappearing from radar, according to the Tanzania Civil Aviation Authority (TCAA).

"The pilot and passenger, both South African citizens, were killed in the plane crash that occurred shortly after take off from Tabora airport," Sikonge District Commissioner Peres Magiri told ITV television station.

The plane was destroyed by fire after the crash and only the engine and some other parts were recovered.

It was owned by a South African organisation known as U-Dream Global.



The late pilots

# Upcoming Travel Exhibitions



## 12th Sanganai Hlanganani World Tourism Expo

**Date:** 12-14 September 2019

**Venue:** Zimbabwe International Trade Fair grounds, Bulawayo-Zimbabwe

Sanganai/Hlanganani – World Tourism Expo is an annual Tourism Trade Fair organized by the Zimbabwe Tourism Authority. It showcases the widest variety of Africa's best tourism products, and attracts international visitors and media from across the world.

## Akwaaba Travel Market 2019

**Date:** 22-24 September

**Venue:** Lagos- Nigeria

Akwaaba African Travel Market is an international travel, tourism and hospitality event organized annually in Lagos, Nigeria aimed at businesses, investors, governments decision-makers and buyers in the industry, providing business opportunities, industry news and showcasing products in Africa and around the world.



## African Tourism Week 2019

**Date:** 24-27 September

**Venue:** Dakar- Senegal

African Travel Week will bring together African tourism industry players, organizations, and businesses to address topics on the major issues of tourism.



## African Hotel Investment Forum (AHIF)

**Date:** 23-25 September 2019

**Venue:** Sheraton Hotel, Addis Ababa-Ethiopia

The Africa Hotel Investment Forum (AHIF) is the continent's leading hotel investment conference that connects business leaders from the international and local markets, driving investment into tourism projects, infrastructure and hotel development across the continent.



## 9th Magical Kenya Travel Expo (MKTE)

**Date:** 02-4 October 2019

**Venue:** Kenyatta International Convention Centre, Nairobi- Kenya

Magical Kenya Travel Expo is East Africa's premier travel expo which assembles over 30 countries to conduct business in Nairobi-Kenya.

## Botswana Travel and Tourism Expo (BTTE)

**Date:** 2-6 December 2019

**Venue:** Kasane- Botswana



## Swahili International Travel Exhibition (SITE)

**Date:** 18-20 October 2019

**Venue:** Mlimani City Conference Centre, Daa re-Salaam- Tanzania

The 5th edition of Swahili International Tourism Expo (SITE) 2019 will be held from October 18th to 20th 2019 at Dar es Salaam Tanzania's commercial capital located along the coastline of Tanzania, focusing on inbound and outbound travel to Africa and is expected to draw hundreds of tourism and travel professionals from all over the world.



## 40th World Travel Market (WTM London)

**Date:** 4-6 November 2019

**Venue:** Excel, London-UK

WTM London introduces global travel buyers to over 5,000 of the biggest destinations and brands in the world. WTM London prides itself as being the hub of travel ideas.

## Nigerian Travel Week

**Date:** 17-23 November 2019

**Venue:** Lagos-Nigeria

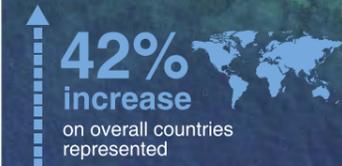
The Nigeria Travel Week (NTW) is a multi-day tourism event platform that drives the Nigeria tourism sector by bringing together buyers, consumers, travel techs, tourism/travel service providers and the media to network, review and discuss the development of tourism in Nigeria.



# #IdeasArriveHere

6 - 8 April 2020

Cape Town International Convention Centre



### Penny Fraser

South Africa Sales Manager

✉ penny.fraser@reedexpoofrica.co.za

☎ +27 (0) 82 855 4377

### Papy Luzala

Sub-Saharan Africa Sales Manager

✉ papy.luzala@reedexpoofrica.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) #WTMA20



ORGANISED BY:



PART OF:



A MEMBER OF:

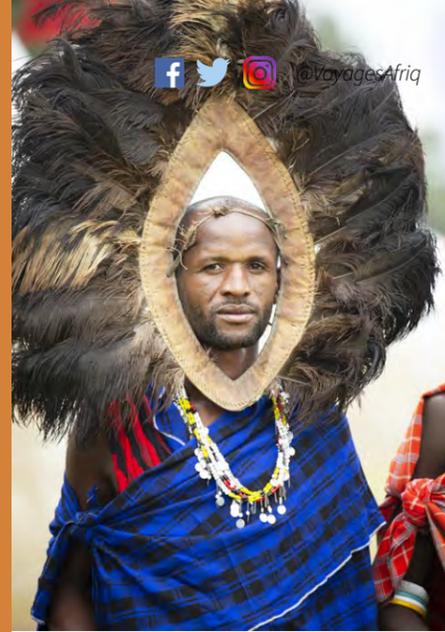


# KARIBU-KILIFAIR 2019

The Kilimanjaro Tourism Fair (Karibu-KiliFair 2019) came off successfully at the Friedrich Grounds in Arusha, Tanzania. It was the first time the exhibition was held at the TGT Grounds. The event recorded very impressive numbers with over 5,000 participants taking part.

The Tanzanian Deputy Minister of Tourism and Natural Resources Constantine Kanyasu revealed Government's commitment in supporting the private sector to grow the tourism industry.

Other dignitaries who graced the event included the Chairman of the Tanzania Tourist Board, Justice (Rtd) Thomas Mihayo, CEO of the Tanzania Tourist Board Ms Devota Mdachi, Parliamentary Committee on Land, Natural Resources and Tourism Chairman, Mr Nape Nnauye, the Secretary General of the East African Community (EAC), Ambassador Liberat Mfumukeko were among a host of other private sector players.



• A group of officials and organizers after the opening ceremony





## MAGICAL KENYA Travel expo gets popularity in the region

The Magical Kenya Travel Expo (MKTE) has consistently offered a one stop shop for the tourism and travel trade to conduct business.

Heading in it's 9th year, MKTE has evolved and continue to engage and deploy the industry best practices to the overall benefit to the tourism industry and for that matter enrich the Kenyan economy.

As East Africa's leading travel showpiece, The Expo has ensured that Nairobi and Kenyatta International Convention Centre (KICC) becomes the hub in travel business in Africa. It is reflective in the buyers, media and visitors who are invited to participate in this important event. Magical Kenya Travel Expo (MKTE) set to run from 2nd to 4th October 2019.

It's growth has not only been limited to trading off deals, but over recent times seen the avenues such as seminars and discussions and fora as part of the event to throw more light on responsible and sustainable tourism,

the disruptive elements in changing the industry for better as well as conversation on issues confronting the industry.

Sustainability is key in every endeavor or business enterprise and the decision of the organizers', the Kenya Tourism Board (KTB) and Onshow Solutions to make Kenya's new breed of prospective industry practitioners, the tourism students to have a hands-on experience and interact with the movers and shakers of the industry is their main preoccupation.

This year's event will set for better engagements and innovative ideas to drive the sector. From round table discussions of tourism's trends and insights to how the sector can capitalize on technology to drive business are some of the issues to be discussed.

KTB believes the introduction of the Expo has done a lot for the country's brand equity especially in the travel trade globally.

"MKTE is becoming a must attend show for travel trade in the region and beyond. It is becoming popular and the we hope to attract more participation in the coming years", says KTB Chief executive officer, Dr. Betty Raddier

At MKTE, Kenya is set to host a representation from over 50 countries from across the globe participating in the largest tourism fair in the region.

The Kenya Tourism Board (KTB), the hosts of the expo, has announced that 185 exhibitors have confirmed participation up from 140 exhibitors during last year's edition. At the same time, the number of hosted buyers at this year's expo has risen to 150 up from 132-recorded last year.



f t i @VoyagesAfric

# VoyagesAfrica

Travel Magazine features on SeyStream platform

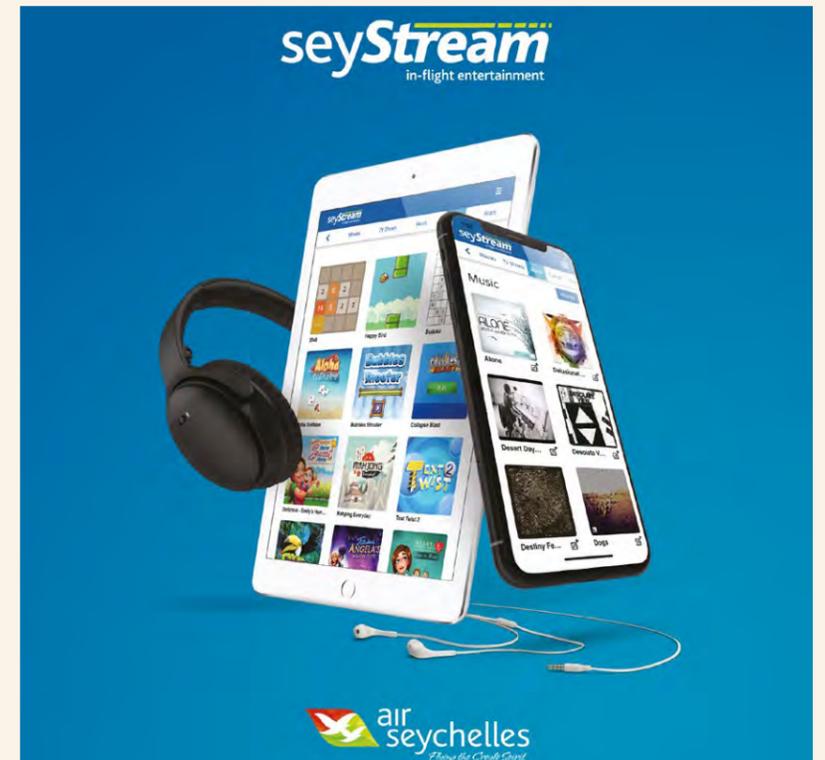
Africa's leading travel and tourism Magazine, VoyagesAfrica Travel Magazine can now be accessed on Air Seychelles' SeyStream entertainment platform. Its E-version will be on board the entertainment offers of the airline.

The Magazine has undoubtedly expanded its reach with this new milestone of being featured on Africa's first A320NEO received by the Seychelles National Airline weeks ago.

VoyagesAfrica Travel Magazine is a quarterly magazine with special focus on the travel and tourism reporting in Africa and the world. It chronicles all happenings in the travel industry in its quarterly features.

The new entertainment system branded as 'seyStream' will be accessible via guests' personal device including smartphones, laptops and tablets. Guests will need to use their headsets when streaming the entertainment platform.

Refreshed bi-monthly, 'seyStream' will feature a range of exciting contents including Hollywood latest



releases, classic movies, a range of TV programmes such as drama, comedy, documentary, lifestyle and sports as well as a dedicated music collection

composed of top international hits and creole tracks. The platform will also feature children's programmes and a variety of games.

In a world Filled with the norm,  
**STAND OUT!**



**SKYVIEW**

Brand: Development | Marketing | Management

Communications | Virtual Tourism | Honeyguide Africa Media | Destination Management Company

info@skyviewcomms.com | www.skyviewcomms.com | +234 906 000 5451 | +234 906 000 5452

...Exact view, Precise positioning!  
VOYAGESAFRIQ 51

**Côte d'Ivoire seek  
UNWTO expertise  
in execution of  
Flagship project**

Côte d'Ivoire's Minister of Tourism Siandou Fofana has led a delegation to the headquarters of the World Tourism Organization (UNWTO) in Madrid, Spain.

The visit to Madrid was part of the Ministry of Tourism's plans to further the cooperation between the West African country and the UNWTO.

The meeting focused on how the UNWTO can help Cote d'Ivoire develop expertise in the execution of the country's flagship project called "Sublime Côte d'Ivoire".



The visiting Ivorian delegation in a group photo with the Secretary General and his team

The Secretary General of UNWTO Ambassador Zurab Pololikashvili was full of praise for the Minister and his leadership of Ivorian tourism. He reiterated the cooperation between the two countries and promised his support for the country.

The Regional Director for Africa program Elcia Grandcourt took time to take the delegation through the ongoing projects in the region.

The Minister, Siandou Fofana expressed appreciation to the UN tourism body and described how the project will change the face of tourism in Cote d'Ivoire.

The "Sublime Côte d'Ivoire" is aimed at making Côte d'Ivoire Africa's fifth biggest tourism destination from 2025.

# Uncover a world of ideas



5,000 exhibitors ready to inspire and help grow your business

Find out more at [london.wtm.com](http://london.wtm.com)

Follow us  
#IdeasArriveHere



[www.nigeriatravelweek.com](http://www.nigeriatravelweek.com) | [www.nigeriatourismatwards.com/nominate](http://www.nigeriatourismatwards.com/nominate)

# NIGERIA TRAVEL WEEK 2019+



17-23  
NOVEMBER

- Exhibition | Travel Roundtable
- Nigeria Tourism Award (The Balearica)
- Travel Hangouts post Tours



Explore. Engage. Experience.

For Sponsorship & Partnership:  
[info@nigeriatravelweek.com](mailto:info@nigeriatravelweek.com) | 08076767671 | 08035716875 | 08037157444 | 08025990554



• A family photo of the president and officials at the summit

## First Africa Wildlife Economy summit held in Zimbabwe

The maiden Africa Wildlife Economy Summit has been held in Zimbabwe's Tourism Capital of Victoria Falls.

Speaking as the keynote speaker at the Auditorium of the Elephant Hills resort, the President of Zimbabwe Emerson Mnangagwa said, Zimbabwe was happy to host the maiden summit.

"We are delighted to host this inaugural Wildlife Economy Summit; the first of its kind on the African Continent which is being held under the theme 'Communities for Conservation, Harnessing Conservation Tourism and Supporting Governments'. This resonates with our renewed effort to ensure that our citizens benefit from the sustainable management of natural resources and wildlife," he said.

The President was optimistic that the deliberations will go a long way towards the realization of the

conservation agenda of Africa.

"Thriving wildlife resources have a tremendous potential to be instrumental in sustainable socio-economic development through associated wildlife oriented businesses such as eco-tourism, hunting and photographic safaris among other benefits. We must therefore, continue to utilise platforms such as this one, to explore innovative ways to leverage wildlife resources to grow our economies; eradicate poverty; achieve broad based empowerment, create decent jobs, especially for women and youth. It is equally important to guarantee biodiversity within our ecosystems." The President added.

The Deputy Executive Director of the UN Environment Program Joyce Msuya said community engagements is key in the conservation of wildlife.

"Since the purpose of this Summit is to bring communities, private investors and governments together to define the future of the wildlife economy in Africa, I am confident we all acknowledge that communities must be equal partners in the conservation of wildlife. When communities living closest to wildlife have a clear role and stake in managing nature, they have a stronger incentive to conserve it."

Madam Msuya added that putting people at the heart of change is the best way to secure and safeguard Africa's wildlife and heritage, while ensuring that communities can also thrive.

The President of Botswana, Mokgweetsi Masisi, President of Zambia- Edgar Lungu and Namibian President Hage Geingob were among the visiting heads of states attending the 3-day summit.



Emerson Mnangagwa, President of Zimbabwe



Le luxe du voyage à la portée de tous

# LUXE

**LUXE VOYAGES**  
Le luxe du voyage à la portée de tous

Treichville quartier France Amérique Av. 18, rue 5  
05 BP 1795 Abidjan 05 - Côte d'Ivoire  
Tel.: (+225) 21 23 07 08 - Fax: (+225) 21 24 24 44  
Cel: (+225) 08 48 20 63 - Email: luxevoyages@yahoo.fr  
www.luxevoyages.net

## Why Sustainability is What Destination Africa needs to become and remain competitive *Judy Kepher Gona*

It often appears that sustainable tourism in Africa is at the crossroads. This is because Africa is yet to achieve its potential and sustainability is perceived to limit growth. Africa accounts for only 5% of global arrivals, despite having highest growth rates per region. These numbers point to the fact that Africa is ready for more tourism investments. In 2018 there was a reported pipeline activity of 76,322 rooms in 418 hotels lined up for Africa. The numbers keep growing as reported each year at Africa Hotel and investment Forum (AHIF).

Whichever way one looks at the numbers, Africa is keen to maximise economic impacts from tourism. The other areas of tourism impact, namely social and environmental impacts are often ignored. "How can Africa pay attention to environmental and social impacts (read sustainability) in the midst of its growth agenda and compete with established destinations that grew without sustainability considerations and have now become leaders in sustainability?" This question is often asked by growth and it is a fair question given that tourism is an important economic activity for many African countries. However, Africa should also ask itself this question; "What should come first, ethics/values or profits"? Sustainability appears to be Africa's dilemma.

Yet, with or without sustainability, Africa's tourism is at a crossroads because of low traveller confidence in the region. This is because of several factors including political instability, closed borders and air spaces, elite capture in the tourism industry and unsustainable practices.

Others are entrenched poverty in destinations, untenable price competition, poor product innovation, diversity to cater for regional travelers, exclusion of host communities and incompatible land uses in wildlife areas.

The rest are loss of wildlife and



Judy Kepher Gona - The Writer

corridors, extraneous curriculum in tourism teaching institutions, weak/poor enforcement of policies, minimal research to inform policy, product and practice, leakages as well as over dependence on foreign solutions.

The following factors also count, new trade barriers driven by changing tourism markets, and unclear methods of measurement of impact of tourism among others. These are the real threats to the future of tourism in Africa because they make destination Africa less competitive.

Yet the future is not all bleak. All these issues can be addressed through sustainable tourism practices. If implemented correctly, sustainable

tourism can address consumer issues, promote good governance, encourage fair trade, address human rights and access issues, reduce negative environmental impacts and integrate host communities in the value chain. Sustainability can also provide decent work, promote peace, promote respect for cultures and heritage and promote inclusion and equity. If these issues are addressed in Africa's quest to grow its tourism, there will be quality management of tourism which leads to competitiveness of destinations.

Indeed, the real opportunity for Africa's tourism is to embrace sustainable tourism.

Rich in Contrast  
Compact in Size  
Big in Hospitality

# Malawi

One of Africa's most beautiful and compact countries – the sheer contrast of attractions is amazing. Not only that, but Malawi is famed for its hospitality and its people are some of the friendliest in the world.

### 10 REASONS TO VISIT MALAWI

- Pleasant climate
- Peaceful and compact
- Big on hospitality
- Lake Malawi
- Africa's newest big Big Five destination
- Authentic nature experience
- Attractive outdoor sporting conditions
- Rich cultural heritage
- Local delicacies
- Popular events



[www.visitmalawi.mw](http://www.visitmalawi.mw)

@tourismmalawi malawitourism



Malawi Department of Tourism  
Tourism House, off Convention Drive, City Centre  
Private Bag 326, Lilongwe 3, Malawi  
Tel: +265 1 775 499  
Fax: +265 1 770 650  
Email: [info@visitmalawi.mw](mailto:info@visitmalawi.mw)

In South Africa  
Malawi Consulate General  
4 Dodge Street, Woodmead 2157  
PO Box 3881, Rivonia 2128, Johannesburg  
Tel: +27 (0)11234 8577/8 or +27 (0)11803 4919  
Email: [tourism@malawi.consulate.co.za](mailto:tourism@malawi.consulate.co.za)

In United Kingdom  
36 John Street, Holborn,  
London WC1N 2AT  
Tel: +44 207 421 6010  
Fax: +44 207 831 9273  
Email: [malawihighcommission@btconnect.com](mailto:malawihighcommission@btconnect.com)

# Ghana continues to roll the red carpet for African Diaspora in the "Year of Return"



Ghana continues to receive visitors from the African Diaspora who are heeding the call to return to the African continent after 400 years of the first documented enslaved Blacks reached Jamestown in Virginia, USA.

This also follows the declaration of 2019 as the "Year of Return" by President Nana Akufo-Addo when he addressed the National Press Club last year September in the United States of America. The "Year of Return" is paving way for the return of the African Diaspora to Africa to reconnect with the ancestral roots and explore ways by which they can work together with their brothers and sisters on the continent to advance their socio-economic development. A "Year of Return" Steering Committee was then constituted with the Ghana Tourism Authority leading the charge to coordinate activities for the yearlong celebrations.

Since then, there have been slews of events and activities involving African Diasporans from, Hollywood

A-listers, global sports icons and a tall list of people of Black descent. It began in December where Hollywood superstar, Boris Kudjoe rallied a bunch of his celebrity friends and co-stars to Ghana for the Full Circle Festival.

They included, actors Anthony Anderson, Rosario Dawson, Michael Jai White, American model, reality television star and actress Cynthia Bailey, Real Estates Mogul Jay Morrison, Fox Sports host, Mike Hill, radio host Ebro Darden and many more. British International model, Naomi Campbell also joined British actor, Idris Elba in Accra to take part in the festival.

In its ninth month the "Year of Return" activities have seen some phenomenal visits including that of

current WWE Champion Kofi Kingston, singer Deborah Cox, Comedian and actor, Steve Harvey, former NBA player, Pops Mensah-Bonsu, Samuel L. Jackson and a group of 250 led by veteran Hollywood star, Danny Glover.

The fanfare continues unabated into January next year and here is a collage of photos of some of the events of the "Year of Return" so far.



Members of the Full Circle visit the Kwame Nkrumah Mausoleum



Congressional Black Caucus Delegation pays a visit to the Cape Coast castle



## The African Choir the World is talking about



The Ndlovu Youth Choir first caught the attention of South Africans when they delivered a stellar performance on reality competition America's Got Talent (AGT), getting a standing ovation from the audience.

The group, who originate from Limpopo-South Africa, have now made it through to the live rounds of the show, and they couldn't be happier.

Now back on South African soil for a short while, Channel24 caught up with the members of the choir at an intimate breakfast in Sandton.

"We have received the most amazing messages of encouragement. One of the most beautiful ones was when someone said, 'South Africa needs another 2010, and this is it,'" Ralf Schmitt, the group's musical director, tells us as we sit down for a quick chat.

The video of the Ndlovu Youth Choir's AGT audition has gained over 5 million

views on YouTube – something Ralf did not see coming.

"We thought there would be a few people from around the world that will see it, and maybe a few of our friends and one or two people in South Africa would be interested, but we never envisioned the overwhelming and incredible support that we received."

Right now, the choir has got their sights firmly set on the nerve-racking live rounds. According to Ralf, preparations for their next performance have been "hectic", with rehearsals taking place every single day.

And while they may be a little anxious, the choir members seem to agree that there's one thing that's more important to them than winning.

"For us, truly it's about representing the country and letting people know what we do. If we could just spread joy, and a message of hope, and be

f t i @VoyagesAfriq

the voice for the young people who do not believe that they can make it, then that's enough for us," singer Thulisile says.

Sandile, who has been with the choir since its inception in 2009, agrees entirely. He adds: "As long as our voices get heard and the world knows about us."

The Ndlovu Youth Choir was formed under the Ndlovu Care Group, an NGO founded by medical doctor Hugo Tempelman. He explains how the choir came to be, saying that it started as a "healing programme" for children who were victims of circumstance.

"We thought, 'what can we do as an NGO to provide support for these children?'. The support we give is in a series of programmes, from toddlers to adults, whereby we especially focus on how we can support children.

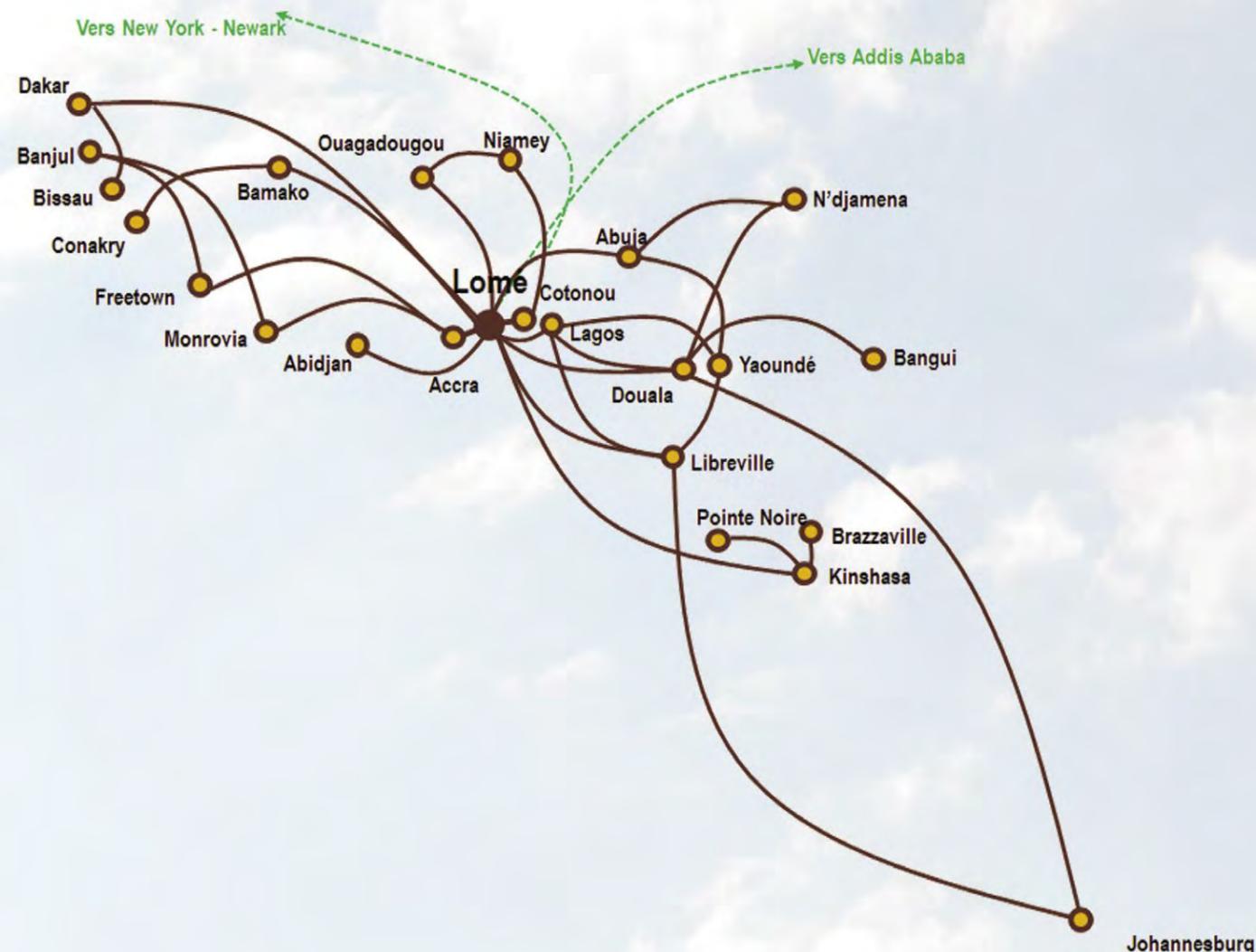
"The choir started in 2009. It was started as a healing programme, and we wanted to take it further and see if we could make it a job creation programme, and here we are today on an international stage. And they have exceeded all of our expectations. It's only the start."

To the young South Africans who look up to the group, choir member Thabo shares a special message: "To the youth, if you want something, then just focus on that. Never mind what people say about your dream because people will discourage you. Just focus and fight for what you want."

Source: Channels24.co.za



## Le réseau The Network ASKY



# The Gate way to the Aviation Profession



**Ethiopian የኢትዮጵያ**   
**Aviation Academy**

PIONEER OF AVIATION EXCELLENCE