

# VOYAGESAFRIQ

ISSUE 013 | June - September 2020 Edition

Travel and Tourism Magazine

**UNWTO calls for Responsible  
Restart of the Tourism Sector**  
pg. 6

**African Destinations unveil  
Health and Safety Protocols  
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• Zurab Pololikashvili,  
UNWTO Secretary-General

ISSN 2550-3405



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## 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.

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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.

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# COVID-19: TOURISM MUST BE PART OF RECOVERY PLANS



**VOYAGESAFRIQ**  
 Travel and Tourism Magazine  
 ISSUE 013 | June - September 2020 Edition

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## EDITOR'S NOTE

Dear Readers,

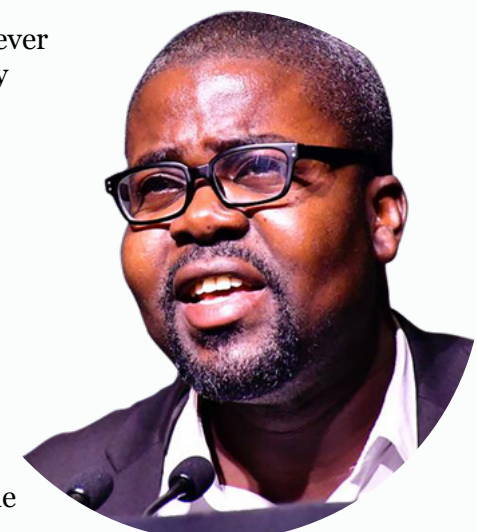
This year was predicted to be a great year for the tourism industry. The World Tourism Organization (UNWTO)'s projection of the sector was in excess of \$1.4 trillion in international receipts along with expected arrivals at over 1.5 Billion international arrivals. Many African destinations had outlined plans to grow their market share as well introduce myriad products to excites the tourism community.

This unfortunately has vanished into thin air and in contrast hundreds of thousands of jobs and livelihoods were taken away from them. The common denominator was the ferocious novel coronavirus.

We all have had to conduct business from our locked down homes and this new normal has begun to impact the on tourism sector.

The staggering job losses and negative impacts on the sector of the evolving/mutating pandemic cannot be overemphasized.

Tourism's resilience has never been in doubt and will certainly bounce back. Indeed, there has been the silver lining during this pandemic and offer the sector the opportunity to reset, and bounce back well... the use of technology and the inculcation of sustainability and responsible tourism is now to ensure that we can fix the perennial problems of the sector.





The Secretary General of UNWTO Zurab Pololikashvili and his team deserve commendation for the leadership shown in the wake of the pandemic.

From the Global Tourism crisis committee which brought together other international players and institutions to implore governments to support the sector in these unprecedented times to engagements with various governments has given the sector some hearing and leverage.

Rallying Tourism ministers to convey for the first-time virtual commission for Africa Meeting was a number of initiatives the UN Tourism body has initiated to keep the sector informed.

African Tourism Ministers have the finest opportunity to engage their national tourism sectors to have a great restart.

The launch of the Inspiring Brand Africa challenge by the UN Tourism body should rekindle the a long lasting push to help shape the image of the continent as a preferred destination.

We will bounce back better when we adhere to the health and safety protocols issued by the various national governments.

We have also introduced the Tourism News Wrap which has been well received by the sector and believe it offers us the opportunity to listen to you and filter the information overload. We can't stop serving you better.

Let's take inspiration from the ongoing discourse on equality and ask ourselves the frank questions about inclusiveness in our sector and address the huge disparity in the sector.

Even under the strange circumstance, we continue to get encouraging news update from the motherland as well as the global tourism space.

We look forward to seeing you all at the rescheduled Africa Tourism Leadership Forum scheduled to take place in Kigali, Rwanda when it is safe to travel.

Let me conclude by welcoming Mr. Ridwan Ibrahim Asante, our Editor-at-Large, to the team.

Have a great read and hope to see you again as we inch closer to restarting tourism.

Kojo Bentum-Williams  
Managing Editor-Publisher



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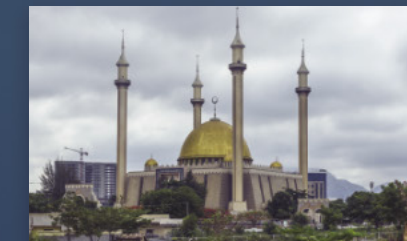


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## Regional routes



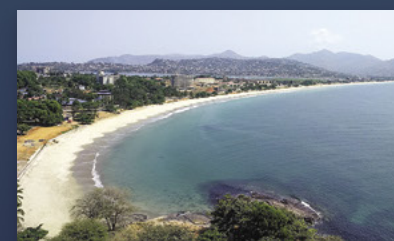
Lagos



Abuja



Monrovia



Freetown



Abidjan

📍 5 Domestic destinations

📍 5 Regional destinations



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# 63rd UNWTO CAF Virtual Meeting prioritizes Sustainable Future for Tourism



The World Tourism Organization (UNWTO) successfully convened its 63rd Regional Commission for Africa (CAF) meeting virtually on Monday 8th June 2020.

Recovery and resilience were the central themes for the conference. Reflecting the extraordinary circumstances, the meeting was held virtually, bringing together Ministers of Tourism from across the region with representatives of the African Union, the West African Monetary Union and from the private sector, to plot a united course towards a stronger and better tourism sector.

Held as the UN Tourism Organization leads the global restart of tourism, the meeting enjoyed the virtual presence of 140 participants from 30 countries, including 24 Ministers of Tourism. They were joined by representatives of 10 international organizations and members of the UNWTO Affiliate Members network.

## Priorities to unlock Africa's tourism potential

Apart from addressing the immediate challenges posed by COVID-19, discussions also focused on the key areas of UNWTO's Agenda for Africa, a roadmap designed to guide the sector in sustainable growth up to 2030. These priorities include enhancing Africa's tourism Infrastructure, boosting air connectivity, easing visa facilitation, ensuring the safety and security of tourists, investing in the development of human capital development, and improving the image of Africa to the rest of the world.

UNWTO Secretary-General Zurab Pololikashvili said: "Africa's tourism potential is undeniable, as is the potential of tourism to drive inclusive development across the continent. The steady easing of travel restrictions,

first within nations and then across international borders, will allow the many social and economic benefits of tourism to return. If tourism's restart is managed in a responsible and coordinated manner, harnessing the power of innovation and entrepreneurship, then it can transform millions of lives and help protect and preserve Africa's rich cultural and natural heritage."

## Realigning the Agenda for Africa

Joining Mr. Pololikashvili for the 63rd CAF meeting was the Chairman of the Commission Ronald Chitotela, who also serves as Minister of Tourism and Arts, Zambia, and the African Union was represented by its Commissioner for Infrastructure and Energy, Dr. Amani Abou-Zeid. All participants welcomed the latest initiatives designed at growing African tourism as announced by the Secretary-General, including the Brand Africa marketing competition and a fresh emphasis on showcasing African gastronomy and using this as a new market for sustainable tourism and job creation.

## UNWTO Online Survey

In the run-up to the meeting, UNWTO's Member States took part in an online survey through which they were invited to share their thoughts on how the UNWTO Agenda for Africa can be utilized to accelerate recovery from the effects of the COVID-19 pandemic and build resilience for the future.

Participants expressed a strong desire to see the top five key areas of the Agenda for Africa prioritized in order to support swift and sustainable recovery. These priorities were: unlocking growth through investment and through effective public-private partnerships; promoting innovation and technology; visa facilitation and enhanced connectivity; advocating for Brand Africa, and fostering greater resilience, including through enhanced safety and security for tourists.

# Pictures from the 63rd CAF Virtual Meeting





# UNWTO calls for Responsible Restart of the Tourism Sector

As tourism slowly restarts in an increasing number of countries, the World Tourism Organization (UNWTO) has released new data measuring the impact of COVID-19 on the sector. UNWTO emphasizes the need for responsibility, safety and security as restrictions on travel are lifted. The Organization also reiterates the need for credible commitment to support tourism as a pillar for recovery.

After several months of unprecedented disruption, the UNWTO World Tourism Barometer reports that the sector is beginning to restart in some areas, most notably in Northern Hemisphere destinations. At the same time, restrictions on travel remain in place in a majority of global destinations, and tourism remains one of the worst affected of all sectors.

Against this backdrop, UNWTO has reiterated its call for governments and international organizations to support tourism, a lifeline for many millions and a backbone of economies.

**“**UNWTO Secretary-General Zurab Pololikashvili said: “The sudden and massive fall in tourist numbers threatens jobs and economies. It is vital, therefore, that the restart of tourism is made a priority and managed responsibly, protecting the most vulnerable and with health and safety as a the sector’s number one concern. Until tourism’s restart is underway everywhere, UNWTO again calls for strong support for the sector in order to protect jobs and businesses. We therefore welcome the steps undertaken by both the European Union and individual countries including France and Spain to support tourism economically and build the foundations for recovery.”

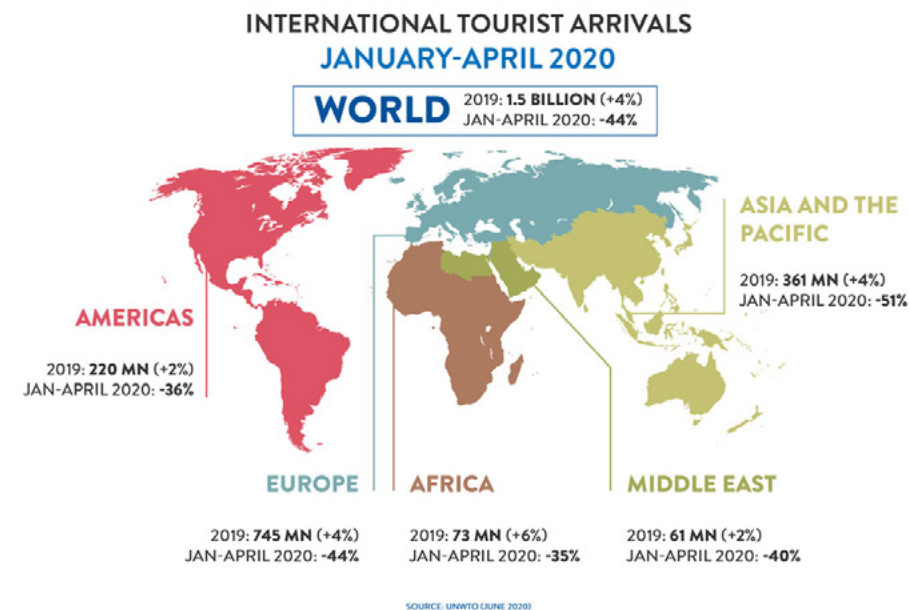
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**IMPACT OF COVID-19 ON TOURISM IN JANUARY-APRIL 2020**

180 MILLION FEWER INTERNATIONAL TOURIST ARRIVALS

US\$ 195 BILLION LOST IN EXPORT REVENUES FROM INTERNATIONAL TOURISM

100% DESTINATIONS WITH TRAVEL RESTRICTIONS



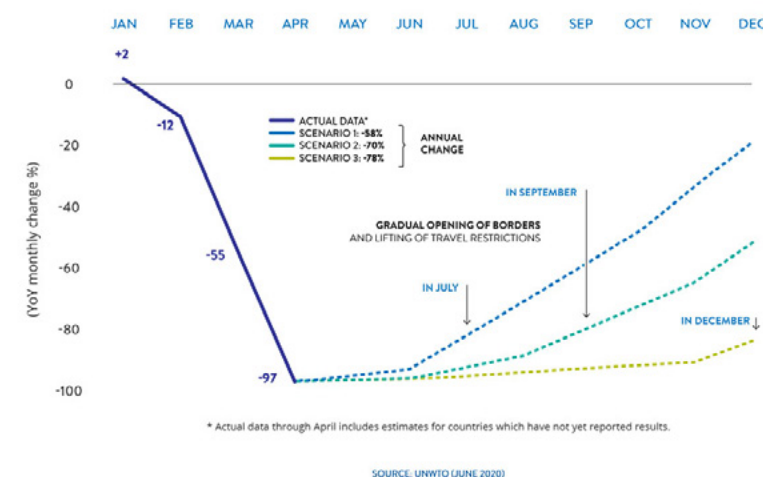
**POTENTIAL IMPACT OF COVID-19 ON TOURISM IN 2020**

850 MILLION TO 1.1 BILLION FEWER INTERNATIONAL TOURIST ARRIVALS

US\$ 910 BILLION TO US\$ 1.2 TRILLION LOSS IN EXPORT REVENUES FROM TOURISM

100 TO 120 MILLION DIRECT TOURISM JOBS AT RISK

**INTERNATIONAL TOURIST ARRIVALS IN 2020: THREE SCENARIOS**



**.....Restarting tourism in a responsible way a priority**

The gradual lifting of restrictions in some countries, together with the creation of travel corridors, the resumption of some international flights and enhanced safety and hygiene protocols, are among the measures being introduced by governments as they look to restart tourism.

UNWTO Secretary-General Zurab Pololikashvili said: “The sudden and massive fall in tourist numbers threatens jobs and economies. It is vital, therefore, that the restart of tourism is made a priority and managed responsibly, protecting the most vulnerable and with health and safety as a the sector’s number one concern. Until tourism’s restart is underway everywhere, UNWTO again calls for strong support for the sector in order to protect jobs and businesses. We therefore welcome the steps undertaken by both the European Union and individual countries including France and Spain to support tourism economically and build the foundations for recovery.”

While April was expected to be one of the busiest times of the year due to the Easter holidays, the near-universal introduction of travel restrictions led to a fall of 97% in international tourist arrivals. This follows a 55% decline in March. Between January and April 2020, international tourist arrivals declined by 44%, translating into a loss of about US\$195 billion in international tourism receipts.

**.....Asia and the Pacific hit hardest**

At the regional level, Asia and the Pacific was the first to be hit by the pandemic and the worst hit between January and April, with arrivals down 51% in that period. Europe recorded the second-largest fall, with a 44% drop for the same period, followed by the Middle East (-40%), the Americas (-36%) and Africa (-35%).

In early May, UNWTO set out three possible scenarios for the tourism sector in 2020. These point to potential declines in overall international tourist numbers of 58% to 78%, depending on when travel restrictions are lifted. Since mid-May, UNWTO has identified an increase in the number of destinations announcing measures to restart tourism. These include the introduction of enhanced safety and hygiene measures and policies designed to promote domestic tourism.



# GLOBAL GUIDELINES TO RESTART TOURISM

28 MAY 2020

## Guidelines to re-open Global Tourism unveiled by UNWTO

The World Tourism Organization (UNWTO) has released a set of guidelines to help tourism emerge stronger and more sustainably from COVID-19. The guidelines highlight the need to act decisively, to restore confidence and, as UNWTO strengthens its partnership with Google, to embrace innovation and the digital transformation of global tourism.

The guidelines were produced in consultation with the Global Tourism Crisis Committee and aim to support governments and private sector to recover from an unparalleled crisis. Depending on when travel restrictions are lifted, the United Nations specialized agency warns that international tourist arrivals could fall by between 60% and 80%. This puts 100-120 million jobs at risk and could lead to US\$ 910 billion to US\$ 1.2 trillion lost in exports.

UNWTO Secretary-General Zurab Pololikashvili said: "These guidelines provide both governments and businesses with a comprehensive set of measures designed to help them open tourism up again in a safe, seamless and responsible manner. They are the product of the enhanced cooperation that has characterized tourism's response to this shared challenge, building on knowledge and inputs from across the public and private sectors and from several UN agencies as part of the UN's wider response."

### Safe and security protocols for tourism recovery

The new guide, a follow up of the Recommendations for Action already endorsed by the Global Tourism Crisis Committee, is focused on seven priorities for tourism

recovery based on the pillars of mitigating the economic impact, developing safety protocols and coordinated responds and fostering innovation.

The guidelines highlight the importance of restoring the confidence of the travelers through safety and security protocols designed to reduce risks in each step of the tourism value chain. These protocols include the implementation of check procedures where appropriate, including temperature scans, testing, physical distancing, enhanced frequency of cleaning and the provision of hygiene kits for safe air travel, hospitality services or safe events.

### Innovation key as UNWTO builds on Google partnership

The UNWTO Guidelines also highlight the opportunity to foster a digital transformation of destinations, companies and employees with initiatives such as the free online training with the UNWTO Online Academy and the implementation of apps such as the Hi Card to improve international interoperability at the airports and hotels. The role of technology in promoting social distancing in hotels and tourist destinations is also highlighted.

This comes as UNWTO strengthens its partnership with Google. Through this enhanced collaboration, the UN agency will work with Google to promote digital learning and online skills training so as to provide new opportunities across the global tourism sector.

Secretary-General Pololikashvili added: "We are thrilled to be working more closely with Google. The past weeks have highlighted the enhanced role technology plays in our lives and furthering the digital transformation of tourism will make the sector more resilient and create opportunities for people all around the world."

## UNWTO Joins PM Sanchez to plan restart of Spain's Tourism Sector

The World Tourism Organization (UNWTO) has welcomed Spain's readiness to lead the way in restarting tourism. The head of the United Nations specialized agency attended a meeting with Spanish President Pedro Sánchez in Madrid today to learn about his government's work to ease restrictions on travel introduced as a result of the COVID-19 pandemic. UNWTO Secretary-General Zurab Pololikashvili was invited to speak during the presentation of the restart plan as Spain looks to harness the power of the tourism sector to drive wider economic recovery.

As well as being one of the world's leading tourism destinations, Spain is also the host country of UNWTO and one of its firmest allies in the mission to make the sector a cornerstone of national and international

sustainable development. COVID-19 hit Spain hard, bringing tourism to a near-standstill. Now, under President Sánchez's leadership, the government is working to restart tourism, providing a lifeline for the millions of people across Spain who depend on the sector for their livelihoods. The government has announced will soon open its borders to tourists from within the European Union. At the same time, the Spanish government has announced a support package worth 4.2 billion Euros for tourism, a sector that supports millions of jobs across the country.

Secretary-General Pololikashvili said: "By restarting tourism, and doing so in a responsible manner that protects the most vulnerable while safeguarding jobs and economic growth, Spain can send a strong signal to the rest of the world. The country has long been a global tourism leader, and I thank President Sánchez for again stepping up and setting an example for other countries to follow."



## UNWTO Launches Inspiring Africa - Branding Challenge to help promote the continent post Covid-19



The World Tourism Organization (UNWTO) has launched a Brand Africa challenged dubbed "Inspiring Africa-Branding Challenge" to help market the African continent as a preferred tourist destination.

The initiative was unveiled by the Secretary General of UNWTO, Zurab Pololikashvili during the 63rd UNWTO Commission for Africa (CAF) Virtual meeting on June 8.

The UNWTO Inspiring Africa - Branding Challenge invites key actors from the marketing and branding sector to present their proposals for a campaign that positions Africa as a destination in the minds of travellers.

Beyond COVID-19, the campaign aims to create a positive image of Africa as a tourism destination that support the

efforts of individual countries and companies, tells the many positive stories about Africa and makes tourism a driver of development.

The UNWTO is targeting all those who want to make a difference for Africa through using their imagination, such as marketing, communication, advertising and branding firms or group of companies, start-ups and innovators, marketers, designers, brand experts and digital experts.

The Challenge also aims to get people to design an innovative and impactful branding campaign to position Africa on the wish list of international travellers.

Details on application process and requirements can be accessed here...

Deadline for submission of proposals is August 8.



# AU OPTIMISTIC TOURISM RECOVERY WILL DRIVE ECONOMIES

**A**frican economies could see a tremendous turnaround as tourism on the continent begins to pick up following the Coronavirus pandemic.

This will however require a concerted effort from governments to make tourism an integral part of the recovery strategies.

"Recovery of tourism in Africa could drive recovery of African economies", said Dr Amani Abou-Zeid, AU Commissioner for Infrastructure and Energy, in her address to the 63rd United Nations World Tourism Organisation's Regional Commission for Africa (CAF). The virtual meeting held on 8 June 2020, saw the participation of 140 participants from 30 countries, including 24 Ministers of Tourism and representatives of 10 international organizations.

Recovery and resilience were the central themes of the meeting which discussed the economic impacts of the COVID-19 pandemic on the tourism sector in Africa, improving the Continent's resilience, stimulating tourism recovery and urgent mitigation measures and guidelines for the sector as key driver of sustainable development on the Continent.

In her address, Commissioner Abou-Zeid highlighted the importance of the tourism industry to African economies as it employs over 20 million people, i.e. 6.5% of the total workforce and even 20% in some African countries – half of whom are women – and accounts for 8-10% of the continent's GDP.

She explained that, not only has the crisis severely hit the sector bringing it to a standstill, but is also badly affecting aviation – challenging the viability of African air transport as never before in history.

Dr Abou-Zeid underlined that domestic and intra-African tourism are likely to cushion some of the negative impacts of the coronavirus outbreak on the sector. She called on Member States, RECs and

regional organisations to step up efforts to promote and develop regional tourism in Africa within the African Union Tourism Strategic Framework 2019-2028 which was approved last year. The strategic framework is one of Africa's flagship projects aimed at integrating the Continent through tourism and positioning Africa as the preferred tourist destination globally.

She also reminded the audience that supporting innovative digital solutions and platforms can provide powerful tools for a thriving and competitive African Tourism and emphasized the importance of green recovery and sustainable tourism.

"Africa tourism's sector has proven its capacity to bounce back and multiply recovery to other sectors. We must jointly implement recovery plans and build a roadmap towards a sustainable, innovative & resilient African tourism" added Dr Abou-Zeid.

Many African Ministers indicated that tourism's potential in Africa can turn the COVID-19 crisis into an opportunity for intra-African tourism. They agreed on the urgent need to work together in designing a continental roadmap both for response to the crisis and in preparation for the post-pandemic recovery.

• Dr Abou-Zeid  
AU Commissioner for  
Infrastructure and Energy



## I want to make tourism an underlining brand of the Tunisian economy – Mohamed Ali

**T**ourism Minister of Tourism and Crafts H.E Mohammed Ali Toumi takes this edition's "Minister's Corner" as he outline his vision for the sector.

Tunisia's Minister of Tourism Arts and Crafts, Mohammed Ali Toumi is determined to make tourism a national brand and fulcrum of the Maghreb country.

Toumi, who took over from Ben Ali as the head of the sector, wants to bring to bear his skills as entrepreneur, dedication, and a fervent activist on the tourism sector and thus growing its participation in the economy as well as GDP contribution.

The sector currently contributes 20% to the Tunisian economy.

Originally from the island of Kerkennah, Toumi was born on February 19, 1974 in Sfax.

The youngest of seven siblings, he grew up under the profound influence of his father, a civil servant and owner of a fishing trawler, and his mother, a housewife, who left him the best of qualities as his legacy: wisdom, respect, discipline, responsibility and perseverance.

He studied at the Institut Supérieur de Comptabilité et Administration des Entreprises (ISCAE) where he took an active part in student associative life with the creation of Club HORIZONS whose main objective was to improve learning through travel.

He obtained a Master's degree in Accounting Sciences in 1999 and then held management positions in various travel agencies until 2005 when he went into business on his own initiative. Thus he created his travel agency "Kyranis Travel"

With more than twenty years of national and international experience, Toumi was the first elected president of the Tunisian Federation of Travel Agencies (FTAV).

During his mandate (2011-2018), he worked for the implementation of the several projects involving different aspects of tourism activity, including cooperation, security, training, promotion and liberalization of Omra.

As co-founder with Mehdi Jomâa of the political party El Badil Ettounsi in 2017, Toumi became its spokesman.

His entry into politics was motivated by his deep desire to change and contribute to the socio-economic well-being of all people.

Invested with this will, and armed with daring, of imagination and realism, he is committed to restoring its prestige to tourism, a vital activity in the Tunisian economy.

*"His vision of tourism is that of a transversal sector with great federating powers and whose development requires, more than ever before, a participative approach involving all public and private stakeholders."*

This is the challenge to be taken up in his new mission as a statesman.

His vision of tourism is that of a transversal sector with great federating powers and whose development requires, more than ever before, a participative approach involving all public and private stakeholders.

His experiences as an entrepreneur, father, leader and fervent activist for the tourism and travel sector are the basis of his determination, dedication and commitment to make tourism not only the engine of the country's socio-economic growth, but also a sure value of the TUNISIA brand.



## AFRICAN DESTINATIONS UNVEIL HEALTH AND SAFETY PROTOCOLS TO RESTART TOURISM

Several African destinations have unveiled safety and health protocols to resuscitate the dwindling tourism economy in their countries.

Many of the destinations went into a partial to complete

lockdown three months ago during the early days of the coronavirus pandemic.

Tourism which is the most affected sector has seen job losses with projections indicating staggering upsurge to the tune of 100 travel and tourism jobs on the line.

## Morocco's covid-19 protocols to keep Tourism alive

Morocco's Ministry of Tourism, Handicrafts, Air Transport and Social Economy has unveiled a comprehensive health protocol aimed at restarting the tourism sector in the Magreb country.

The measures catalogue the sector's main response in four thematic areas.

The document titled: "Tourism in Morocco post Covid-19" aims at a truly exceptional tourism experience with peace of mind.

The Country's sector Minister Nadia Fettah Alaoui in her foreword said: "The kingdom under the leadership of King Mohammed VI, has instituted preventive measures recognised by the international community as the appropriate response to the pandemic."

The statement further read: "Under the leadership of His Majesty King Mohammed VI, the Kingdom of Morocco has put in place a range of preventive measures, recognized and welcomed by the international community, to respond to the Covid-19 pandemic. However, these measures that put Moroccans health and safety protection first, necessitated the shutdown of several activities, namely those related to tourism and transport.

"This strategic choice quickly bore fruit. In fact, thanks to the involvement of all the components of the State and Society, the health crisis in Morocco was rapidly and continuously contained, making the Kingdom among the countries which have best managed this pandemic at the global level.

"Aware of the issues related to this crisis, this Ministry mobilised itself promptly, in close collaboration with the bodies under its authority as well as with all the sector's



professionals, to continue making Morocco as a coveted destination by tourists from all over the world, while ensuring their health and safety as well as that of the women and men working in the sector.

"These efforts, inter alia, were reflected by implementing a wide range of health and hygiene measures by the sector's public and private operators at all the levels of the tourism value chain, of which the present document highlights the key points.

"I look forward to welcoming you again and wish you an insightful reading" she concluded.

"The protocols thoroughly outline the measures put in place by the various tourism stakeholders."

## Cabo Verde engages International Consultants on health safety as it prepares to welcome tourists

Cabo Verde says it is currently engaging the services of a global consultancy to fashion appropriate health safety and security measures as they get preparations underway to receive visitors and tourists.

The West African country is hoping to open its borders to visitors next July given that European and other countries would also open up for outbound and inbound travels.

"Tourism, from now on, will have to respect a set of rules with an emphasis on health security in order to guarantee the visitor a safe environment and demonstrate that Cabo Verde is able to become a destination that meets these requirements", the country's Tourism and Transport Ministry said in a communique.



The Government of Cabo Verde, through the Ministry of Tourism and Transport also stated that it has taken into account the effects caused by the Covid-19 pandemic and is urgently developing a package of fundamental measures with the aim of mitigating the impact of the adverse effects on the economy and promote the resumption of economic activity, in a safe and consistent manner.

## Ghana outlines protocols and guidelines for tourism and hospitality industry

Ghana is currently rolling out phased approach towards lifting COVID-19 restrictions. The first of which was announced by President Akufo-Addo in his address to the nation.



In this regard, government through the Ministry of Tourism, Arts and Culture has set out measures and directives meant to guide the operations of hotels, organization of events and other related business activities to ensure the health and safety of both operators and patrons.

### Read full protocols below:

I. Display of "No Mask No Entry" signage and ensure that all patrons are wearing masks on entry .Event organizers may supply facemasks as souvenirs at entrances in case any person arrives without a face mask.

II. Enough Veronica buckets together with tissues and stand-alone sanitizer dispensers must be positioned strategically at venue entrances in a manner as to prevent queueing and crowding. People in a queue must stand at least a meter apart.

III. Strictly washing of hands before entering event venues.

IV. Ushers upon application of hand sanitizers at entrances shall escort guests to their seats

V. Observing strict social distancing of not less than 1 metre.

VI. Maximum of 50% of carrying capacity or 100 people per event

### Activities

I. To critically observe social-distancing, tables usually designed for 10 chairs shall be reduced to 50% of the current seating capacity.

II. MCs shall be required to initiate activities/ demonstrations that touch on curtailing the spread of Covid-19.

III. As much as possible, PA facilities shall be required to provide at least two microphones: and carefully sanitized after each use.

IV. Use of hand sanitizers at the table should be encouraged.



## Uganda set outs Standard Operating Procedures for tourism sector

Uganda's Ministry of Tourism, Wildlife and Antiquities has unveiled the new Standard Operating Procedures (SOPs) that will guide the operations of the sector in the East African Country.

The SOPs are aimed to ensure compliance to health, hygiene, safety & sanitation guidelines, to prevent the spread of COVID-19, protect employees, guests and suppliers.

Together with the Ministry, the Tourism private sector, Local government, and the Uganda Tourism Board (UTB) will coordinate implementation of the procedures.

UTB strongly recommends that tourism and hospitality enterprises along the chain follow the new guidelines to be a part of the mitigation and recovery mission for the betterment of the tourism sec in Uganda.

The Board is encouraging management of hospitality enterprises to educate all categories of staff of the critical importance of these procedures designed to make the



sector's operations safe for both guests and staff.

"It must also be noted that any instructions issued by the Government from time to time should be binding," a statement by UTB added.

## Seychelles issues "Safety Travel Guidelines"

The Department of Tourism in Seychelles has issued its 'Seychelles Safety Travel Guidelines' which preceded the re-opening of its borders.

The guidelines, based on the advice of the Public Health Authority, provides necessary recommendations for tourism related business providers to resume operations in a safe manner while also targeting potential visitors planning to visit the destination.

These series of guidelines, made available to the public through the department's website, is the stepping-stone for the small island destination to reposition itself on the international market as a responsible holiday

destination.

"The guidelines clearly details what needs to be put in place before businesses can welcome guests into their establishments and this includes sanitation and hygiene measures in order to protect locals and visitors," said the Principal Secretary Mrs. Anne Lafortune at a press conference held by the Ministry for Tourism on Wednesday May 27, 2020.

Mrs. Lafortune further stated that the Seychelles Safety Travel Guidelines also specifies the new criteria for assessment under which establishments will be scrutinized before they are certified adequate to operate.

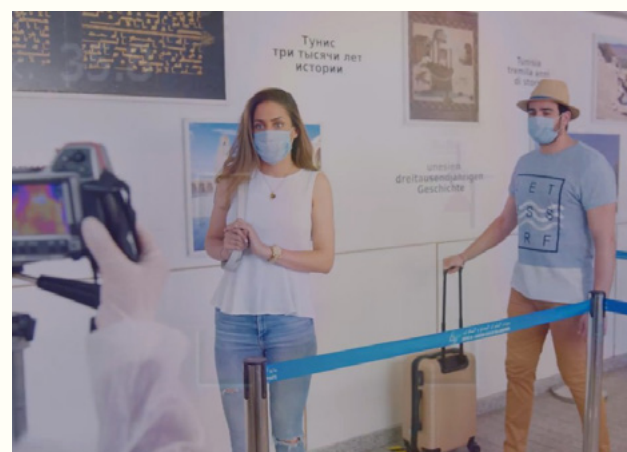
## Tunisia unveils Covid-19 Protocols to restart Tourism

The Ministry of Tourism and Crafts in Tunisia has released a set of health protocols to help restart the tourism sector.

The protocols labelled "Ready and Safe" is aimed at ensuring that conditions at the tourism establishments are secured and guarantees the safety of holidaymakers and the general public.

It is expected to restore trust and safety for travelers and locals alike. Hotels and resorts will offer fixed menus instead of the popular all-inclusive buffets' travelers have grown accustomed to.

Tourism accounts for about 14 percent of Tunisia's GDP.



## >>SPEAKERS INCLUDE

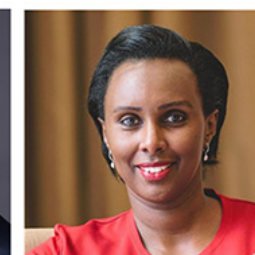
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## Marriott International details 4 themes to scale up diversity and inclusion

**M**arriott International has outlined four pillars which will help the global hotel giant to scale up on their commitment towards inclusion in the hotel.

In a statement released by the Hotel Group, Marriott said, it was proud to be one of the first companies to establish a board of directors committee focused on the advancement of inclusion two decades ago.

“For more than 93 years, we have had a long-standing and recognized commitment to putting people first and ensuring inclusive opportunity for all. Marriott was one of the first companies two decades ago to establish a board of directors committee focused on advancing inclusive opportunity. We’re proud of the fact that fifty percent of the company’s board of directors and senior management are either diverse or women,” the statement said.

“Our approach to diversity and inclusion is focused on accountability and achieving results. We currently have more than 1,400 hotels owned by diverse or women owners, with a goal of 1,500 this year. We also recognize the importance of cultivating a supply chain that includes diverse or women owned businesses. In 2019, we spent over \$900 million with diverse or women owned suppliers. We are proud to showcase our commitment to diversity, inclusion and social good through our #LoveTravels purpose driven marketing campaign which aims to advance people pursuing inclusion, equality, peace and human rights”

Citing the words of its founder J.W. Marriott, Sr. the hotel said, “success is never final.” We couldn’t agree more – especially when it comes to our focus on diversity and inclusion at Marriott and in the community. While we have championed equality, we know we can do more.

Here are some of the steps we’ll be taking:

- **The Conversation Starts With Us:** We will be hosting a series of town halls to make sure we continue to listen to our associates and use their perspectives to map our plans and actions. During these “TakeCare Community Talks,” we will focus on the fight against racism, the advancement of equality and justice in society, and the role of Marriott in that effort.
- **On-ramps to Leadership:** Marriott’s Emerging Leader Program was created to increase the number of women and people of color in leadership roles. Moving forward, we’ll be expanding this program to bring an even sharper focus to the career development needs of our Black associates while creating exciting new pathways for the next generation to begin their careers with us.
- **Working With the Experts:** We are engaged with our partners in the Black community, organizations we have been working with for decades – like the NAACP and National Urban League and others, providing financial support to help them pursue the mission of equality and social justice, while also relying on them for advice as we continue to drive progress within Marriott. We are also working to provide an opportunity for our Marriott Bonvoy members to donate loyalty program points to organizations focused on advancing racial equality and social justice – points that we will match and then convert to monetary donations for these important organizations.
- **Using our Voice:** We’re listening to community partners and in dialogue with policymakers to advance solutions that address barriers to equality and opportunity.



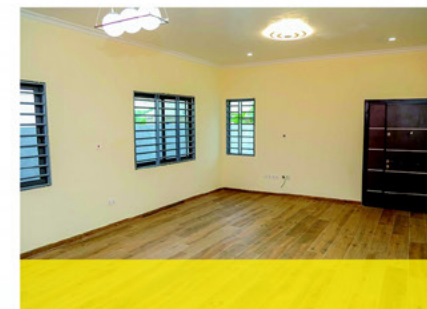
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## Mohammed Hamidou is Algeria's new Tourism Minister



• Mohammed Hamidou (right) and the outgoing Minister Hacene Mermouri (left) addressing the press

Algeria's Government has named Mohammed Hamidou as the country's new Minister of Tourism, Handicrafts and Family Labour. He replaces Hacene Mermouri who leaves the government after the latest reshuffle by President Abdelmadjid Tebboune.

The adjustment as made by the President affected

Finance, Higher Education, Agriculture and the Transport portfolios

Algeria is the largest country in Africa; one of the main tourist attractions is the Sahara, the second largest desert in the world. Algeria has been a member of the World Tourism Organization since 1976.

## FIRST VIRTUAL CONFERENCE TO DISCUSS AFRICAN AVIATION, TOURISM AND HOSPITALITY ANNOUNCED

Never has the use of digital platforms and tools been an absolute necessity than this unprecedented time when the world has come to a halt to tackle the novel coronavirus.

The Travel and tourism sectors perhaps have been offered a fine opportunity to de-risk, reinvent and incorporate other disruptive elements to make tourism better.

The spot light in this very different situation is on Africa's tourism, aviation and hospitality industries to begin the conversation towards not just recovery but how to stimulate when it is safe to travel and start the sector's activities.

It is in this context that Bench Events and AviaDev Africa have teamed up to hold the maiden virtual conference to bring the industry together and discuss how to get the sector going.



On the 21st July 2020, the Africa Tomorrow conference will be featuring 6 hours of essential insights delivered by 100+ speakers, networking opportunities with thousands of industry peers, live video-meeting functionality and a virtual expo to meet some of the most innovative industry brands.

The event will unite leaders across all sectors and what's more it is FREE to attend for all Africans and Africa based businesses.

The proven platform will offer stage sessions, live networking including one to one video meeting functionality, an exhibition area and much more.

VoyagesAfric Travel Media as a media partner will be hosting a session during the conference and topic and panelists in the coming days will be unveiled.



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## KIGALI RETAIN 2ND SPOT IN AFRICA ON LATEST ICCA RANKING

For the second year in a row, Kigali has maintained the second place as a preferred city in Africa after Cape Town on the International Congress and Convention Association rankings following the 2019 report released on 12th May 2020. The same report shows that Rwanda has moved forward 2 positions attaining 3rd place in Africa as a preferred country in Africa after South Africa and Morocco.

ICCA ranks countries and cities that host association meetings and is the global association leader for the international meetings industry and specializes in the international association meetings sector, offering unrivalled data, education, communication channels, business development and networking opportunities.

The ranking is based on the number of association meetings that take place on a regular basis (annually, biannually), rotating between at least three different countries and with a minimum of 50 participants.

Last year, Kigali hosted more than 32 association meetings that included several high level conferences such as African Fine Coffee Conference and Exhibition (AFCCE) held in February 2019, AFI Global Policy Forum (GPF) hosted in September, the Global Conference and General assembly of the International Co-operative Alliance (ICA) held in October, Annual Conference and General meeting of East Africa Law Society (EALS) held in November, and International conference on HIV/AIDS and STIs in Africa (ICASA2019) held in December amongst others.

Commenting on the new ICCA ranking, the Chief Executive Officer of Rwanda Convention Bureau, Nelly Mukazayire said; “We are excited to see Rwanda’s journey to becoming the top destination in Africa recognized, and the results show that Kigali continues to be an attractive destination



for international association meetings”. Mrs. Mukazayire further expressed that the ranking is proof that the efforts made by the industry and its partners work and only further encourages stakeholders to continue to position Rwanda as a preferred choice for Meetings and Events in Africa. “Now more than ever do we as a destination need to position ourselves to support the recovery of the sector, by applying our collective efforts to align with trends and measures that support us all during these challenging times” Mukazayire added.

With close collaboration between Government and the private sector, Rwanda continues to establish itself as a safe, secure MICE destination, due to an enabling environment, investment in world-class venues, ease of connectivity and open visa policy among others”

Tourism being the country’s largest foreign exchange earner, MICE Tourism aims to continue to play a significant role in its growth, bringing in 20% of all tourism revenues. In 2019, MICE tourism contributed USD \$65 million and recorded 42,753 delegate visits with projections to see this contribution grow in coming years.

## MAGICAL KENYA TRAVEL EXPO 2020 CANCELLED

The Kenya Tourism Board (KTB) has cancelled this year’s Magical Kenya travel Expo (MKTE) assigning the escalation of the coronavirus as the reason behind its decision.

The Expo was scheduled to take place from 7-9 October 2020 at the Kenyatta International Convention Centre (KICC) .

In a Facebook post, the board said “ Due to the escalation of the COVID-19 pandemic around the world, the Kenya Tourism Board (KTB) would like to inform you that the

Magical Kenya Travel Expo (MKTE), which was to be held from 7 - 9 October 2020, has been cancelled. An alternative date will be communicated.

The statement continued that, “The Kenya Tourism Board has carefully monitored the global health crisis related to COVID-19 and our top priority is the health and safety of everyone involved in MKTE. We appreciate all the exhibitors, hosted buyers, media, partners, and stakeholders who have continued to support MKTE. Stay safe. We look forward to welcoming visitors back to Magical Kenya when the time is right”.

## 2020 AFRICA’S TRAVEL INDABA SCRAPPED



“It showcases the widest variety of Africa’s best tourism products, attracts global buyers.

“The current travel restrictions imposed by various countries to contain the pandemic will inevitably lead to a greatly reduced number of participants if the event that is Africa’s Travel Indaba was to go ahead.”

Kubayi-Ngubane said that organisers also considered the risk associated with a large number of people gathering in one place when they decided to postpone the event.

“We want to ensure that this event does not contribute to the spread of this pandemic.

“The decision to postpone Indaba 2020 is also in keeping with the advice by health authorities for social distancing and limiting mass gatherings,” the minister explained.

Kubayi-Ngubane said the team reached out directly to exhibitors and attendees with information about the postponement and the future plans.

New dates are expected to be announced in due course.

Sisa Ntshona, chief executive of South African Tourism, said he understood disappointment around the decision.

“I want to thank everyone who has already invested a significant amount of time, effort and resources in preparing for this year’s much-anticipated event.

“I appreciate how we, as an industry, look forward to showcasing our products, attracting new buyers and most importantly, network with our peers at Indaba.

“This decision must come as an enormous disappointment, but we as partners in tourism need to act responsibly to put our people first,” he explained.

Africa’s Travel Indaba has been postponed indefinitely in the wake of the coronavirus outbreak spreading around the world.

South Africa tourism minister Mmamoloko Kubayi-Ngubane announced the decision earlier.

The annual trade show was scheduled to take place at the Durban International Conference Centre from May 12th-14th.

Speaking at a media, Kubayi-Ngubane said: “After careful consideration, we have taken the difficult decision to postpone Africa’s Travel Indaba.

“Africa’s Travel Indaba is one of the largest tourism marketing events on the African calendar, is one of the top three ‘must visit’ events of its kind on the global calendar.



## Redefining tourism in Cote d'Ivoire with chocolate – the story of Suzanne Sawsan Kabbani

Cocoa is Cote d'Ivoire's biggest cash crop and with an annual production volume of two million tonnes, the West African country is the leading producer of the crop in the world. Chocolate remains one of the most popular by-products of cocoa although much of it is made in countries where Cote d'Ivoire exports its raw cocoa beans to.

This is what Suzanne Kabbani, an Ivorian business woman and Master Chocolatier wants to change. For her however, the goal is not just about creating an industry that ensures that more finished products are made in her country, but adding value to chocolates made in Cote d'Ivoire that are defined by its uniqueness in taste and history. Kabbani believes that this can bolster the tourism draw of the country.

Born at Treichville in Abidjan, the economic capital of Côte d'Ivoire, Kabbani in 2006 founded her chocolate making company, Douceurs de Suzanne, which produces many brands that are known all over the world. She tells VoyagesAfriq, "it was created to promote the country as the world's leading producer of cocoa and create a quality chocolate Made in Côte d'Ivoire and to change the history of a country that did not put emphasis on the farmers or transform the cocoa on the spot in a professional and artisanal way with specific training."

She mentions for example that one of her more popular chocolate brands, "Les Douceurs de Suzanne" is having an impact on Ivorian tourism in that it is transforming Ivorian cocoa and "promoting its tasting qualities with the country's agricultural varieties and its derivatives to establish a valuable chocolate with designation of origin, traceability that starts with the work of the land through the farmer, its history, its region and its quality of beans."

Part of Kabbani's strategy is to let the consumer appreciate and get insights into the production process. She therefore organizes

• Suzanne



tours to the farms where the raw cocoa is cultivated where tourists get up close with farmers and immerse in the culture behind the making of the chocolate brand.

This, she is optimistic will create a cocoa production heritage that encapsulates and immortalizes the legacy of cocoa production in Cote d'Ivoire.

As a successful business woman, Kabbani says the contribution of women to the production process cannot be underestimated. Her company employs 30 women who form 90% of the entire staff. To get the best out of the workforce, Kabbani is all for constant training and capacity building.

"The first ones we train, in turn train the newcomers. Other trainings are also organized for women in the plantations to help boost their professionalism levels in the cocoa sector and also in other parallel sectors in agriculture production.

My job is bearing fruits because we focus on training and transformation of local agricultural resources on the African continent," she avers.



• Suzanne in the cocoa farm

Suzanne Sawsan Kabbani

“Les Douceurs de Suzanne' is having an impact on Ivorian tourism in that it is transforming Ivorian cocoa and "promoting its tasting qualities with the country's agricultural varieties and its derivatives to establish a valuable chocolate with designation of origin, traceability that starts with the work of the land through the farmer, its history, its region and its quality of beans.”



# Africa Tourism Leadership Forum & Awards moved to October 2020

The 3rd edition of Africa Tourism Leadership Forum & Awards (ATLF) which was set to take place from 13th to 15th of July 2020 has been moved to 19th to 20th of October due to the current coronavirus pandemic.

The date has been moved to the last quarter of the year in order to align the content and deliverable of the Forum with Africa's travel and tourism sector's post-COVID-19 recovery strategies and plans.

The new dates will allow conveners and the host partners to re-design this year's programme to focus on post-COVID-19 recovery and innovative business solutions through travel technology and digitalization, skills development, domestic tourism, intra-Africa travel, supporting policies and more.

## .....Africa Youth in Tourism Innovation Summit

The Africa Youth Innovation Summit aims to serve as a continental platform for youth in tourism, travel, hospitality, aviation, academia and all related industries to connect, engage, learn and grow.



Enter the competition NOW as one of the objectives is to develop future Thought Leaders among Youth in Travel and Tourism.

## .....Africa Tourism Leadership Awards 2020

Africa Tourism Leadership Awards recognises the game-changers in the tourism sector. The awards focus on individuals and groups' initiatives being pursued across the sector. Among the big winners in 2019 included the president of the Republic of Rwanda, Paul Kagame who won the Destination Africa Lifetime award. If you know game-changers in the industry, nominate them NOW (including yourself or your company).

# Karibu Kilifair Travel Expo moved to 2021

This year's Karibu KiliFair Travel Exhibition has been rescheduled for 4-6, June next year.

The Organisers in a communication to travel trade confirmed the ravaging corona virus as the main reason for the cancellation of this year's event. It promised a big and better expo in 2021.

"Dear valued Tourism stakeholders! In addition to the personal information already sent to our exhibitors & buyers, we like to inform the public that KARIBU-KILIFAIR won't happen this year and is finally postponed to June 4-6, 2021. This decision was made together with major stakeholders and in the best interest of the entire Tourism industry of Tanzania. Let's prepare for 2021 !" the statement said.

Karibu/Kilifair is the leading international outdoor Tourism and industry fair in Tanzania, promoting and



presenting companies based in the Kilimanjaro region of East Africa.

# Kenya's STTA and University of Brighton (UK) join forces to address SMEs' challenges amid COVID19 crisis

Kenya's Sustainable Tourism and Travel Agenda (STTA) has signed a partnership deal with University of Brighton UK to address the challenges faced by the tourism Small and Medium Scale (SMEs) enterprises in East Africa amidst the coronavirus pandemic.

The initiative championed by Judy Kepher-Gona and Prof Marina Novelli of STTA and University of Brighton respectively include research to fully assess best practices in addressing the covid19 induced tourism crisis.

Commenting on the partnership, Judy Kepher Gona said: "At STTA, our mission is to contribute to modelling a sustainable future for Africa's tourism. Our approach to addressing this very challenging mission has been to create diverse spaces of engagement with different interest and stakeholder groups in tourism. This partnership with University of Brighton is timely, as it strengthens our work with SMEs, a group that is most vulnerable during crisis, but often faceless in tourism economic data and planning. In line with our shared value of "leaving no one behind, this partnership will lay a foundation for resetting the place of SMEs in the tourism value chain."

Prof. Novelli (UoB) said: "At the University of Brighton, we are delighted to partner with STTA in addressing the challenges posed by the COVID19 pandemic on the tourism sector and particularly on the SMEs of Kenya. This is undoubtedly the consolidation of a long-lasting professional collaboration, which started with research conducted in Masai Mara, Kenya in 2011. Based on our shared commitment towards sustainable tourism in



Africa, we believe that this historical moment is giving us the opportunity to reflect, reset and change for the better. For many years, both STTA and UoB have been advocating for a more sustainable sector and this initiative will give us the opportunity to strengthen our actions though an empirically grounded, proactive and responsible set of activities and pilot innovative ways to move in the right direction in Kenya and in other parts of the African continent in the future."

# Africa Travel Week 2020 Postponed

Reed Exhibitions Africa has confirmed that Africa Travel Week, which comprises of World Travel Market Africa and International Luxury Travel Market Africa, due to take place in April this year, will now be postponed following the escalation of COVID-19 Coronavirus around the world. The event will now take place again in 2021.

In a statement Carol Weaving, Managing Director of Reed Exhibitions Africa said: "We have had to respond to

the current coronavirus pandemic (COVID-19) and the ongoing conversations with our customers whose welfare is our number one priority. Due to the uncertainty in the region and around the world, with many of our clients facing company travel bans, we have taken the decision to postpone the event to 2021, which was due to take place from 02 – 08 April 2020. Our thoughts are with all those affected in these difficult times."

Megan Oberholzer, Portfolio Director for Africa Travel Week added, "We would like to thank the industry for their support in these unprecedented times. All buyers and exhibitors and industry partners will be contacted in the coming days."



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## Ghana launches \$9 million Tourism SMEs support scheme

Ghana's Ministry of Tourism, Arts and Culture has, launched a \$9 million tourism support programme aimed at financially assisting Small and Medium Enterprises (SMEs), within the tourism, hospitality, arts and culture sectors.

The Scheme, "Grant for SMEs and Tourism Enterprise" forms an aspect of the Ghana Tourism Development Project which was initiated by the Government of Ghana to improve leisure and business tourism with grants from the International Development Agency of the World Bank.

At the launch of the scheme, the sector Minister, Barbara Oteng-Gyasi said work has been completed on all modalities that are required to enable the disbursement of the grants within the next few weeks.

"Notably among the activities is the engagement of a Grants Management Firm. An experienced entity in Grants administration whose role among others will be to reconcile the financial records of the grantee, collect and verify end-of-project information on performance targets and data and execute disbursement. A five member Grants Committee to supervise the execution of the grant scheme has also been put in place," she said.

Mrs Oteng-Gyasi also noted that, "I am happy to say that the beneficiaries to be supported under this Grant scheme comprise mainly Ghanaian indigenous businesses in the tourism value chain, including micro businesses that employ between 1 to 5 persons, small businesses that employ between 6 to 30 people, and medium businesses that employ 31 to 100 people.

In addition to the above, the project's intervention encourages support to women owned and or women led businesses in the tourism sector."

Prospective applicants are encouraged to initiate an 'Expression of Interest' process for the grants from June, 23 to July 8 online at [motac.gov.gh](http://motac.gov.gh) or [visitghana.com](http://visitghana.com).

Performing the official launch, Senior Minister Yaw Osafo Marfo said considering that the tourism and hospitality sectors are the hardest hit in the wake of the Coronavirus pandemic, he hopes beneficiaries will take advantage of the Grants to provide cushioning to their businesses.

He urged operators to "make success of the Scheme in order to attract more money," as the \$9 million is thought to be an initial facility from the World Bank.

The Scheme will target up to 1,000 businesses under three Grant categories of the Tourism Development Project. They include, Site Upgrade, SMEs and Training and Capacity Building.



The Tourism Development Project has four main components and these are:

### Strengthening Tourism Enabling Environment

This component aims to address tourism enabling constraints most likely to have transformative impact on the tourism sector in Ghana such as Training and skills development of the industry

Aviation and entry visa policy, and Tourism branding and marketing

### Developing Tourism Sites and Destinations

This component seeks to diversify the leisure tourism offering in Ghana by identifying and upgrading the most promising destination areas. These are sites that show significant public goods requirements and circuit-tourism potential, and can draw increased demand from both domestic and international visitors

### Tourism Enterprise Support

This component's objective is to provide tourism SMEs with the opportunity to improve their business planning, formalize their businesses, and apply for matching grants to upgrade their tourism products and services.

### Project Management

This component will provide support to Ministry of Tourism, Arts & Culture (MoTAC) to manage and coordinate the project.

Acting Coordinator of the Tourism Development Project, Divine Owusu Ansah said, the Grant can be accessed by any individual or business within the tourism, hospitality, arts and culture value chain once they meet its requirements.



## ATA and VA host maiden CEO Townhall State of the Tourism Industry Meeting



The maiden CEO Townhall State of the industry meeting has taken place with panelists identifying Intra-Africa travel as a key component of the continent's tourism growth.

The virtual meeting brought together captains of Africa's tourism sector to discuss and answer questions from audience on how to get tourism going post covid-19.

Heads of five of Africa's national tourism boards converged to help respond to a tall list of questions regarding when tourism will resume and measures taken to cushion the sector which is the most affected.

CEO of South Africa Tourism Sisa Nstthona, Dr Betty Adero Radier- Kenya Tourism Board boss, Lilly Ajarova- CEO of Uganda Tourism Board, Akwasi Agyeman- CEO of Ghana Tourism Authority and Givesmore Chidzidzi -Acting CEO of the Zimbabwe Tourism Authority constituted the panel for the novel event.

The CEOs agreed that, intra Africa travels will shape the future of Africa's tourism post covid-19 if efforts are exerted to spur that.

Commenting on the initiative, The CEO of Africa Tourism Association Naledi Khabo said

"Realizing audiences were suffering from webinar fatigue, we wanted to develop an impactful and interactive

virtual event and launched the CEO Town Hall to provide a unique platform for travelers and professionals across the sector to directly put their questions to our destination leaders. Given VoyagesAfric's position as the continent's premier tourism news platform, we are grateful for the partnership which has enabled us to amplify efforts and we look forward to continued collaborative efforts to drive critical conversations"

The CEO Townhall State of the Industry meeting is an initiative between Africa Tourism Association (ATA) and VoyagesAfric Travel Media (VA) to bring the conversation to the many stakeholders and end users of Africa's tourism product.

"Realizing audiences were suffering from webinar fatigue, we wanted to develop an impactful and interactive virtual event and launched the CEO Town Hall to provide a unique platform for travelers and professionals across the sector to directly put their questions to our destination leaders. Given VoyagesAfric's position as the continent's premier tourism news platform, we are grateful for the partnership which has enabled us to amplify efforts and we look forward to continued collaborative efforts to drive critical conversations"



The Seychelles is home to some of the most rare and beautiful fauna and flora in the world. The archipelago – comprising unique granite islands and glimmering coral isles – is scattered across the crystal clear waters of the Indian Ocean. Some believe that one of them – the island of Praslin – was the original Garden of Eden.

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• A Group Photo of the Committee

## Ghana inaugurates 'Beyond the Return' Steering Committee

Ghana's Minister of Tourism, Arts and Culture, Barbara Oteng- Gyasi has inaugurated a Cross Sectional Steering Committee to work with the Ghana Tourism Authority in the implementation of the "Beyond the Return" project.

Inaugurating the Committee, the Minister indicated the trust the Ministry had in the team assembled.

The Project Coordinator, Mr. Akwasi Agyeman, CEO of the Ghana Tourism Authority recounted the successes of the "Year of Return" and indicated COVID-19 has provided a new challenge to the implementation of the project but the Authority is poised to work with other stakeholders to ensure success.

The Committee is co-chaired by Lawyer Kwame Boateng, a Board member of the Ghana Tourism Authority and Akwasi Awua Ababio of the Office of the Diasporan Affairs, Jubilee House. Other members are Yofi Grant (GIPC), Dr. Sayibu Pabi (Deputy Commissioner of Police), Barbara Benisa (KLM Royal Dutch Airlines), Khadijah Iddrisu (Ministry of Foreign Affairs), John Agbeko (Chief Director, MOTAC), Dentaa Amoateng,

Prof. Esi Sutherland (PANAFEST Foundation), Jessica Ayivor (AAAG), Ekow Sampson (GTA), Ben Anane Nsiah (GTA), Roberta Dawson Amoah (GTA), Lawrence Coffie Azumah (Ministry of National Security), Edith Arhin (Ghana Immigration Service), Amy Appiah Frimpong, Kingsley Ofori Ntiamoah (GMMB), Members of the Steering Committee were sworn into office by Justice Alex Owusu-Ofori, a High Court Judge.



Relief Funds for Registered Freelance Tour Guides in

## South Africa



• Mmamoloko Kubayi-Ngubane

The Department of Tourism will roll out a Relief Fund to assist distressed Tourist Guides who have been impacted by the countrywide Disaster Management Measures to mitigate the Covid-19 pandemic.

This follows an announcement by Tourism Minister Mmamoloko Kubayi-Ngubane of a R30 million fund that will provide financial relief of R1500.00 for each eligible Tour Guide for a period of three (3) months. The relief will be applicable to registered freelance tour guides who operate independently (without any formal employment), without formal businesses in place.

"We have put aside R30 million to financially assist tourist guides over the next three (3) months as the country slowly begins to ease Disaster Management regulations, and re-open some sectors of our economy," said Minister Kubayi-Ngubane.

The Relief Fund for Tour Guides will be administered through a 'no application process.' Information on Guides will be sourced from the databases maintained by the Provincial Registrars of Tour Guides in all nine (9) provinces. This information will be sent to the Department of Home Affairs (DHA) and the Unemployment Insurance Fund (UIF) to verify and validate where necessary.

Registered tour guides, who have valid identification according to DHA and who are not registered with UIF nor claimed any financial support through the Tourism Relief Fund, will receive financial relief from the Department.

"Provincial Registrars will ensure that all the relevant information on their respective databases are correct, particularly the contact details of all their tour guides."

"We encourage all Tour guides to provide their updated contact information to their respective Provincial Registrars. This is crucial, as cardless payments will be made in order to expedite the payment process."

*"We have put aside R30 million to financially assist tourist guides over the next three (3) months as the country slowly begins to ease Disaster Management regulations, and re-open some sectors of our economy," said Minister Kubayi-Ngubane*

"Once this exercise is completed, freelance tour guides that meet the requirements will receive payment relief of R1500 per month for 3 months. It may not be much, but we believe it will go a long way in covering some of the Tour Guide's immediate needs," added Minister Kubayi-Ngubane.

"The Covid-19 pandemic continues to have a devastating effect on tourism, and many Tour Guides have been left destitute without any form of income."



# International travellers ready to explore the world, again- SAT Report reveals



Almost two-thirds of international travellers are ready to travel immediately after the lifting of international travel restrictions or within a year thereafter, a South African Tourism (SA Tourism) survey on international travel has revealed.

The report follows an international tourist behaviour survey, which gives insight into consumer travel preferences post-COVID-19. The recent online sampling survey by SA Tourism's Strategy Insights and Analytics (SIA) team solicited views of international tourists who have visited South Africa in the past three years.

To understand future patterns and trends, the report provides data on: tourists' propensity to travel, first travel destination after COVID-19, purpose of travel, choice of accommodation, choice of travel companion, precautions that will be taken when travelling, reasons for wanting to visit South Africa and "millennials" trends.

According to the study, 45% of the international tourists will avoid travel while another 45% are inclined to either travel as they did in the past or travel more. The other 10% are indecisive about their travel prospects.

The tourists who will avoid international travel say they will prefer destinations in their own country until it is safe enough to cross the borders. On the other hand, tourists keen to travel are wary of potential price hikes and affordability

of travel. The SA Tourism Brand Tracker Study shows that affordability of ticket pricing is the second biggest barrier to travel to South Africa.

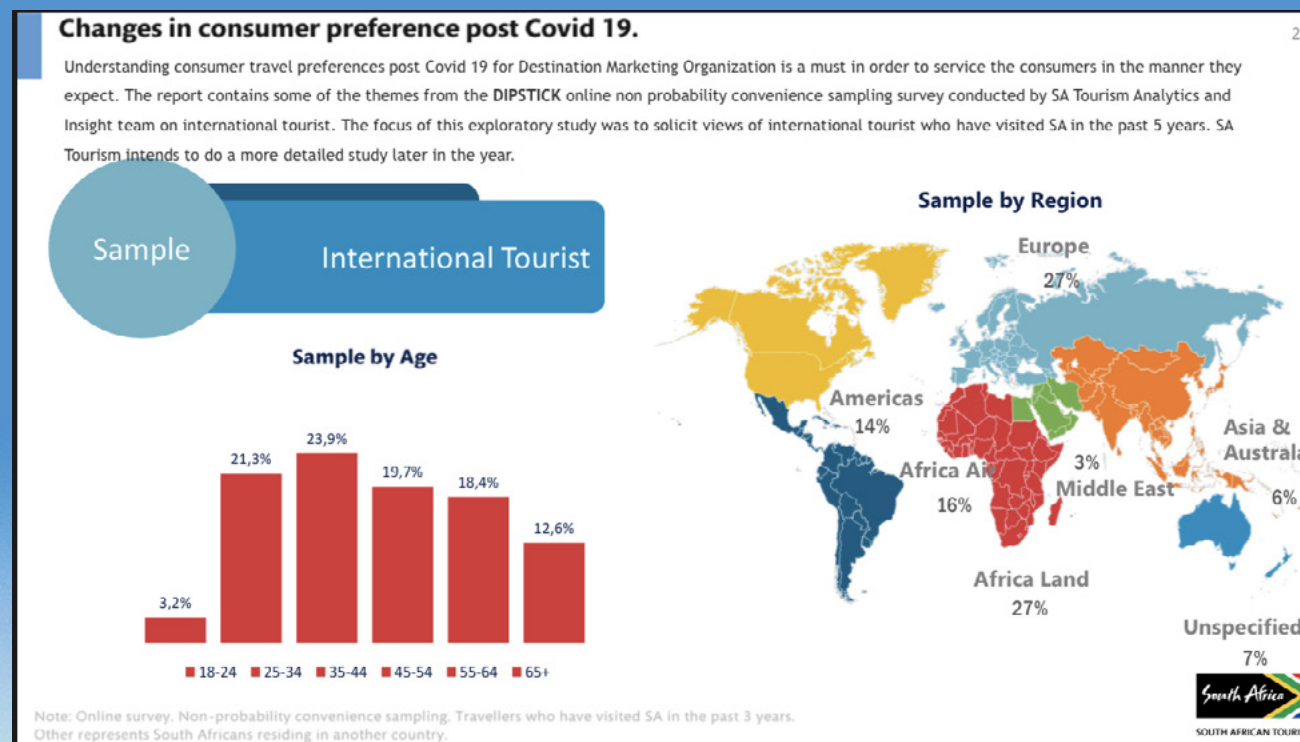
The study reveals that Americas (North, South and Central) and Europe drive the eagerness to travel, while African international travellers are likely to defer travel until it is safe, or a vaccine is found.

62% of respondents in Europe were eager to travel and 29% say they will avoid taking international trips. In the Americas, 51% of the tourists are eager to travel and 28% will avoid travelling.

SA Tourism says millennials, aged between 25-34, and tourists over 65 years old are most likely to express positive travel intentions. The age group between 35 and 54 are the most negative about future travel.

Younger generations are eager to travel and are less risk adverse. SA Tourism says millennial travellers will be at the forefront of tourism recovery because of their relatively higher sense of safety for themselves.

Travelers without children are most likely to travel to international destinations while parents are most likely to prefer domestic destinations. Leisure and holiday are main reasons for travel, followed by travel for business or work purposes.



Close connections and nature are the prime experiences tourists are looking for on their next trip, with spending time with friends and family, nature and scenic outdoors and wildlife safari experiences being the most popular experiences on the first trip.

Not surprisingly, there is a much lower interest in indoor experiences such museums, spa and family entertainment centres. Most of the tourists are looking to engage in outdoor activities, with adequate social distancing protocols and affordable pricing.

South Africa is a preferred destination and the key reasons for wanting to visit South Africa were safari, visiting friends and relatives and scenery. Turlane, an online travel website, says South Africa is the most popular destination for travellers post-COVID-19.

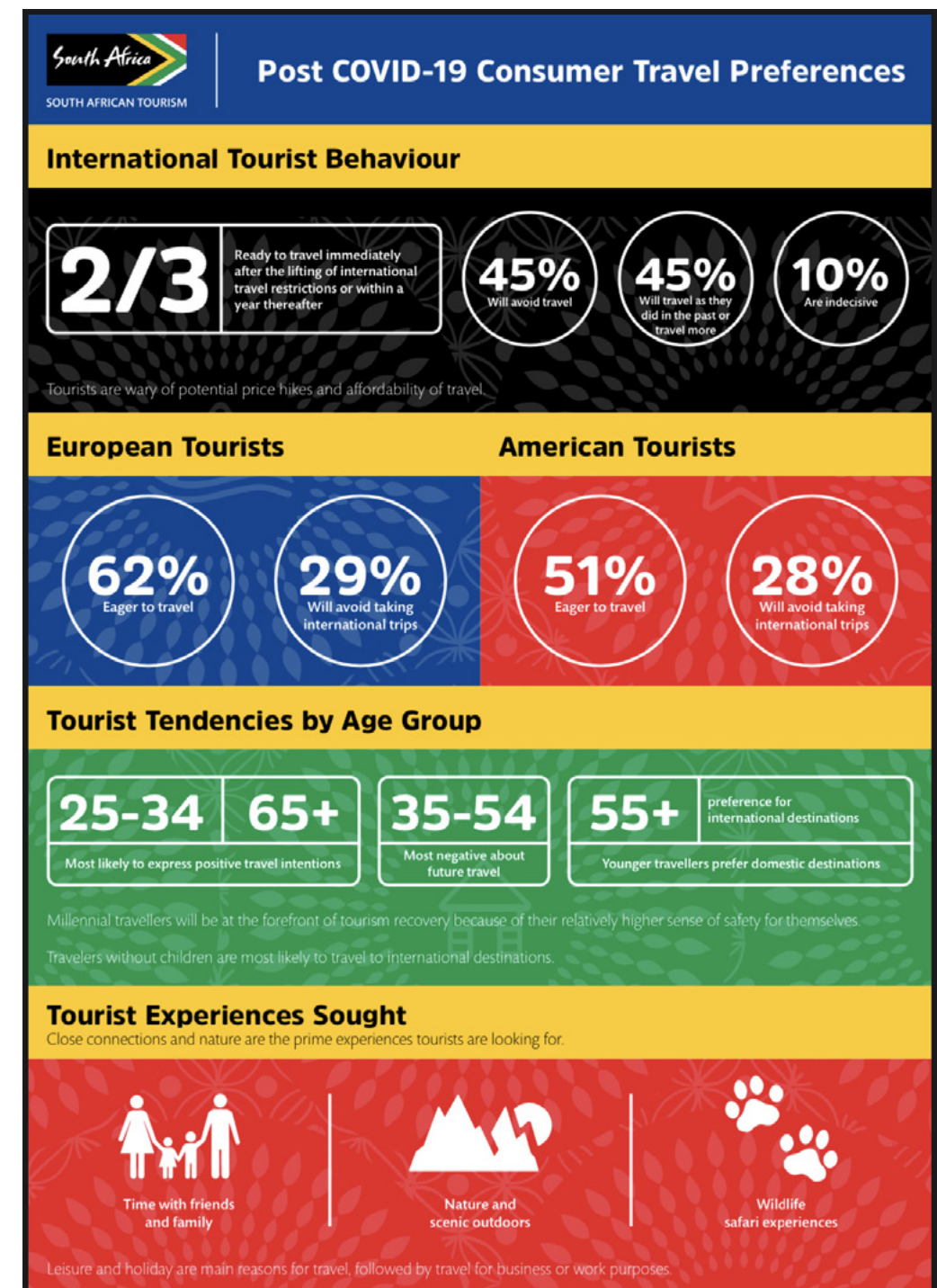
"We are delighted that South Africa remains a destination

of choice among international travellers. This underlines our tireless efforts to keep the country top of mind among travellers.

As the tourism sector gradually re-opens, we look forward to welcoming travellers to our shores so that they can explore our beaches, cities, pristine wilderness and mountains," says SA Tourism CEO Sisa Ntshona.

SA Tourism says hotels remain a popular accommodation option, with tourists preferring smaller and affordable properties. The preference for hotels is driven by business and holiday tourists.

Majority of tourists are most interested in travelling with their spouse or partner, taking solo trips or travelling with immediate family. Tourists are most likely to travel with a mask, avoid places where there are lots of tourists, and choose to travel to places with wide open spaces.





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• Belise Kariza,  
Chief Tourism Officer, RDB

## Rwanda re-opens to Tourism

**T**he Rwanda Development Board (RDB) has officially announced the reopening of tourism activities as well as the resumption of international travel for charter flights, effective 17 June 2020.

This followed an extraordinary cabinet meeting chaired by President Paul Kagame resolved that hotels be allowed to host gatherings, meetings and conferences effective immediately.

The well-being of all travelers is our top priority and we have therefore put robust health and safety guidelines in place.

Together with the private sector, RDB is offering attractive all-inclusive tourism packages for Rwandans and foreign residents. These packages have been designed to showcase Rwanda's remarkable leisure and recreational experiences, from adventures in the mountains, to memorable excursions in serene landscapes, and a taste of our lively cities.

Commenting on the reopening, Belise Kariza, the Chief Tourism Officer at RDB said:

"Rwanda's tourism industry is adapting to create a safe environment for travelers and operators, in order to thrive in these unprecedented times. We encourage all travel enthusiasts and nature explorers to take advantage of this unique opportunity to venture out and experience

the beauty and adventure that our country has to offer."

Promotional offers are available until 31st December 2020 in our National Parks:

- Gorilla permits are now available for USD 200 for Rwandans & EAC nationals residing in Rwanda, and USD 500 for foreign residents.
- Special packages are available for groups, families and corporates on other products in Volcanoes and Nyungwe National Parks.

Specific precautionary measures are as follows:

- Domestic tourists visiting Nyungwe and Volcanoes National Parks are required to test negative for COVID-19 within 48 hours prior to visiting these attractions. A private test center has been set up at Petit Stade, Amahoro National Stadium in Kigali, by appointment only. Other test centers outside Kigali will be communicated as demand grows.
- All visitors travelling by charter flights are expected to test negative for COVID-19 within 72 hours prior to arrival. Tourists will take a second COVID-19 test prior to visiting any tourist attraction.

For more information on the tourism reopening guidelines, please visit: <http://www.rdb.rw/visitrwandaguidelines>. Information on promotional packages will be communicated through various media platforms.

## Namibia set to open its borders

**N**amibia will be the first country in the southern African region to open up its borders to international tourists after the outbreak of the global Covid-19 pandemic.

This is to avert continued job losses in the tourism sector – albeit under strict conditions.

This was announced by president Hage Geingob while revealing that a ministerial task force, led by the Ministry of Environment, Forestry and Tourism, would commence an assessment of opening up to international tourism from countries with a lower Covid-19 risk.

Pohamba Shifeta, Minister of environment, forestry and tourism recently said the tourism industry stands to bleed N\$20 billion at the current rate of zero tourist arrivals.

The President in late June announced Namibia will move to stage 4 of the lockdown exit strategy early next month, balancing economic operations with the health of Namibians.

Geingob said Namibia would allow foreign tourists with Covid-19-free certificates into the country.

These tourists would have to be tested for Covid-19 upon entry, and undergo a mandatory two-week quarantine period at their own cost.



The President's call comes amid a sharp spike in positive test results, with cases yesterday standing at 63 in total.

Geingob said although the points of entry would remain closed when Namibia moves to stage 4 from 30 June to 17 September, the government will conduct a targeted international tourism revival initiative from 15 July to 15 August in collaboration with the tourism and hospitality sector.

This initiative will consider accommodating a limited number of tourists, to be determined in consultation with the private sector, from a carefully selected low-risk market which can potentially contribute to the country's tourism sector.

The sector employs over 100 000 Namibians.

## Cabo Verde opens to International tourists in July

The West African Island country of Cabo Verde will from next July, open its borders to international visitors and tourists.

The country depends heavily on tourism as a catalyst for economic growth and has been badly hit as it has had to close its borders to visitors in the wake of the ongoing Coronavirus pandemic.

A statement issued by the country's Ministry of Transport added that Cabo Verde is currently preparing to safely receive visitors.

This is however contingent on Europe and other countries lifting their travel restrictions.

"Indeed, the work of preparing the country, as a tourism destination is underway, in order to receive tourists.

"This is being carefully planned and the reopening will be gradual so that the success in combating COVID-19, in the main tourist islands, continues to be consolidated,



generating confidence confidence and credibility for operators, tourists, employees and the general public."

Cabo Verde joins the likes of Seychelles and Tanzania who have already opened their doors to international arrivals.



# Tourism Business Council of South Africa wants International Tourism resumed by September

The Tourism Business Council of South Africa (TBCSA) has presented its Tourism Recovery Strategy to Parliament's portfolio Committee on Tourism.

The data-driven Tourism Recovery Strategy advocates unequivocally for an earlier phased reopening of international tourism to South Africa as soon as September 2020.

CEO of the Council, Tshifhiwa Tshivhengwa, said the presentation to the Tourism Portfolio Committee was an important step in the shoulder-to-shoulder collaboration that private and public sector stakeholders had agreed was needed for tourism to reopen and contribute to South Africa's economic and job creation prospects.

*"We acknowledge the good work being done by Government to get tourism back on track. Tourism is a vital sector to South Africa's economy and accounts for 1.5 million jobs, many of those employed are young people. By nature of tourism's value chain, there are also significant benefits to other parts of the economy when tourism reopens. We are committed to doing this safely," says Tshifhiwa Tshivhengwa, TBCSA CEO.*

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The TBCSA's proposed Tourism Recovery Strategy acknowledges that a phased approach will be required for the responsible reopening of international tourism to South Africa. A "calculated, driven, aggressive and gradual" re-entry of tourism into the economy is essential if South Africa is to save 1.2 million jobs, many of which are in rural areas, directly and indirectly linked to tourism, as well as the wider communities reliant on the tourism sector for their survival.

Whilst the presentation focused on the recovery, various members of the committee also raised the very real issue of transformation in the sector. It was agreed that there would be an interaction on this matter in the future. Overall, the presentation was well received with many committee members acknowledging the role of tourism as well as the importance of reopening safely.

"We receive calls every day from tourism companies which are on the brink of having to retrench staff or close down. We have many, many jobs to protect in tourism. If we do not protect the value chain, it's going to be very difficult to reinstate it. And, if we do not do something soon, there are too many companies that will be beyond the point of no return," explains Tshivhengwa.

"We are committed to a safe and responsible plan to reopening our tourism sector. We know that the public sector, and our private-sector tourism stakeholders are all equally as committed to this goal. This is our sector," concludes Tshivhengwa.



• Tshifhiwa Tshivhengwa  
TBCSA CEO

# ZTA tables Destination Zimbabwe Tourism Recovery Plan

Zimbabwe Tourism Authority's Acting Chief Executive Givemore Chidzidzi has outlined strategic issues essential in post-Covid-19 tourism recovery drive.

Presenting the Destination Zimbabwe Tourism Recovery draft Plan themed: "Supporting jobs, serving the national economy" at a workshop in Harare, Mr Chidzidzi said the plan outlines measures to be undertaken by Government, the tourism industry and stakeholders to address the negative effects of the COVID-19 on the tourism sector.

"The decline in international arrivals in Africa was less than 10% whereas overseas markets had a decline of more than 10% with Asia and Europe both experiencing a 20% decline. Middle East however had an increase of 20%," he said.

Mr Chidzidzi said domestic tourism currently contributes 30% to the total tourism receipts. Mr Chidzidzi, however, singled out domestic tourism as key in post-COVID-19 tourism recovery efforts.

The Tourism Recovery Plan seeks to among other things:

- Provide relief packages to affected tourism businesses including small business within the tourism value chain.



- Provide a soft landing for the tourism industry as they re-open their enterprises to the market.
- Save and secure jobs from being lost in the tourism value chain.
- Re-establish contact with the local, regional and international tourism market.
- Reassure confidence in the marketplace and encourage visitors to travel to and within Zimbabwe thereby boosting tourist arrivals and tourism revenue.
- Rollout campaigns informing the marketplace that Zimbabwe's tourism business is back.

# Building Bridges for Sustainable Tourism in Africa - GTA, Brighton University take the lead

The tourism industry is one of the worse impacted sectors by the COVID19 and according to UNWTO (2020), it is expected that the crisis could lead to an annual decline of between 60% and 80% when compared with 2019 figures. This places millions of livelihoods at risk and threatens to roll back progress made in advancing the Sustainable Development Goals (SDGs).

For most countries, travel restrictions had already brought tourism to a 'ground zero' in less than 4 months, since February 2020. Nations, global tourism agencies, academia, destination markets, tourism businesses are all working together to try and frame this crisis, analyse its impacts and forecast what the 'new normal' will be for tourism.

In Africa, the Ghana Tourism Authority led by its CEO, Mr Akwasi Agyeman and Prof. Marina Novelli – Academic Lead for the Responsible Future Research and Enterprise Agenda of the University of Brighton (UK) and expert in tourism and sustainable development joined forces to establish the Building Bridges for Sustainable Tourism in Africa (BBSTA) initiative.

The Building Bridges for Sustainable Tourism in Africa (BBSTA) Advocacy Task Force has a strong belief that creative solutions are needed to address this crisis, as remaining as passive bystanders is not an option and would be detrimental to restarting tourism in Africa.

Born out of a shared commitment to proactively play a part in the recovery of tourism in Africa which has now



evolved into the unprecedented collaboration of over 40 key stakeholders from Africa and beyond.

BBSTA's purpose is to advocate for proactive action-based collaborations and initiatives which will inform policy and practice for sustainable tourism in Africa.

BBSTA's Agenda is the result of a co-constructed process responding to two key questions: a. What now (during COVID19)? and b. What next (post-COVID19)? Four key areas of intervention by BBSTA's have been so far agreed. They are:

1. Digitization
2. Regional collaboration
3. Research & Training
4. Advocacy and PR



## Uhuru Kenyatta announces US\$ 56 Million Tourism Stimulus Package

President Uhuru Kenyatta of Kenya has unveiled a comprehensive package to rescue the country's ailing tourism sector in the wake of the novel coronavirus pandemic.

In an address to the nation, the Head of state announced a string of measures to bail out businesses of which tourism prominently featured being one of the country's major economy driver.

A whopping 53.7 billion shillings (US\$500 million) economic stimulus package was announced by the president to cushion citizens from the financial stress occasioned by the pandemic.

The President stated that, the injection of the money into the economy would stimulate growth and cushion families and companies.

"To combat the effects of this downturn, my administration has had to take additional measures," President Kenyatta said.

Featuring in the President's sixth area of the stimulus program, the tourism sector was allocated Ksh6 billion shillings (US\$56 Million) to assuage their plight as the industry suffered the most due to the restricted movements, and termination of international flights.

A total of Sh2 billion will be set aside to support renovation of facilities and the restructuring of business operations by stakeholders in the industry. This will be in the form of soft loans to be administered by the Tourism Finance Corporation (TFC) to the establishments.

"To jumpstart this important sector, and protect its players from heavy financial losses, my Administration will provide soft loans to hotels and related establishments through the Tourism Finance Corporation (TFC), and A total of Ksh 2 Billion will be set aside to support renovation of facilities and the restructuring of business operations by actors in this industry" Prez Kenyatta said.

Commenting on the announcement, the chairman of the Kenya Tourism Federation Mohammed Hersi said



• President Uhuru Kenyatta

the tourism fraternity was grateful to the president for acting swiftly to bail out the sector.

"We want to thank H.E The President and Tourism Minister for acting on our request that was made early in the day when Covid19 struck. We are happy that conservation is also receiving attention through the support of rangers who look after the animals in conservancies" Mr Hersi said.

"We are also happy that more funds have been allocated to Kenya Tourism Board for recovery . It is our wish to see more funds as soft loans for all players in the industry and not just the hotel segment. What has been allocated should be fast tracked when borrowers approach the funds team. We now need to finalize the protocols to open up " he concluded.

Sh1 billion will be dedicated to 5,500 community scouts under the Kenya Wildlife Service while 160 community conservancies will enjoy a support of Sh1 billion to support their activities.

Funding will also be set aside to support the operations of Utali College to guarantee the steady supply of well-trained hospitality professionals.

Tourism is Kenya's second-largest source of foreign exchange revenue following agriculture. It is estimated that up to 21% of Kenya's national income comes from tourism.

## RDB ALLOCATES US\$3.7 MILLION FOR POST COVID-19 MARKETING

The Rwanda Development Board (RDB) has earmarked Rwf3.5 billion shillings (US\$3.7Million) for the marketing of the country's tourism sector post the coronavirus pandemic.

The Head of RDB Clare Akamanzi confirmed this during a Parliamentary budget hearing

Speaking during a budget hearing session recently with the Standing Committee on National Budget and Patrimony. She detailed out RDB's proposed spending for the 2020/2021 financial year.

She said that the sector has been severely hit by the Covid-19 pandemic which shook its revenue projections, and the revenue sharing programme which has over the



years significantly empowered residents living in the vicinity of national parks.

"Tourism marketing after Covid-19 will mainly help ensure that people have trust again in visiting Rwanda. It will also help us to look for clients from both Rwanda and abroad for local (hospitality and tourism) companies," she said.

## Kenya turns to virtual Safari campaign to showcase wildlife offering



• Najib Balala

Cabinet Secretary for Tourism and Wildlife Najib Balala officially launched a virtual Safari live stream campaign to showcase game safaris in some of the parks and reserves across the country.

The six-week expedition across the country will be part of the ongoing #MagicAwaits campaign led by the Kenya Tourism Board (KTB) that is aimed at ensuring that the world and travelers remain connected to destination Kenya even during the current Covid-19 lock down period when there is restricted movement globally.

Speaking while launching the virtual safari at Nairobi National Park, CS Balala noted that the Covid-19 pandemic has taught players in different sectors to be more innovative to keep their businesses afloat during these difficult moments.

"Our international tourism business is completely cut off and we have to still share destination memories with travelers and that is why we are unveiling a virtual tour safari to connect visitors with the destination", said the CS.

Kenya's safari, he pointed out, has been named the best in the world adding that the sector will endeavor to liven up this brand positioning by ensuring that the country remains top of mind among visitors and investors alike.

"This venture which begins here at the Nairobi National Park will allow us to document our diverse wildlife in the National Parks and game reserves, thrilling adventures, beautiful lodges and unique cultures and conservation projects that Kenya has become world famous for. We

shall be live streaming and sharing this content every week to bring Kenya to Kenyans and to the world at large" said the CS.

With travelers now confined to their respective homes due to the Covid-19 crisis, demand for indoor activities and exploration is on the rise. Countries and tourism organizations are coming up with online tours of their offerings, experiences, and properties so that the quest for discovery remains unhindered, shifting only from the physical to the virtual.

KTB Chief Executive Officer Dr. Betty Radier on her part said that the board was working to ensure that people across the world are connected to the destination during this period when many are not travelling. She added that tourism is going to change going forward and that Kenya should also be ready to embrace and maneuver.

"Our marketing strategies will continue to adjust with the currently evolving scenarios. We are currently running campaigns to ensure that Kenya remains an option for the domestic and international traveler now and post Covid-19. Through this venture we aim to remind the world that we are one of a kind and that we are magical and taking care of the destination" said Dr. Radier

"Keep an eye on the Magical Kenya social media sites for ways to interact with the expedition: ask questions, send them, this will be your chance to explore Kenya virtually from home" she added

The virtual tour will also be showcasing the various Covid-19 and safety protocols undertaken in the parks and facilities to ensure that visitors remain safe.



## ETHIOPIAN AIRLINES; OPTIMIZING DIVERSIFICATION AND LONG-TERM STRATEGY TO SURVIVE CASH CRUNCH

Air travel has been one of the hardest-hit industries by the COVID-19 pandemic due to the resulting travel restrictions as well as a slump in demand among global passengers. From high-cost carriers to low-cost flights, aircraft have been grounded, as international, regional, and even national routes remain cancelled. Consequently, the unprecedented depletion of passenger numbers has resulted in aircraft flying empty between airports and the suspension of flights, which in turn massively plummeted revenues and forced airlines to lay off employees or declare bankruptcy.



• Miretab Teklaye,  
Director of Integrated Marketing  
Communications,  
Ethiopian Airlines

The International Air Transport Association (IATA)'s analysis shows that the COVID-19 crisis will see airline passenger revenues drop by \$314 billion in 2020. Similarly, the projection reveals that African airlines would lose USD 6 billion in revenue, crippling the aviation industry which supports 6.2 million jobs and \$56 billion in GDP.

The disruption in travel has forced many African airlines to swiftly demand government bailout, scale down work force while others delay salaries due to cash flow troubles. Ethiopian Airlines, Africa's largest and multi-award winning global airline, is not left out of the crippling effects of the pandemic. The Pan-African airline has faced unprecedented challenge that calls for robust resilience and agility to stay afloat. The airline would lose USD 1 billion from ticket sales starting from January up to June after it suspended its passenger service.

Adopting diversification and long-term strategy as critical pillar of its strategic road map, Vision 2025, the

airline has invested millions of dollars and established full-fledged and revenue-generating Cargo, MRO, Aviation Academy, Catering and Ground Handling and hotel units which made up one of the most recognized aviation group. Before the pandemic struck, the Ethiopian had been treading on a path of fast growth trajectory guided by its strategic roadmap with a massive growth in revenue, routes, passenger number, fleet, facilities, etc... meeting its targets well ahead of time.

As it recalibrates its operations in the wake of the pandemic, the airline has emerged as a key enabler in the global effort to conquer COVID-19 by facilitating the shipment of life-saving medical supplies to different parts of the world. It has leveraged on its diversified and long-term business strategy to navigate through the perfect storm. It has continued working on its cargo and MRO operations.

Its massive cargo capacity has been a critical enabler for WFP, the African CDC, the Jack Ma Foundation and other donors to distribute life-saving supplies to African



countries. Thanks to its world-class cargo facilities with a modern warehouse of 1million tons storage capacity, vast network and fleet, Ethiopia's capital Addis Ababa has served as Humanitarian Air Hub by Jack Ma foundation, WFP and WHO to distribute life-saving medical equipment across Africa.

In the past four months, Ethiopian Cargo & Logistics Services has transported pharmaceuticals, medical supplies and healthcare products across the globe and saw a 121% revenue growth compared to corresponding period of the last fiscal year.

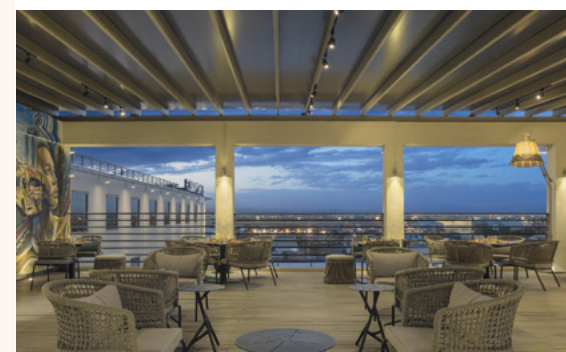
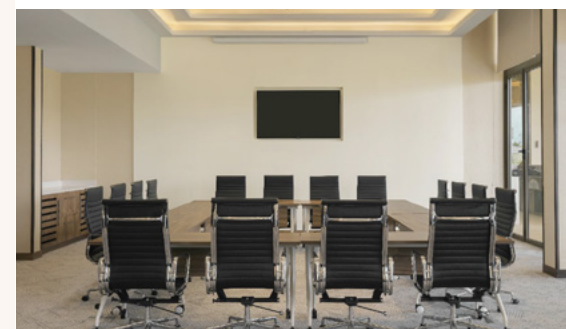
Owing to the mounting demand for cargo, Ethiopian has reconfigured 25 of its passenger aircraft to transport life-saving medical equipment needed all over the world from east to west, west to east, north, south and so on. It regularly operates 12 full freighter aircraft, including 10 B777s and 2 B737-800s, in addition to the reconfigured passenger aircraft.

As an airline that has stood the test of time in like civil war, famine and epidemics like SARS, MERS and Ebola, it has continued playing an irrepressible role in the Africa's pandemic response. In a crisis filled with unknowns and surprises, the management has leant on the solid organizational culture of discipline, resilience, ingenuity and co-operation that has made



the flag carrier unbeatable in the face of the adversity. The agility and drive to restructure resources and operational systems has enabled the team dynamics of the airline to respond collectively to the pandemic. The growth mindset nurtured and instilled in the employees has created clarity in task division and responsibilities, stable internal systems and processes that go beyond self-sufficiency and be at the forefront in the global fight against COVID-19.

At a time when things get worse before they get better, Ethiopian has continued its mission-critical services across the world without seeking government bailout, employee layoffs and fight the invisible enemy.



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## NAMIBIAN PRESIDENT PROPOSES LIQUIDATION OF COUNTRY'S FLAG CARRIER

Namibian President Hage Geingob has proposed the liquidation of the country's flag carrier Air Namibia.



President Hage Geingob

Speaking to lawmakers while giving the State of the Nation Address, Geingob said since the airline was not making a profit, the country could not afford to keep rescuing it.

"Air Namibia must be liquidated, we have a serious problem with Air Namibia. It must be restructured. It is not making any profits and it is just being bailed out. We must do something about it," Geingob said.

In October 2019, the airline has been forced to cut its operating costs to the bone after the treasury refused a 2-billion-Namibian-dollar (118 million U.S. dollars) bailout, and warned in November that it might be forced to shut down operations if it did not receive a rescue package.

The situation has been made dire by the outbreak of the novel coronavirus, which saw the airline freeze operations for about two months as the country was on lockdown. Enditem

## AVIADEV AFRICA MOVED TO JUNE 2021

The international outbreak of Coronavirus has led to unprecedented disruption on a global level. AviaDev Africa, the leading air service development conference in Africa was originally due to take place in May 2020. Given the scale of the pandemic, the decision has now been made to postpone it for a full year and hold this event on 9-11 June 2021 at the Novotel Convention & Spa in Antananarivo, Madagascar.

AviaDev's Founder and CEO, Jon Howell said "The wellbeing of our attendees is of utmost importance and we feel that it is in the best interest of our regional and international participants to reconvene when the health situation has improved, travel restrictions have eased and our great industry is on an upward trajectory.

I would like to take this opportunity to once again thank the host team at Ravinala Airports and the Novotel Convention & Spa, Antananarivo, along with all our sponsors and partners, for their continued support in making this event the most important route development event in Africa."

Patrick Collard, CEO, Ravinala Airports said, "We fully support the decision to postpone the event to June 2021. We look forward to welcoming the African aviation



community to Madagascar and showcasing our new airport terminal, new hotels and the potential we offer as a destination."

This will be the fifth edition of AviaDev Africa and now more than ever it is important to facilitate uniting airlines, airports and tourism authorities to meet and discuss increasing connectivity to, from and within the continent. With many airlines facing uncertainty and struggle this will be a chance for the African aviation community to come together physically and discuss new collaborations and partnerships to ensure the connectivity for Africa.



Tap Air Portugal is set to launch a 3x weekly flights between the Mother City, Cape Town and Lisbon using the A330-900 neo.

The maiden flight is slated for November 11, 2020. The airline is currently in discussion with the Airport Company of South Africa (ACSA) on the schedule.

The Airline has tabled the following times pending confirmation by ACSA.

TP275 Lisbon to Cape Town departing 10:30AM arriving 11:40PM [Sun, Wed, Fri]

TP276 Cape Town to Lisbon departing 2:05AM arriving 11:30AM [Mon, Thu, Sat]

This new flight adds to a number of airlines who have announced flights to South Africa's center of trade and commerce.

Cape Town is the oldest city in South Africa and the country's center of trade and commerce. Located at the shore of Table Bay, the city is home to some of the most popular attractions in South Africa including Table Mountain, Kirstenbosch Botanical Gardens and the Victoria and Alfred Waterfront.

## Industry Losses to Top \$84 Billion in 2020- IATA

The International Air Transport Association (IATA) released its financial outlook for the global air transport industry showing that airlines are expected to lose \$84.3 billion in 2020 for a net profit margin of -20.1%. Revenues will fall 50% to \$419 billion from \$838 billion in 2019. In 2021, losses are expected to be cut to \$15.8 billion as revenues rise to \$598 billion.

"Financially, 2020 will go down as the worst year in the history of aviation. On average, every day of this year will add \$230 million to industry losses. In total that's a loss of \$84.3 billion. It means that—based on an estimate of 2.2 billion passengers this year—airlines will lose \$37.54 per passenger. That's why government financial relief was and remains crucial as airlines burn through cash," said Alexandre de Juniac, IATA's Director General and CEO.

"Provided there is not a second and more damaging wave of COVID-19, the worst of the collapse in traffic is likely behind us. A key to the recovery is universal implementation of the re-start measures agreed through the International Civil Aviation Organization (ICAO) to keep passengers and crew safe. And, with the help of effective contact tracing, these measures should give governments the confidence to open borders without

quarantine measures. That's an important part of the economic recovery because about 10% of the world's GDP is from tourism and much of that depends on air travel. Getting people safely flying again will be a powerful economic boost," said de Juniac.







# AFRICAN AIRLINES RETURN TO A NEW NORMAL

Nunurai Ndawana, Just African Aviation.

**A**frican aviation is slowly coming back to life. The past few months has seen unprecedented disruptions to the travel and tourism industries across the continent.

According to International Air Transport Association (IATA) Africa's Travel and Tourism employs 24,6 million people on the continent and contributes \$169 billion to Africa's gross domestic product. The Covid19 crisis could see the collapse of the sector in Africa, taking with it millions of jobs. Already we have seen some disturbing signs in the tourism industry with a number of hotel groups laying-off staff indefinitely.

The United Nations World Tourism Organisations and its partners jointly called on international financial institutions, country development partners and international donors to support the African Travel and Tourism sectors through a number ways.

IATA Director General and CEO, Alexandre de Juniac said "Airlines are at the core of the Travel and Tourism value chain that has created quality jobs for 24,6 million people in Africa. Their livelihoods are at risk. Containing the pandemic is the top priority. But without a lifeline of funding to keep the Travel and Tourism sector alive, the economic devastation of COVID-19 could take Africa's

development back a decade or more. Financial relief today is a critical investment in Africa's post-pandemic future for millions of Africans.

Travel and tourism are two closely related industries. Airlines are important for tourism and in South Africa according to Guy Leitch an aviation expert, airlines are responsible for about 90% of incoming tourists to South Africa from overseas destinations. With travel restrictions the financial losses these two industries have taken are monumental to say the least.

With exception of the Ethiopian Airlines and perhaps a few others the majority of African airlines have been loss making entities before the current pandemic. However African aviation had been poised for a 5% year on year growth before this catastrophic novel outbreak.

The effects of Covid19 on the industry have been unprecedented. A number of airlines have gone under business rescue or filed for voluntary liquidation. However, amid the crisis a new demand for aviation presented itself and this has been an olive leaf extended to most airlines across Africa and the world.

## Cargo And Repatriation

In the absence of commercial aviation, the movement of air cargo worldwide was hampered. This has seen a rise in demand for passenger jetliners conducting cargo

operations. A number of African airlines have been performing these cargo flights transporting produce to markets across the globe.

Ethiopian Airlines through its cargo centre at Bole International and in partnership with Alibaba distributed medical relief donations to all African countries from the Chinese tech company. Ethiopian Airlines Group CEO Tewolde Gebremariam commented "No one thought that an airline from a developing African country would come to serve South American countries such as Brazil and Argentina. But this is what happened." This comes after the airline further extended its cargo services to South America.

Travel restrictions meant that millions of people were stranded away from home. African airlines are on a daily basis performing a number of repatriations flights reuniting families at this difficult time.

Despite its current woes, South African Airways has performed numerous repatriation flights to destinations such as Melbourne, Moscow, Frankfurt, Lagos and Atlanta. Nigeria's Air Peace has been doing the same to India and the Middle East.

It has not all been intercontinental repatriation services, a number of African airlines have been reuniting Africans within the continent. Tanzania's Precision Air and conducted a service between Dar Es Salaam and Johannesburg while Kenya's low cost carrier Jambo Jet provided service between Nairobi and Juba.

## Airline Status

Africa is now gradually lifting the travel restrictions. Ghana lifted the travel restrictions on domestic travel in April and subsequently local airlines resumed services. As of June 2020 both Tanzania and South Africa have resumed domestic travel with South Africa operating with strict requirements.

Air Namibia had scheduled a number of repatriation flights before they were cancelled indefinitely following remarks of liquidating the airline by President Geingob. Domestically the airline has maintained a presence to all key routes within the coastal desert country. This air service has spurred the resurgence of domestic tourism thereby giving a lifeline to the local economy.

Egypt Air announced a resumption of service to a number of European destinations from 1 July 2020. Both Morocco and Algeria have deferred the resumption of aviation services to early and mid-July.

In the coming weeks an increase in aircraft movement is projected in Africa as many states are now relaxing travel restrictions within their borders.

*"Hygiene has become a key selling point for airlines..."*

## New Normal

The return to domestic aviation has been characterized by a new set of aviation protocols. Commonly referred to as the "new normal", passengers are now enduring new flying experiences.

A new set of hygiene protocols have been introduced that are aimed at curtailing the spread of the coronavirus. It is now mandatory for all passengers to wear a nose and mouth covering mask while at the airport and when flying. Airlines have suspended on-board meals and refreshments, magazines and newspapers have been removed completely.

Some airlines are practicing social distancing on board, leaving the middle seat unoccupied for the duration of the flight. Passengers are now having their hands sanitized at every point from checking in, document verification and boarding. Hygiene has become a key selling point for airlines coming out of this pandemic and more are going to be positioning as a hygienic airline.

Airports Company South Africa has introduced a contactless airport experience that includes self-scanning for boarding passes. In Ghana, passenger checked-in baggage is being sanitized before and at the arrival of its final destination. Airports and airlines are now disinfecting their equipment on a more regular basis.

## WAY FORWARD

This crisis has presented African airlines with an opportunity to re-craft their strategies. As indicated earlier, the mass weight of African airlines have been making losses. This crisis allows airlines to examine what is critical to their profitability and what is not.

African Airlines Association (AFRAA) and its partners are calling for emergency funding for the industry. Governments are urged to look into providing waivers to airlines, tax holidays, loan guarantees and direct financial injection.

The Rwandan government announced a U\$158 million relief package for RwandAir while the Senegalese authorities provided U\$128 million in relief for the tourism and air transport sector. Kenyan government has waived landing and parking fees at the airports to facilitate movement of airlines in and out of Kenya.

African Airlines, in moving forward must revisit their business model and look into operating in an optimum manner. Urgent cuts on overheads are required and resources and operations require optimization. Closer collaboration and consolidation by airlines will yield more benefits for the industry, especially at such a time.

*About the author: Nunurai Ndawana is the founder of Just African Aviation an aviation media company. He can be contacted on Twitter on @Nunuraindawana and email nunurai@justafricanaviation.com*



# Emirates, Etihad extend temporary salary cuts to September

DUBAI (Reuters) - Gulf carriers Emirates and Etihad Airways are extending the period of reduced pay for their staff until September as they try to preserve cash during the global coronavirus pandemic.

The aviation industry has been among the worst hit by the outbreak, which has dented travel demand and forced major airlines to lay off staff and seek government bailouts.

State airlines Emirates and Etihad have operated limited, mostly outbound services from the United Arab Emirates since grounding passenger flights in March.

They are due to restart some connecting flights this month after the UAE lifted a suspension on services where passengers stop off in the country to change planes, or for refueling.

Dubai's Emirates told employees on Sunday it would extend a three-month wage cut due to end this month until September 30, according to an internal email seen by Reuters.

In some cases, pay cuts will also be deepened, with some



basic salaries reduced by 50%, the email to Emirates Group employees said.

The decision was made after reviewing all possible options to preserve its cash position, the Group said.

State-owned Emirates Group, employs 105,000 as of March and includes the airline among its assets.

## Ethiopian Skylight Hotel outlines Health Protocols

Ethiopian Skylight hotel has instituted measures to ensure guests and patrons of the five-star facility are safe and secured. In the wake of the disruptive coronavirus pandemic, the hotel in a detailed update released measures approved by the World Health Organization (WHO), Centre for Disease Control (CDC) as well as the Ethiopian Ministry of Health.

The list includes disinfection of all public areas such as staircases, counters, lifts, lift button, furniture, and toilets among others in every 30 minutes.

Below is the list of health measures

- All staff are trained, and PPE equipped as per WHO and CDC and MOH standards.
- All Staff receive daily briefing on any new developments or guidelines regarding COVID-19.
- All staff cafeteria seating now conforms to social distancing requirements of 2-meters, one table for one person.
- Staff changing room timings are scheduled in a way that minimum staff are in the locker rooms at one time.
- Staff to be provided fruits and sweets at lunch and dinner.
- All hotel employees and guests to be screened for temperature when entering/ leaving the hotel.



# HATAB WANTS GOVERNMENT TO EXPEDITE ACTION ON STIMULUS PACKAGE FOR TOURISM SECTOR



• Lily Rakorong

The Hospitality and Tourism Association of Botswana (HATAB) has urged the government to expedite action on stimulus package for the sector.

Botswana is no different from countries where tourism has been the most affected sector. The Private sector umbrella body HATAB believes that if Government does not come to the aid of the industry players and businesses the sector may take a nosedive.

HATAB submitted a COVID-19 Relief proposal to Government of which most of it was adopted into the National Economic Response plan announced on the

April 2, to mitigate the negative economic impacts of the pandemic.

In an interview with VoyagesAfriq, the CEO of HATAB Lily Rakorong said, the organisation through its mother body the Chamber of Commerce of Botswana is waiting for action from the proposal submitted to government.

"We are currently working on the Stimulus Package proposal through Business Botswana and as soon as the draft is adopted, we will share with you".

*"Of course Tourism has been greatly affected and it is very important that it is provided with the necessary attention and interventions in order for it to bounce back, and most importantly to protect businesses as well as saving jobs" she said.*

She wants the stimulus package not to just help with the recovery process but also serve as long term stability for the country's tourism sector

The travel and tourism sector contribute 13.4% of Botswana's GDP.

## Kempinski Hotels announce 'White Glove Service' for guests

Kempinski Hotels has launched the "Kempinski White Glove Service" to meet highest level of service and guest comfort during and after current situation.

High quality and sophisticated service combined with authenticity and personal care is one of the highest maxims of Kempinski Hotels. To provide the most outstanding level of service and guest comfort even during and after the current situation, the international luxury hotel group with European roots has launched the "Kempinski White Glove Service". In light of the fact that some of the closed Kempinski Hotels have now reopened their doors, the Kempinski operational strategy and quality management team has launched this

extensive service covering all areas of the luxury hotels while keeping in line with the regional safety and health regulations as a top priority.

"It is crucial to us to continue delivering service on the highest level true to our Kempinski heritage as this is what we stand for", explains Benedikt Jaschke, Chief Quality Officer and Member of the Kempinski Management Board. "While we need to give guests full confidence in the cleanliness and disinfection of our premises and reflect the seriousness of the current situation in all aspects of our daily operation, we are eager to continue and even surpass our dedicated service à la Kempinski."





- Ramsay Rankoussi,  
Head of Development for Africa,  
Radisson Hotel Group

## Radisson Hotel Group announces new appointments to drive its renewed expansion in Africa

Radisson Hotel Group has announced the appointment of Ramsay Rankoussi as the new head of development for Africa and Daniel Trappler, Senior Director, Development for Sub-Sahara, as the Group continues to increase its presence and renew its commitment to Africa.

Radisson Hotel Group is one of the largest hotel groups in Africa with almost 100 hotels in operation and under development, and with the ambition to grow its presence across the continent to over 150 hotels by 2025.

Based in Dubai, Ramsay Rankoussi has been with the company for more than six years and now leads Radisson Hotel Group's growth in Africa. The appointment reinforces Radisson Hotel Group's confidence that Africa continues to be a region of growth.

With the addition of Daniel Trappler as Senior Director, Development for Sub-Sahara, the company becomes increasingly relevant to owners. He brings a unique set of skills to the investment community. He is one of the few specialists in hotel transactions and capital markets, dedicated to Africa. Trappler's strong understanding of the region unlocks access to a network of financial institutions which represents the biggest challenge across the continent, in terms of deal structuring and hotel openings.

Radisson Hotel Group's development and growth strategy in Africa follows a two-fold approach. The first part concentrates on focus countries while the second centers around creating key hubs. By creating a mass city scale development strategy with a focus on key countries and surrounding markets including Morocco, Egypt, Nigeria and South Africa, the group's 'hub approach' ensures synergy among neighboring countries and creates further value for its hotels, in terms of both development and operations. Each member of Radisson Hotel Group's development team is a leader in this approach because of their geographical proximity as well as their local cultural knowledge and linguistic understanding of each focus market.

Asked about this new vision, Elie Younes, Chief Development Officer for the group says, "Africa has always been at the forefront of our growth journey and we have recently adopted a new tailored strategy across the continent, reflecting the needs of the market and also underlining our ambitions to accelerate our presence in all key cities. I am very pleased with Ramsay's new role overseeing our development in Africa. Over the last 6 years, Ramsay has proven to be a key asset to our development team, and with the appointment of Daniel, we become increasingly relevant to our owners and investment partners. We look forward to developing our presence even further and contributing to the local community through job creation and additional positive knock-on effects of investment."

The targeted territories where the group is focused on growing its presence include the Maghreb; West Africa with Senegal and Ivory Coast; Central Africa with Cameroon and the Democratic Republic of Congo; East Africa with Ethiopia, Kenya and Tanzania; and finally, specific countries within the Southern African Development Community such as Angola, Mauritius, Mozambique and Zambia.

Ramsay Rankoussi, the group's Head of Development for Africa said, "This is a tremendous opportunity to further accelerate our growth in Africa and I am pleased to be surrounded by the best team. We have ensured a geographical alignment in our resources and optimized our response time with deal experts in every market we cover. The addition of Daniel to the team unlocks a new horizon where Radisson Hotel Group will be able to further assist our partners in debt and equity raising, but we will also leverage our complete skillset in addressing cross-regional synergies from financial to construction solutions to ensure we always remain relevant to our owners.

What really sets us apart, is our pragmatic design approach and our transparency throughout the process, in combination with our continuous guidance throughout each phase, including construction and financing. We are always quick to provide answers and support."

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# OUR JOLLOF IS BETTER THAN YOURS:

*The power of food to drive tourism*

One of my strongest food memories begins with me sitting on a small, rickety chair by a bustling street corner of the World Heritage port city of George Town on Penang Island. Steam rising off the early morning pavement with the clattering rickshaws rolling by, I am enjoying a breakfast of roti canai, nyonya kari kai and teh tarik. Simple but flavorful, savouring flatbread, chicken curry and sweet milk tea continues to evoke waves of travel nostalgia. That's why I'm always searching for good Malaysian restaurants to capture those sentimental culinary reminders.

The UNWTO views food tourism as an experiential trip to a gastronomic region, for recreational or entertainment purposes, including visits to food producers, festivals, food fairs, events, farmers' markets, cooking shows and demonstrations, tastings or any other activity related to food. Unique, well-prepared cuisines reveal as much about a place's history, culture and landscape as do the agricultural traditions that shaped them. The World Food Travel Association's 2020 Annual report noted that travelers and consumers alike are increasingly obsessed with everything food and drink related; however, the gastronomic experiences promoted by businesses and destinations often don't match visitor expectations.

Food tourism's history is fairly recent. The famous red jacketed Baedeker travel guides in the early 1800s identified traditional local dishes and restaurants where tourists could sample them. Increased motor car use in the early twentieth century generated a strong desire to travel. Deciding the best places to eat en route became formalized in 1906 with the first Michelin Guides for France and Belgium. African roots were established one year later with its Algeria and Tunisia guides. Today, earning a Michelin star is celebrated by many well-known destination restaurants.

People now flock to Europe to sample the latest high-profile food trends and bask in the atmosphere of the



local terroir. Different parts of the world have unique and renowned food styles like American barbecue, Indian masala, and Peruvian ceviche. All of these countries have interesting cultural and natural heritage destinations, but positive culinary perceptions reinforced by local restaurants, cooking shows, magazines and social media can be just as important when appealing to visitors looking for the 'authentic and best' local cuisines.

I can wade now into what has been dubbed as the 'jollof wars'. Essentially, a red sauce with onion and spicy heat, it is the combination of rice, vegetables, liquid, meat and the cooking methods used that set versions apart across the West African culinary landscape. Heated preference opinions have seeped into the diaspora, and perhaps it is jollof's time to shine on the world food stage. Other African cuisines from Ethiopia, Morocco, and South Africa have established prominent seats at the world's table. Jollof can be that flagship dish to promote West African food traditions and can encourage tourism to individual countries to experience its real and authentic preparation.

I don't know when I will be travelling to Penang next, but I'll welcome your favorite community restaurant suggestion. Just don't ask me to choose the best jollof, as there are too many great varieties to decide from.

Fergus Maclaren,  
Director of International Relations and Knowledge  
Management

*Economic Innovation Institute for Africa*

# A story of passion, solidarity and determination for sustainable tourism in Africa

In this edition, we have chosen to share a story of passion, solidarity and determination for sustainable tourism in Africa and beyond. Prof. Marina Novelli is an "Italian by birth, and a true African by heart", so she is defined by many who have worked with her. Professor of Tourism and International Development and Academic Lead of the Responsible Futures Agenda at the University of Brighton in the UK, Prof. Novelli is the recipient of the 2018 Africa Tourism Leadership Special Award for the impact of her work on Sustainable Tourism in over 20 destinations across the African continent.



Despite the complications of being a woman in a generally male dominated environment, she has remained committed to 'generate new knowledge on ways in which tourism can play a key role in sustainable development by stimulating local economies, conserving the environment, developing peoples and changing lives' in Africa and beyond.

Her solid ties with the continent date back to her visit to Namibia in 2003, when her former student Kathrin Gebhardt invited her to visit her country and explore possible collaborations. This is where it all started with the African continent becoming the main focus of Prof. Novelli's research and professional practice.

Over the past 20 years, she has written and advised International Development Agencies (i.e. The World Bank, the EU and the UN), national and regional development bodies, private and third sector organisations on a number of aspects of the tourism sector. From sustainable development and responsible management approaches, to niche tourism product

development and value chain analysis, from governance and institutional development to workforce capacity building, service standards optimisation and post-crisis recovery.

Her passion, solidarity and determination towards the utilization of tourism for sustainable development are evidenced by her proactive involvement in a number of collaborations. Prof. Novelli's research and professional practice has informed a strategic move towards market diversification, inclusive growth, conservation and sustainability in many destinations. For example, her 2009's work on 'Tourism in Post-Conflict Situation of Fragility' provided new understandings of post-conflict development through tourism, becoming a reference piece in International Donors' assistance to tourism development in Burundi.

Based on her Peer-to-Peer (P2P) Capacity Building Model, between 2014 and 2015, she contributed to the establishment of Turtle SOS The Gambia as well as the Turtle Conservation and Interpretation Centre at Sandele Eco-retreat and Learning Centre. This community-based initiative has sensitised the wider community through events and targeted activities, influencing the behaviour of local fishermen, which now report when turtles are caught in nests and released, and turning turtle hunters into conservationists. In 2014, while on a World Bank mission in The Gambia, Prof. Novelli became exposed to the implications of the devastating Ebola epidemic in the region, with her research on the 'Ebola-induced tourism crisis' contributing important insights into the urgency of strategic plans for a swift recovery process based on tourism systems' resilience. Needless to say, this previous experience has become the basis of her current involvement and leadership role in a number of initiatives aimed at addressing the COVID19 induced tourism crisis. Examples include the Building Bridges in Sustainable Tourism in Africa led in collaboration with Mr Akwasi Agyeman – CEO of Ghana



Tourism Authority establishing an action oriented task force formed by 40 continental tourism stakeholders and the Responding to COVID19- SME Stabilisation and Acceleration Program in Kenya programme devised in collaboration with Sustainable Travel and Tourism Association (STTA) – Kenya addressing SMEs’ challenges amid COVID19 tourism induced crisis .

Prior to COVID19, Novelli’s advisory role has covered several aspects of the tourism for sustainable development in Africa agenda. In 2016, she played a pivotal role in the implementation of the East Africa Tourism Platform’s mission of establishing a cohesive regional destination including Burundi, Kenya, Rwanda, Uganda and Tanzania, the implementation of the ‘Kenya, Uganda and Rwanda - Univisa’, and joint marketing efforts visible at trade shows such as the World Travel Market and ITB.

Amongst her most recent work, is her 2018 collaboration with globally renowned Ghanaian artist Serge Attukwei Clottey and the community of La (Accra) township, aimed at identifying innovative ways to foster sustainable community-based development opportunities. In the La context, she was able to contribute to an enhanced local understanding of how to improve host-guest encounters and community-based tourism product development and management of an emerging tourism sector associated with the work of Clottey and the 360La community festival.

Amongst the most noticeable outcomes of this new initiative are improved levels of environmental community-based interventions and women involvement (+15 women) in local community activism and employment.

Prof. Novelli’s reputation at continental level is also associated with the improvement of training standards and services’ delivery in several destinations. For instance, while, in 2009, she devised the new National TVET Curricula for Tourism, Hospitality and Leisure for Nigeria in 2011, she developed the plans that led to the opening of the new Gambia Tourism and Hospitality Institute. Furthermore, The Gambia 2015 - 2020 Tourism Culture and Hospitality Strategy’ directly cites her 2012 ‘Service Quality and Standards Manual and Training’ as a benchmark resource to be used by the Gambia Tourism sector.



• Prof Novelli on a mission at Turtle SOS in The Gambia

In 2012, the Commonwealth Foundation appointed her to deliver a train-the-trainer programme on Service Standards and Customer Services for Namibia, which was rolled out to over 500 stakeholders across the country. Following from this, in 2018, the Namibia Tourism Board (NTB) established a new national training qualification for tour guides.

Prof. Novelli is a committed mentor and has contributed to the further development of numerous academics and practitioners.

As a woman in tourism, Prof. Novelli’s passion, solidarity and determination have been noted by many. Her journey has been multifaceted, fascinating and at times challenging. Some have defined her approach ‘deeply passionate’, ‘proactively creative’, ‘direct and real’, ‘fearless and resilient’ and ‘a source of inspiration’. She is known for ‘getting things done’ and she will no doubt continue impacting positively on many generations of academics, practitioners and destination communities for many years to come, in Africa and beyond.

**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



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## Universal Music Group Launches Def Jam Africa to Support African Hip-Hop Talent

**U**niversal Music Group, the largest music company in the world, is taking a huge international step forward with their newly launched music label, Def Jam Africa.

The music label giant announced Def Jam Africa as a new division based in Johannesburg, South Africa, and Lagos, Nigeria, that will focus on “hip-hop, Afrobeats and trap talent in Africa,” according to a press release.

Arriving just a year-and-a-half after the launch of Def Jam South East Asia, the new pan-African label division will be “following the blueprint” of Def Jam Recordings.

The music industry has paid more attention to African artistes in recent years and has taken an aggressive approach to investing in the continent — both to market streaming services and sign talent.

As they expand their offices across Africa, Universal Music Group is now looking to change how they shape their brand identities.

“In the U.S., Universal Music has Republic, Interscope, Def Jam and Capitol — labels that can each define their own DNA,” said Sipho Dlamini, Managing Director of

Universal Music Sub-Saharan Africa & South Africa, to Billboard in their new “Africa Now” issue.

“In Africa, we’ve only ever operated Universal, and under that umbrella you might have jazz, gospel, dance, and hip-hop. What Def Jam Africa allows us to do is create an aspirational label. If a kid is making hip-hop, we want him to say, ‘I want to sign to Def Jam Africa.’”

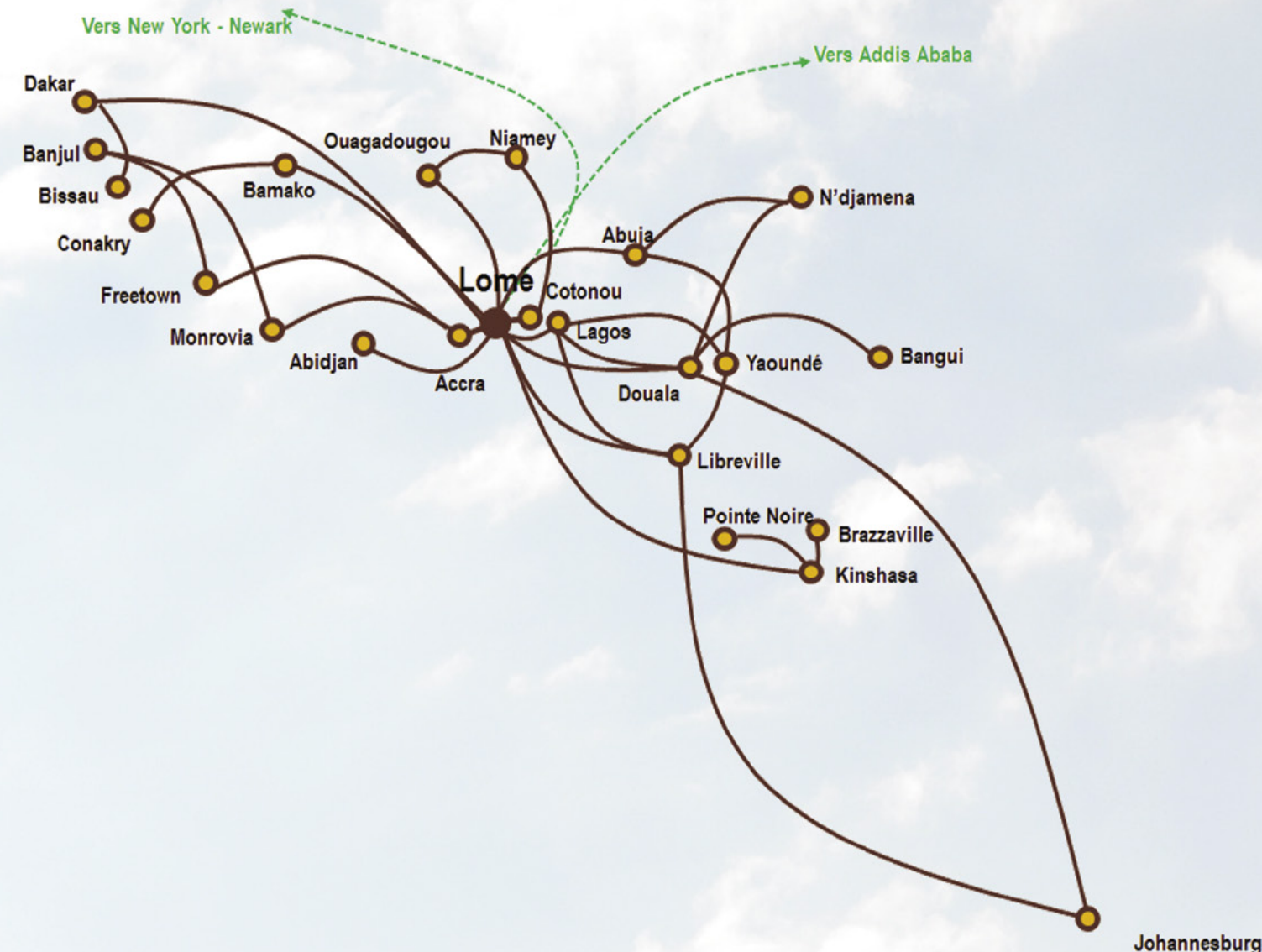
Def Jam Africa along with tapping into additional markets could give Universal Music Group more leverage in the industry while other major labels compete against independent artists when it comes to signing new hip-hop acts.

“Def Jam is a globally recognized brand, synonymous with excellence in hip-hop,” Def Jam Recordings interim Chairman and CEO, Jeff Harleston said.

The new division’s logo combines the image of a tonearm Def Jam uses on its vinyl releases with a map of Africa, to represent the unity between the label and their new geographic venture.

Currently, their launch roster features a slew of Nigerian and South African artistes, including Larry Gaaga, Boity, Cassper Nyovest, Nadia Nakai, Nasty C, Tshego, Tellaman, Ricky Tyler and Vector.

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