

# VOYAGES AFRIQ

ISSUE 017 | November 2021 Edition

Travel and Tourism Magazine



## Zurab Pololikashvili set for second term as UNWTO Secretary General



**Despite Covid-19, tenacious Africa is open for business p. 32**

**Cote d'Ivoire celebrates "Tourism New Year in Style" p.6**

**African Gastronomy celebrated in Brugges p.60**

*Soweto Gospel Choir*

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## EDITOR'S NOTE

Dear Reader,

It gives me joy to write to you again as we produce our final issue for the year 2021 and most importantly an edition which is dedicated to the 24th UNWTO General Assembly to be held in Madrid, Spain on 30th November, 2021.

Africa indeed was looking forward to hosting the world and capping off the year in style in a period which was largely christened Africa's "year of tourism" after successfully hosting the 2021 World Tourism Day.

It has been a difficult 18 months for the tourism industry worldwide because of the disruptive coronavirus pandemic. The good news however is that the vaccination drive and the world's collective efforts to adapt to living with the virus have seen the gradual return to normalcy of travel and tourism activities. The sterling leadership of the UNWTO and its Secretary-General, Zurab Pololikashvili can't be overlooked. This led to the advocacy, market intelligence and support of member states to guide the global tourism sector to accelerated recovery. We are not out of the woods yet but there are certainly many positives we can carry with us.

This edition celebrates the astounding leadership of Zurab Pololikashvili, the current Secretary-General of the World Tourism Organization. We look at his journey and his stewardship of the UN agency and take a close-up with him and the family. Perhaps a striking interest of our choice is his special relationship with Africa and as he continues to lead the charge to make African gastronomy the world's undiscovered and untapped tourism resource.

The continent in spite of the few numbers of infections and relatively low death rate still has suffered some of the worse consequences of the pandemic. It was then a place of pride for many when the Tourism Department of South Africa and South African Tourism staged Africa's Travel and Tourism Summit. Indeed, as the Chief Convention Bureau Officer said on the VoyagesAfric Tourism Podcast, "It was not just another conference and that the pandemic had taught us more to work together and build on each other's strengths."

The Commission for Africa returned to the region for the first time since the last one in Abuja in 2018 and was held in Cabo Verde's tourism haven



• Kojo Bentum-Williams



of Sal. It also played host to the second Global Tourism Investment Forum and offered participants an insight into the new investment environment and how they can turn the Covid challenges into opportunities. VoyagesAfric covered it extensively and highlights of the meeting are in this edition.

The 41st World Tourism Day which was christened "Tourism's New Year" lived up to expectation with the West African city of Abidjan (Cote d'Ivoire) led by its hardworking Tourism Minister, Siandou Fofana delivered a 360 degree celebration of tourism and nothing short of that. Performing the official opening, the Secretary-General of the UNWTO brought some confidence to the tourism restart agenda through his remarks.

Ghana's consistent invitation to the global African diaspora went a notch higher when a delegation led by the Minister of Tourism and Arts, Dr Awal Mohammed made a working visit to the US. A street was named after the West African nation to honour their dedication and efforts.

In other development, the push for an accelerated tourism recovery, provides a heart-warming experience to see investors committing resources to investments in Africa. The Milla Investment Group's 300 million Rand infusion is welcoming to improve tourism infrastructure in the region.

This edition chronicles the tourism industry's framework of regrouping and reflecting on how to build back better.

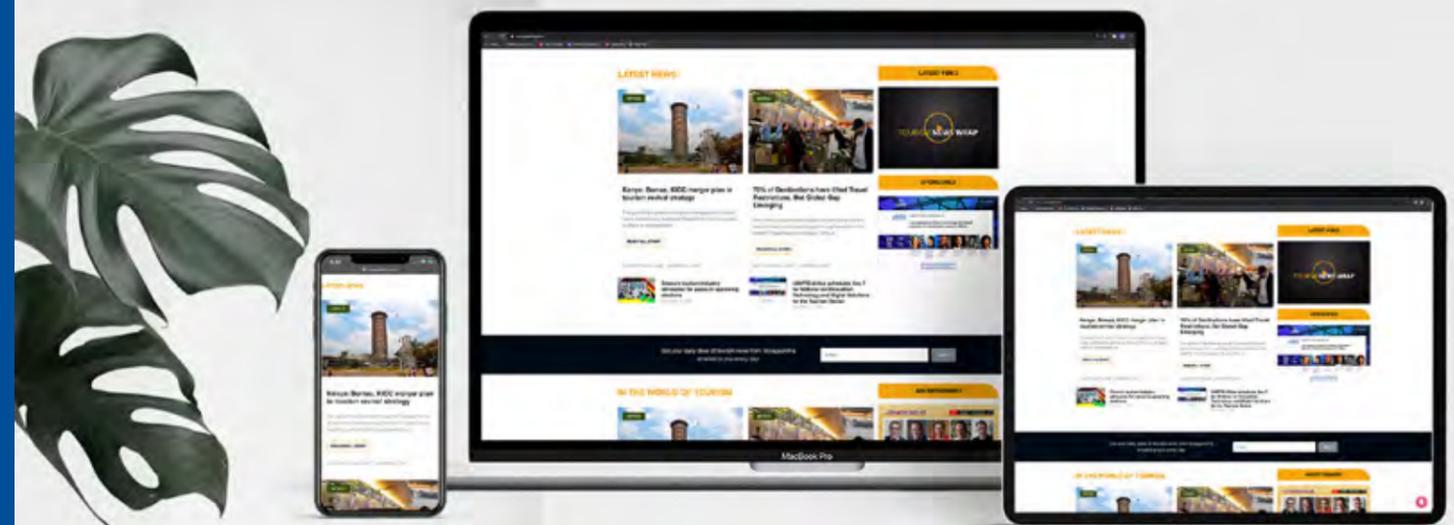


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# 24TH UNWTO GENERAL ASSEMBLY TO PUT INNOVATION AND EDUCATION AT HEART OF TOURISM'S RESTART

The World Tourism Organization (UNWTO) will hold the 24th General Assembly in Madrid, Spain, from 30 November to 3 December 2021. The General Assembly is UNWTO's main gathering and the platform for Member States to approve UNWTO's programme of work and budget for the coming biennium (2022-2023).

The 2021 General Assembly will place a special emphasis on the importance of **innovation, education and rural development**, as well as tourism's role in inclusive growth, the theme of World Tourism Day 2021. Additionally, delegates will be presented with the International Code for the Protection of Tourists, a landmark legal instrument designed to restore trust in international travel.

Other key items on the agenda for the General Assembly include proposed reforms to the **UNWTO Affiliate Membership Legal Framework**, the finals of the **UNWTO Students' League** and appointment of the UNWTO Secretary-General for the period 2022-2025. The General Assembly will also see the winners of the **UNWTO Best Tourism Villages** competition named.

Alongside this, and in line with UNWTO's heightened emphasis on digital communications and visual storytelling, winners of the **2021 UNWTO Tourism Video Competition**, aimed at recognizing promotional videos

of Member States and Affiliate Members that highlight the sector's resilience and its contributions to the Sustainable Development Goals (SDGs) will also be announced in Madrid.

## Restarting tourism together

Following protocol, the Secretary-General will present his report to the General Assembly on the implementation of UNWTO's Programme of Work, actions and new initiatives since it last met in 2019. The agenda includes the selection of the UNWTO Executive Council Members for 2022, the World Committee of Tourism Ethics, as well as choosing the location and dates of the next session of the General Assembly, with Egypt, Portugal and Uzbekistan all set to submit bids. The Kingdom of Morocco had been scheduled to host this year's General Assembly but subsequently confirmed that changing public health considerations meant it was unable to do so. In accordance with the Statutes and the rules of the Organization, the 24th session will take place at its Headquarters in Madrid, Spain.

Members will also be provided with updates on the opening of Regional Offices, including a first Regional Office for the Middle East, to work alongside the UNWTO Secretariat in Madrid, Spain, and planned themes for World Tourism Day in both 2022 and 2023.



# Provisional Program of 24th General Assembly

24th session of the General Assembly  
30 November - 3 December 2021, Madrid, Spain

## Tuesday, 30 November

09:00–10:00	Committee for the Review of Applications for Affiliate Membership
10:00–12:00	114th session of the Executive Council
12:00–14:00	43rd UNWTO Affiliate Members Plenary Session
14:00–15:00	Lunch
15:00–16:30	Committee on Tourism and Sustainability
15:00–16:30	Committee on Tourism and Competitiveness
15:00–17:00	Committee on the International Code for the Protection of Tourists
15:00–18:00	43rd UNWTO Affiliate Members Plenary Session
16:30–18:00	Committee on Tourism Online Education
19:00–22:00	Welcome dinner

## Wednesday, 1 December

10:00–10:30	Official opening
10:45–13:15	Plenary session 1
11:30–12:00	Credentials Committee
13:15–13:30	Group photo
13:30–15:30	Lunch
15:30–18:30	Plenary session 2
20:30–22:30	Dinner

## Thursday, 2 December

10:00–13:00	Thematic session: Innovation, Education and Rural Development to Build Back Better
13:00–14:30	Lunch
14:30–17:30	Plenary session 3
17:30–18:30	Associate Members meeting
20:00–22:00	Dinner

## Friday, 3 December

10:00–12:00	Affiliate Members Corner
10:30–12:00	115th session of the Executive Council
12:00–12:30	Programme and Budget Committee
13:00–14:30	Lunch



# WORLD TOURISM DAY 2021: Inclusive Growth at the centre of Tourism's Restart

Global tourism has reaffirmed its commitment to making the sector a pillar of inclusive growth. At the official World Tourism Day 2021 celebrations in Abidjan, Cote d'Ivoire, political and business leaders united behind a common message of solidarity and determination to 'leave nobody behind' as tourism restarts and grows back.

Prime Minister Patrick Achi and Minister of Tourism Siandou Fofana welcomed international delegates, signalling Cote d'Ivoire's firm support of tourism and Tourism Ministers from 12 countries, the biggest Ministerial participation for an official World Tourism Day celebration. The day featured 1,500 participants, including representatives of international organizations and the private sector

### "Showing tourism's human face"

The Prime Minister said that "Cote d'Ivoire is proud to host a World Tourism Day like no other. It is important that we realign tourism so the sector meets the hopes and expectations of people. Tourism is a key sector for Cote

d'Ivoire's growth and development. And the right path for Cote d'Ivoire is also the right path for all of Africa, using tourism as locomotion to drive our economies forward and create jobs for women and youth." Minister of Tourism Siandou Fofana added that World Tourism Day 2021 "showed the human face of tourism," stressing the sector's unique ability to lead recovery from the impacts of the pandemic, in Africa and worldwide.

### Innovation, investments and inclusion

Ministers and experts explored how the pledge to drive inclusive growth can be achieved. The importance of innovation, targeted investments and of strengthened collaboration between public and private sectors was made clear. The speakers also underscored the need for inclusive policymaking as tourism slowly returns and looks to the future.

Opening the day, UNWTO Secretary-General Zurab Pololikashvili stressed the sector's "commitment to

• Family Photo of the World Tourism Day 2021



• Patrick Achi, Prime Minister of Cote d'Ivoire

inclusive growth so that tourism's restart brings hope for millions worldwide and ensures that everyone who has a stake in tourism also has a say in its future".

### A future built around shared values

In addition to recognising the challenges of the present, World Tourism Day also looked to the future. In Abidjan, "The Future of Africa" focused on the potential of the continent's youth as well as its innovators and entrepreneurs. Against the backdrop of World Tourism Day, UNWTO signed two Memorandums of Understanding, reflecting the broad scope of tourism's reach and relevance. The Didier Drogba Foundation, chaired by one of Africa's most-recognized and celebrated athletes, agreed to actively commit to UNWTO's goals and values, above all to providing opportunities for African youth and those living in rural communities. Stressing the importance of tourism

as a driver of opportunity for the continent, Channels TV of Nigeria joined as a new UNWTO media partner and will now actively incorporate the theme of tourism for development within its editorial commitments.

Underscoring UNWTO's leadership in uniting all of the tourism sector, its Affiliate Members also met in Abidjan, bringing together African businesses as well as civil society leaders, academics and destination management organizations. The side event showcased the benefits of being part of the global Affiliate Members Network and the technical support and networking opportunities available through being part of UNWTO's work.



• Zurab Pololikashvili, UNWTO Secretary-General



• H.E. Mr. Patrick Achi, Prime Minister of Côte d'Ivoire, Zurab Pololikashvili -UNWTO Secretary General, Ivorian Music Group Magic System being presented with a plaque as an Ambassador of UNWTO

# WORLD TOURISM DAY CELEBRATIONS GALLERY



• Siandou Fofana, Cote d'Ivoire's Minister of Tourism and leisure



• UNWTO Secretary General presenting a copy of the African Gastronomy Journal to Chef Christele Vuogu from Cote d'Ivoire



• Cultural display by Traditional dance troupe



• UNWTO Affiliate Panel in a photo shot



• Group photo after the Ministerial Panel: Ghana's Dr Ibrahim Awal, Elcia Grandcourt, Director of Africa-UNWTO, Siandou Fofana, Cote d'Ivoire's Minister of Tourism and leisure, Maroto Reyes- Minister of Tourism and Industry of Spain and DRC Minister of Tourism Modero Nsimba Matondo



• Malékah Mourad-Condé, Director General of Côte d'Ivoire Tourism



• Elcia Grandcourt, Director of Africa-UNWTO



• Traditional leaders were present at the celebration



• A shot of a stage performance





• Cote d'Ivoire's Minister of Tourism Siandou Fofana arriving at the opening ceremony of the WTD



• Ivorian songstress Josey was one of the star performers on the night



• Isabel Annoh- Director of Communications at Cote D'Ivoire's Ministry of Tourism



• Ivorian TV Personality Sophy Aiida was the Co-MC for the night



• Akan Traditional dance troupe performing the adowa dance



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# UNWTO inks partnership Agreement with Nigeria's Channels TV

The World Tourism Organization (UNWTO) has signed a memorandum of understanding with Nigerian media giant Channels TV in its quest to grow tourism's footprint in Africa.

The agreement signed on the side-lines of the 2021 World Tourism Day Celebration in Abidjan, Cote d'Ivoire makes the Nigerian media organization the latest to join the UN Tourism Agency's partners in using tourism as a force for good.

Speaking to the media after the signing ceremony, the Secretary General of UNWTO Zurab Pololikashvili said, he was thrilled to launch a new collaboration with Channels Television Group. "I am thrilled to launch our collaboration with Channels Television Group and together we will echo tourism's message across Africa and to the world" he said.

He added that trust is critical to the restart of tourism and relevant information is the key.

On his part, the Chairman and CEO of Channels Media Group John Momoh said the UNWTO can be assured of their support in helping reset tourism. "This is like the icing on the cake for us. I love tourism, I like to travel a lot and then the fact that we have to reset the button for tourism around the



• Mr John Momoh and Elcia Grandcourt- Regional Director for Africa, UNWTO

world in the sense that global tourism has taken a hit, rising from the pandemic that happened last year, so, you can rest assured that you have a very good partner in us, Channels TV," Mr Momoh said.

Channels Media Group is expected to actively incorporate the theme of tourism for development within its editorial commitments.



• The Secretary General Zurab Pololikashvili and Chairman and CEO of Channels Media Group John Momoh displaying copies of the agreement

# UNWTO AND DIDIER DROGBA PARTNER TO BUILD OPPORTUNITY FOR AFRICAN YOUTH

• UNWTO Secretary General Zurab Pololikashvili and Didier Drogba display copies of the signed agreement



UNWTO and the Didier Drogba Foundation have teamed up to highlight the potential of African youth and ensure that both tourism and sport deliver on their potential to provide opportunities for all.

Against the backdrop of World Tourism Day 2021 – held under the theme of "Tourism for Inclusive Development" – the United Nations specialized agency signed a Memorandum of Understanding with the former Chelsea and Côte d'Ivoire footballer.

The agreement recognizes that both sport and tourism can play a key role in advancing many of the Sustainable Development Goals (SDGs), including through promoting cooperation and understanding, as well as through creating frameworks for inclusive economic growth. It also recognizes the shared goals and values of both UNWTO and the Foundation.

UNWTO Secretary-General Zurab Pololikashvili said: "Didier Drogba is one of the most celebrated and decorated athletes of this century, and the work of the Didier Drogba Foundation is true to the goals of UNWTO – to provide

opportunity to the women and youth of Africa and build a better future for the continent."

Didier Drogba was appointed a UNWTO Ambassador for Responsible Tourism in October 2019. In this role, he provides a bridge between tourism and sport – both sectors with the power to bring people together and promote cultural exchange and mutual understanding.



• Didier Drogba poses with the UNWTO Team

# Angolan President visits UNWTO headquarters



The President of Angola H.E signs the Visitor's book at the UNWTO Headquarters while the Secretary General look on

The Secretary-General of the World Tourism Organization (UNWTO) Zurab Pololikashvili has received the President of Angola H.E. Mr. João Lourenço, in the organization's headquarters in Madrid, Spain.

The high-level visit by the Head of State of Angola is a testament to the organization's relationship with its member states at the highest political level.

The two leaders discussed very pertinent issues regarding tourism restart in Angola and Africa. They discussed at length the guidelines for UNWTO's Brand Africa and how tourism can take its rightful place in African economies making it the largest employer of its people.

Other matters include a brief of the UN Tourism Organization's technical assistance projects.

In a tweet, the Secretary-General said "It is a great honour to welcome President of Angola @jlprdeangola to @UNWTO headquarters. Your visit highlights Angola's efforts to drive sustainable growth through tourism. UNWTO is ready to work hand in hand to make this happen! Am very pleased to offer this plaque to the President of Angola @jlprdeangola for his contribution to tourism's recovery."

Angola has been a member of the World Tourism Organization since 1989.



## Cabo Verde signs pact of cooperation with UNWTO

Cabo Verde has signed a Memorandum of Understanding with the World Tourism Organization (UNWTO) with the primary aim of strengthening cooperation between the archipelago island country and the United Nations Specialized Agency in developing the tourism sector.

The signing ceremony was held alongside the second edition of the Global Tourism Investment Forum in Africa on the Island of Sal on Friday, 03 September.

The document, signed by the Minister of Tourism and Transport, Dr. Carlos Santos, and the Secretary-General of the UNWTO, Zurab Pololikashvili, identify areas of mutual interest and priority, the consolidation of the "Cabo Verde Brand", the upgrade of training structures in tourism in the country through its associations with the UNWTO Tourism Academy, the research support directed towards the socioeconomic impact of sustainable tourism development in Cape Verde on achieving Sustainable Development Goals (SDGs) and poverty reduction.

Apart from incentives for support activities aimed at productivity gains in providing tourism-related services and promoting and adopting solutions, the UNWTO will support initiatives implemented by Cape Verde with regard to branding policy strategies and digital marketing values to increase the digital positioning of Cabo Verde.

The archipelago Island has also had its mandate (2022-2025) on the Executive Council of the UNWTO renewed pending approval by the General Assembly to be held in Marrakech, Morocco later this year. Cabo Verde has been a member of UNWTO since 2001.

# ZURAB POLOLIKASHVILI

## set for second term as UNWTO Secretary General

- The Secretary General addressing the 115th UNWTO Executive Council Meeting held in Madrid



- Zurab Pololikashvili in a conversation with the United Nations Secretary General Antonio Guterres



### The Man Zurab Pololikashvili

The highest decision-making body of the World Tourism Organization (UNWTO) will once again have the honour of endorsing the resolution of the Executive Council on the election of the organisation's 4th Secretary General, at its 24th General Assembly in Madrid, Spain.

The current, and now re-elected, Secretary General has proven his determination and leadership by repositioning the Madrid UN specialised agency into a truly foremost international position, steering global tourism affairs to an extraordinary level.

We sat with Mr. Pololikashvili to talk about his life before the UNWTO, highlights of the term that is now coming to an end and his plans for the term that lies ahead.

### Georgian origins

Born to Georgian parents Mr & Mrs Pololikashvili. in Tbilisi on 12 January 1977, Zurab Pololikashvili graduated from the Georgian Technical University with a bachelor's degree in Banking in 1998. He then went on to pursue academic excellence and enrolled on the Global Senior Management Program (GSMP) of IE Business School at the Instituto de Empresa in Madrid, Spain. Apart from his native Georgian language, Zurab speaks six other languages English, Russian, Spanish (fluent) French, Japanese and Polish (spoken).

### Family

He is married to Ms Tamara Bakradze and they are blessed with two sons and a daughter. Speaking to VoyagesAfric about her husband and how she copes with the incredibly demanding nature of his work, Tamara said; "Zurab has always been a supportive and caring husband and father even at his busiest times."

### Building his roots in the private sector

His career got off to a great start when he joined TBC Bank at the age of 19 as the Manager of International Operations (one of the most successful banks in Georgia) and rose through the ranks to culminate as Vice President of TBC Group in 2010. Mr Pololikashvili was the CEO of FC Dinamo Tbilisi, the leading professional football team in Georgia for a decade (2001 – 2011).



- Zurab Pololikashvili and his wife Tamara Balakaze arriving at an official event

Zurab's private sector experience and several years in banking gave him the knowhow and prepared him for what proved to be crucial for his role as Secretary General of the UNWTO.

### Joining the Public Service

Pololikashvili had the honour of serving his country in the capacity of Deputy Minister of Foreign Affairs of Georgia 2005 - 2006. During his one-year spell at the Ministry, he supervised the departments for Administration, budget, finance, and Consular affairs, as well as the Department for Human Resources Management. Pololikashvili was then responsible for ushering in a new phase of more liberal and secure visa regimes, facilitation of processes to ease border crossing procedures, and deepening relations with various international organizations, including UNWTO and other bodies.

### Minister of Economic Development of Georgia - 2009-2010

In 2009 Mr Pololikashvili was appointed as Minister of Economic Development of Georgia where he was responsible for overseeing the country's long-term fiscal growth strategies, advancing foreign trade and investment policy initiatives, as well as promoting the development of tourism, infrastructure and transportation sectors. He was instrumental in launching an innovative policy for the development of tourism of Georgia, prioritizing both the governmental and private sector agendas.

During his tenure as the Minister of Economic Development, through key policy reforms, marketing activities, improvement of infrastructure and visa liberalization initiatives, Georgia managed to nearly double the annual number of international arrivals, from 1,5 million in 2009 to exceeding the 2,8 million mark by 2011. These reforms paved the way for sustainable tourism practices in Georgia and poverty alleviation initiatives, placing Georgia amongst the top tourism destinations in the region.

Mr. Pololikashvili successfully led the economic liberalization processes, introducing more supportive policies for SMEs, and incentive programs to attract foreign investment for the development of hard and soft infrastructure.

In 2012, he was appointed Georgia's Ambassador Extraordinary and Plenipotentiary to the Kingdom of Spain, the Principality of Andorra, the People's Democratic Republic of Algeria, and the Kingdom of Morocco as well as the Permanent Representative of Georgia to the World Tourism Organization. In addition, he was the first Ambassador accredited to Spain to be appointed as the permanent country representative to the UNWTO.



### Marking Points of the First Term as Secretary General

Pololikashvili steered the organisation during the corona virus pandemic storm which was no easy feat. Even with his four-year mandate having taken a battering by the ferocious corona virus pandemic, the Secretary General can still be proud of an outstanding job he has superintended over.

Back in January 2018 when he was first appointed, he took over an organization with a precarious financial outlook only to successfully turn it around to a financially



- Front view of the UNWTO's Regional Office for the Middle East



• *The Secretary General on a day out with family*

sustaining organization, meaning UNWTO had a significant cash surplus in the years 2019 and 2018 (EUR 1,932,645 and EUR 2,423,635 respectively).

Anchored on five thematic areas, the Secretary General presented his pillars of action at his first executive council meeting, with a focus to drive his agenda of making tourism a real force to reckon with through the UNWTO network.

These were:

1. Innovation and Digital Transformation;
2. Investments and entrepreneurship;
3. Education and employment;
4. Safe secure and seamless travel along with social, cultural and environmental sustainability.

To further anchor the objectives of the above focus areas, Mr Pololishavili created a new department with a dedicated team within the UNWTO structure to foster innovation and digital transformation, investment and entrepreneurship and education and employment.

Innovation has truly become one of the core priorities of the UNWTO under his administration, aimed at creating a global ecosystem and helping member states to promote innovations by creating initiatives like the “UNWTO Challenges”. These included seven “Tourism Start Up Competitions” – launched with the promotion of the Sustainable Development Goals at heart; six other “Challenges” gathering over 7,000 applications from



• *Ahmed Al Khateeb, Saudi Arabia's Minister for Tourism and Zurab Pololikashvili during the opening of the Middle East Office*

more than 150 countries, as well as the development of over 15 “Tourism Tech Adventures” that helped UNWTO build a global community of start-ups, supporting finalist projects with investment funding of more than EUR45 million, along with the creation of pilot projects with Member states.

His administration has made it a key priority to work closely with regional organizations. He has helped position UNWTO as the main global tourism interlocutor with the European Union; created a specialized agenda for Africa to empower education, innovation, job creation and financial cooperation; lead the opening of the first UNWTO Regional Office in the middle East in a record time during the pandemic and

strengthened cooperation with multilateral institutions such as the EBRD (European Bank for Reconstruction and Development), World Bank, African Development Bank and others.

### In adversity comes innovation.

Pololikashvili's hard work leading the sector to restart tourism with his visits to member states and holding important meetings with international partners such as International Civil Aviation Organization- ICAO, Food and Agriculture Organization-FAO, World Health Organization -WHO, World Travel and Tourism Council-WTTC, Africa Development Bank-AfDB are a proof of his success.

In a coordinated and effective response to the devastating Covid-19 pandemic, Zurab Pololikashvili initiated the launch of the Global Tourism Crisis Committee which he chairs and is composed of leading travel and tourism public and private sector stakeholders such as the Chair of the UNWTO Affiliate Members, the Airport Council International (ACI), the Cruise Lines International Association (CLIA), the International Travel and Transport Association (IATA) and the World Travel and Tourism Council (WTTC) and the UN Agencies – WHO, IMO, ICAO who are members of the Crisis Committee including representatives of the Member States and the Executive Council.

The Committee's regular meetings and assessment of the situation in the evolving Covid-19 crisis culminated in the adoption of the document “UNWTO Recommendation for Actions supporting jobs and local economies through travel and tourism.” Other initiatives that shaped the sector included the UNWTO “Healing Solutions Challenge”, “Covid-19 Tourism Recovery Technical Assistance Package” and the “Tourism Recovery Tracker”, among others.

His efforts were rewarded generously by the Executive Council of UNWTO when Zurab Pololikashvili secured over 75% of votes for re-election to lead the people-to-people sector for another term.

### UNWTO's impeccable working relationship with New York

The corona virus pandemic as bad as it has been, has also defined Leaders of our time. From national governments, large corporations to international organizations, we can see and celebrate outstanding leadership. The key accomplishment of the UNWTO Secretary General during his first term is remarkable. His striking relationship with the UN Secretary General António Guterres has seen tourism being placed as a priority sector in the works of the united nation. This was evident when in the heat of the corona virus pandemic the Secretary-General of the United Nations sent a landmark message to the world, highlighting tourism sector's unique role in advancing the 2030 Agenda for Sustainable Development and in protecting the most vulnerable members of our societies.



• *The Secretary General in a group photo with the Chancellor of Germany Angela Merkel and officials of ITB at the official opening of the 2019 event*

### Moving into the Second Term: 7 Pillars to Rebuild Tourism

Having laid a solid foundation during his first term as Secretary General of the UNWTO, Zurab is motivated more than ever to see an accelerated recovery of the world tourism sector.

Innovation, Investments and education are key priorities that Mr. Pololikashvili will continue to drive during his second mandate as Secretary General. The main objective will be to consolidate the gains made in the tourism sector within these areas.

As the world navigates towards the recovery of this unprecedented crisis solely created by the pandemic, the UNWTO's role is more important than ever.

The organisation continues to lead and coordinate international efforts to help tourism's recovery and to restore confidence through progressive common approach, measures and regulatory frameworks. In addition, it has reiterated the need to address the challenges ahead as a united sector and ensuring a coherent response and recovery leaving no one behind. New models of tourism development will ensure long-term sustainable tourism growth for the socio-economic benefits of the people of the world.



• *Zurab Pololikashvili with the Prime Minister of Spain Pedro Sanchez at an official event during the pandemic*

A conviction Mr Pololikashvili has held during the Covid 19 pandemic and still echoes wherever he gets the opportunity is collaboration and partnership. In these trying times, he believes tourism will only get better with strong partnership. Strong coordination, effective policy guidelines and new partnerships are number one on his action plans.

### Rural Tourism

With the vision of making tourism a positive force for transformation, rural development and community wellbeing, UNWTO launched the ‘Best Tourism Villages by UNWTO’ initiative. It seeks to advance the role of tourism in valuing and safeguarding rural villages along with their associated landscapes, knowledge systems, biological and cultural diversity, local values and activities (agriculture, forestry, livestock and/or fisheries), including their gastronomy.

### Diversification of services to members and expand membership.

The development of new, effective, and tailor-made services for members will be the key priority for the Secretary General's second mandate.



• *The Secretary General and the Director General of FAO pose for the cameras after signing an MOU between their organizations*

It has become imperative to extend to the member states support to help recovery from the pandemic. It is in this light that other forms of support services to the members will be crucial along expanding its membership. The UNWTO will increase the resource mobilization efforts to help a wide range of states implement technical assistance projects for the sustainable and competitive growth.

Modernization of UNWTO: The last four years has seen work in progress where the UN Tourism Agency has been recognized by large corporations and businesses primarily because of the key initiatives it has launched and initiated throughout the past four years.

### Added Value Jobs, creating UNWTO Job Factory

Providing quality jobs depends on quality education. Moving forward through technology-based recruitment this innovative platform is designed to connect talent with employers across the sector and also help tourism businesses and organizations to find and recruit the best talent.

UNWTO as the leader in the tourism sector is required to be abreast with the changing environment and as such using tourism as the tool to better the lives of many will be essential. Value addition to the existing tourism profession is needed to attract the best brains and help build a strong and vibrant tourism sector.

The creation of the UNWTO Job factory as the global tourism employment marketplace managed through artificial intelligence to matchmake talent with offers to bridge the gap amongst recruiters and job seekers.

Sustainable growth and Ethics

The vision of the Secretary General to support the member states through technical assistance to create successful public policies has been focused on core principles of sustainable tourism development. The creation of the first CO2 emissions calculator app in order to help tourists mitigate their carbon footprint after their leisure or business trips. In addition, his strategy led to the launch of the first global guidelines on how to redefine tourism business model through sustainability and innovation with other UN agencies.

### Fostering market intelligence and advancing competitiveness

The Secretary General initiated the advance data analytics and data driven tourism planning and management by supporting the creation of tourism intelligence systems in UNWTO member states national tourism administrations and organizations.

The UNWTO fostered rural development through tourism with the creation of the UNWTO rural tourism excellence programme to assess and promote rural destinations, guidance and training programs on rural tourism, gastronomy, and wine tourism. The UN agency also made African gastronomy a pillar of brand Africa and tourism value added and jobs on the continent.



• Zurab Pololikashvili presenting the Madrid declaration to the King of Spain during the 2020 FITUR event

Under the Secretary General's leadership, promotion of the league of sustainable tourism cities to advance sustainability and inclusion in urban tourism in line with agenda 2030 through a network of cities and a special platform, for the exchange of policies and case studies was intensified.

### Harmonize models of Regulatory Frameworks

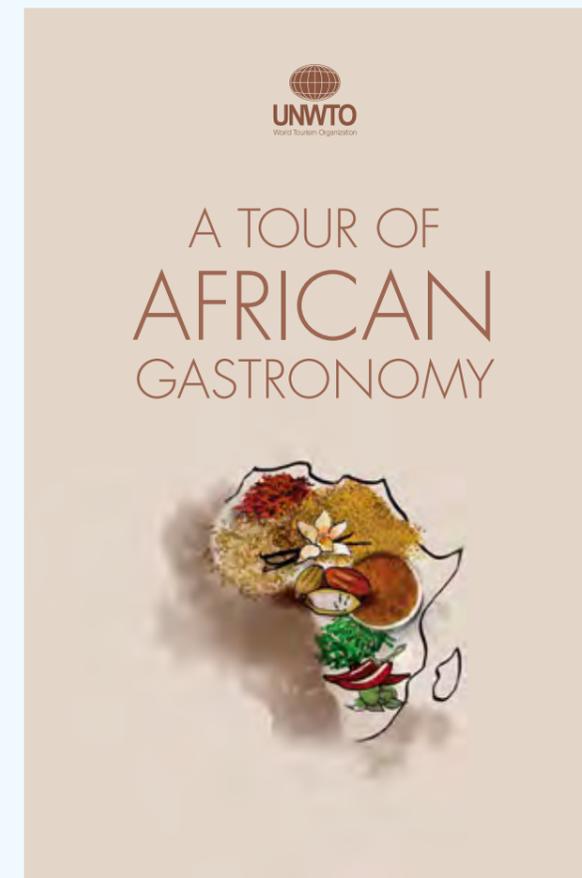
Mr Pololikashvili facilitated the development of an international code for the protection of tourists to harmonize tourism consumer protection standards in the post covid-19 world, effectively responding to the needs for legal certainty and trust, while fostering a fairer and more balanced share of responsibilities among tourism stakeholders.

Under his watch the UN body worked to promote the entry into force of the Framework convention on tourism ethics, a unique international legally binding instrument to ensure that global tourism is fair, inclusive, responsible and sustainable and to enhance the role of the world committee on tourism ethics.

The UNWTO also strengthens the mandate of UNWTO technical committees on statistics, sustainability, competitiveness, and education to produce new common definitions, guidelines, standards, and norms.

### Zurab's intrinsic African Touch

The fascinating story of the Secretary General in the Africa region cannot be well outlined in detail in this story. It is simply astounding and defines a man who has lived to see his passion gradually coming to fruition. From the aggressive pursuit of the Agenda for Africa-Tourism for Inclusive Growth to the tailored developing programs for the region, Mr Pololikashvili continues to make the point that Africa deserve more from the paltry 85 million tourists it receives. He is passionately following and canvassing to make African Gastronomy a "must experience" cuisine and trendy. The launch of a journal of African Gastronomy and subsequent celebration/support of actors in the gastronomy space is among the litany of projects currently ongoing. Africa's diverse cultural assets still remain unexplored and with the UNWTO's agenda featuring



prominently the promotion of cultural heritage, the secretary General is keen to see a trendy Africa which will put to the fore the strong cultural heritage in the continent, work to develop its creative industries for all to enjoy and come and experience the continent.

The Africa region under the leadership of the Secretary General have held two successive Global Tourism Investment Forums in Cote D'Ivoire and Cabo Verde in 2020 and 2021 respectively. It assembled investors in these countries to consider Africa in their business expansion drives.

The Forums have helped strengthen the UNWTO's purposes to accelerate economic recovery of the tourism sector through innovation, education, and investments. It has offered the opportune platform to member states with relevant content and insights to enhance future resilience in the linkages of the tourism value chain post COVID-19.

Mr Pololikashvili has tapped into the network of philanthropists,



• The President of Nigeria Mohammed Buari welcomes Zurab Pololikashvili and his team to the State House in Abuja during the 63rd CAF Meeting

entrepreneurs, iconic leaders and appointed them as ambassadors to support the promotion of sustainable tourism and bring to the fore the symbiotic relations that exists with other sectors and entire value chain

In his quest to see the tourism potential in Africa reach its maximum potential, the Secretary General is rallying the leaders of the continent to make tourism a key priority. "Africa's tourism potential must be fully unlocked for the destinations and communities to benefit from its socio-economic impact. I urge the leaders to double their efforts especially in mobilizing the youth and in creating an enabling environment of entrepreneurship putting innovation and education at the forefront of development."

As he gets set to begin his second term mandate, we will urge him to hit the ground running as the tourism world has suffered massively after the coronavirus pandemic disruptions.

We at VoyagesAfric wish him the best.





## African Tourism Leaders identify investments as key to Sustainable Recovery

The African Members of the World Tourism Organization (UNWTO) have met in Cabo Verde to strengthen their cooperation and advance plans for recovery and sustainable growth.

The 64th meeting of the UNWTO Regional Commission for Africa (CAF) saw 23 countries represented on the island of Sal, with 21 Ministers of Tourism joining five Ambassadors for the high-level event. Opening the Commission meeting, the President of Cabo Verde Jorge Carlos Fonseca offered a warm welcome to UNWTO's leadership and to all delegates. The President was joined by Cabo Verde's Minister of Tourism and Transport, Carlos Jorge Duarte Santos, and Prime Minister Dr. Ulisses Correia e Silva in reaffirming support of the highest political level for tourism and recognition of the sector as a driver of recovery and sustainable development.

Chaired by Christine Kaseba Sata, Ambassador of Zambia to Spain and Permanent Representative to UNWTO, delegates addressed the biggest challenges standing in the way of the sector's safe restart across the continent. Special emphasis was placed on the importance of speeding up vaccine rollouts across the continent, as well as addressing security issues that continue to have an impact on how global travellers perceive Africa as a safe tourism destination. Also on the agenda was the current level of connectivity between destinations, with improved air links the harmonization of travel protocols identified as an effective means for boosting regional tourism.

### Tourism's restart 'essential'

Secretary-General Zurab Pololikashvili welcomed delegates to the Commission meeting, providing an overview of UNWTO's work during the ongoing crisis and how this is driven by the stated priorities of its African Member States. He said, "The continent is united in its determination to use the power of tourism to drive development and opportunity for all. And with coordination and targeted investments, African tourism can finally fulfil its unique potential."

### Rebuilding trust in travel

In Cabo Verde, UNWTO Members were brought up-to-date on the development of the International Code for the Protection of Tourists, a landmark code aimed at helping restore confidence in travel. Members were also presented with an overview of the UNWTO General Programme of Work & Budget for the Period 2022-2023. Additionally, signalling a shared determination to keep moving forward even in challenging times, Members also held elections for key positions within UNWTO decision-making bodies ahead of the 24th General Assembly.

### Building capacity

Running in parallel with the Commission meeting, UNWTO hosted capacity building workshops on innovation, digital marketing and investment. These workshops were held ahead of the second edition of the UNWTO Global Tourism Investment Forum, opened by Prime Minister Dr. Ulisses Correia e Silva and featuring the participation of investors from Spain, Germany, Switzerland and the USA as well as public and private sector leaders from across Africa. Backing up the workshop on marketing, UNWTO also launched its new Brand Africa publication. Produced with key African Tourism Partners, the publication aims at helping destinations use effective branding to diversify and attract visitors.

Also in Cabo Verde, tourism leader celebrated the signing and approval of the UNWTO Declaration on the Future of Mobility and Sustainable Transportation, a commitment aimed at the better understanding of how investments can help make the sector greener while also encouraging greater cooperation between tourism authorities and transport providers. Concluding the Regional Commission meeting, UNWTO signed a Memorandum of Understanding (MoU) with the Government of Cabo Verde. The aim of the MoU is to enhance cooperation between UNWTO and the Ministry of Tourism to strengthen the country's branding, boost tourism education initiatives, and support research into the socio-economic impact of the sustainable development of tourism across Cabo Verde.

## 64th UNWTO CAF MEETING IN PICTURES



• Dignitaries applauding the performances by the songstress



• Prime Minister of Cabo Verde: Dr. Ulisses Correia e Silva addressing the gathering



• Working session at the 64th CAF Meeting



• Cote d'Ivoire's Minister of Tourism Siandou Fofana



• The Carnival queens from Sao Vicente thrilled delegates at the welcoming reception



• Cabo Verde Songstress Sadia Youssouf



• Roundtable session of the Global Tourism Investment Forum



• Roundtable session of the Global Tourism Investment Forum



• Elcia Grandcourt- Regional Director for Africa, UNWTO



• President Fonceca inspecting the exhibition booth by Cabo Verde Photographer Ze Pereira



• Zambia's Ambassador to France Sata interacting with a delegate at the conference



• Participants observe the national anthem of Cabo Verde



• Delegates seated at the official opening of CAF



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## Tourism unites behind the Glasgow Declaration on Climate Action at COP26



The 'Glasgow Declaration for Climate Action in Tourism' was launched at the UN Climate Change Conference COP26. Some of tourism's biggest businesses have joined governments and destinations in committing to cut emissions in half by 2030 and achieve Net Zero by 2050 at the latest.

The Glasgow Declaration recognizes the urgent need for a globally consistent plan for climate action in tourism. Signatories commit to measure, decarbonize, regenerate and unlock finance. Additionally, each signatory commits to deliver a concrete climate action plan, or updated plan, within 12 months of signing.

Speaking at COP26, UNWTO Secretary-General Zurab Pololikashvili stressed that "while many private businesses have led the way in advancing climate action, a more ambitious sector-wide approach is needed to ensure tourism accelerates climate action in a meaningful way". He added that "the Glasgow Declaration is a tool to help bridge the gap between good intentions and meaningful climate action".

Already, more than 300 tourism stakeholders have signed up to the Declaration, including leading industry players to destinations, countries and other tourism stakeholders ranging from large to small. The Glasgow Declaration was developed through the collaboration of UNWTO, the United Nations Environment Programme (UNEP), Visit Scotland, the Travel Foundation and Tourism Declares a

Climate Emergency, within the framework of the One Planet Sustainable Tourism Programme committed to accelerate sustainable consumption and production patterns.

"WTTTC is delighted to be a supporter and launch partner to the Glasgow Declaration and thereby add our voice, the voice of the global private sector, to this important collective call for heightened ambition in the travel and tourism sector. The Glasgow Declaration is a real opportunity for travel and tourism to unite and show true leadership as we strive towards Net Zero", said Julia Simpson, President and CEO, WTTTC.

"Through the Glasgow Declaration, the One Planet Network's Sustainable Tourism Programme offers a common platform to catalyze climate action in tourism. This Initiative is fundamental to create the right momentum to accelerate climate action in tourism through sustainable consumption and production", said Mr. Jorge Laguna-Celis, Head of the One Planet Network Secretariat, Economy Division, UNEP.

"As UN High-Level Climate Action Champions, we warmly welcome the Glasgow Declaration and recognise the efforts of the over 300 Launch Partners. This is a pivotal step, aligning the tourism sector on our Race to Zero campaign's goal of halving emissions by 2030 and achieving Net Zero by 2050 at the latest", said Gonzalo Muñoz, High-Level Climate Champion.

The launch event at COP26 featured a panel discussion underscoring the importance of increased climate action and ambition in the tourism sector, with contributions from David W. Panuelo, President of the Federated States of Micronesia alongside Iván Eskildsen, Minister of Tourism for Panama; Jan Christian Vestre, Minister of Trade and Industry for Norway; Patrick Child, Deputy Director-General for the Environment at the European Commission; Julia

Simpson, CEO of the World Travel and Tourism Council; Catherine Dolton, Trustee and Treasurer of the Sustainable Hospitality Alliance; Darrell Wade, Co-founder and Chairman, Intrepid Group; and Jeremy Smith, Co-founder of Tourism Declares a Climate Emergency.

The more than 300 signatories include businesses, countries, tourism stakeholders and destinations.

## Tanzania to host 65th UNWTO CAF Meeting



• Zurab Pololikashvili-UNWTO SG and Tanzania's Minister of Tourism and Natural Resource Dr Damas Ndumbaro

The United Republic of Tanzania has been selected to host the next session of the United Nations World Tourism Organization (UNWTO) Commission for Africa Meeting.

The East African country received unanimous approval during the 64th Commission Meeting in Sal Island, Cabo Verde to host the 65th session in 2022.

Speaking after a meeting with the Secretary-General of UNWTO, the Minister of Tourism and Natural Resources Dr. Damas Ndumbaro said, Tanzania is ready to welcome tourism ministers and the world to the land of Kilimanjaro and more.

He added that the meeting to be held in Tanzania is a testament to the commitment of President H.E Samia Suluhu Hassan's government towards making tourism a key economic pillar for Tanzania. The Head of State last month launched a marketing and promotional campaign to grow the visibility of Tanzania as well as attract the

necessary investments to the country.

UNWTO Secretary-General Zurab Pololikashvili commended the leadership of Tanzania for making tourism a permanent feature in its economic drive.

The Commission of Africa Meetings is held every year as part of UNWTO's statutory events.

The UNWTO Regional Commission for Africa is the major institutional platform where ministries in charge of tourism discuss the latest trends of the sector at the continental and global level and the implementation of their program of work.

The country in conjunction with the UNWTO will announce the date soon.

Tanzania is one of the leading tourist destinations in Africa and has been a member of the UN tourism body since 1975.



## FITUR 2022 regains momentum and rises to the level of its best editions

The 42nd edition of the Feria Internacional de Turismo (FITUR) is set to celebrate the restart of the tourism sector. The event which is the global tourism's major start of the seas is slated to take place from January 19 to 23, 2022.

Organized by IFEMA Madrid, this year's travel showpiece would be held under the theme "Embracing the World" and will feature the Dominican Republic as a FITUR partner country

After the milestone of FITUR 2021, in its "Special Tourism Recovery" edition, with the support of the entire value chain of the international tourism industry, this year's Trade Fair is dedicating all of its effort to the essential mission, to contribute to the recovery of the tourism sector.

This is proven by the 53% growth already recorded for the next edition, compared to the 2021 edition, and the forecast is that it will continue to increase, at a pre-pandemic rate of participation that will strengthen the role of FITUR as the world's leading trade fair.

Thus, FITUR 2022, in alignment with elements such as the gradual normalisation of tourism activities and the backing by the Government in declaring it as an Event of Exceptional Public Interest, as well as the significant



backing from institutions, countries and destinations, hotel chains, travel agencies and tour operators, technological companies, suppliers, transportation and, in general, from the entire tourism value chain, will once again place all of its resources at the service of the industry in its objective to contribute to speeding up tourism recovery and helping the industry to grow.

Along with the worldwide promotion provided by FITUR, the event continues to develop its professionalisation

and specialisation strategy by focusing on the various segments that drive the tourism market.

FITUR's incredible role in the promotion of all facets of the tourism industry has seen it expand its specialized activities to include with i FITURTECHY; FITUR KNOW HOW & EXPORT, FITUR MICE; FITUR HEALTH; FITUR FESTIVALS & EVENTS; FITUR TALENT; FITUR LGBT; FITUR LINGUA and FITUR WOMAN.

Aside the events, there will be special B2B sessions and activities programs that showcase some of the future key points and challenges, with special emphasis on the digital transition, technological progress and sustainable development.

Alongside these sections, this year's FITURNEXT Observatory is dedicated to boosting good tourism practices regarding accessibility.

FITUR will be held throughout 8 halls, divided as follows: America in Hall 3; Europe and Middle East, Hall 4; Asia-Pacific and Africa, Hall 6; Spanish Official Organisations, Halls 5, 7 and 9; Travel Technology and Companies in Halls 8 and 10,

### Partner Country

This year the Dominican Republic is the FITUR Partner Country, therefore it will have prominent positioning and strategic visibility to showcase the country's many tourist attractions. This is the second time that the Dominican Republic is the "FITUR Partner", the first being in the FITUR 2019 edition, and so far, it is the only one that has collaborated twice as a partner.



## UNWTO and AFRAA cooperate to Restart Tourism in Africa

UNWTO has signed a memorandum of understanding (MoU) with the African Airlines Association (AFRAA) to work more closely together and strengthen the relationship between the aviation and tourism sectors.

The MoU was signed by Abdérahmane Berthé, AFRAA's Secretary-General and UNWTO Secretary-General Zurab Pololikashvili. Under the terms of the agreement, both parties will consult each other on matters and activities of mutual interest to develop greater connectivity and advance seamless travel across Africa. The two parties will also work together to encourage greater cooperation and dialogue between the transportation and tourism sectors within the continent.

### A coordinated restart of African tourism

Secretary-General Pololikashvili said: "Coordination and cooperation are essential for the safe restart of tourism across Africa. Closer collaboration between our sector and aviation will also help African tourism grow in the years ahead, driving economic development and providing opportunities for millions



of people throughout the continent."

AFRAA Secretary General, Mr. Abdérahmane Berthé stated: "Aviation and tourism are interrelated and interdependent. By signing this MoU, AFRAA and UNWTO will augment the coherence between the two sectors as well as harmonize the respective regulatory frameworks and sectorial policies."

In the more immediate term, the new MoU is aimed at helping mitigate the impacts of the pandemic on African aviation and restarting international travel. Looking further ahead, the agreement will also help grow the overall benefits of tourism and air transport within both national and regional economies.

## Meet Newly Appointed African Tourism Ministers



Fatim-Zahra Ammor is Morocco's newly appointed Minister of Tourism, Handicrafts, Social and Solidarity Economy. Ammor replaces Fethat El Alaoui as Minister of Tourism and joins six other women in Morocco's new cabinet. She previously worked alongside Akhannouch as the General Commissioner of Morocco's display at the 2015 World Expo in Milan. Now, Akhannouch has tapped her once again to head the management of Morocco's vital tourism industry. She served for over a decade as Chief Marketing Officer and business executive in the Akwa group, Morocco's largest oil-focused business conglomerate. She also worked as an independent business consultant for businesses across Morocco and Europe.



Former Minister of Tourism in Tunisia Habib Ammar's relatively short stint as head of the sector came to an end following the formation of new cabinet by President Saïed. In a very magnanimous gesture to welcome his successor, Mr Ammar said, time has come for him to move on and welcome Mohammed Al-Moez Belhussein in the tourism portfolio. In his inauguration speech, Minister Mohammed Al-Moez Belhussein was full of praise for his predecessor Mr. Habib Ammar for all his efforts during his supervision of the ministry and assured that he will continue working with stronger determination and strategic vision for the further development of the tourism sector, as well as the contribution of traditional industries to the economic cycle and creation employment especially for vulnerable groups in the country.



Zambia's Tourism industry has welcomed the appointment of Member of Parliament for Livingstone Central as the country's new Minister of Tourism and Arts, Rodney Sikumba. Mr Sikumba was named by President Haikende's Government to lead the sector. He is a known face in the southern Africa's tourism sector. He once chaired the Tourism Association of Livingstone. Zambia has been an active player in the activities of the UNWTO and he is expected to provide new leadership as it strive to get tourism going.



Following changes in Niger's Government, Mr Mohamed Hamid was named as the West African country's new Minister in charge of Tourism and Artisans.



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The Soweto Gospel Choir at the official opening of the summit

## ATTS2021: Despite Covid-19, tenacious Africa is open for business

With the third wave of the Coronavirus waning in Africa, the time is right for Africa's tourism industry to make a comeback and there is no better way than to start with Africa's Travel and Tourism Summit.

The Summit opened on Monday, 20th September 2021 with delegates and speakers joining both physically and virtually from Johannesburg, Durban and Lagos.

Speaking at the COVID-19 Snapshot, Director-General of Tourism Victor Tharage said that scenario-based planning is crucial to mitigating the impact of unforeseen destabilising events. "You need a countrywide risk management plan that kicks in. You must imagine these eventualities, and draw multiple plans you can draw on all the time. Your solutions must not be data-based but data informed that could take you into the future."

Statistically, the COVID-19 pandemic has significantly dented the tourism industry in Africa. According to Statistics South Africa, all ten leading SADC countries have shown a decrease in inbound tourist numbers from 2019 to 2020. Botswana had the largest percentage decrease of 80.6%.

Outside of SADC, Côte d'Ivoire had the largest percentage decrease at 77.4%. Domestic tourists in Kenya cut their holiday expenditures by 37.5 percent in 2020 amidst massive job losses and pay cuts due to the pandemic.

It is estimated that tourism jobs in the East African region

dropped by 46%, from 4.1 million to 2.2 million, according to a new report published by the East African Business Council. It is estimated that a total of \$57.8 million (R857-million) is needed to implement the East African tourism sector's recovery plan.

Senior Researcher at the Council for Scientific and Industrial Research, Dr. Ridhwaan Suliman, said that Africa has only administered approximately 129-million vaccines, just 2.2 percent of the 5.9-billion administered worldwide. "The good news is that South Africa and neighbouring countries are looking towards the end of the third wave, having surpassed the more severe phase. But the likelihood is South Africa will experience a fourth and fifth resurgence and we will need to take the scenario into account for planning. The country is many months behind high-income countries and will have to find ways of dealing with possible resurgences."

Toby Berger, the Director of Travel of Singapore-based digital identity solutions company Affinidi, said that vaccination certificates with an embedded QR code can help governments prevent production of fraudulent paperwork. "Usually when you get a vaccine you get a piece of paper and show it to someone. There is nothing on a vaccine that enables tamper proofing. You can photocopy it. New standards look like QR codes so all information is embedded in this code. Companies like Affinidi have the keys to unlock the information in those QR codes."



## ATTS2021: Improved transport infrastructure needed for free movement of goods and people in Africa



from Africa's reliance on trade routes established during the colonial era. "Before we became independent, travel infrastructure was built for us to be taken to those colonial countries, and the trade took place between Africa and other parts of the world, not amongst Africans within Africa. And that infrastructure is still there."

M'Poko said that intra-African trade should be the driving force behind travel, yet the current infrastructure does not facilitate it. "When we talk of African Continental Free Trade Agreement, we talk about trading. We need to buy from each other but we are not producing enough to sell to each other."

### SAA reboots with connections to Africa

South African Airways is resuming flights on 23rd September, which is a monumental moment since exiting business rescue in April. Initial flights will operate from Johannesburg to Cape Town, Accra, Kinshasa, Harare, Lusaka, and Maputo. The airline's Chief Commercial Officer, Simon Newton-Smith, said that airlines are meant to connect people and destinations across the continent. "Why we chose those destinations is because our passengers can get into those markets easily."

He said that while Africa has 14 percent of the world's population, it only has two percent of global airlift. That is because direct flights between major African cities – which have limited infrastructure – are still problematic to establish. "The vision is around partnerships to make it easier for passengers to feel like one seamless journey."

### Inward-looking policies sustain tourism

Geoffrey Manyara, the East African regional Economic Affairs Officer at the United Nations Economic Commission for Africa, said that COVID-19 has forced many nations to develop inward-looking policies to sustain their tourism industries. He spoke of landlocked Rwanda, whose government has been ensuring travel from neighbouring countries remains strong. "Intra-African collaboration is needed, at least with neighbouring countries. When a government is involved it helps the industry."

Manyara said Rwanda has tapped into its love of sports, particularly basketball, to build a post-COVID tourism industry.

Africa's 54 states are home to some 1.38-billion people. It should be simple for people to move freely across the continent. Yet, mobility still remains Africa's biggest challenge to date.

Speaking on improving mobility and addressing barriers to travel at Africa's Travel and Tourism Summit on 20th September, Deputy Minister, Fish Mahlalela said current transport infrastructure needs to be improved for it to play a role in building a sustainable tourism industry. "Mobility is both a means and a product. Without transportation, there will not be a travel and tourism industry. We will need to improve infrastructure across the continent to make travel efficient and reliable."

Ever since the African Union was established in 1963, the idea of free movement of people and goods has always been on the agenda, said Mahlalela. But transport infrastructure was an impediment and continues to be so. Mahlalela had experienced first-hand the challenges to mobility in Africa. To get to Cameroon, he had to travel via Paris, France. "That is the challenge of connectivity and air space."

### Colonial era routes still heavily relied on

The Democratic Republic of Congo's Ambassador to South Africa Bene M'Poko said Africa's mobility challenges come

# Africa's Travel and Tourism Summit in Pictures



• South Africa's Minister of Tourism Lindiwe Sisulu



• Acting CEO of South African Airways Thomas Kgokolo and Fouad Caunhye, Regional Manager of Qatar Airways speaking on the aviation panel



• A panel session on the final day of the conference



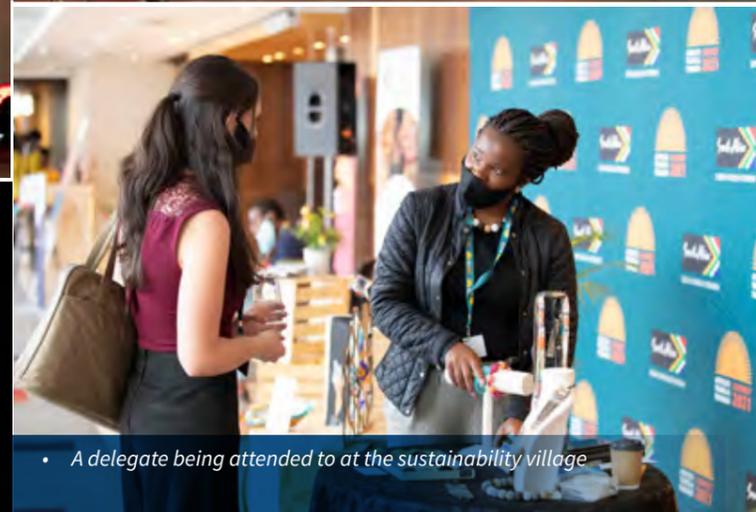
• Participants at the networking session



• MC for the SMME Day at the Conference Thami Nkademeng



• Acting Board Chairperson of South African Tourism addressing the delegates



• A delegate being attended to at the sustainability village



• The scintillating performance by the traditional group



• General Manager for Global PR at South African Tourism, Altaaf Kazi



• Acting CEO of South African Tourism, Ms Sthembiso Dlamini



• A choreographed performance depicting Africa's unique and diverse offering



## South African content creates deeper cultural affinity, potentially drives tourism



Santana, Riding with Sugar, Seriously Single and many more. "It is about partnering to showcase the best of the local culture. It is about South Africans telling their stories to the world. There is a connection that happens when people view content and stories on Netflix. What we found is this power to be a cultural ambassador for South Africa and the continent."

### Netflix Cultural Affinity survey's startling results

Netflix conducted a Cultural Affinity survey with subscribers from Canada, Germany, the US, the UK, Brazil and France and found that after watching South African content, they were 3.1 times more likely to make South Africa their number one travel destination while also being 5.6 times more likely to learn a local language.

The survey also found that South African content is a powerful vehicle for creating deeper cultural affinity that could drive tourism. "It ties into the objective that tourism boards around the world want to achieve of how they can leverage the power of storytelling on the service and translate it into actual tourism influx. By bringing these insights to the government, we thought they could leverage this opportunity to increase actual tourism traffic," said Sanni.

Findings showed that viewers of My Octopus Teacher wanted to visit South Africa for its nature and wildlife, viewers of Blood & Water were attracted to its landmarks and monuments, while viewers of Seriously Single wanted to explore the country's creative scene. Not only do these stories showcase the beauty of South Africa but also showcase the country as a great film production location for other content creators around the world. "The very first thing for partners to understand is the more authentic the story is, the more compelling it is for viewers – not the simplistic portrayal of Africa, but the true and authentic side of Africa."

Viewers who participated in the survey were able to relate to the stories and characters in these and other South African productions. "They saw themselves reflected in those stories. One US viewer said they felt people in South Africa have the same aspirations and life experiences as those in their country," said Sanni.

She added: "Now more than ever, digital technology allows us to transcend geographical borders and enable people from around the world to view local content,"

### Netflix partnership builds soft power

Chief Marketing Officer of South African Tourism, Mzilikazi Themba Khumalo, said that the partnership with Netflix would build the soft power base for South Africa and the continent and export the African way of life. "It is so the world can perceive the way we are talented, young and fresh and export the whole tapestry from a cultural standpoint."

The partnership between Netflix and South African Tourism

• *Altaaf Kazi- Global PR Manager at SA Tourism and Chief Marketing Officer of South African Tourism, Mzilikazi Themba Khumalo in a conversation with Netflix's Director of Public Policy for sub-Saharan Africa Shola Sanni*

Netflix announced the launch of the Made in South Africa content collection – a curated collection featuring over 80 South African films, series, documentaries and reality TV shows created by some of the country's most prolific talent both behind and in front of the camera. The collection highlights South African storytellers and talent who have elevated South Africa's creative industry recognition around the world.

The collection was announced after the global streaming service shared the results from a survey called Cultural Affinity Study at a panel session hosted by SA Tourism at Africa's Travel & Tourism Summit held in Johannesburg and Durban on Tuesday 21 September 2021. The Cultural Affinity survey came out of the partnership between South African Tourism and the world's leading content streaming service announced in March this year.

With the tourism sector being one of the hardest hit by the Covid-19 Pandemic, South African Tourism looked at creative ways to retain the country as an attractive travel option to global travellers. In March this year, South African Tourism and Netflix agreed to explore joint opportunities that look to showcase South African-made stories that can drive international arrivals to the country.

Speaking at the summit, Shola Sanni, Netflix's Director of Public Policy for sub-Saharan Africa, said the Made in South Africa collection will be accessible to Netflix's over 209-million subscribers from over 190 countries and will feature shows included in the Cultural Affinity survey and the much-loved shows and films such as My Octopus Teacher, Blood & Water, JIVA!, How to Ruin Christmas: The Wedding, Trippin' with the Kandasamys, I Am All Girls, Queen Sono, Kings of Joburg,

was born from the onset of the Coronavirus pandemic. People were not able to travel and opted for consuming content on platforms such as Netflix. "We saw that as an opportunity to enhance South Africa's communications to the world as storytelling in the long-form," said Khumalo.

He said that destinations can serve as backdrops for films so as to attract viewers to those places. "As a tourism body, we need to have a backdrop for a story that Netflix wants to tell. If you watch American movies shot in Washington DC, shots of the White House, The Capitol and other key icons in the city are shown. They have built the iconography in the film to project the power of the destination."

According to Sanni, for every original production, 67% of the budget goes to other sectors other than film. "Countries must realise that the film industry must be leveraged to fulfill economic deliverables."



• *Chief Marketing Officer of South African Tourism, Mzilikazi Themba Khumalo*

## Vaccination will boost confidence of visitors to Kenya as a safe destination



• *Kenya's Cabinet Secretary of Tourism and Wildlife Najib Balala*

Kenya's Tourism and Wildlife Cabinet Secretary Najib Balala says the safety of travelers all over the world as a result of the Covid-19 Pandemic has become a priority. He is therefore optimistic that ongoing vaccination in the country will enhance the level of confidence on safe travels among visitors into Kenya.

The CS made the remarks during this year's Magical Kenya Travel Expo (MKTE) which was held on 5th to 6th October.

The annual event which was postponed in 2020 due to the Covid-19 pandemic has attracted travel trade from about 40 countries from across the globe and is the largest tourism fair in the region. The buyers include tour operators, travel agents and DMCs from Kenya's key tourism source markets in Europe, Africa, Asia and the Americas

It brings together domestic, regional and international tour operators, travel agents, destination agencies and various

other players in the tourism trade to network and facilitate tourism business

Balala called on the industry players to implement the learnings of the pandemic as they market their products and experience offering to travelers. "As we move forward, we must take into consideration the fact that we now have a changed traveler, a traveler who is more health conscious and make decisions with this consideration" said CS Balala.

The CS at the same time disclosed that the ministry will soon develop a post- Covid-19 pandemic mitigation strategy to fasten the recovery of the tourism sector that has received a heavy hit from corona virus.

"To keep pace with the fast-changing needs of visitors and challenges faced by the tourism industry, the industry has to act swiftly and adjust its strategies for tourism development from time to time. "added the CS.

The Magical Kenya Travel Expo has over the years brought together different international buyers from top prioritized countries into Kenya who have seized and created opportunities in the tourism sector for a long time now

During the two-day expo, one-on-one meetings will be held on our highly efficient virtual meeting platform for both pre-scheduled meetings and speed networking sessions to reach key individuals. Participants can also get involved in thought provoking panel discussions and watch exciting on-demand videos of our destination.

The platform's interface will have directory listings, options for meetings, choice content sessions where participants will have a variety of live sessions to choose from and will also have debates and forums from industry experts to choose from.

## Reflections from Magical Kenya Travel Expo 2021

The CEO of the Kenya Tourist Board (KTB) Dr. Betty Radier has described as successful, this year's Magical Kenya Travel Expo (MKTE2021) which took a virtual format.

It was the first-ever virtual MKTE which had been occasioned by the current Coronavirus pandemic which has put limitations on in-person gatherings the world all over.

In a conversation with VoyagesAfric on the VA Tourism Podcast, the CEO noted that the first virtual platform provided participants a seamless means for them to conduct their meetings.

"As per the last day of the show, there were no complains on people logging into their meetings, fulfilling, and conversing with intended meetings or scheduling and adjourning meetings," she said, adding that "consumers were able to meet their expectations and the objectives of the event as they had successful meetings."

On the Overall engagement and organization of a virtual event as compared to a physical event, Dr. Radier stated that to measure the effectiveness of the virtual event, KTB conducted an evaluation and research on each individual day to track the progress of the events in line with the planned activities.

"The research was geared towards ascertaining any incidences that might have occurred as well as having a measure of the number of people who logged into the system," she indicated.

To ensure that the members were engaged throughout the session, the meetings strictly adhered to meeting times which was fixed at 25 minutes to ensure the participants are tackling the most important items and strict adherence to diary times.

With this year's theme of 'Re-igniting the Magic,' Dr. Radier said that they had an extensive 8–10-week session with key



stakeholders in the travel and hospitality to review where the destination was and the impact of the pandemic. They were then able to draw a strategic framework complete with timelines aware that the strategy needs to be able to adapt to any unforeseen trends.

They also looked at the domestic market and engaged multi-agencies drawn from the ministries of tourism, health, interior and foreign affairs to look at policies relating to travel that would enhance domestic tourism.

The KTB CEO disclosed that among the policies that have been implemented to position the destination competitively are the travel locator and contact tracing form which are geared toward ensuring that visitors to Kenya can immediately experience the destination.

The Kenya Tourism Board is aiming to push MKTE to the larger global scale in by roping in more partners from Africa and all over the world.

"For that to happen, the first step would be to ensure destinations within Africa acknowledging the show as having the gravitas, impact and quality in terms of interactions they are looking for from a show whether in Kenya or any other market they go to shows in," Dr. Radier emphasised.

She said KTB will continue to monitor the COVID-19 situation to determine the format the next MKTE will take. MKTE2021 was held on October 5-6, 2021.

## WTM Africa and ILTM Africa go Hybrid in 2022

**W**orld Travel Market Africa (WTM Africa) and the International Luxury Travel Market Africa (ILTM Africa) will be adopting a hybrid format for the popular travel and tourism trade shows in 2022, allowing exhibitors to connect with buyers both at a live event and a two-day virtual event. The hybrid format ensures a significant return on investment and buyers and exhibitors can benefit from 22% more meeting time slots than what was previously available to them.

WTM Africa will be held live and in-person from 11 to 13 April 2022, alongside ILTM Africa. As Africa's only inbound and outbound premier travel and tourism trade show, the event will once again bring together exhibitors and buyers from across the globe to connect, exchange ideas, share news and discuss innovation within the travel and tourism sector.

The three-day live event in the Host City of Cape Town is open to all travel trade professionals. Visitors can look forward to attending conference sessions with speakers from around the globe, face-to-face networking, the African Responsible Tourism Awards, press conferences and more!

Recognising that some buyers might not be able to attend the live event, the event organisers have introduced a hybrid format for the show. The hybrid event will take place on 04 and 05 April and will only be open to exhibitors who are also attending the physical event one week later.

During the virtual event, exhibitors will be able to connect with buyers from around the world who are not able to attend the live event because of border closures, COVID regulations or simply a lingering unease to travel. Both one-on-one meetings as well as virtual speed networking sessions will be available on the same platform that was successfully used for ATW Virtual 2021. The virtual event is exclusive to exhibitors and buyers only.

Different buyers will attend each event meaning that exhibitors will receive marked value as the buyers that they will meet online will be different to those that will be attending the physical event thereby offering a diverse and enhanced pool of buyers.

"Our focus has always been to ensure the best return on investment for our clients. Africa Travel Week 2022 will enable education and content

sharing as well as networking, providing the opportunity to meet and discuss business, leading to contracts being signed whilst expanding connections," says Megan Oberholzer, Portfolio Director: Travel, Tourism and Creative Industries at Reed Exhibitions.

"We are thrilled to finally bring exhibitors and buyers together in person in the Host City of Cape Town. Africa Travel Week is proud to have been partners with the City of Cape Town since the inception of WTM Africa in 2014 and we're grateful for the unwavering support the city has shown us. As one of the most beautiful cities in the world, Cape Town truly is the ideal destination for travel and tourism industry players to not only communicate and connect, but also to share stories and laughs over a glass of wine. Although virtual connections have kept our industry afloat over the past year, it is now time to take it to the next level again. A compelling live event creates memories and meaningful relationships. And, after all, that's what our industry is all about."



# Africa's Travel Indaba and Meetings Africa events return in 2022



After the cancellation of two signature global trade shows due to the COVID-19 pandemic, South African Tourism is excited to once again host both Meetings Africa and Africa's Travel Indaba.

The destination marketing organisation has today confirmed that the flagship business events and leisure trade shows will return next year, with both platforms being hosted as physical events with limited virtual components.

The last Meetings Africa was hosted in February 2020, just before the coronavirus outbreak, when it celebrated its 15th year anniversary.

Africa's Travel Indaba did not take place in 2020 and 2021 due to global restrictions on movement and immigration regulations necessitated by the COVID-19 pandemic.

Meetings Africa will take place from 28th February 2022 to 2nd March 2022 at the Sandton Convention Centre, in Johannesburg, while Africa's Travel Indaba will be hosted from 2nd to 5th May 2022 at the Inkosi Albert Luthuli International Convention Centre in Durban. Both events will have virtual participation capabilities, albeit to a limited extent.

As South African Tourism charges forward with its commitment to the recovery of the tourism sector, the return of these shows will promote and market the country's business events hosting capability and showcase destination South Africa's leisure tourism products and experiences. The hosting of these events will contribute to the country's economy, as delegates

from various parts of the world will attend these trade shows.

Over the recent past, South Africa has recorded a significant reduction in the number of new COVID-19 infections. The vaccination program is well under way as part of the South African government's efforts to contain the spread of the virus. The country aims to have 70% of its adult population fully vaccinated by the end of 2021.

During his address to the nation on 30th September 2021, His Excellency President Cyril Ramaphosa moved South Africa to adjusted alert level 1, reduced the hours of curfew and increased the number of people permitted for gatherings up to 750 people for indoor and 2 000 people for outdoor gatherings providing a major boost for both for leisure travel as well as for the Business Events industry.

"We are very pleased to bring Meetings Africa and Africa's Travel Indaba back. The need for physical events and face-to-face encounters is evident in both the industry and the public. The experiences over the last months have shown that on-location events can take place safely and successfully, and demonstrate how important they are for dialogue and exchange. We recently hosted Africa's Travel and Tourism Summit, a hybrid format which was a well-executed and attended bringing the tourism sector together for a common purpose of reigniting the tourism sector" said Sthembiso Dlamini, Acting CEO of South African Tourism.

While Africa's Travel and Tourism Summit was not a replacement for Meetings Africa and Africa's Travel Indaba, it did provide a platform to showcase the African continent's leisure tourism offerings and business event capabilities.

"Hosting Meetings Africa and Africa's Travel Indaba will certainly show our exhibitors, buyers, and the world, that South Africa is open for business and that the South African tourism sector has world-class COVID-19 safety protocols in place to deliver on memorable experiences and events. South Africa is ready and well prepared to welcome delegates from across the world," Dlamini concluded.

Registration details for delegate participation for these trade shows will be announced soon.



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## South Africa's participation at Dubai 2020 is anchored on job creation and economic growth

South Africa's Cabinet has announced the country's participation at the EXPO2020 Dubai that will take place in the United Arab Emirates (UAE) from 1 October 2021 to 31 March 2022. The theme of this year's Expo is "Connecting Minds and Creating the Future via Sustainability, Mobility, and Opportunity".

EXPO2020 will provide the country with an opportunity to showcase its vast and diverse array of economic, cultural and tourism opportunities to the world. This world-class investment platform is regarded as the oldest and largest international event on the planet.

Team South Africa comprising of government departments, private organisations, businesses, educational institutions and media representatives will be led by the Department of Trade, Industry and Competition. The delegation aims to showcase South Africa to almost 190 nations and organisations around the world that will gather at the EXPO2020.

South Africa's participation at the Expo is aimed at further reviving the economy, finding sustainable ways to recover from the impact of the COVID-19 pandemic, and creating opportunities for inclusive growth. Team South Africa will focus the conversation on job creation and economic growth, under the theme: "Think South Africa, Think Opportunity."

South Africa as a participating country will showcase its value proposition at the South African pavilion, situated at the Opportunity District, and promote trade



and investment, promoting world class innovative technologies, creative arts, tourism, sports and its unique cultural diversity.

Start-up businesses representing the financial tech, creatives, health tech, Agro-processing, circular economy, green energy and other sectors will travel to the Expo to connect with global investors to unlock business opportunities. Team South Africa will also put more emphasis on agriculture and global business services, the mining, manufacturing and advanced manufacturing sectors – all key creators of jobs that fuel economic growth.

The aim is to give investors and visitors a true experience of what South Africa offers through virtual exhibitions that will enable visitors to engage with companies in virtual discussions. The drive is to turn the conversation about South Africa's story into potential business opportunities.

## Gambia revises Covid-19 Protocols ahead of the Tourism Season

The Government of Gambia has revised its covid-19 protocols ahead of the 2021/2022 winter season. In a statement issued and signed by the Permanent Secretary at the Ministry of Tourism and Culture Mrs. Cordu L. Jabang- Senghore said "The Government of The Gambia with its ardent desire to open up the country for the upcoming 2021/ 2022 Winter Season and in view of the fact that several of our international source markets are revising their COVID 19 protocols, have revisited the COVID 19 protocols that relate to visitors arriving into The Gambia.

The statement continued "All visitors with proof of being fully vaccinated shall with effect from 1st October 2021 be allowed to enter The Gambia without a PCR Test Certificate, they shall not be subjected to a rapid test or be quarantined upon arrival. The full cooperation and understanding of all stakeholders in this endeavor is hereby solicited."



• Gambia's Minister of Tourism Bah and the Permanent Secretary at the Ministry of Tourism and Culture Mrs. Cordu L. Jabang- Senghore

## Celebrations as Seychelles surpasses 2020 visitor arrivals

Well on the way to recovery since the destination's bold decision to kick off the last phase of its reopening in March 2021, the Indian Ocean archipelago market yet another milestone as the 114,859th visitor stepped into the Seychelles sun off Qatar Airways flight QR 678, which landed at 7.40am on Monday, 11 October, officially surpassing the total number of visitors recorded for the year 2020.

The 233 passengers and crew of QR 678 disembarked at the Seychelles International Airport at Pointe Larue to the sight of local dancers performing to the sound of the traditional music as the destination celebrated yet another milestone in its tourism performance.

They also received a token of appreciation from the Tourism Department as a sign of gratitude for valuing the small island destination.

At the airport to welcome the visitors and to mark this achievement the Seychelles' Principal Secretary for Tourism, Mrs. Sherin Francis, said,

"Given the difficult year the travel industry has faced; every milestone calls for celebration. Today, we mark this important achievement with gratitude. Only two weeks ago we welcomed our 100,000th visitor for the year. The number 118, 859 today is a significant number as it shows that Seychelles remains a preferred destination for visitors. The figure is also a testament to the passion and dedication of the work done by our offices around the world, our industry partners and all Seychellois helping in the restart of the pillar of our economy. It is a proud day for our destination, as we have done in only 10 months what we had assume as the worst-case scenario in our recovery strategy."

A dynamic diversification strategy following the tourism



• The Director of Destination Marketing at Tourism Seychelles Mrs Bernadette Willemin welcoming tourists with souvenirs from Seychelles

industry collapse after the onset of COVID has seen a steady increase in arrival numbers from Seychelles top current feeder markets including Russia, United Arab Emirates (UAE), Israel, Germany, France and Switzerland.

With Seychelles now on the approved travel list for UK as well as Italy, the resumption of flights by Condor and of Air France later this October, local tourism and hospitality operators are anticipating better times ahead of the half-term and winter holiday season as its traditional visitor source markets in Europe kick into gear.

Linking its economic recovery to a nation-wide vaccination programme, public health protocols as well as rigorous COVID-safety training and certification of businesses, tourism and hospitality operators, Seychelles was one of the first destinations to reopen its borders fully to visitors in March 2021, a strategy which is clearly paying off for the country for whom tourism is the main economic pillar.



• The CEO of Tourism Seychelles Mrs Sherin Francis with arrived tourists at the Seychelles airport

# Semaine Congolaise du Tourisme heralds' country's commitment to Domestic Tourism



• Modero Nsimba Matondo, Minister of Tourism, DRC

The Democratic Republic of Congo is turning to tourism as its new economic growth pole to create employment opportunities for the masses especially the youth.

The Ministry of Tourism under the patronage of President Antoine Tshisekedi organized the first tourism as part of the world tourism celebrations held in Katebi in the Lualaba Province.

The event which drew participation from the length and breadth of the country had international experts sharing experiences in the fields of marketing, communications, and branding. Other areas of focus included the Development and production of tourism in the DR, Tourism, Digitization, and Standards, and Tourism, investment, risk and operating sector.

Speaking at the opening of the show, the Minister of Tourism Modero Nsimba Matondo said the Congolese Week of Tourism-Kolwezi 2021 Placed under the High Patronage of the President of the Republic His Excellency

Félix Antoine Tshisekedi, the Congolese Tourism Week has set as a major objective to highlight the tourism assets of the Democratic Republic of the Congo in order to make more visible and sustainable for the destination, ie «DRC».

He added that it was intended as a framework for appealing to investors and seeking financing for projects of tourism interest carried out by private operators as well as by public entities or structures.

Several events and activities were selected during the Week, this included: A Park of exhibitions; the Forum on the tourism industry in Panel format; the Ministerial meeting; guided tours as well as various cultural activities.

The Governor of the Lualaba province Fifi Masuka Saini in her closing remarks said the region is ready to give investors the necessary support.

“We want investors of the tourism sector to feel comfortable from now on. The province of Lualaba is ready and extends its hand for a lasting partnership in the field of Tourism” the governor said.



• Fifi Masuka Saini, Governor of Lualaba Province, DRC

An exhibition centre was opened with several operators from the provinces exhibiting their products.

Beyond these areas, two specific spaces have been offered to young people and women in order to highlight, Youth and women entrepreneurship.

Another highlight of the Congolese Tourism-Kolwezi week 2021 was the organization of the tourism industry forum in the DRC.

The actors of different economic sectors of tourism gathered around the panelists, experts and specialists to share their experiences and exchange on the development of tourism.

# Semaine Congolaise du Tourisme in Pictures



• Modero Nsimba Matondo, Minister of Tourism, DRC and Fifi Masuka Saini, Governor of Lualaba Province, DRC



• Dignitaries inspecting exhibition stands



• Traditional Dance performers at the exhibition grounds





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## Cabo Verde Government to invest Eur 50 million in Tourism

The Prime Minister of Cabo Verde Jose Ulisses Correia e Silva has revealed plans by his government to invest 50 million euros in the tourism sector in the next five years.

This is part of the strategies to accelerate the recovery efforts of the country. The Premier made this statement at the opening of the Cape Verde International Tourism Forum.

“Over the next five years, the Government will invest around fifty million euros in the Tourism Operational Program.” he said.

The Prime Minister expressed optimism about the signs of resumption of tourism activities on the island.

### Vaccination Drive

The archipelago island has reached an impressive 79.6% of the adult population vaccinated with at least one dose and 50,9 % with full vaccination.

“In a pandemic environment, interest and confidence in the country have been maintained and consequently, unlike expected, increased the foreign direct investment level. New

## First Accelerator for Sustainable Tourism in Tunisia

Tunis/Tunisia — The first accelerator for sustainable tourism will be set up in Tunisia thanks to a cooperation agreement signed between the Promotion of Sustainable Tourism project and the Carthage Business Angels network, said the German agency for international development cooperation (GIZ) on Friday.

This initiative will be implemented by the Carthage Business Angels with the support of the Promotion of Sustainable Tourism project within the framework of its «Grow Together» initiative.

It will provide 15 startups and innovative companies in 3 successive cohorts with training, personalised mentoring and access to finance.

The Grow together initiative, through its two components: coaching and acceleration, supports a new generation of actors and projects in the field of sustainable tourism in Tunisia



• Dr. Ulisses Correia e Silva, Prime Minister of Cabo Verde

projects worth more than EUR 1.2 billion were approved in 2020 alone. Making these investments will have a positive impact on economic growth and employment in the coming years’ Ulisses Correia e Silva.

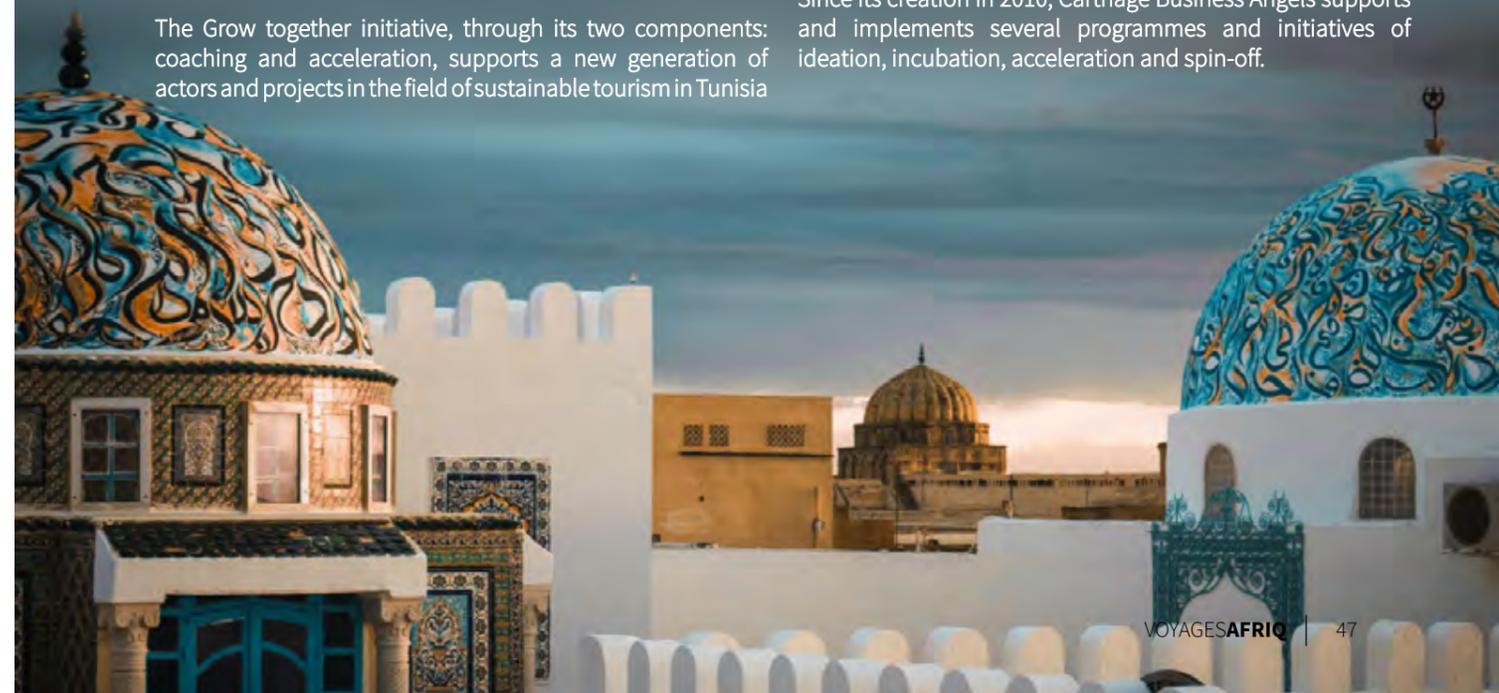
“New opportunities will emerge with greater strength from a more selective demand for differentiated and sustainable experiences, low concentration of masses, but with an eye on sustainability. We invested around EUR 40 million of the tourist tax in the refurbishment of shack areas in Sal and Boavista and accessibilities, urban safety, health infrastructure, tourist information posts, stimulation of entrepreneurship and training, important investments for formatting, and qualification of the tourism products.

by supporting them in their evolution and by facilitating their contact with other professionals in the tourism sector.

The “Promotion of Sustainable Tourism” project is a joint action of the European Union within the framework of the «Tounes Wijhetouna» programme and the German Federal Ministry for Economic Cooperation and Development (BMZ) implemented by GIZ Tunisia, in partnership with the Ministry of Tourism and Handicraft.

Carthage Business Angels is a non-profit organisation, licenced since 2010. It is the first network of Business Angels in Tunisia, which encompasses the entire value creation and development chain of startups.

Since its creation in 2010, Carthage Business Angels supports and implements several programmes and initiatives of ideation, incubation, acceleration and spin-off.



## First phase of Sublime Côte d'Ivoire to be completed by 2025



• *Siandou Fofana,  
Cote d'Ivoire's Minister of Tourism*

The first phase of Côte d'Ivoire's flagship tourism project, the Sublime Côte d'Ivoire is expected to be completed by 2025.

The Project which was launched in 2018 by the cabinet of the Government of Côte d'Ivoire with an impressive ceremony in Abidjan, is on course to help change the Tourism landscape of the West African country, stated the Minister of Tourism and Leisure during his exclusive interview with Voyages Afriq in Abidjan.

Aside from making Côte d'Ivoire Africa's fifth biggest tourism destination by 2025, Mr. Fofana highlighted that by the end of that first stage, hundreds of thousands of new jobs will have been created to mainly benefit the younger population.

"The completion of the first phase will drive employment and our intention is to create over 700,000 new jobs with youth as our main focus. From then on, we will be set to welcome four to five million tourists, making this sector the fourth economic pillar of the country. This will in turn make Côte d'Ivoire the fifth biggest tourism power on the continent and the joint leader in African business tourism," stated Fofana.

Projects envisaged under the strategy include establishing additional tourist attractions on a 6,000 hectares land reserve; creating a new Standards and Practices tourism code along with a bank of tourism-sector projects, and the redesigning of tools to support those working in the industry.

The government also plans to strengthen security and health care, develop the aviation sector and increase airport passenger flow to three million, along with the training and qualification of over 230,000 sector professionals.

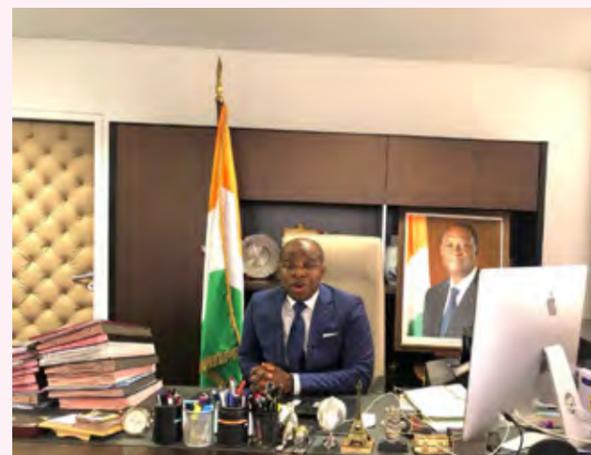
Minister Fofana also added that by end of phase one, tourism will be contributing between 8-10% of the country's GDP. "Sublime Côte d'Ivoire will give a whole new dimension to our country with the development of big hotels, creating new infrastructures of reception, leisure, and entertainment of all kinds which will come to improve our offering."

During this initial period of implementation of the strategy, the Government has committed over CFA 3.2 billion to investments in the sector, having a direct impact in terms of opportunities for many Ivorians, especially the small and medium scale enterprises (SMEs). "Our plan is to use Sublime Côte d'Ivoire to create opportunities for all and ensure that the value chain benefits from it," the Minister said.

Fofana also emphasised how fulfilling it will be to see how this mega project will contribute to the territorial development of Abidjan as well as the ripple effect it will have on the countryside. It is expected that the project will completely change the landscape of the country and improve its infrastructure, to meet the demands of what this new Côte d'Ivoire is shaping up to be.

The Minister paid glowing tribute to the President of the Country, H.E. Alassane Ouattara, for his vision and for having Sublime Côte d'Ivoire as part of his Government's economic strategy, known as Côte d'Ivoire Solidaire, which has allocated over CFA 59,000 billion to the development of the nation till the end of 2025.

He also added that the tourism sector is committed to playing its key role in the President's long term plan, and that Sublime Côte d'Ivoire will be a defining project not just for Côte d'Ivoire but to position the West Africa region as a leading international tourism hub.



## Mozambique: Eldevina Materula urges the private sector to align plans with the Governments' vision



• *Minister Materula (2nd from left right) in a group photo with the members of the delegation*

The government's invitation to the private sector is to engage on all fronts and aims to promote the tourism potential and attract the required investments to the tourism sector.

"We count and always want to count on CTA in the materialization and implementation of government plans and actions. It is important that we are aligned with the same vision and work on the same cause. We recognize your role and that is why we have gathered today."

The President of the Tourism Ministry at CTA, Mohamed Abdullah, said at the meeting that the vision of the Minister and the Ministry, in general, meets the vision of the private sector.

Mozambique's Minister of Culture and Tourism, Eldevina Materula has encouraged the private sector to align its strategies with the vision of the government.

The Minister made the call when she held a meeting with the Confederation of Economic Associations (CTA) headed by President Mohamed Abdullah on 14 October 2021.

The meeting was set against the backdrop of the election of Mozambique as a Member of the Executive Council of the UNWTO, whose inauguration will take place on 3 December in Madrid, Spain at the 24th Session of the General Assembly of the World Tourism Organization.

At the event, there was also talk of Mozambique's participation as a tourist destination at Dubai Expo 2020. Mozambique will have a unique opportunity to show its tourism and cultural potential at Culture and Tourism Week during the expo.

Minister Eldevina Materula has invited contributions from the entire tourism chain on the market to improve the control, management, and use of beaches in times of COVID-19, taking into account Decree No. 80/2021 of 6 October.

"The election of Mozambique to the UNWTO Executive Council is a sign that the world recognizes the country as a tourist destination with much potential and excellence. Our country is blessed in all aspects, in tourism we have the best to offer worldwide, we have resources, we have a mix of solutions and with the vision of the Minister and the Ministry, to promote Mozambique, we have everything to work."

At the meeting on Thursday, the Minister of Culture and Tourism was accompanied by the National Director of Tourism, Cândido Langa, the Director-General of INATUR, Marco Vaz dos Anjos, and Advisor for the tourism area, Analádyia Loureiro.

On the CTA side, in addition to the President of the CTA Portfolio of tourism, Mohamed Abdullah, the Vice-President of the Catering portfolio Sector was present, Carolina Abalzine, Rogério Gomes (CTA Member), Dado Abdullah (CTA Member) and Raufu Usta (Advisor to the CTA for the Tourism Portfolio).

## Zambia slashes Visa Fees by 50%

The Government of Zambia has announced a reduction in tourist visa fees from January 2022 in a move that is expected to boost the number of tourist arrivals and thus boost the recovery of the tourism sector.

It was announced by the Minister of Finance and National Planning, Dr. Situmbeko Musokotwane. "Zambia remains a destination of choice for tourism. To improve our competitiveness, I propose to reduce visa fees of all categories by 50%."

Currently, travellers to Zambia can get a single-entry visa for USD50 (R751). A double-entry visa is USD80 (R1 202) and a multiple-entry visa is USD150 (R2 254). Multiple-entry

visas are only issued through the e-visa facility. They will all be reduced to 50% of their current rates.

Single-, double- and multiple-entry visas will be valid for 90 days from the date of the first issue, with the exception of US nationals, whose multiple-entry visas are valid for three years, on a mutually agreed reciprocal basis.

Depending on the nationality of the applicant, Zambian visas can be obtained on arrival at the port of entry, at Zambian diplomatic missions abroad or online via eVisas, prior to travel.

Story by Gaongalelwe Dinale



• Dr. Ibrahim Awal, Minister of Tourism, Arts and Culture



• Akwasi Agyeman, CEO of Ghana Tourism Authority



• Town Hall meetings with the diasporan community

## Ghana promotes Heritage Tourism in the US

Ghana has embarked on a series of roadshows in the United States of America to drive home its Heritage Tourism offerings and also seek strategic partnerships with key African - American Organizations.

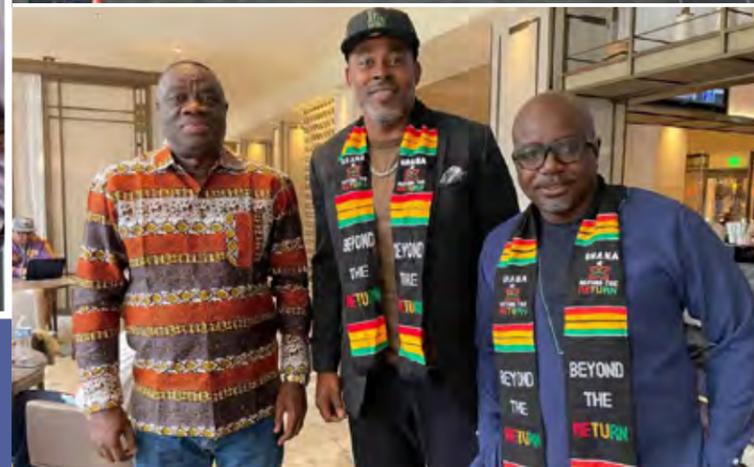
The Minister of Tourism, Arts and Culture, Dr Ibrahim Awal accompanied by the Chief Executive Officer of the Ghana Tourism Authority, Akwasi Agyeman visited Washington DC, Los Angeles and New York where they held series of engagements and met with key organizations like the Urban League and the Sports Lifestyle in Culture of LA and the Brooklyn Chamber of Commerce amongst others.

In New York, the Borough of Brooklyn named a street in Bed-Stuy after Ghana, highlighting the country's leading role in building bridges amongst the global African Family. Bed-Stuy, has been a center of African-American culture since the early 20th century and has been home to several cultural icons.

Making the announcement and the presentation at a "Destination Ghana" event at Weeksville Heritage Center, Councilman Robert E. Cornegy, Jr., on behalf of the people of Bed-Stuy and the Borough of Brooklyn, commended Ghana for the "Year of Return" initiative and the follow up "Beyond the Return" project.

The street to be named "Bed-Stuy/Ghana Way", cements the strategic partnership between Ghana and Brooklyn. Dr. Awal in thanking the Council member, threw an invitation

to the audience made up of politicians, business leaders, the clergy and students to build on the goodwill for mutual growth. The CEO of GTA, Akwasi Agyeman presented programs lined up this December in Ghana and a proposed Independence Trade Mission in March 2022





©Andrea Frazzetta

## UNESCO report highlights untapped potential of Africa's Film Industry

The African Film Industry: Trends, Challenges and Opportunities for Growth is the first-ever mapping of the sector, which currently employs some five million people and accounts for \$5 billion in GDP across Africa.

### Making creativity viable

Audrey Azoulay, the UNESCO Director-General, presented the report in Paris alongside esteemed filmmakers Abderrahmane Sissako and Mati Diop.

"This landmark publication reflects on the importance of strengthening international cooperation to enable all countries, in particular developing countries, to develop cultural and creative industries that are viable and competitive both nationally and internationally," she said.

The report aims to help the African film industry, and decision-makers, to take stock of the current landscape and plan strategically for future growth.

Africa's potential as a film powerhouse remains largely untapped, despite significant growth in production across the continent, the report argues. Nigeria alone produces around 2,500 films a year.

Even though affordable digital film equipment and online platforms allow direct distribution to consumers, opening new avenues for content creators, Africa is the

most underserved continent in terms of movie theatres. Currently, there is only one cinema screen per 787,402 people.

### Lights, camera, piracy

The film industry also faces the significant problem of piracy. The UNESCO report estimates that 50 per cent to over 75 per cent of revenue is lost to piracy, though precise data does not exist. Additionally, just 19 out of 54 African countries offer financial support to filmmakers.

The report outlines further challenges, including limitations on freedom of expression, as well as education, training and internet connectivity.

### Films as 'public goods'

This year marks two decades since the adoption of a UNESCO Declaration that upholds cultural diversity as being as necessary to humanity as biodiversity is to nature.

Ms. Azoulay said in commemorating the anniversary, "we must raise our voice to reaffirm that films are indeed 'public goods' that require public support and investment to ensure equal access to creation, production, distribution, dissemination and consumption."

## MILLAT INVESTMENT GROUP COMMITS R300-MILLION OVER 18 MONTHS INTO NEW HOTELS



• CEO of Millat Investments Hamza Farooqui speaking at the opening of Hyatt House Johannesburg Sandton

The November opening of the Hyatt House hotel in Sandton is an important sign of confidence in South Africa's leisure and business tourism sector as well as the wider recovery of the South African economy in a fast-changing post-pandemic environment.

The new Hyatt House property owned by Millat Investments and is managed by the global Hyatt group. The opening of the Sandton property follows the successful launch of Hyatt Regency Cape Town, the first Hyatt-branded property in the Mother City. In coming weeks, a second Hyatt House hotel will open in Rosebank, Johannesburg.

Millat's CEO Hamza Farooqui believes the hospitality sector's untapped potential is not being fully maximised in South Africa, saying a greater display of confidence and more investment can grow the sphere exponentially in coming years.

"Apart from our globally recognised internal destinations and abundant sunshine we have an excellent supporting infrastructure ranging from transport, communications and health services, all pre-requisites for effective tourism. Our job as a country is to use those enablers to encourage higher visitor volumes. And when that happens, there is a positive knock-on effect on the economy."

With the three new Hyatt properties, Millat has is investing close to R300-million in the hotel sector and has created

over 150 direct jobs and almost 400 indirect jobs. Farooqui says this is part of a bigger rollout strategy and more hotel sites are currently being evaluated.

Farooqui believes it high time business in South Africa starts emerging from its shell of caution, apply responsible risk mitigation thinking, and look with new eyes on investment opportunities.

The new Hyatt House Sandton has newly refurbished suites that range from a one bedroomed apartment to spacious three bedroomed accommodation that can cater for a small family of holiday makers or business expatriates working in Johannesburg.

Farooqui says he's realistic enough to understand that the pandemic dealt a severe blow to the country's tourism industry and many hotels suffered due to low occupancy rates precipitated by travel restrictions but adds a new more positive approach is needed.

"I'm confident that in partnership with a major global player in the hotel sector like Hyatt, we are taking first steps in reversing the trend. In that respect I am particularly gratified that Hyatt's Group President EMEA Peter Fulton is in South Africa as part of our launch week and his presence indicates how seriously his organisation is about South African expansion and the overall potential of the business travel and tourism sector in the region."



### About Millat Investments

The group is a private family office that uses its own balance sheet to bring entrepreneurial solutions to complex commercial problems. The group has a strong investment portfolio which includes real estate, direct investments, and private equity holdings. It owns flagship assets in South Africa and internationally. It deploys its capital and know-how on assets and sectors it deeply understands. Its sectors of expertise include real estate, hospitality, technology, and financial services.



• A front view of the newly opened Hyatt House Johannesburg Sandton Hotel

## Condor airlines resumes its flight to Seychelles

Condor Airline's Boeing 767/300 aircraft touched down at Seychelles International Airport at 06.20 on the morning of Saturday, 2 October, 2021, where its return to the paradise islands was greeted by a water canon salute.

Resuming its non-stop flights from Frankfurt, Condor's first flight of the season to Seychelles carried 164 passengers who received as part of a warm creole welcome a souvenir from the Tourism Department and were entertained with live traditional music.

Present for the arrival of the aircraft and to greet the 164 passengers as they disembarked, the Department of Tourism's Director General for Destination Marketing, Mrs. Bernadette Willemin, stated that with the resumption of its services, Condor joins other airlines who are contributing to the recovery of the tourism industry and the economy of the islands.

"With the resumption of its services, Condor joins 12 other airlines. It definitely gives us great pleasure to see another airline partner back on our shores. A direct flight from a European city is always an added value for the destination. This is a great step in our recovery especially as the German market is one of the best performing source markets for Seychelles. The resumption of the flights comes at a right time as well as the German government eases travel requirements for German nationals and residents travelling to Seychelles," Mrs. Willemin said.

Mr. Ralf Teckentrup, Chief Executive Officer of Condor, expressing his confidence in the destination, said, "The Seychelles in the Indian Ocean belongs to the Condor flight schedule and is a popular destination with our guests. The archipelago delights with unique beaches, coral reefs



and rainforests and we are very much looking forward to flying our guests on holiday after such a long period of wanderlust. We have been working very successfully with the Tourism Seychelles for a long time to enable our guests to enjoy their dream holiday."

Tourism Seychelles will be working with airline, travel industry partners, media and as well as stepping up its consumer campaigns to win back visitors from its key source markets. "Our efforts are now concentrated on getting back our visitors from Germany and neighbouring countries. With the arrival of Condor, we are eagerly anticipating a boost in visitor arrival numbers," said Mrs. Willemin.

Germany was the leading source market for Seychelles in 2019, when the destination recorded 72,509 visitor arrivals from Germany, almost a quarter of whom travelled on Condor. 8,080 visitors have visited Seychelles in the first nine months of 2021.

## Ethiopian Airlines enter into an interline agreement with South Africa's Airlink

Ethiopian Airlines (ET) has signed an interline agreement with Airlink(4Z), an airline based in Johannesburg, South Africa.

Ethiopian has entered into an interline agreement with Airlink to allow passengers to enjoy seamless travel with a single ticket and lower fare tickets between points within the carriers' synergized networks.

With the interline agreements between the two carriers, passengers can book through their itineraries on both airlines easily. The partnership attracts more customers providing ease of connectivity to their destinations served by both Ethiopian and Airlink.

Mr. Tewolde Gebremariam, Group CEO, Ethiopian Airlines remarked, "In our continuous commitment and endeavor to expand our services beyond our extensive network in Africa, we are happy to enhance our cooperation and add Airlink to our list of growing partners in Africa." he added, "As South Africa represents the continent's largest market and with the significant changes in the region's industry

players, implementation of this interline agreement will create ease of access to those travelling to/from South African regional airports and Ethiopian destinations across five continents."

Ethiopian Airlines has been implementing various partnership agreements with African and global carriers to further expand its accessibility to its customers. The partnership with Airlink in particular will increase seamless connectivity options for customers in the regions of South Africa with the vast network of Ethiopian Airlines in the continent and beyond. Ethiopian Airlines connectivity options are crucial in fulfilling the increasing demand of our customers.

Ethiopian and Airlink customers will handle each other's travelers check in and baggage for all their flights with the airlines. Airlink provides services between smaller, under-served towns and larger hub airports. Hence, through the interline agreement signed with Ethiopian, customers from South Africa will benefit from more than 60 African destination of Ethiopian.

## Ethiopian Group CEO Honored with Air Cargo Leadership Award



• Mr. Tewolde GebreMariam,  
Ethiopian Airlines Group Chief Executive Officer

**E**thiopian Airlines Group Chief Executive Officer Mr. Tewolde GebreMariam has been awarded Air Cargo Leadership Award in the Airline Strategy Awards ceremony organized by Flight Global in London on 27 September 2021. The Airline Strategy Awards is an initiative of Airline Business to recognize excellence in boardroom leadership and awarded Group CEO of Ethiopian, Mr. Tewolde GebreMariam, and Ethiopian Airlines for the commendable air cargo leadership during the pandemic.

The award is in recognition of the airline's agile strategies during the COVID 19 crisis through the CEO's excellence in crisis leadership. Among the key criteria for the award are business performance, network strategy, innovative thinking during the crisis. Ethiopian is among the pioneers in reconfiguring its passenger aircraft to enhance its cargo capacity and responding to the soaring demand for shipments when the passenger business declined.

Ethiopian Airlines Group CEO Mr. Tewolde GebreMariam said "I am very happy that Flight Global and the airline strategy award judging panel recognized our unique crisis management skills, agility, speed of decision making, creativity and resilience. Despite the enormity and devastation of the global pandemic crisis in the world in general and the aviation industry in particular, we at Ethiopian Airlines have successfully changed the crisis into an opportunity. Accordingly, we have taken advantage of the booming cargo business and converted 25 of our passenger aircraft into freighters. We have done well by doing good to the global community by providing critical medical supplies, equipment and vaccines. I am very grateful to all the Ethiopian management team, the board

of Directors and the 17,000 plus hard-working employees for whom I have the greatest appreciation. I would also like to thank Airline Business and Flight Global for choosing me for the award."

The air cargo leadership category of Airline Strategy Awards is for the chief executive or management team that has demonstrated excellence in leading a cargo carrier or cargo business unit during the Covid-19 crisis. This category applies to all types of air-cargo carriers and businesses – including scheduled, charter, ACMI/wet-lease and integrator, whether they are operating independently, as a dedicated air-cargo business, or as a freight division of a passenger airline group.

The Airline Strategy Awards have recognised the best in boardroom leadership since 2002, and 2021's winners all excel in this regard" Ethiopian Airlines shipped essential medical supplies across the globe and received recognition from international organizations such as the WFP for its efficiency. Ethiopian also distributed more than 50million doses of vaccine to different countries. The airline didn't just perform well in the cargo business but its role in providing humanitarian service has been appreciated.

## South African & Kenya Airways eye pan-African airline group in new agreement

South African Airways (SAA) has signed a memorandum of co-operation with Kenya Airways (KQ) with a longer-term view to co-starting a Pan-African Airline Group that in time will enhance mutual growth potential by taking advantage of strengths of the two airlines' busy hubs.

SAA's Interim CEO Thomas Kgokolo, says "As well as being a strong local carrier, part of our broader growth strategy is to become a major player in regional travel and this joint memorandum with Kenya Airways, one of the continent's strongest and most respected carriers, will do just that.

Part of SAA's core remit is to be a significant enabler of business and trade in Africa and it is through a strategic understanding like this that real progress will be made in advancing South Africa and the continent's growth."

Mr. Allan Kilavuka, Kenya Airways' CEO, highlighted the partnership's significance in turning around the fortunes of both KQ and SAA. "The future of aviation and its long-term sustenance is hinged on partnership and collaboration. Kenya Airways and South African Airways collaboration will enhance customer benefits by availing a larger combined passenger and Cargo network, fostering the exchange of expertise, innovation, best practices, and adopting home-grown organic solutions to technical and operational challenges". Said Mr Kilavuka.

The memorandum says, Kgokolo, will help improve customer experience by offering a wider range of choices and destinations. The cooperation will also help in the

standardisation of product and service offering that is in line with current global aviation trends.

Working with Kenya Airways he says will also harness internal resources and capacities leading to sustainable and cost-effective growth. This includes shared services in the areas of route networks, fleet, and capacity deployment; exploring economic, technical as well as maintenance, repair, and overhaul opportunities to achieve economies of scale.

Kgokolo says collaboration will also assist both airlines in the current and post-pandemic business and travel environment. This he says involves, joint recovery strategies and other cost containment strategies that will aid recovery of both carriers in an increasing competitive African airline environment. This agreement does not offer an exclusivity that precludes either of the airlines from pursuing commercial co-operation with other carriers within the current route network strategy.

Kgokolo believes the memorandum will also help the tourism sectors in both countries in time creating the most formidable airline in Africa, benefiting from at least two attractive hubs in Johannesburg, Nairobi and possibly Cape Town.

Kgokolo says the next step is for both parties to set up a joint working group to further discuss the memorandum and to put in place systems to achieve their joint stated objectives.



## Emirates renews its commitment to Seychelles at Expo 2020

Emirates has signed a Memorandum of Understanding (MoU) with Tourism Seychelles at Expo 2020. The agreement reaffirms the airline's commitment to the island-nation and outlines joint initiatives to promote trade and tourism to the country.

The Memorandum of Understanding was signed by Ahmed Khoory, Emirates' SVP Commercial West Asia & Indian Ocean, and Sherin Francis, Principal Secretary Tourism Department, Tourism Seychelles. The agreement was signed in the presence of H.E. Mr Sylvestre Radegonde, Minister for Foreign Affairs & Tourism and Adnan Kazim, Emirates' Chief Commercial Officer.

The ceremony was also attended by Emirates executives: Orhan Abbas, SVP Commercial Operations Far East; Abdulla Al Olama, Regional Manager Commercial Operations Far East, West Asia & Indian Ocean; Omar Ramtoola, Manager Indian Ocean Islands; Silvy Sebastian, Business Analysis Manager West Asia & Indian Ocean; and executives of Tourism Seychelles: Bernadette Willemin, Director General Destination Marketing Tourism Seychelles; and Noor Al Geziry, Tourism Seychelles Middle East Office.

Ahmed Khoory, SVP Commercial West Asia & Indian Ocean at Emirates, said: "Emirates has shared strong ties with Seychelles since 2005 and the island nation remains a very important market for us. The agreement signed today is a strong testament to our commitment and support to the island-nation. We thank our partners for their ongoing support and we look forward to continue growing our successful partnership."

H.E. Mr Sylvestre Radegonde, Minister for Foreign Affairs & Tourism, said: "Emirates airline has been constant and steadfast with their support towards Seychelles and we are indeed grateful for that. Therefore, we would like to express our support for the coming year with the hope that it will be



a better year for both Seychelles and the airline."

The agreement outlines mutually beneficial activities to boost trade and tourism to the country, including trade shows, trade familiarisation trips, exhibitions, and workshops.

Emirates launched operations to Seychelles in 2005 and the airline currently operates daily flights to the island-nation, utilising its wide-body Boeing 777-300ER aircraft. Emirates was the first international airline to resume passenger services to Seychelles in August 2020, coinciding with the country's re-opening to international tourists. Since January 2021, Emirates has carried close to 43,500 passengers to the island-nation, from more than 90 destinations, including top markets, United Arab Emirates, Germany, France, Poland, Switzerland, Austria, Spain, Russia, Belgium and the United States of America.

Emirates has safely restarted operations to more than 120 destinations within its global network, via Dubai. The airline has led the industry with its innovative products and services, including a comprehensive set of health and safety measures at every step of the journey, contactless technology at Dubai Airport, generous and flexible booking policies, and an industry-first multi-risk insurance cover.

## Asky Airlines introduces Wireless Inflight Entertainment

Pan African airlines ASKY has announced changes to its inflight entertainment service effective November 6, 2021. In a statement, the lome based airline said, it has introduced a range of engaging features and a content catalogue consisting of Hollywood movies, popular TV shows, local African programs/documentaries, drama, music, and games onboard all ASKY aircraft.

"ASKY, The Pan African airlines is very pleased to inform the public and particularly its valued passengers that commencing this November 6th, 2021, we have introduced WIFI wireless Inflight Entertainment – IFE solution with a range of engaging features and content catalogue consisting of Hollywood movies, popular TV shows, local African programs/documentaries, drama, music, and games onboard all ASKY aircraft.

Introducing such an innovative inflight entertainment system onboard our aircraft is something we are very excited about, which gives us the opportunity to enrich our passengers' experience and engage with them in a more

tailored and personal manner while they fly with us.

This falls within our continuous efforts and promise to work permanently on enhancing the services and improving our customer delivery experience to our esteemed passengers.

Once onboard our aircraft kindly speak to our crew to assist you to connect and please follow all instructions as directed by crew members regarding usage.



## Mövenpick Hotel Abidjan opens its doors



• Peter Hoesli,  
General Manager of Mövenpick Hotel Abidjan

between floors 2 and 7, offering a pleasant view over the city, while connecting guests to Le Plateau, the commercial center. Natural and pleasant, the hotel's common areas, which were designed by Studio MHNA Paris – Marc Hertrich and Nicolas Adnet, are located on the ground floor and on the seventh floor.

General Manager of Mövenpick Hotel Abidjan, Peter Hoesli said: "We are proud to be associated with HCP and Bouygues, whom have developed a truly extraordinary hotel. Mövenpick Hotel Abidjan is a unique addition to Le Plateau, Abidjan's business district, offering its guests a perfect launch pad for business, shopping and sight seeing. Benefiting from the company's 70-year culinary legacy, we will be offering the gourmet products but also the traditional Signature dishes of Mövenpick in our restaurant, bar and executive lounge. We are all looking forward to an exciting journey here at the Ivory Coast, delivering an authentic and memorable guest experience."

Mövenpick Hotel Abidjan is a premier gastronomic destination thanks to its restaurant "Le M Restaurant & Terrasse" with its cozy and relaxed atmosphere, which serves the most discerning customers and visitors of Swiss, Ivorian and international dishes – à la carte or buffet style. "The Clos 54" wine bar offers a selection of wines from around the world, Mövenpick cellar wines and sommelier service but also fine mocktail, cocktails and other beverages. A state-of-the-art fitness center is open 24 hours a day for sports enthusiasts. The four meeting rooms at the Hotel Mövenpick Abidjan are designed to meet the needs of small and medium sized events.

Lovers of Swiss finesse have a new address in the heart of Abidjan, as the first Mövenpick Hotels and Resorts branded property in Ivory Coast opened its doors on December 28, 2020.

Mövenpick Hotel Abidjan, a 5-star hotel located in Le Plateau, the business district, very close to ministries, large companies, banks, embassies and the European Union delegation in Ivory Coast, aims to be a warm and contemporary hotel with a cosmopolitan atmosphere that invites discovery, making it the ideal destination for successful business meetings as well as for exciting cultural getaways or shopping trips.

The hotel, designed by Turro Design Abidjan – Terry Turro & AUD Concept Abidjan – Germain Aka Adje, is a striking building, very visible and at the same time sober in perfect harmony with its surroundings. All rooms are located

## Accra City Hotel scoops World Travel Award for the third time

In the toughest of trading years for the hospitality sector, 4-Star Accra City Hotel has been awarded the most sought-after title of 'Ghana's Leading Hotel', for the third time in a row, at the international World Travel Awards 2021.

Roman Krabel, General Manager of Accra City Hotel, said "We are extremely delighted and honoured to earn this prestigious international award for the third consecutive year, an incredible victory. This category is hugely competitive due to the many exceptional world-class hotels and resorts we have here in Ghana. We are very grateful, particularly during these challenging times and especially when we were pitted against all 5 -Star Hotels in Ghana. The award demonstrates once again the expertise and culinary know-how of Accra City Hotel and the importance given to customer satisfaction." he said.



• Roman Krabel,  
Accra City Hotel General Manager

Winning a World Travel Award this year is now arguably more important than ever before. With the welcome return of tourism after such a long hiatus, the dominant trend amongst travellers is for extra indulgence and a determination to book only with the very best. And the very best is the 2021 World Travel Awards winners. Every hotel in the country has these awards in their sights as they recognise the winner's commitment to excellence on a global scale and are described by World Travel Awards as the ultimate industry accolade.

"Given the tough year the hospitality industry has faced in 2021 and the agility with which we at Accra City Hotel have had to adapt the offering for our guests, being named "Ghana's Leading Hotel" is reassuring, as it proves our guests have continued confidence in us as we navigate these challenging times. It's always been a pleasure for us to deliver impeccable facilities and service for our guests. Awards like this anchor us and motivate us in our commitment to continue to grow in our service delivery and reputation as we serve Ghana and international visitors with nothing less than first-class service. I would like to take this opportunity to thank everyone who supports the hospitality industry, everyone who voted for us to win this award for the third time in a row and the employees of Accra City Hotel who make the hotel come to life every day." Mr. Krabel said.

In the same spirit that more people are 'shopping local', Accra City Hotel hopes that Ghanaians will have even more reasons now to experience a three-time World Travel Awards winner Hotel on their own doorstep. Accra City Hotel is a property of many firsts – It is the first international branded 4-star hotel in Ghana 1988, and it is exceptionally located in walking distance of the popular Makola Market and Art Centre in Accra.

Find out more: [www.accracityhotel.com](http://www.accracityhotel.com)





L-R: Chef Binta and Chef Deuville Malonga in a conversation with Joxe Mari Aizega, General Manager of the Basque Culinary Center

# African Gastronomy celebrated in Brugges

Africa's food culture was celebrated at this year's 6th UNWTO world forum for gastronomy tourism in Bruges, Belgium.

The two-day hybrid event assembled food experts, entrepreneurs, and public & private sector leaders to discuss and offer innovative solutions to making gastronomy central to the development of rural communities.

Dedicating a session to Africa's diverse culinary offering, the World Tourism Organization (UNWTO) was building on the successes of the previous events which placed attention on the continent's food.

Two African chefs, Deuville Malonga from the Republic of Congo and based in Rwanda and Ghana-based Sierra Leonean chef Fatamata Binta narrated their journeys and encouraged Africans to embrace their culture.

Chef Deuville Malonga who spent his life schooling and working in France and Germany said he decided to come back to Africa because of the food.

"Anytime I went to a restaurant to eat, while living in Europe, even though the food was amazing I felt something was missing. So when I started travelling around Africa, I began to test many recipes and ingredients that motivated me to come to the continent because Africa has huge and amazing food heritage." He added.

In an interview, Chef Binta shared her experience in Ghana. "One thing Covid did for me is it allowed me to explore Ghana. I lived in Ghana for ten years, I never made time and during that time started to visit places and I was so blown I did not know we had these gems in Ghana."

"As locals we need to value what we have first before we can sell it to anyone else and that is how we develop a community," she postulated.

Secretary-General Zurab Pololikashvili re-echoed the UN World Tourism Organization's agenda for Africa which places focus on gastronomy tourism for development.

According to him, "gastronomy is the best ambassador for any country. I think that African gastronomy will be the future of our experiences, future of our knowledge about different kinds of food and we are here committed to support them and make it happen," he posited.

"Gastronomy tourism adds vitality to rural communities, supports small, local food producers and strengthens their position in the market contributing to add value to the tourism experience while promoting the preservation and development of local produce and know how." He added.

The Director-General of the Basque Culinary Centre in Spain Arikze, Joxe Mari Aizega, who moderated the session highlighted the importance of gastronomy and described food as an art. "Gastronomy tourism offers a unique opportunity to promote economic growth of rural communities. It is a way of involving the various agents of the gastronomy value chain, and promoting economic and social development from farm to table."



UNWTO Secretary General Zurab Pololikashvili and Chef Deuville Malonga after signing an MOU with Chefs from Africa

Naomi MacKenzie



## UNWTO/Basque Culinary Centre Forum highlights Gastronomy Tourism as Driver of Rural Development

The 6th edition of the UNWTO World Forum on Gastronomy Tourism, held in Bruges, Flanders (Belgium, 31 October to 2 November), focused on the sector's unique ability to support rural businesses, create jobs and protect and promote culture and heritage. For the first time, the Forum, organized by UNWTO and the Basque Culinary Center (BCC) included a special session dedicated to African Gastronomy, recognizing its potential as a tool of socio-economic development and for helping destinations across the continent enhance their distinct branding and market themselves to new audiences. The session concluded with the signing of a Memorandum of Understanding between UNWTO and Chefs in Africa.

Opening the Forum, UNWTO Secretary-General Zurab Pololikashvili said: "Gastronomy tourism adds vitality to rural communities, supports small, local food producers and strengthens their position in the market contributing to add value to the tourism experience while promoting the preservation and development of local produce and know how."

Joxe Mari Aizega, General Manager of the Basque Culinary Center, said: "Gastronomy tourism offers a unique opportunity to promote economic growth of rural communities. It is a way of involving the various agents of

the gastronomy value chain, and promoting economic and social development from farm to table."

Flemish Minister Matthias Diependaele said: "With the gastronomy and tourism sectors at a turning point, we believe it is necessary to move towards gastronomy tourism with added value for our destinations, our residents, our local entrepreneurs as well as the visitors. We are happy to have come together with leaders from all over the world to exchange experiences and get inspired to poise the way towards a sustainable future for the gastronomy tourism sector."

The Mayor of Bruges Dirk De fauw added: "I am very honoured that our city was chosen to be the host city for this important congress on tourism gastronomy. Even before the coronavirus pandemic, Bruges opted for a sustainable tourism story in which we explicitly opt for 'better' rather than for 'more'. A positive and sustainable story which we write together with our visitors, residents and entrepreneurs."

To ensure that gastronomy tourism can grow as a driver of rural development, participants recognized the need to strengthen coordination between tourism, agricultural and rural development policies at the global, national,



• L-R: Peter De Wilde, CEO of Visit Flanders, Matthias Diependaele, Flemish Minister, Zurab Pololikashvili, UNWTO Secretary-General, Joxe Mari Aizega, General Manager of the Basque Culinary Center and The Mayor of Bruges Dirk De fauw.

and local levels. Alongside this, the forum also focused on best ways of designing gastronomy tourism strategies and practices that ensure the sustainable use of resources, the promotion of local products and know-how, and on responsible consumption.

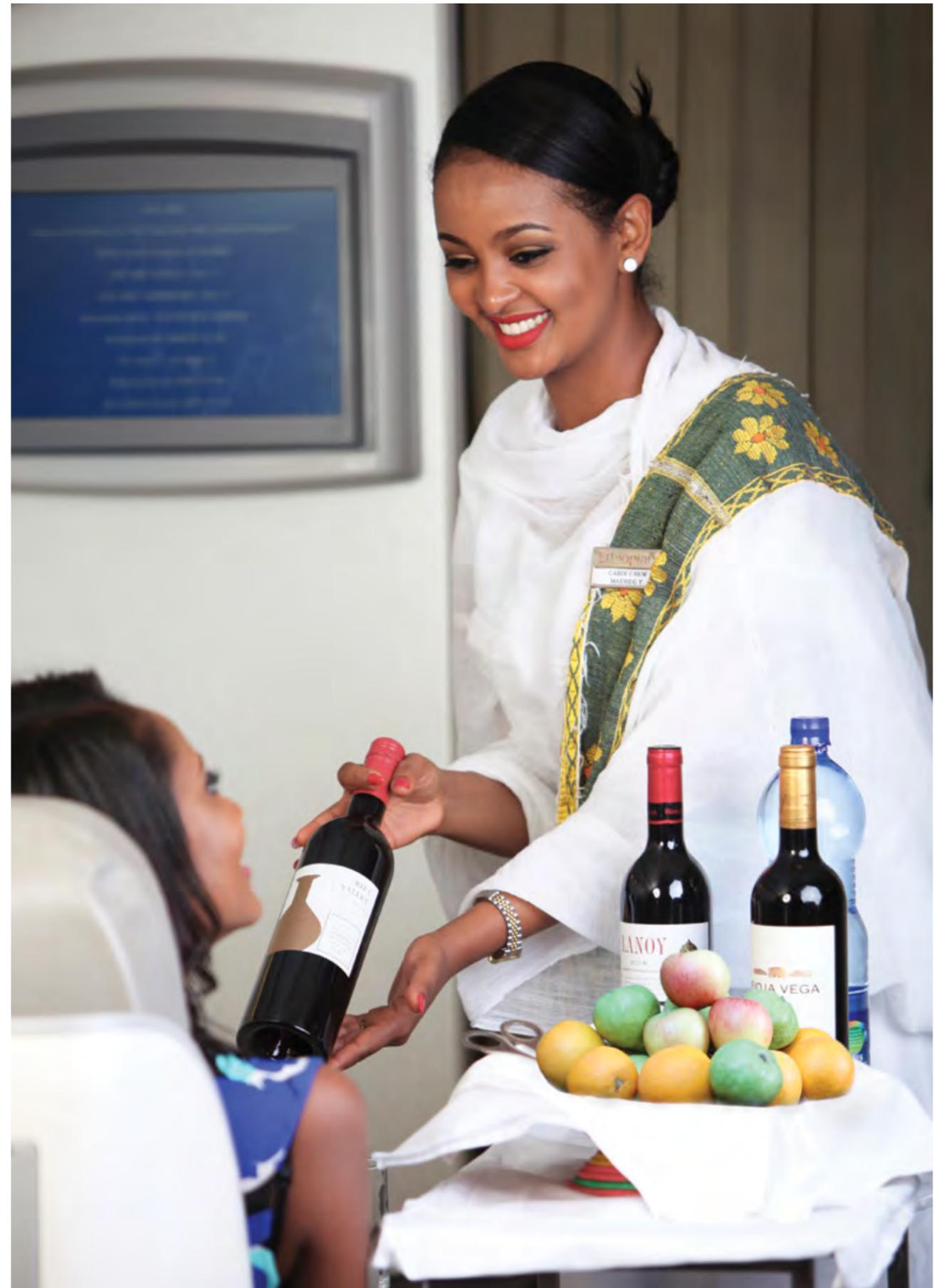
Also in Bruges, UNWTO showcased the talented entrepreneurs who are rising to the challenges posed by the Sustainable Development Goals through innovation along the gastronomy tourism value chain. Selected

startups focused on taking climate action, reducing waste, creating sustainable communities, protecting ecosystems, amongst others, pitched their ideas to the Forum's participants. The startups included Faroo (Italy), Rutopia (Mexico), Apadrina un Olivo (Spain), Katla Aero (Sweden) and KITRO (Switzerland).

The next edition of the Forum will be held in Nara, Japan in 2022.



• Sandra Carvao Chief Tourism Market Intelligence & Competitiveness at UNWTO moderating a session at the forum





FITUR PARTNER

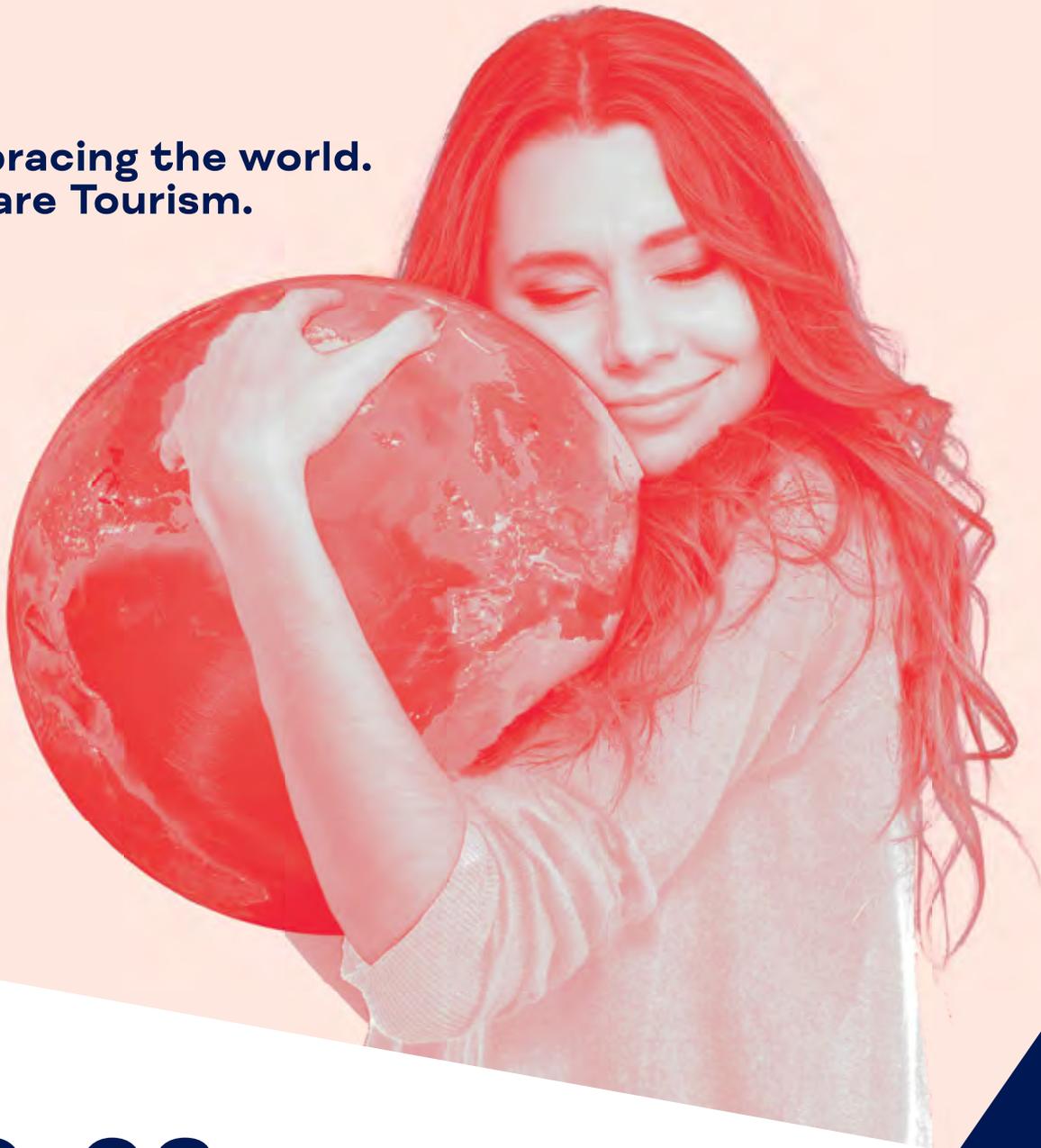
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