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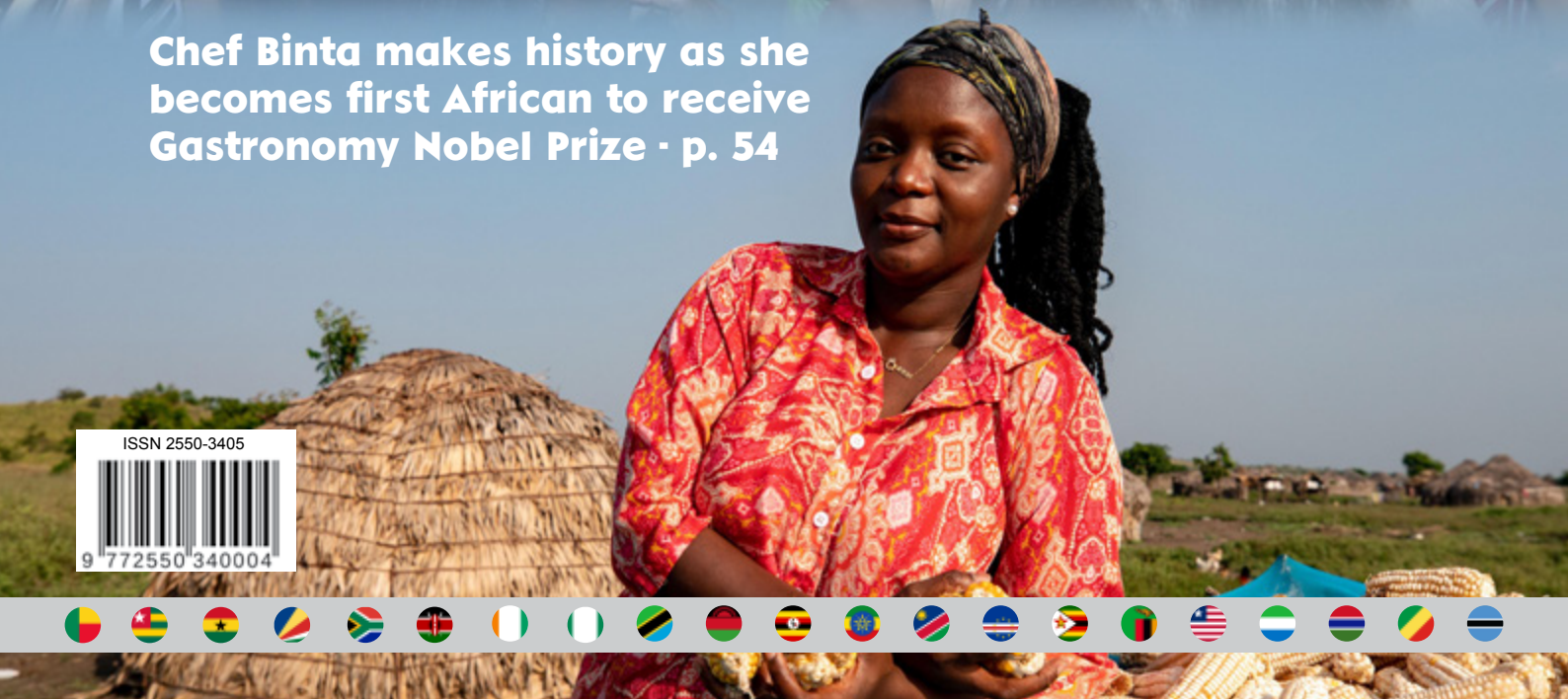
ISSUE 021 | October 2022 Edition

Travel and Tourism Magazine

**Didier Drogba  
courts support for  
Youth in Tourism  
p.4**



**Chef Binta makes history as she  
becomes first African to receive  
Gastronomy Nobel Prize - p. 54**



ISSN 2550-3405



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# In This Issue



**4** Didier Drogba courts support for Youth in Tourism

**9** Peace and International solidarity celebrated as Global Youth Tourism Summit ends



**10** World Tourism Day 2022 Official Message

**12** ALGERIA: Tourism Doing Business-Investment Booklet unveiled

**13** Marrakech to host 117th UNWTO Executive Council Session

**15** Seychelles partners UNWTO to roll out Tourism Satellite Account

**16** Armenia targets religious tourism with groundbreaking construction of 33-meter Christ Statue



**18** Minister's Corner: Dr. Pindi Chana

**22** Have you explored the thrilling side of life yet?

**24** Morocco launches e-visa to accelerate tourism recovery

**25** NYU professor pursues initiative to make Kumawu a heritage tourism hub in Ghana

**26** "Africa is where our bread is buttered," SAT COO on latest tourism figures



**27** Ghana's Tourism Minister pushes for membership on UNWTO's Executive Council

**28** Ethiopian Airlines become first African airline to order A350-1000

Gambia records 15 Percent Increase in tourist arrivals

**31** The Seychelles Island unveils new brand identity

**32** Accra City Hotel sets sight on West Africa MICE market with an expansion project

**33** The live return of Magical Kenya Travel Expo has come at the right time

**34** The live return of Magical Kenya Travel Expo has come at the right time

**36** Botswana ready to host 5th Africa Tourism Leadership Forum

**38** Namibia to house Africa Tourism Innovation Hub

**38** The dilemma of tourism startups as they scale up

**42** Ethiopian Airlines prioritizes Tourism in 2035 Agenda

**43** President Barrow lays foundation for Radisson blu hotel in Banjul

**44** Inaugural TBCSA Tourism leadership Conference sets tone for revival

**46** Ojimah ecosystem of travel solutions to empower communities

**49** Instagram Teams up with UNWTO to empower Destinations in Tourism Recovery Efforts

**50** Insights on Africa's Travel Recovery



**50** Joanne Mwangi-Yelbert is new Chairperson of Kenya Tourism Board



**52** Namibia's Ambassador to Spain and UNWTO, H.E Albertus Aochamub



**54** Chef Binta makes history as she becomes first African to receive Gastronomy Noble Prize

**56** Minister Solicits support of Lagos State for UNWTO Global Conference on Tourism and Creative Industries

**57** Scoring an Own Goal

**62** ASKY Airlines adds São Tomé and Príncipe to its growing network

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ISSUE 021 | October 2022 Edition Travel and Tourism Magazine

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## EDITOR'S NOTE

It is with utmost joy that we produce this quarter's issue of VoyagesAfriq, particularly the celebration of the industry's "New Year" celebration on the 27th of this month.

It's been a painful two years for the sector and even though we are not out of the woods completely, we are happy with the state of recovery. Tourism has once again defied the pessimism and proven its resilience with a remarkable rebound.

The theme for this year's World Tourism Day couldn't have been any better than *"RethinkingTourism"*. It's always an inspiration listening to the scribe of the UN World Tourism Organization Zurab Pololikashvili make the point that the conversation should be the way forward than wailing over the past. The *"Crisis to Transformation"* theme is a clarion call for the sector to be forward looking to roll out recovery plans underpinned by elements of sustainability, resilience, and transformation to help deploy the unique ability of tourism to withstand any future shocks.

Bali, a hotspot for tourism in Indonesia has the honor of hosting the international celebrations for this year. Since 1980, the United Nations World Tourism Organization has celebrated World Tourism Day on the international scene every September 27.

This year's edition also celebrates the participation of the youth in tourism policy planning and being given a voice on the table. The First Global Youth Tourism Summit held in Sorrento, Italy, affirmed the commitment of UNWTO to secure the future of the industry with the youth taking centre-stage. It produced the Sorrento call to action, encouraging "decision-makers to empower the youth, providing them with opportunities to voice their concerns" while also working to "stimulate education to ensure responsible travellers and professionals."

Ivorian and Chelsea soccer legend Didier Drogba features on the cover page for this issue and makes a case for support for the youth in the tourism industry. He was thrilled with engagement with the youngsters during the 5 days in Italy. Drogba conducted a Masterclass on sports and tourism and encouraged participants to have a special place for education even if they had a strong desire to pursue their sports ambitions.



• Kojo Bentum-Williams



The youth participation in the tourism ecosystem was once again celebrated in Windhoek, Namibia when the organizers, Africa Tourism Partners in partnership with the Government of Namibia held the **"Africa Youth in Tourism Innovation Summit"**. Seasoned industry experts shed light on the opportunities that the tourism sector offers the youth and how the industry can create a conducive platform for them to utilize. The establishment of the Tourism Innovation Hub to be based in Namibia was a major step towards incubating ideas to transform the sector for the future advantage of stakeholders.

Chef Fatmata Binta of **"Dining on a Matt"** fame made history as the first African to win the Basque gastronomy noble award. She has set her sights on using this latest accolade to give knowledge on Africa's diverse culinary peculiarities particularly to empower women and communities to display the continent's gastronomy expertise.

This edition also introduces our feature on financial education in the tourism sector. The Director of Absa Group Internal Audit, an Investment Management and Insurance kingpin Akwasi Obeng Adjei in his first article looks at the dilemma of tourism start-ups as they scale up.

Tanzania's Minister of Tourism and Wildlife Ambassador Dr Pandi Chana welcomes delegates to the 65th Commission for Africa (CAF) meeting and is keen to use the platform to unveil the "Royal Tour" by President Samia Suluhu Hassan of Tanzania.

Our Aviation Columnist, the versatile Sean Mendis takes a



dig at what he describes as "scoring of own goal" in Africa's pursuit of a seamless and borderless travel within the continent.

This edition has reintroduced the tourism blitz pages with soundbites from the industry's leading voices on how to take advantage of the pandemic to reimagine tourism.

In keeping the tourism industry updated with happenings taking place in the sector, this issue has introduced the calendar of events which details out the place, venue and type of event being held.

Finally, Namibia's Envoy to France and Permanent Representative to UNWTO Albertus Aochamub's chat on Namibia's diplomacy and the pillars driving it also deserves special mention and attention.

Have a Happy Tourism New Year and enjoy the read.



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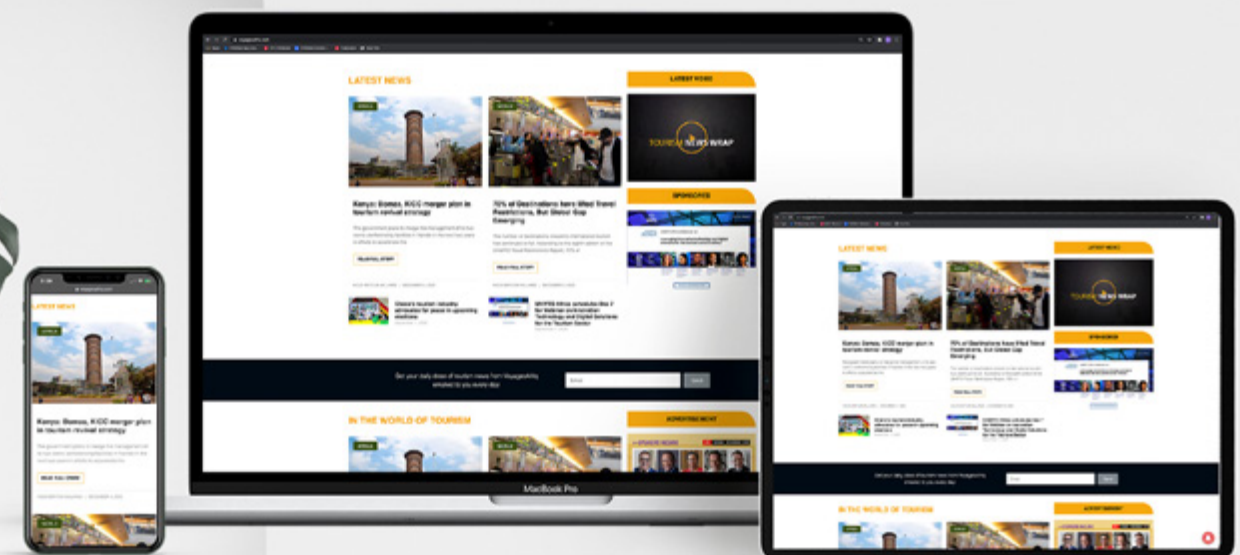
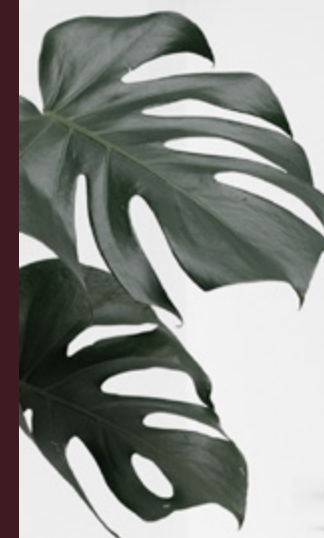
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## Didier Drogba courts support for Youth in Tourism



"I feel happy with them, and the questions they ask are really powerful. So I think it is important for us – people like me – to show them support because they want to do well, you can tell that they are starving for greatness," he emphasized.

The Ivorian football legend said that beyond football, he wants to leave footprints in other spheres and tourism provides a good opportunity to do that.

Drogba posited, "Football is just a job but most important is to be a man with values, with respect, with ambition and we can find it in any other thing and sports than football so it's important to find the basics and the education that can help you to find your way."

Since hanging his boots as a player, the Chelsea legend has been playing an active role in promoting social and economic programmes in Cote d'Ivoire in the health, tourism, and others sectors. He said he is motivated to do so because "It's just my contribution to the world and just the desire to give back to the community and to live in a healthy world."

“*I feel happy with them, and the questions they ask are really powerful. So I think it is important for us – people like me – to show them support because they want to do well, you can tell that they are starving for greatness*”

The World Tourism Organization (UNWTO) Responsible Tourism Ambassador Didier Drogba is calling for global support for young people in tourism, stating that young people are poised to achieve great things for themselves.

Speaking to VoyagesAfric on the sidelines of the recent maiden Global Youth Tourism Summit in Sorrento, Italy, where he addressed hundreds of young people from across the world, the ex-Chelsea FC star said, young people, continue to demonstrate strong desires to make something for themselves.



• Didier Drogba speaking to delegates during the Sports Masterclass session

## GLOBAL YOUTH TOURISM SUMMIT IN PICTURES



• Zurab Pololikashvili  
UNWTO Secretary General



• Alessandra Priante  
Regional Director, Europe, UNWTO



• Jayathma Wickramanayake  
United Nations Secretary General's Envoy on Youth







## Sorrento call to Action places youth at the forefront of Tourism's future

The first Global Youth Tourism Summit concluded with the launch of the Sorrento Call to Action, a bold and groundbreaking vision for young people to be active participants in tourism's restart and growth as a pillar of sustainable and inclusive development.

The Sorrento Call to Action was adopted on the final day of the landmark summit, during a simulation of the UNWTO General Assembly and signed by 120 participants from 57 countries and aged between 12 and 18. It was drawn up based on the discussions of a series of webinars where young participants learned and shared their thoughts on some of the key issues facing tourism right now, among them innovation and digitalization, plastic pollution, and the growing relevance of sport, culture and gastronomy for destinations. The document goes beyond recognizing that the voice of youth must be consulted in policymaking and instead states that young people now need to be active participants in every stage of the decision-making process across the whole of the tourism sector.

The final text was adopted with 52 favorable opinions during the simulation of a UNWTO General Assembly. The General Assembly simulation opened with high-level interventions both in person and via video messages from His Holiness Pope Francis, Italian Minister for Tourism Massimo Garavaglia, UNWTO Secretary-General Zurab Pololikashvili, Italian Minister for Foreign Affairs and International Cooperation Luigi Di Maio, Italian Minister for Youth Policies Fabiana Dadone, and the UN Envoy for Youth Jayathma Wickramanayake.

Zurab Pololikashvili mentioned that "The Global Youth Tourism Summit is a hugely important first, for UNWTO and for our sector, and that young talent from every region

will be supported to give them a stage to voice their ideas about tourism's future."

Massimo Garavaglia emphasized Italy as being the proud hosts of this first-ever event and encouraged the young people present to become the responsible travelers of tomorrow and to keep their optimism for making their dreams a reality.

Jayathma Wickramanayake highlighted the importance of promoting the active engagement of young people as agents of transformational change, challenging the status quo, and realizing the Agenda 2030.

### People, planet and prosperity

Three pillars are enshrined in the Sorrento Call to Action: People, Planet, and Prosperity. For people, for example, the young signatories call for the safeguarding of human rights, especially of persons with disabilities through adequate tourism strategies and policies. For the planet, the issues of food waste, plastic pollution, climate change mitigation, and biodiversity preservation are flagged up. Finally, prosperity, poverty reduction, upgrading digital skills, and creating more employment opportunities are voiced by the young participants.

The Call to Action states that "decision-makers must empower the youth, providing them with opportunities to voice their concerns" while also working to it "stimulate education to ensure responsible travelers and professionals." At the same time, it recognizes the historic significance of the first Global Youth Tourism Summit and calls on UNWTO to hold annual summits and to work with its Member States on national events.





# The Seychelles Islands...



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## Peace and International solidarity celebrated as Global Youth Tourism Summit ends

The first Global Youth Tourism Summit concluded by showcasing the power of tourism for youth empowerment, international solidarity and peace.

Drawing the landmark event to a close, UNWTO Secretary-General Zurab Pololikashvili joined UNWTO Director for Europe, Alessandra Priante, in thanking the 130 young delegates for their active participation. Valeria Mazza, UNWTO Ambassador for Responsible Tourism and the 'godmother of GYTS', also urged the participants, who came from 59 countries, to "follow their own paths in life" and to serve as advocates for tourism as they return to their home communities.

Following this the Ukrainian National Folk Ensemble "Veryovka", directed by maestro Carlo Ponti Jr, performed for an audience of high-level guests including the Ambassador of Ukraine to Italy, Mr. Yaroslav Melnyk, the UN's envoy for youth, Jayathma Wickramanayake, UNWTO Ambassador for Sustainable Tourism, Didier Drogba, Minister of Tourism of the Maldives, Abdulla Mausoom, and founder of the Small World Foundation, Ms. Salam Hamzeh Ghaith. Participating through special messages to the young protagonists were Giorgio Armani – himself a UNWTO Special Ambassador for Responsible Tourism – and Sophia Loren, whose son, Carlo Ponti, led the musical celebrations.

Finally, in an act of solidarity, the night ended with presentations to organizations which are performing goodwill and charitable work, namely the Los Angeles Virtuosi, the MSC Foundation, Didier Drogba Foundation, Pokrova Association, and finally the UEFA Foundation.





# WORLD TOURISM DAY

## 2022 Official Message



World Tourism Day has always been a chance to come together and celebrate the many and varied accomplishments of our sector. For the best part of four decades, we celebrated tourism's unparalleled growth – in size, in reach and in significance.

In 2022, we once again recognize the opportunities that tourism has brought – and continues to bring – people everywhere. However, this year especially we also recognize that we cannot go back to the old ways of working. We must Rethink Tourism.

As the world opens up again, we must learn the lessons of the pandemic and the associated pause in international travel. In exposing weaknesses, the crisis showed us where we can build more resilience. And in exposing inequalities, it also showed us where we can deliver more fairness.

The 2030 Agenda for Sustainable Development, along with its 17 Sustainable Development Goals, remains our end goal. However, every part of the sector, from UNWTO and governments at the top down to destinations and small businesses at the bottom, must rethink how we get there. This will require restructuring business models so that they put people first. Tourism has always worked for young

people, for women and for communities. But now it must truly work with them as well. We need new voices as well as new ideas if we are to transform our sector and build a better tourism for all.

Rethinking one of the world's major economic sectors will not be easy. But we are already well on the way. Crisis has inspired and catalyzed creativity. And the pandemic accelerated the transformation of work, bringing both challenges as well as enormous opportunities to ensure even more people get to benefit from tourism's restart. We are also making significant progress in making tourism a central driver of the green, the blue and the digital economies, ensuring growth does not come at the expense of people or planet.

We are only just getting started. The potential of tourism is enormous, and we have a shared responsibility to make sure it is fully realized. On World Tourism Day 2022, UNWTO calls on both tourism leaders and everyone at the base of the broad and diverse tourism pyramid to pause, reflect and rethink what we do and how we do it. The future of tourism starts today.

# UNWTO supports Republic of Congo

## in Hotel Classification System



Stakeholders and Selected Auditors in the Republic of Congo have undergone a training program in the classification of hotel systems in the country's capital Brazzaville.

The program which was the second session held was to help auditors gain insights and also acquaint themselves with the operations of hotel classification.

The session is part of a series of training which was initiated by the World Tourism Organization (UNWTO) to help develop hotel operations in the country.

The hotel classification project is the result of close tripartite collaboration between the Ministry of Tourism and Recreation of Congo, UNDP, and UNWTO as part of the development of the Sustainable Tourism Development Strategy.

The Regional Director for Africa at UNWTO Elcia Grandcourt addressed the participants and highlighted the importance of training in the development of the tourism industry in the Republic of Congo.

"I am delighted that our project focused both on the design of the classification system and the conditions for its implementation (training of future auditors, development of procedures, governance, etc.) but also on the main innovations and principles, one of which relates to a better protection of the rights of tourists and consumers." She said.

She underscored the importance of partnership and paid glowing tributes to the Resident Representative of the United Nations Development Program (UNDP). "I reiterate my sincere thanks to Mr. Maleye Diop, Resident Representative of the United Nations Development Program (UNDP) for this key partnership which we enjoy today and through which we have once again been able to meet the expectations of one of our member states for the implementation of a key tool in terms of quality and tourism promotion."

The Regional Director in a meeting with Congo's Minister of Tourism and Leisure Madame Destinée Ermella Doukaga updated her on the status of the project and the next phase of it. She touched on Congo's engagement with the UN Tourism body. She extended an invitation to the Regional Commission for Africa (CAF) or the organization.

She said the UNWTO in addressing some of the challenges travellers go through in situation of crises has developed the code of ethics to lessen their burdens. "In order to respond to the pandemic, the World Tourism Organization has developed, in collaboration with its member states, an International Code for the Protection of Tourists, a fundamental reference framework for the recovery of the sector and I invite you to make use of it."





## ALGERIA: Tourism Doing Business-Investment Booklet unveiled



• Zurab Pololikashvili Secretary General, UNWTO

The Secretary General of the World Tourism Organization (UNWTO) Zurab Pololikashvili has joined the Government of Algeria to launch “The Tourism Doing Business-Investing in Algeria Investment Brochure” to boost tourism in the Maghreb country.

The project is a culmination of years of hard work by the Government of Algeria through the Ministry of Tourism and Handicrafts, Office of National Tourism of Algeria and the UNWTO.

The booklet is aimed at small businesses and other local private sector actors to attract Foreign Direct Investment.

Speaking at the launch of the guide, Mr Pololikashvili said the time has come for the tourism industry to step up its work in promoting and practicing sustainable tourism.

“Now is the time to step up our work promoting sustainable tourism.

This way, we can help Algeria and other countries across the region build more diverse and more resilient economies.”

The benefits of a stronger tourism sector will be felt widely.

“I am happy that we are officially launching today “The Tourism Doing Business-Investing in Algeria Investment Brochure”, jointly prepared by UNWTO, the Office of National Tourism of Algeria and the Ministry of Tourism and Handicrafts.”

It will help small businesses and other local private sector actors attract Foreign Direct Investment that will fund growth and transformation.”

He averred that “Alongside this, new investment regulations and legal frameworks are now in place thanks to the Government Action Plan of 2021.

“These are positive steps to strengthen public and private partnership and drive growth.” Pololikashvili added.

The UN Tourism chief paid glowing tributes to the Government of Algeria for its immense political commitment to making tourism a pillar of Algerian economic drive.

“For us to be able to get there, we need the right political support and the right investment. As you look to the future, you can count on the strong support of UNWTO.

The Secretary General reiterated his commitment to making tourism a key sector for African destinations.

“I remain committed to growing African tourism and making the sector an engine for opportunity.”

The UNWTO Scribe embarked on a 3-day official working visit to Algeria where the branding strategy for Algeria, Investment guidelines for the country and a celebration of African gastronomy, with Algerian cuisine one of the stars.

Algeria has been an active voice in updating our Plan for African tourism in the context of the pandemic.

# Marrakech to host 117<sup>th</sup> UNWTO Executive Council Session

Morocco’s cultural haven of Marrakech will host the 117th session of the World Tourism Organization’s Executive Council meeting.

The session is scheduled to take place from 23- 25 November 2022.

The Executive Council is UNWTO’s governing board responsible for ensuring that the organization carries out its work and adheres to its budget. It meets at least twice a year and is composed of members elected by the General Assembly in a ratio for one for every five full members.

Cote d’Ivoire is the current chair of the Council with Saudi Arabia and Mauritius as First Vice and Second Vice respectively.

The last council meeting was held in June 11 this year in Jeddah, Kingdom of Saudi Arabia.

## Marrakech

Between tradition and modernity, Marrakech is the promise of unequalled sensations. Strolling the Jemaa El-Fna square and the souks with their shimmering colours and oriental smells, the red city offers you a complete change of scenery. Horse-drawn carriage rides, sunny terraces, travelling artists and other day and night activities will give a taste of wishful comeback.

Being a growing economic bustling city, Marrakech has special festive and cultural places, such as the “Palais des



• Fatima Zahra Ammo  
Minister of Tourism, Handicrafts and Social Solidarity,  
Kingdom of Morocco

Congress” and the splendid Royal Theater. Enjoy Marrakech at night by discovering the many themed venues, trendy clubs and traditional evenings that reflect the lively part of the city.





## UNWTO joins forces with UEMOA to hold capacity building workshop on Tourism Statistics



• Mamad du Serifo JAQUITE  
UEMOA Commissioner



• Babalola Jean-Michel Abimbola, Benin  
Minister of Tourism, Culture, and the Arts



• Elcia Grandcourt  
Regional Director, Africa, UNWTO

The World Tourism Organization (UNWTO) and the West African Economic and Monetary Union Commission (UEMOA) have partnered to deliver training for tourism stakeholders in the area of tourism statistics.

The training session is part of an ongoing process to help in the establishment of Tourism Satellite Accounts in the UEMOA region to develop tourism statistics.

The program which is being held in Cotonou, Benin will deliver fifteen sessions under the leadership of UNWTO experts aimed at strengthening the capacity of Member States in the framework of the implementation of the tourism satellite account.

Tourism statistics are needed to formulate marketing strategies, strengthen inter-institutional links, assess management effectiveness, and measure tourism across national economies.

Speaking at the launch ceremony of the training, the Regional Director for Africa at UNWTO Elcia Grandcourt said, "the collection of statistical data is an exercise necessary for the proper execution of economic policies and adhering to internationally accepted standards."

"It is, therefore, essential to improve statistical capacities to refine the analysis of poverty and its social impact and to facilitate more effective monitoring of the progress made in the perspective of the Sustainable Development Goals."

"It is imperative to have reliable and up-to-date data to better measure, monitor and manage development results. There is also an urgent demand on the African continent for reliable and up-to-date data to support monitoring of progress towards the Sustainable Development Goals and Country Development Strategies" she observed.

UNWTO strongly encourages the continued application of TSAs in countries through capacity building, technical assistance, and the development of the TSA Guide;

Ms. Grandcourt expressed appreciation to the 32 participants from the UEMOA region and member states of the UNWTO for their presence, enthusiasm, and sharing of experiences throughout the five days of the workshop.

In 2008, the UN Statistical Commission endorsed the International Recommendations on Tourism Statistics, which were designed to support the development of quality tourism statistics and core indicators in each country and to strengthen the international comparability of tourism statistics. Today, many countries have developed or are in the process of developing tourism statistics systems based on this framework.

Benin's Minister of Tourism, Culture, and the Arts, H.E. Babalola Jean-Michel Abimbola was full of praise for UNWTO and UEMOA in collaborating to address a very vital and important topic in the development of tourism in the West African sub-region.

"I hope that aspects that might impede the proper implementation of this tool be considered and discussed to achieve a harmonization of understanding and the implementation of the Tourism Satellite Account. I, therefore, entreat participants to be attentive and integrate the learnings from this workshop in their respective countries," the Minister said.

On his part, the Commissioner of Human Development at UEMOA Commission, Mamad du Serifo JAQUITE thanked the Government of Benin under the leadership of President Patrice Talon for the commitment to develop a policy of growth for the tourism sector.

He added "Benin today presents itself as a model for tourism development and my department is not only encouraging you but willing to accompany you."

Mr. JAQUITE was encouraged by the participation of UEMOA members and urged them to continue placing tourism at the forefront of economic activities.



## Seychelles partners UNWTO to roll out Tourism Satellite Account

The Indian Ocean Island has become the latest African country to begin the implementation of the Tourism Satellite Account (TSA) after a successful launch.

TSA was designed by the World Tourism Organization (UNWTO) to support the development of quality core tourism statistics and indicators in each country and to strengthen the international comparability of tourism statistics. The United Nations Organization recognizes the World Tourism Organization as the appropriate body to collect, analyze, publish, standardize and to improve the statistics of tourism, and to promote the integration of these statistics within the sphere of the United Nations system.

Since its inception 2008, the world tourism body has been providing technical support to countries around the world, especially in Africa to adopt the TSA.

At the launch event for Seychelles on September 12, 2022, Regional Director for Africa at UNWTO, Elcia Grandcourt said, the TSA will help the Seychellois government track the performance of tourism in the economy.

"The project at hand, which was initiated in 2019 with the Government of Seychelles has a focus on strengthening statistics systems and developing a Tourism Satellite Account, will certainly pave the way for a better understanding of the economic contribution of tourism and to track its performance and how it compares to other industries" she said.

Elcia added that underpinning the significance of the TSA is helping governments make decisions based on ready data even in critical times.

She averred: "How best can we improve our policies and strategies in times of uncertainties and how can we better measure and manage our tourism sector in a sound and consistent manner?"

"Reliable and up-to-date data is a huge part of the answer and a key factor in guiding strategic decisions and long term planning which are imperative to better measure,



• Sylvestre Radegonde  
Minister for Foreign Affairs  
& Tourism, Seychelles



• Elcia Grandcourt  
Regional Director, Africa,  
UNWTO

track and manage development. Access to data, compiling it and having the ability to analyze it gives us a clearer picture of what the future holds."

Ms Grandcourt maintained that strengthening of tourism statistics system is anchored as a core priority in The UNWTO Agenda for Africa – Tourism for Inclusive Growth.

"...and today the elaboration of a Tourism Satellite Account remains one of the top priority requests we receive from member states across Africa. We are therefore pleased for the milestone achieved with Seychelles with the launch of its TSA, which will serve as an example for other members in the region."

The country's minister for Foreign Affairs and Tourism, Sylvestre Radegonde, described it as a "most needed and important milestone for the tourism sector".

"What cannot be measured, cannot be managed. Therefore it is imperative to strike an equitable balance between progress and sustainability particularly for Seychelles which is a small island developing state. In order to make informed decision on future tourism development, there is a need for a thorough understanding of the tourism sector and its role in the economy. This can only be achieved through reliable and accurate system of tourism statistics," stated Minister Radegonde.



## Armenia targets religious tourism with ground-breaking construction of 33-meter Christ Statue

The mountainous region of Hatis in Armenia is set to host the 2528 m-height gigantic statue of Jesus Christ in the proclamation of the country's Christian values. The proposed site of the statue is Mount Hatis, about 30 kilometers northeast of Yerevan.

The statue of Christ will have a height of 33 meters, which symbolizes the number of years Jesus lived. It will be installed on a 44-meter plinth. In addition, a museum will be built on top of Mount Hatis.

The project, which is championed by philanthropist and businessman Gagik Tsarukyan, is scheduled to be completed in the next three years.

Speaking at the ground-breaking Commissioning on Saturday 9th July Mr. Gagik Tsarukyan said the primary aim of the project is an opportunity to present Armenia to the world and receive millions of guests from different parts of the world.

"This idea is another opportunity to present Armenia to the world and receive millions of guests from different parts of the world. After the war and so many disasters, we have no right to close ourselves off from the world. Quite the opposite, we must find the strength in ourselves to look at the world, to open up to the world, to present ourselves in a new way," he said.

Detailing what the future project will look like, Mr Gagik said it will house a restaurant, hotel, a holy division place, and a well-deserved tourist information area for visitors to learn, immerse and study about the saviour. A few years after this historic day, the Savior's statue will rise in Armenia as a symbol of unity, hope, and light."

Mr. Tsarukyan noted that Government is willing to support the project which will accelerate the country's efforts in promoting tourism. This will be a feather in the cap of the already rich 18,000 cultural monuments that the country boasts of.

"We must find the strength to say that Armenia and the Armenian people will gladly welcome guests from all friendly countries. Armenia has many friends in the world, but their number must constantly increase. In today's world, we must be very active, we must use every opportunity to talk about our small but beautiful country with a great cultural and spiritual heritage. We will have to create opportunities to tell the world that hard-working, peace-loving and hospitable people live here." Mr. Gagik Tsarukyan concluded.



In support of initiatives by member states of UNWTO to revive and grow tourism with a focus on boosting investments, promoting innovation and entrepreneurship, and focusing on jobs and education and sustainability, the Secretary General of the Organization Zurab Pololikashvili joined other dignitaries to celebrate the historic occasion.

Speaking to the media on the occasion of the commissioning, the UN World Tourism Organization Boss said, the installation of the gigantic statue of Christ is a major historic step which will help in establishing Armenia as a hotspot for religious tourism.

"It was with excitement that I witnessed this ground-breaking ceremony for the installation of the statue of Christ in Armenia. This is a historical day! Thank you, Minister of Economy of Armenia Vahan Kerobyan and businessman and philanthropist Gagik Tsarukyan, for inviting us!" Mr Pololikashvili posted on his Twitter.

He added that Tourism continues to recover, and the momentum seen in the latest figures is encouraging for the sector. "Although



• UNWTO Secretary-General Zurab Pololikashvili laying foundation stone for the statue



• Gagik Tsarukyan speaking to the media after sod-cutting ceremony

international tourism remains 61% below 2019 levels, the gradual recovery is expected to continue throughout 2022, as more destinations ease or lift travel restrictions and pent-up demand is unleashed.

### Background

In January 2022, philanthropist Gagik Tsarukyan announced his intention to have the world's tallest monumental statue of Jesus Christ in Armenia, the first country to officially adopt Christianity as its national religion. Immediately after that, a competition was launched which attracted submissions from leading architects from Armenia and beyond.

“  
*This idea is another opportunity to present Armenia to the world and receive millions of guests from different parts of the world. After the war and so many disasters, we have no right to close ourselves off from the world. Quite the opposite, we must find the strength in ourselves to look at the world, to open up to the world, to present ourselves in a new way*  
 ”

- Gagik Tsarukyan



About 300 works were presented in the first stage of the competition. After 2 months of deliberations, the competition committee, consisting of reputable specialists and experts, selected 12. According to Gagik Tsarukyan, Armenia with its ancient culture, Christian traditions, and rich history should present itself to the world in a new way. Finally, after a nationwide vote, the work of the acclaimed sculptor Armen Samvelyan was recognized as the winner.

Armenia is a member of the World Tourism Organization and this year marks 25 years since it joined the Madrid-based UN Tourism Agency. In June this year Armenia had the honour of hosting the 67th meeting of the UNWTO Commission for Europe held in Yerevan.





# Dr. Pindi Chana

## Tanzania's Minister of Tourism and Wildlife

Tanzania's Minister of Tourism and Natural Resources Ambassador Dr. Pindi H. Chana has assured the World Tourism Organisation (UNWTO) of the country's readiness to host the Organisation's Commission for Africa (CAF) Meeting in Arusha.

The 65th Commission for Africa Meeting is scheduled to take place from 5th to 7th October 2022 in Arusha, under the theme: "Rebuilding Africa's Tourism Resilience for Inclusive Socio-Economic Development".

Addressing the media after a preparatory mission to Arusha by a team from UNWTO, Ambassador Chana said the East African country is ready to showcase the best of the country at the event.

"The Ministry of Natural Resources and Tourism is proud to inform you that, the 65th UNWTO –CAF meeting scheduled to be hosted by The United Republic of Tanzania is one of the Strategic events geared to promote and develop Tanzania. The Royal Tour Program initiated by Her Excellency Samia Suluhu Hassan, President of the United Republic of Tanzania." The Minister observed

"Tourism plays a very significant role in the economy of our Country, for instance before the outbreak of COVID-19, Tanzania received 1.52 million Tourists and earned 2.6 billion US Dollars. The Sector contributed an average of 17 percent of the gross domestic Product (GDP), and generated 1.5 million jobs (both direct and indirect jobs)" Ambassador Dr. Pindi H. Chana continued.

Moreover, it emphasizes the development of MICE Tourism which is highlighted in the ruling party CCM Election Manifesto (2020-2025) and the National five years Development Plan (2021/22 – 2025/26) as strategic tourism products geared to increase the number of tourists from the current level to five million tourists and raise foreign currency earning to a tune of six billion US Dollar by 2025" Ambassador Dr. Pindi H. Chana revealed.

The UNWTO Regional Commission for Africa is the major institutional platform where ministers in charge of tourism discuss the latest trends in the sector at the continental and global level and the implementation of their program of work. The Commission for Africa Meeting is held every year as part of UNWTO's statutory events.



“The Ministry of Natural Resources and Tourism is proud to inform you that, the 65th UNWTO –CAF meeting scheduled to be hosted by The United Republic of Tanzania is one of the Strategic events geared to promote and develop the Tanzania - Royal Tour Program initiated by Her Excellency Samia Suluhu Hassan, President of the United Republic of Tanzania”

### Profile

Dr. Pindi Chana graduated from the University of Peoples Friendship, Moscow, Russia with a Bachelor of Law. She further pursued postgraduate studies at the University of Dar es Salaam, Tanzania where she earned a Master of Law and later at Mzumbe University, Tanzania where she earned a doctorate degree (Ph.D.).

In her carrier, she has worked in several positions and served as director of various boards. She obtained early international exposure by working as an intern in different institutions such as Russian Bank, Coca-Cola Co. Ltd, Barclays Bank UK, and a law firm in the UK. In Tanzania, she was a lawyer for the Iringa District Council for five years and the Tanzania Research Education and Environmental Care lawyer for five years. Dr Chana has served as a member of the Tanzanian parliament from 2005 – 2015 and from November 2020 to date.

She was appointed as a High Commissioner of the United Republic of Tanzania to Kenya and also accredited to South Sudan, Seychelles, Somalia, Eritrea, UNEP, and UN-Habitat Office from February 2017 to October 2020.

At the ministerial level, she served as a Deputy Minister of community development and as Minister of State in Prime Minister's Office responsible for policy, parliamentary affairs, and government coordination.

### THE IMMERSIVE “UNFORGETTABLE TANZANIA” EXPERIENCE

Tanzania is an East African country known for its vast wilderness areas. They include the plains of Serengeti National Park, a safari mecca populated by the “big five” game (elephant, lion, leopard, buffalo, rhino), and Kilimanjaro National Park, home to Africa's highest mountain. Offshore lie the tropical islands of Zanzibar, with Arabic influences, and Mafia, with a marine park home to whale sharks and coral reefs. Whichever site you visit in Tanzania there is always something more to discover.

The alluring beaches, coral reefs and other marine assets on the Islands of Unguja, Pemba and Mafia offer unlimited opportunities as single destinations and, as an add-on to the wildlife safaris.

Tanzania is a country so wealthy that it would practically take years to document all the resources. Not only is the country proud to bear witness to the highest and largest free-standing mountain in the world but also to the rich and diverse wildlife concentrations, minerals and other resources available.

Tanzania contains some 20 percent of the species of Africa's large mammal population, found across its reserves, conservation areas, marine parks, and 17 national parks, spread over an area of more than 42,000 square kilometers (16,000 sq mi) and forming approximately 38 percent of the country's territory.



Tanzania's tourism sector is getting stronger (resilience, innovation, and progress)

In Tanzania, tourism is considered as a catalyst for economic development providing socio-economic opportunities such as investment, employment, foreign exchange earnings, and enhancement of sustainable development.

The sector accounts for more than 25% of total export earnings, 17% of Gross Domestic Product (GDP) and more than 10% of employment opportunities, both direct and indirect. Equally important, as underpinned in the National Tourism Policy of 1999, the strategic objective towards sustainable and responsible tourism has been pivotal in supporting wildlife conservation, community wellbeing, and diversification of tourism products especially in this era of globalization and post COVID-19.

The COVID-19 pandemic in 2020 resulted in a drastic drop of total tourist activities in Tanzania, which affected both international tourist arrivals and revenues. However, the Government of Tanzania together with the private sector and other stakeholders took immediate recovery measures towards prevention of spread of the disease aimed at ensuring the safety of visitors and locals as it was emphasized by UNWTO through an agenda of Putting People First, and further, enable the revival of overall tourism business environment.

In accelerating the recovery of the country's tourism sector, Her Excellency, President Samia Suluhu Hassan took a leading role by promoting the Tanzania Royal Tour Programme which to date has been a great success attracting large numbers of visitors and investors.



## RELAXATION IN THE HEART OF ACCRA

Accra City Hotel, established in the buzzing central district of Accra, has revamped its space to exude a brand new sensation of calmness and relaxation. It is popular with the locals as the ultimate staycation choice and the international traveller. Accra City Hotel is a wholesome experience and a home away from home.

As Ghana's first ISO certified hotel in West Africa, Accra City Hotel guarantees nothing short of excellence. From exceptional dining experiences in its recently refurbished restaurant to productive times in its modern business conference rooms. The establishment also boasts 196 splendidly furnished guest rooms, ranging from suites to studio units, designed to give guest a perfect restful night. In addition to its wellness centre is a tennis court and an open lawn area for weddings and other events.

The close proximity of market scenes and art centres as well lend a rich Ghanaian culture which guests of the hotel can delight in.

Accra city Hotel is one of the most awarded hotels in the country. Among its most recent achievements is receiving the Ghana's Leading Hotel award by the World Travel Hotel award by the World Travel Awards in 2019 and 2020. It is the ultimate hotel for your stay in Ghana from summer to the exciting festive season.



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# Have you explored the thrilling side of life yet?

There is thrill above, below, and on the sea in the Maldives. There are countless ways for you to chase that adrenaline in the Maldives. Get on a bouncy banana ride with friends and family, and request the watersports guide to go extra fast. Trim the waves on a jetski or skim the lagoon on a wakeboard. If you'd rather be closer to the water and still experience the speed of a jetski, look no further than a seabob. In the Maldives, we are always searching for the coolest new inventions in watersports and we want to make sure the thrill seeker can experience it all.

Watersports in the Maldives don't end with a jet ski, kayak, and banana ride. Kite surf on a windy day, parasail and see the isles through a bird's-eye view, or set on your voyage across the lagoon in a catamaran. Want to fly like ironman? Check out flyboarding. It's quite unlike anything else.

Visitors often say that travelling in the Maldives is akin to travelling in a picture-perfect postcard. Rightfully so, the towering coconut palms, white sandy beaches, and the equatorial sky put on phenomenal displays any time of the day, all day every day. Take out your phone and capture these memories that'll surely last a lifetime. Make sure to bring an underwater camera to capture some of the coolest Instagram shots you can take in the Maldives, such as the iconic shot at Vaavu Keyodhoo shipwreck or a shot of you snorkelling with whale sharks in South Ari Atoll.

The Maldives is the ultimate destination for a vacation with friends and family. Experiences are abundant for everyone. Visit a local island and go island hopping in a local dhoni (boat). Each island and atoll is unique and each one holds special secrets, just waiting to be discovered. Embark on a night fishing trip. Night fishing is a whole adventure in the Maldives. We do it differently. Don't be surprised if night fishing turns into a competition on who catches the biggest yields. Unique to the Maldives, fishers use pole-and-line or handlines to catch their fish, this is often remarked as one of the most sustainable methods of fishing as each fish is caught one by one.

One of the best bonding experiences a family or group of friends can have is to experience and learn something entirely new together. If you and your travel buddies or family are keen to explore the underwater world but have not yet had a chance, the Maldives is the perfect destination to take your first plunge. Diving conditions are favourable in the Maldives throughout the year and you can get your diving certification. There's something for everyone in the Maldives.





## Morocco launches e-visa to accelerate tourism recovery

The Kingdom of Morocco has announced the launch of an electronic visa for travellers to the country. The online system will simplify the process of obtaining a Morocco visa for citizens of 49 countries.

The e-visa for Morocco will be available through a simple online application platform managed by the Moroccan Ministry of Foreign Affairs. It is expected that the online visa form will only take a few minutes to complete with basic personal, passport, and travel information.

It is also expected that applicants will also be able to pay the visa fee securely online. In most cases, online visas for Morocco will be processed within 24-72 hours.

Once approved, the e-visa allows the holder to stay for up to 30 days in Morocco. However, it can also be extended once in the country for a validity of up to 6 months with multiple entries.

### E-visa for Morocco Expected to Boost Tourism

The introduction of an e-visa for Morocco was ordered by King Mohammed VI in order to facilitate the issuance of visas for tourism and boost tourist arrivals to the country, Moroccan government spokesperson Mustapha Baitas confirmed.

“Foreigners who want to visit Morocco are no longer obliged to go to consulates to collect a paper visa”, Baitas said during a press briefing to announce the online visa system.

The simplifying of the visa application process is designed to reposition the country as a prime travel destination and revive the tourist industry after a slow-down caused by the COVID pandemic.

Tourism makes up a large part of Morocco's economy. The government is eager to boost revenue from the tourist sector, which was estimated to have made an economic contribution of around \$8 billion in 2021 alone.

### Who Can Apply for the Morocco Visa Online

The electronic Morocco visa will be available to 3 categories of foreign citizens:

Foreigners who have resided in the European Union, the USA, Canada, the UK, Japan, Switzerland, New Zealand, and Australia for a minimum of 180 days

Foreign residents in the USA, Australia, Canada, the UK, Ireland, and New Zealand with a Schengen visa valid for a minimum period of 90 days

### Nationals of countries including Israel and Thailand

Not all foreign nationalities need a visa for Morocco. Passport holders from over 65 countries and territories, including all European Union citizens, and nationals of the United Kingdom, the United States, Australia, and New Zealand, among others, can visit Morocco visa-free for up to 90 days.

Citizens of the Republic of the Congo, Guinea, and Mali are also considered visa-exempt for Morocco, but they are required to obtain an approved Electronic Travel Authorization in advance of travel.

All other passport holders are required to have either an approved visa to travel to the country, no matter the intended length of stay or purpose for the visit. Those not eligible to apply for the Moroccan e-visa online will continue to need to submit visa applications at an embassy or consulate of Morocco in person.

## NYU professor pursues initiative to make Kumawu a heritage tourism hub in Ghana

A New York University (NYU) professor of economics and of Ghanaian origin, is embarking on several ventures to position Kumawu in the Ashanti Region of Ghana as a heritage tourism hub.

This is in addition to a myriad of projects and programmes that have been spearheaded by him for years now to bring improvements in the quality of life of the people of the area while opening up the town to more investment opportunities.

An indigene of the area, Professor Yaw Nyarko who is Director of NYU's African House told VoyagesAfriq in an interview that, his quest to open the place up for tourism activities is due to the rich history of the land and its people.

He said, having moved to Kumawu a few years ago for research, he discovered the unique culture of the place and decided that more needed to be done to shed light on it and its socio-cultural significance.

“I decided years ago that I am going to move from the attitude of staying in New York, or Abu Dhabi or staying in Accra to do research about people who live somewhere else. So it was my view that I need to move into the community where the people live, so I moved to Kumawu.

“And then, once I moved to Kumawu and I started meeting the people, that's the impetus, the origin and I began to see the culture, fell in love with it, realized how rich it is and



how quiet it is in terms of nobody talks about it, but it is an amazing culture that we have and we need to celebrate that,” the Director of NYU's Center for Technology and Economic Development (CTED) posited.

Already, the professor and his team have started a conversation around arts and crafts. Days ago, they organized a lecture on African lost arts with famed French art historian, Bénédicte Savoy speaking on the subject in Kumawu with traditional authorities and industry players in attendance.

In 2015 the Kumawuman Palace Museum was commissioned as part of efforts to preserve the area's royal history. A centre and computer-based software were also built for smallholder farmers to maximize yields and access to the market.

Prof. Nyarko said all of these undertakings are part of a grander scheme of plans and actions toward making Kumawu a launchpad for scaling the programmes to other parts of Africa.

He maintained, “I would want first of all, succeed here; proof of concept. It is a large enough place that if we succeed here, it will be a good model. The land of Kumawu is 2% of the total land mass of Ghana. There is Digya National Forest which is essential, and Kumawu land as well – historically. If you add that you have 3% of the land mass of Ghana, so it's not a small area that we are thinking about.

“So we want to use this as a test case to do something amazing both in the cultural realm and the economic realm. So if we are able to showcase how to transform the lives, and the economics, and the work of the smallholder farmers in this area, it would translate all across the continent of Africa.”



Professor Yaw Nyarko  
Director, NYU's African House



## "Africa is where our bread is buttered," SAT COO on latest tourism figures

The Chief Operating Officer of South African Tourism (SAT) Nomasonto Ndlovu has reemphasised the point that Africa remains South Africa's most important tourism market.

Speaking with VoyagesAfriq on the latest tourism figures announced by Tourism Minister Lindiwe Sisulu on Thursday, September 1, Nomasonto maintained that tourism in the rainbow nation was showing a remarkable uptick.

"South Africa has really done very well, all the markets are up, and the domestic numbers are even much more exciting because they revealed that we have actually reached the numbers that we had pre-Covid-19. So for domestic we recorded over 15 million domestic trips that were taken in and around South Africa and we really want to thank the domestic market for having supported tourism during its darkest hour and helping us to keep the lights on.

"And now that we are back, we are saying that the domestic market is actually continuing with exploring the domestic landscape which is very good for us because we know that strong tourism destinations have got very strong domestic tourism. What was also quite interesting is that Europe has done quite well, the Americas are up by 331% and our markets from Africa have also performed very well so all in all we have no reason to complain. Our numbers are looking promising and it looks like the recovery will actually happen far earlier than we had anticipated."

She added that when COVID-19 shut the country away to international visitors, the African market came to their rescue.

She said: "For us, we have taken a view that our traditional markets; Europe, the Americas are doing very well, but Africa is where our bread is buttered because we have realized with the COVID-19 that the world closed us out,



• Nomasonto Ndlovu  
COO, South African Tourism

and we were left alone as Africa.

"It was very clear that the world was not coming to save us and we had to save ourselves. So for us, COVID-19 highlighted the importance of intra-Africa travel and the numbers we are seeing now, is testimony of the importance of travel within the African region."

Moving forward, Nomasonto revealed that, "Our strategy is that we going to do two things; we are going to focus on our domestic market, continue to build and make sure we build a strong domestic market in South Africa. Secondly, we want to build an even stronger market from the rest of Africa."

## ...South Africa announces e-visa portal for Nigerian travellers

Travellers from Nigeria to South Africa can now apply for visa online. South Africa's Home Affairs Department announced the portal had been opened since August 19 this year for a pilot.

Firming up this was Chief Operating Officer of South African Tourism, Nomansonto Ndlovu who said that the new e-visa regime was part of a grand scheme towards easing access to South Africa from the West African market,

"We have finally launched the e-visa system, it is live, it is being utilized as I speak to you now in Nigeria. Now if you are in Nigeria, you can apply online for your visas; you can load all your documents in the system and you can travel and get your visa in South Africa.

"That for me is a huge improvement and a huge intervention which is what this market needed and this is the news that we have brought to the market here and we think that this will go a long way in really helping in improving the

perception about the difficulties that people have had in trying to have their visas for South Africa," she reiterated.

It is a big win for the market and for us in South Africa because we know the West African market loves coming to South Africa

The new e-visa is opened to Nigerian ordinary passport holders for a short-term visitor's visa to South Africa. "No other visa category except a visitor's visa, not exceeding 90 days will be issued via the e-visa platform," the Home Affairs Department stated.

Beyond this, SAT is broadening its horizons in West Africa. Its regional office recently embarked on roadshows to Ghana and Nigeria where they engaged with tour operators and travel agencies promoting business linkages between South Africa Product Owners (SAPO) and their counterparts from West Africa.

## Ghana's Tourism Minister pushes for membership on UNWTO's Executive Council



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

The West African country is making a case to serve on the UN World Tourism Organization Executive Council.

The Executive Council's task is to take all necessary measures, in consultation with the Secretary-General, for the implementation of its own decisions and recommendations of the General Assembly and report thereon to the Assembly. The Council meets at least twice a year where members are elected.

Ghana previously served on the Council in 2016.

In a renewed push for readmission to the Council, the country's Minister of Tourism, Arts and Culture, Dr. Ibrahim Mohammed Awal says Ghana is committed to being a leading voice for it peers on matters of tourism at the global stage.

"We need to be there to have a voice, if you are not in there, you don't have a voice. We want to have the voice to possibly influence tourism promotion and development in Africa.

"We can't be outside there and influence it; it doesn't work. And we have a lot to offer Africa and the world so we want to be part of the Executive Council so that together with our colleagues we can influence tourism growth and development in Africa," he emphasised.

The next UNWTO Executive Council (117th session), will take place in Marrakech, Morocco on 23-25 November 2022.



• From R-L Minister of Tourism, Arts and Culture, Dr. Ibrahim Mohammed Awal, UNWTO Secretary General, Zurab Pololikashvili and Ghana's Ambassador to Spain, H.E. Muhammad Adam



## Ethiopian Airlines become first African airline to order A350-1000

Ethiopian Airlines Group, the flag carrier of Ethiopia, Africa's largest airline group, has upsized four of its A350-900 on order to the largest variant of the A350 Family, the A350-1000, becoming Africa's first customer for the aircraft.

Ethiopian Airlines has already ordered 22 A350-900s, of which 16 aircraft have been delivered. With the A350-1000 upsizing, Ethiopian Airlines' backlog consists of four A350-1000s and two A350-900s.

Ethiopian Airlines Group CEO Mr. Mesfin Tasew said, "We are delighted over the upsizing of the A350-900 on order to the largest variant, A350-1000, that helps us stay ahead of the curve in technology. We are the technology leaders in the continent introducing the latest technology and fuel-efficient fleet into Africa. The A350-1000 is the best fit for our dense routes, and we believe that the upsizing will be instrumental in satisfying the increasing demand of customers in our vast global network across five continents. We will continue on keeping ourselves abreast of aviation technology advancements to enhance our service and fulfil customers' demand."

"We are proud of our strong partnership with Ethiopian Airlines - the first airline in Africa to order and operate the A350-900. In another first, Ethiopian Airlines is once again leading the way in Africa's aviation sector by introducing the A350-1000, the largest version of the world's most efficient and technologically advanced passenger aircraft," said Mikail Houari, President, Airbus Africa and Middle



East. "The A350-900 has delivered extraordinary capability, fuel efficiency, and operational reliability of 99.5 percent together with unbeatable operational flexibility and efficiency, from short to ultra-long-range operations."

The A350-1000 will increase the East African carrier's capacity and it will be an addition to its modern wide-body fleet. The airline will benefit from a flexible, high-value Family leveraging Airbus' unprecedented level of commonality and same type rating.

The Airbus A350's clean-sheet design features state-of-the-art aerodynamics, a carbon-fibre fuselage and wings, plus the most fuel-efficient Rolls-Royce Trent XWB engines. Together, these latest technologies translate into unrivalled levels of operational efficiency and sustainability for Ethiopian Airlines, with a 25% reduction in fuel-burn and CO2 emissions compared to previous generation twin-aisle aircraft.

## Gambia records 15 Percent Increase in tourist arrivals

The Gambia tourism industry which has been one of the steady sectors contributing to the Gambia GDP but witnessed a setback like other sectors as a result of the Covid-19 emergence, is now gradually picking up as its number of air arrival increased by 15% in 2021 compared to the same period in 2020.

According to the data, the total number of arrivals by air in 2021 was 102,460 an increase of 15% compared to 89,232 in 2020 – this is an increase in arrivals to Destination Gambia for the first time since the Covid-19 pandemic.

"At least 2021 recorded a significant increase in tourist arrivals particularly in the fourth quarter of the year, marking the return of tourist arrivals in Destination Gambia for the past two years 2019/2020," Gambia Tourism Board (GTBoard) disclosed.

Despite the increase in arrivals in the year under review, all the Traditional Markets still declined by 35% (in 2021 compared to 2020), while total arrivals from the Non-Traditional Markets recorded a growth of 89% in the same year compared to the previous year "except for a few markets like Czech, Italy, Poland, and China, all Non-Traditional Markets increased in arrivals in 2021."

In destination Gambia, the winter months are the peak period from November to April of each year, from the data "arrivals in the winter season of 2021 (56,896), compared to 2020 winter arrivals (82,795) declined by 32%. The winter

months being the peak period contributed 55% of the total arrivals in 2021. A decline in arrivals observed especially in January (74%), February (79%) and March (63%) affected the total arrivals, but on the other hand, November and December 2021 recorded an increase of 221% and 121% respectively compared to 2020," per the GTBoard records.

More so, the summer Months (Green Season), May to October, accounted for 45% of total arrivals in 2021, a significant growth as the 2020 summer period was a complete lockdown for the destination. All the summer months registered more than 100% growth in 2021.

Giving a resounding assurance about the upcoming season, Aboubacarr Camara, the managing director of the Gambia Tourism Board (GTBoard), was upbeat about the upcoming winter tourism season 2022/2023 as he expressed confidence about the outlook. "It's like of 2019 if not better off but not less."

Adama Njie, the director of Marketing, GTBoard, expressed optimism about the upcoming season and noted that a 15% increase in air arrival to the destination in 2021 is a good number compared to before Covid-19 hit the country.

This, he said, "is an indication that the board is not relenting on the mandate given to them and also both GTBoard, Ministry of Tourism and Culture and the stakeholders are working together to push the tourism arrival," he added.

Source: Yunus S. Saliu

## Airlines Association of Southern Africa gears up for 52nd AGA

Airlines Association of Southern Africa (AASA) is set to hold its 52nd Annual General Assembly this year in Cape Town, South Africa from 13-16 October 2022.

Theme of the conference will be to "Share your Africa Dream." AASA's CEO, Aaron Munetsi speaking on the VA Tourism Podcast said the meeting will provide a unique platform for stakeholders of the aviation industry to share their aspirations towards full recovery.

"When you think about the situations that we have been through; not only COVID, even before COVID, it is no secret that most of the African airlines were struggling. Some had gone to business rescue, some had collapsed completely and when you look back, you will see a deathbed of African airlines and we want to say that what actually happened in the past is in the past, what do you see when you look forward, what are your dreams, what are your hopes, what are your aspirations?"

"So we are going to put up an environment where the airline CEOs, the regulating authorities, and the overseers who are government ministers and so forth; everybody is going to be under one roof. Everybody is going to be given the opportunity to say, what is their aspiration and dream," he emphasized.

Of particular interest for discussion would be what Munetsi described as the 3Cs – cooperation, collaboration and commitments.

He averred: "The first thing is to say what does it take for the airlines and the regulating authorities and everybody else involved in travel and tourism to cooperate? The second thing we are going to see is to zero in on collaboration. Some people say cooperation and collaboration are one and are the same, but they are very different. So we are going to see how we differentiate between collaboration and cooperation."

On commitment, the CEO maintained that it was of interest because for years, airlines, government and aviation stakeholders on the continent have always talked about cooperation without making serious commitments.

"This has been always the story since we started talking about Yamoussoukro. Now we are talking about African Continental Free Trade Agreement, we are talking about the Single African Air Transport Market, so the third element which has been missing in all of these discussions that we are going to focus on is commitment."

The General Assembly will Munetsi hinted, will also discuss issues around the lack of collaboration between tourism and aviation stakeholders while also delving into ways by which they can firm up their engagements within Southern Africa to ensure air travel seamlessly and at affordable rates.



• Aaron Munetsi  
CEO AASA

With a current membership of 17 airlines and 37 associates, AASA is the leading representative airline organisation within southern Africa, working together with leaders of the aviation industry and senior public and government officials on policy, regulatory, planning, operational, safety, security and financial matters affecting the overall profitability of the airlines and their continued sustainability. In Southern Africa, AASA leads and coordinates the airline industry position on airport, airspace and civil aviation issues.

*"So we are going to put up an environment where the airline CEOs, the regulating authorities, and the overseers who are government ministers and so forth; everybody is going to be under one roof. Everybody is going to be given the opportunity to say, what is their aspiration and dream"*



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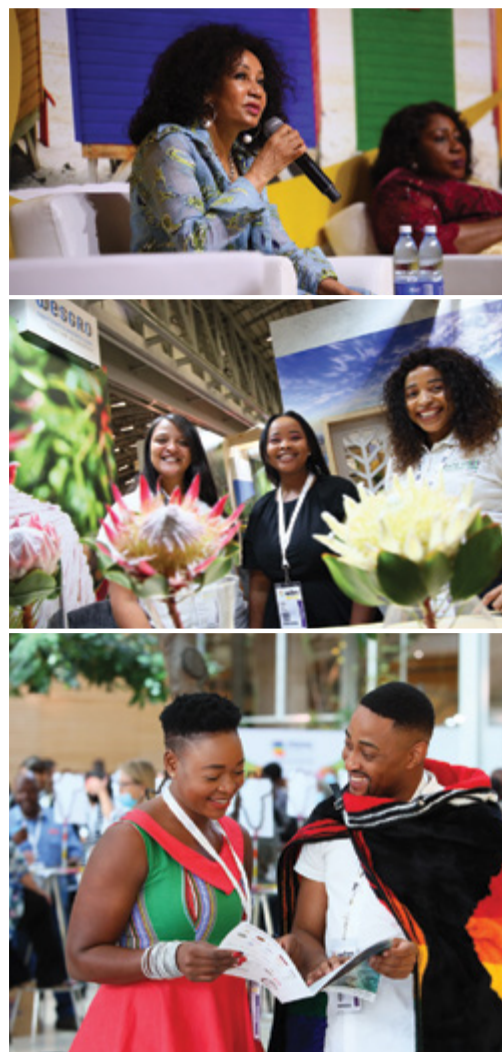
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## The Seychelles Island unveils new brand identity

The Seychelles Island has launched a new brand logo to give the destination a fresh look as tourism restarts.

"It was the right time for us to stand out again," said the Director General of Destination Marketing at Tourism Seychelles, Mrs Bernadette Willemin, during a meeting at L'Escale Resort as she unveiled the revamped destination brand in the presence of the principal secretary for Tourism, Mrs Sherin Francis. The milestone was celebrated amongst valued of the trade, including airline partners, hoteliers, and DMC representatives. In her presentation, the Director General for Marketing stated that although very successful on the international market, the Seychelles Island brand, which made its debut in 2006, needed to be given a fresh look while adapting to the growing marketing and digital trends around the world. Proudly introducing the new features of the "freedom bird" logo, Mrs Bernadette Willemin gave a brief presentation to the attendees, explaining the evolution of the Seychelles brand with a more modern look, bearing the national colours as it previously did.

Mrs. Willemin also explained that although this evolution took place, the essence of the brand was left intact by the team to keep the Seychelles brand recognisable to all its stakeholders. "Earlier this year, we decided to undertake the re-energising of our brand again with the assistance of the UNION, who are familiar with our brand and its logo. We also felt the need to keep our brand modern to efficiently convey



our message in this brave new world of multiple, new digital platforms that did not exist in 2006," said Mrs Willemin. On her part, the Principal Secretary for Tourism, Mrs Sherin Francis, briefly expressed her satisfaction with the vibrancy and eloquence of the "new" Tourism Seychelles brand. "I am confident that this brand revamp, centred around re-energising ourselves as an industry, will show our potential visitors and existing ones our commitment to redefining their experience in Seychelles. With many developments happening in the destination in terms of products and services, we improved our brand to inspire our visitors to choose us when making travel decisions."

## Cabo Verde concludes deal with Vinci over operation of Island's Airports

The Prime Minister of Cabo Verde, Ulisses Correia e Silva has defended the concession agreement with the Vinci group aimed at improving the capacity, performance, and quality of airports and airfields in the country.

Ulisses Correia e Silva made this assertion at the ceremony that marked the signing of the public airport service concession contract with the Vinci group, involving the 40-year management of the archipelago's four international airports and three airfields.

As he explained, all this construction was based on "very strong elements", pointing to a "structured trust", based on data and information that allowed this decision to be made.

"It is a long-range strategic option and that is why it is long-term, a strong bet to make the airport business grow with competitiveness and sustainability", he pointed out.

He said that the Government chose this partnership with the "guarantee" of a world-renowned operator, which offers a shared vision of developing air transport activities.

"We push boundaries when we have ambition and when we approach the market as a global one to conquer it," he said.

According to the Chief Executive, Cape Verde cannot be limited to being a country that requests and receives

foreign aid, but rather, he continued, "a country interested in foreign investment", in public-private partnerships that have the ability to leverage the country's economy.

"That's why this partnership is of interest to everyone and the main purpose of the airport concession is to leverage an important sector for the Cape Verdean economy", he stressed.

For Ulisses Correia e Silva, valuing the country's location, increasing the contribution of airport management in the air transport sector, and improving tourism competitiveness are objectives that, together with their partners, they aim to achieve.

He also stressed that airports, both in terms of air navigation and airport management, are crucial to positioning Cabo Verde and, particularly the island of Sal, as a "reference air hub" in Africa and the Middle Atlantic.

"Investments foreseen in the concession contract are aimed at improving the capacity, performance, and quality of our airports and airfields", he noted.

The Prime Minister also highlighted that "certainly" the archipelago will have more passenger and aircraft flows, greater commercial income from airports, and greater promotion of Cape Verde as a tourist and investment destination, with an impact on growth, wealth creation, and employment.



## Accra City Hotel sets sight on West Africa MICE market with an expansion project

Ghana's four-star business hospitality facility, Accra City Hotel is hoping to become a major player in West Africa's MICE market as it embarks on expansion works.

The new project when completed would enable the hotel to host large-size meetings and events, increase bed capacity, and add on to entertainment facilities with a night club among other ancillary installations.

The newly appointed General Manager of the hotel, Divine Matey speaking to VoyagesAfriq said the new development on the property will address shortfalls in hosting mega conferences.

"The main missing link is the conferencing; we lose a lot of business, we have the rooms but we don't have the conference space," he stated.

According to the General Manager, the new expansion when completed will cater to the need of every guest regardless of their preference.

He indicated: "We are known as a business hotel and we want to bring the leisure side. We are going to have a club attached to the bar and we will make it exclusive. With the main building, we are expanding the conference offering with more conference rooms; we want to have the largest capacity in Accra.

"We are looking at suites in that building and we are also looking at an aparthotel concept. We want here to be a one-stop-shop facility, where even if you like an apartment hotel, you can have it, if you want a suite you have it, if you want standard rooms you come to the main building."

Accra City Hotel, Matey said will continue to enhance guest experience and excellent services.



• Divine Matey  
General Manager - Accra City Hotel

“With hospitality, everyone wants a new ambiance, so everyone wants to come and see what Accra City has to offer now and explore it, and when you come to our space, our service delivery will hook you on and you'd want to come”



## The live return of Magical Kenya Travel Expo has come at the right time

East Africa's leading travel show, Magical Kenya Travel Expo (MKTE) is making an in-person return after two-year hiatus.

The expo which is the largest East and Central African travel trade show will bring together about 200 exhibitors and 150 buyers among other industry partners and media from some of Kenya's key source markets in Europe, Africa, Asia, and the Americas.

As the theme, "Rediscover the Magic" succinctly states, MKTE will offer participants a unique opportunity to re-engage and reconnect with those who matter in the industry while creating the platform to explore new business opportunities and relationships.

Kenya Tourism Board (KTB) Chief Executive Officer, Dr. Betty Radier says that the 2022 expo is expected to attract participation from about 30 countries from across the globe. "We have not been able to host the Magical Kenya Travel Expo physically in the last two years due to the pandemic. Last year we opted for a virtual show to keep the travel trade abreast with the opportunities we have as a tourist destination and to ensure that we kept the engagements going. With the great improvements in the Covid-19 situation in Kenya and Internationally, we are delighted to announce that the Expo will be held physically this October," said Dr. Radier.

She added that the Expo would provide an ideal opportunity for the travel and hospitality industry to network and explore business opportunities in person and also familiarize with new opportunities. "We welcome our partners from around the world to come and witness what makes Kenya a special destination. It will be an opportunity for sector players to sell the opportunities available to the buyers and also give first-hand exposure of the product. We encourage the all tourism players and partners to take advantage of this opportunity," Dr Radier.

A number of seminars with compelling themes on current trends in the travel industry will be presented during the three-day expo.

Over the years, the Magical Kenya Travel Expo has brought together different international buyers from top source markets into Kenya who has seized and

created opportunities in the country's thriving tourism sector which is one of the backbones of the country's economy.

MKTE attracts hundreds of participants from across the globe each year and has played a significant role in boosting the country's tourism and by extension, East Africa's.



• Dr. Betty Radier  
CEO, Kenya Tourism Board (KTB)

The Magical Kenya Expo comes at a time when the government is upping its efforts to restore the industry which suffered due to the Covid-19 pandemic. Following the full reopening of the economy, the government through KTB has been engaging different partners in the tourism industry with an aim of restoring the industry's sector performance back to pre-pandemic levels.

“It is a good opportunity for us coming out of the pandemic for us to provide a platform for the trade with our hosted buyers and partners to interact and compare notes to see what's new in the destination. Dr Radier said”

### ...Kenya restart figures

Earnings from international tourist arrivals to Kenya is projected to hit Sh396.1 billion in the next two years, the ministry projects, coming with a full recovery of the industry.

The Tourism Sector Performance report by Tourism Research Institute shows international visitor arrivals grew to 924,812, as compared to 483,246 recorded in the same period in 2021.

The upsurge in the arrival numbers is attributed to the global and domestic vaccination drives that paved way for eruption of travel.

This year's performance came with a Sh167 billion in receipts, double the Sh83 billion that was earned in a similar period last year.





## INATUR confident of an accelerated recovery of Mozambique's Tourism sector

Mozambique's tourism sector has seen steady progress as it rolls out initiatives to quicken the pathway to recovery. Tourism is the fourth foreign exchange for the southern African country.

The National Institute of Tourism of Mozambique (INATUR), the national agency responsible for the promotion of tourism has revealed to VoyagesAfriq the campaigns it has embarked on to at least reach the pre pandemic figures.

The Director General of the Institute Marco Dos Anjos said with the scrapping of mask mandate and easing of covid-19 protocols following the vaccination progress in Mozambique will further help in the acceleration of tourism recovery efforts.

Touching on Mozambique's state of tourism, the Mr. Anjos added that, the latest tourism arrival figures confirm the tourism sector is making a great recovery.

"If we compare this year's first quarter international tourists arrivals and receipts with 2021, you will realized that there has been an appreciation of 60% and 15% increment in arrivals and receipts respectively. We recorded 149,000 international arrivals in 2022 compared with 94,000 arrivals in 2021. In receipt terms, we moved from US\$25 million in 2021 to US\$29.5 million in 2022" the Director General said.



• Marco Dos Anjos  
Director-General, INATUR



The country in order to attract investments into its tourism sector has promulgated/ reduced the VAT from 16 to 17% and also other fiscal programs to grow the tourism industry.

The visa regime which has been a perennial challenge for travellers is set to undergo major reforms by end of the year. Mozambique's government authorities have announced revisions to the short-term tourist visa, transitioning this option to a joint tourist-business visa. The visa validity period will also increase to 90 days, up from 30 days

Select nationalities will benefit from a new visa waiver program for tourists and business visitors.

The country is expected to implement a new eVisa system, which aims to reduce processing times. This will cover tourist and business visas with key source markets as the UK, Spain, US, Germany, Portugal, China, Rwanda, south Africa to be used online

These new systems and visa revisions are a part of Mozambique's Economic Acceleration Stimulus Package, primarily intended to attract more investment and tourism to Mozambique

Boosting economy and tourism. The short-term tourist visa

revisions and new visa waiver program are part of larger government developments that aim to ease immigration restrictions in order to attract more investment opportunities and tourism to Mozambique.

The country is feverishly preparing for the return of the International Tourism Fair of Mozambique "Fikani" and is seen by experts as ways to stimulate the tourism sector's recovery.

Mozambique sustainably develop its bountiful tourism assets, which include pristine beaches, coral reefs, turquoise seas, 'big five' game, bio-diversity-rich protected areas and a unique 'Afro-Mediterranean' culture

Mozambique generated around 113.00 million US Dollar in the tourism sector alone. This corresponds to 0.70 percent of its the gross domestic product and approximately 3 percent of all international tourism receipts in Eastern Africa. Mozambique recorded a total of 2 million tourists in 2019,

Before the outbreak of the Covid-19 pandemic, sales took up \$324.00 million, 2.1 percent of gross national product. Thus, each visitor spent an average of \$159 on their vacation in Mozambique.

## TRIPESA SECURES FUNDING TO DIGITIZE TOURISM MSMES AND AID RECOVERY POST COVID

B2B travel tech startup, Tripesa has closed a pre seed round with participation from Eric Osiakwan, Future Africa, Consonance Investment Managers and LTNT Investments to support the company's go to market in Uganda and Kenya before expanding to the rest of Africa.

Tripesa enables small business owners in tourism and hospitality sell online and manage their entire business operations on a simple no-code platform. The platform allows a micro and small to medium sized enterprises (MSME) in tourism with no tech background to build and manage a website, accept bookings and payments and access a customer relationship management dashboard.

Tripesa currently has over 260 tourism businesses in Uganda and Kenya on the platform. These companies are spearheading the new normal for Africa's US\$35 billion annual market that employs over 24 million people across multiple sub-sectors like tour operators, travel agencies, tour guides, car hire companies, curio shops, museums, events, small hotels and restaurants.

David Gonahasa, co-founder and CEO of Tripesa, said "Micro, small and medium-sized enterprises (MSMEs) in tourism took a heavy blow due to Covid 19 related



disruptions in the past two years but Tripesa is leveraging technology to empower them with tools to help them recover much faster. The new normal for us is enabling small players run their businesses from anywhere and serve customers round the clock with our localized travel and financial technology platform"

Eric Osiakwan, founder of Chanzo Capital, one of the angel investors in Tripesa says "MSMEs are truly the engine of economic growth in Africa where in some countries like Ghana 85% of enterprises are MSMEs contributing about 70% of the country's GDP. Our investment in Tripesa supports the development of the continent by unlocking the potential of MSMEs who often struggle with the complexity and cost of managing their business online and accessing source markets."





## Botswana ready to host 5th Africa Tourism Leadership Forum

The capital of Botswana Gaborone is preparing feverishly to host the 5th Africa Tourism Leadership Forum and Awards at the Grand Palm International Convention Centre from 24-26 October 2022.

ATLF will be making a return to Southern Africa for the second time following the hosting of the second edition held in Durban, South Africa in 2019. The country will host the next three editions in 2022, 2023, and 2024.

Themed "Igniting Intra-Africa tourism through inclusive intra-Africa trade, partnerships and Investments", the intra-African travel game-changing is expected to bring together industry leaders from across Africa and the rest of the world.

Africa Tourism Leadership Forum is a Pan-African dialogue platform that brings together key stakeholders from Africa's travel, tourism, hospitality, and aviation sectors. It aims to provide a continental platform for dialogue, networking, sharing insights, and devising strategies for sustainable travel and tourism development across the continent. It also focuses on the enhancement of Africa's brand equity and promoting intra-Africa travel.

ATLF is a flagship event on the Africa tourism calendar that has played a substantial role in advancing intra-Africa travel growth, youth and women empowerment, intra-Africa travel facilitation and business-to-business networking.

CEO of African Tourism Partners Kwakye Donkor says "The Africa Tourism Leadership Forum has shown the commitment and resolve to the development of the continent's tourism sector in the last five years. I congratulate Botswana Tourism Organization and its partners for embracing the initiative".

"We are enthused that the event has become a blueprint for actionable collaboration among African tourism



stakeholders and service providers in the past five years. We urge all industry stakeholders across the continent to make time to be in Gaborone this year, and also submit their entries for the 2022 Africa Tourism Leadership Awards." He added.

It is the only Pan-African public-private tourism leadership annual gathering convened and hosted in Africa, by Africans, and for Africans. Since its inception, ATLF has become the premium platform for public and private sector tourism leaders to meet and offer solutions in shaping the continent's tourism sector.

The last four editions have been held in Ghana (2018), South Africa-2019, and Rwanda (2020 & 2021).

The event is convened by African Tourism Partners (UNWTO Affiliate Member) in partnership with UNWTO and BDO South Africa and will be hosted by Botswana's Ministry of Tourism and Environment.



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## Namibia to house Africa Tourism Innovation Hub



• Kwaky Donkor  
CEO, Africa Tourism Partners

The 4th Africa Youth in Tourism Innovation summit concluded over the weekend in Namibia with an epoch announcement by organizers to set up an African Tourism incubation centre in Namibia's capital, Windhoek.

The leading Pan African Tourism startup summit last week assembled experts, African start-ups, young entrepreneurs, and key stakeholders as well as mentors, innovators, academics, and funders in tourism, travel and cross-cutting industries high-level partners to address the needs of youth participation in tourism in Africa.

The 4-day summit discussed a plethora of initiatives tailored to shape young ideas in the travel, tourism, and aviation sectors.

A major takeout of the event was the decision by the organizers, partners, and the government of Namibia to host Africa Tourism Innovation Hub in Windhoek.

According to the conveners of the event, the initiative is aimed at creating an avenue where young people who participated in the youth challenge can be assisted.

The CEO of Africa Tourism Partners Kwaky Donkor said the innovation hub is to scout, incubate small enterprises among the youth with innovative ideas, including women,

and the goal is to open up innovation within the sector with the partner agency, send the ministries that we like to work with.

The CEO of Africa Tourism Partners Kwaky Donkor said, 'So the ultimate goal is to ensure that we develop more innovative tourism ideas and accelerate entrepreneurship through innovation in the sector across Africa. We are also going to work with educational institutions to help us to conduct a lot of thought leadership research and application of new technologies in the sector on the Continent.'

He added that the initiative has received the backing of the Government of Namibia as well as the Durban Technology University and other partners to set the ball rolling.

On the key takeout from the Pan African youth tourism summit, Mr. Donkor noted that the summit was the use of innovation to drive and categorize the growth and development of the industry through the youth.

The Africa Youth in Tourism Innovation summit acts as a platform for Africa Youth in travel, tourism, hospitality, and aviation to exchange ideas, knowledge, and insights to collaborate.



• Pohamba Shifeta  
Minister of Environment, Forestry and Tourism  
Namibia



## Snapshots from Africa Youth in Tourism Summit 2022



• Elcia Grandcourt  
Regional Director-Africa, UNWTO



• Heather Sibungu  
Deputy Minister of Environment, Forestry and Tourism, Namibia



• Nqobizitha Ndhlovu  
Minister of Environment, Climate, Tourism and Hospitality  
Industry, Zimbabwe





## Namibia's 5 pillars to get Tourism on track

Namibian Government in its quest to get tourism to pre pandemic levels has launched a robust strategy to reboot the sector and offer lifeline to the many who depend on it.

Coming to the aid of tourism enterprises and suffered the harsh brunt of covid 19, the 5 pillar tourism recovery strategy is a major sector policy key in accelerating tourism recovery.

First unveiled by the Minister of Environment, Forestry and Tourism Pohamba Shifeta weeks ago in capital Windhoek, the document was further highlighted and explained during the Africa Youth in Tourism Innovation Summit.

Speaking to the action points of the recovery document, the Director of Tourism at the Ministry Zebulun Chicalu said the recovery plan is a result of consultation of hard work between the government and the private sector on how to get tourism to dizzying heights.

The pillars of the report are Tourism Regulations and Related measures, Aggressive online marketing and promotion campaigns, Attract new geo and segments of Tourism markets, increased tourism market intelligence through statistics and data collection and finally to Improve accessibility and connectivity to Namibia.

The five pillars as presented by the Director of Tourism and Gaming had sub actionable areas to give meanings to the main policy points.

The first pillar covering tourism regulations and related matters is geared towards the restoration of international travel confidence in the destination. It proposes flexible reservation and check out times, Improve Emergency Response, Monitoring and Health Systems to offer quick response to traffic accidents and matters involving international visitors among others.

The extension of financial support to tourism businesses is also a key area the plan points to in reviving the sector, the Creation of a Tourism Project Fund, Supporting destination marketing campaigns as well as offering possible tax breaks/tax incentives for tourism businesses.



• Zebulun Chicalu  
Director of Tourism and Gaming, Namibia

### Pillar 2- Aggressive online marketing and promotion campaigns

In a building a strong Namibian brand to entice and attract the tourism market, the Ministry is keen on pursuing an aggressive online and promotion campaigns. It proposes the development of Swakopmund and WalvisBay as the Tourism hub of Namibia.

### Pillar 3:- Attract new geo and segments of Tourism markets

This pillar prioritizes the diversification of tourism products to attract new segments of the markets. Core areas identified include the film industry and the growing of the cruise line sub sector. Even though cultural and heritage tourism is a major draw of the destination, it is looking to scale it up and create new products offering around it to stimulate the domestic market. The KAZA universal visa is a top of agenda by Namibia to sign on to it and fast track it's implementation to tap into the market.

### Pillar 4-Increased tourism market intelligence through statistics and data collection

An investment in the area of data and tourism market intelligence is essential in building a robust, resilient and futuristic tourism plan. Namibia is keen on developing a national spatial tourism masterplan. It will be counting on development partners to support the finance of the project.

### Pillar 5-Improve accessibility and connectivity to Namibia

The final pillar of the recovery narrows down on the seemingly uneasy access and connectivity challenges from its source and other exploratory markets. The Ministry of Environment, Forestry and Tourism in partnership with the International Relations Department and MHAISs to develop a flexible and competitive visa regime and expand the current visa on arrival program.

## 5 PILLARS OF THE RECOVERY PLAN

1

Policy Matters: Covid-19 Tourism Regulations & Related Measures

2

Aggressive Online Marketing and Promotion Campaigns

3

Attract New Geo- and Special Segments Of The Global Tourism Markets

4

Increased Tourism Market Intelligence through Statistics and Data Collection

5

Improve Accessibility and Connectivity to Namibia

## The dilemma of tourism startups as they scale up

Most people create startups out of frustration or disappointment in their current lines of work or from being unemployed. If the basis of starting a business is wrong, you are equally creating an added level of frustration. A wrong start equally impedes scaling. I have penned down my thoughts on some of the setbacks to scaling amongst startups.

As a child if you are told a story many times as you grow up, it becomes your truth. Over time, it becomes your reality. If enough people are told that story, it becomes part of the culture. If that story passes onto a generation, it becomes a tradition. Our worldview defines our value systems and informs how we think and make decisions. Our worldview can negatively impact our ability to innovate. As a startup in tourism, your goal is to create and sell an experience and therefore innovation that is customer centric and customer led is pivotal in achieving that goal. In order to achieve innovation, you may have been told many a time to always think outside the box but perhaps, you need not to. Sometimes thinking within the box but pushing the boundaries of the box may well be your best approach to scaling. Innovation is not a measure of the magnitude of the change. It is a measure of value created no matter how minute that value is perceived to be.

The methodology for startups is trial and error. Given that a startup is an emerging business, it is very possible that some of the approaches may fail. But when they do, they offer an opportunity to take stock. Change can sometimes become a single point of success. My mantra for a startup has always been "Fail fast, fail often but fail forward".

I often remind myself of the story of the bridge over the Choluteca river in Honduras, Central America. This region is known for storms and hurricanes. A bridge was therefore constructed over this river to withstand these storms and hurricanes. This bridge withstood the 75 inches of rain that fell in 1998. The rain caused so much devastation to the extent that 7000 people lost their lives. Although the bridge remained, there was a problem, the flooding forced the river Choluteca to change course. It created a new channel, and the river now flowed beside the bridge. Not under, but beside the bridge. This story is a terrific metaphor of what can happen to our businesses if we are not agile and adaptable. The challenge for us is that we get focused on creating the best solution to a given problem. We forget that the problem itself might change. The need for that product or service might vanish. The customer preference may change. As a startup, as you contemplate on scaling, equally think about adaptability and business agility whilst thinking of the bridge in a way that does not result you in building a superb bridge over nothing.

“My mantra for a startup has always been Fail fast, fail often but fail forward”

Whenever I have presented at a tourism conference, the vast majority of questions posed by delegates are centered around investment options. The notion of investment can be broken down into many spheres but critically for a startup it can range from capital investment to mentoring. Startups often forego the possibility that an investment does not always translate into cash. For those wanting to consider other forms of investment, there is the venture capitalist, crowdfunding, grants from NGO's, loans from financial institutions to mention but a few. However, before exploring any of the options above, determine how much scale you want to achieve, identify all the resources you need and then critically examine best source of investment required.

**Author: Akwasi Obeng Adjei**

Director of Absa Group Internal Audit: Investment Management and Insurance, PhD candidate in Digital Transformation (Witwatersrand), MBA (Stellenbosch), Master of Commerce-Information Systems (Witwatersrand)





## Ethiopian Airlines prioritizes Tourism in 2035 Agenda



• Mr. Mesfin Tasew Bekele

Ethiopian Airlines, Africa's leading aviation group has identified tourism as one of its core areas in the revised 2035 Agenda.

The vision of the Airline group is to help develop the country's tourism by investing in some critical infrastructural areas needed to make tourism thrive.

Speaking exclusively to VoyagesAfriq from the Airline's Headquarters, the Group CEO of the Airline Mesfin Tasew Bekele said Ethiopia is endowed with great tourism sites but needed the right infrastructure to help tourism grow. He points to the airline's hotel investments as a necessary ingredient needed to maximize the country's tourism potential.

Mr. Mesfin Tasew Bekele said the vision of Ethiopian Airlines is to develop tourism in Ethiopia and Africa.

Ethiopian Airlines' "vision 2035" is to help with the development of the hotel sub-sector. The Airline started by building the Skylight Hotel in Addis Ababa and it has been in existence for the past three years and is doing very well.

The hotel has assisted travellers who embark on business and tourism trips to spend overnights in Ethiopia.

With demand growing by the day, it has urged and encouraged us to expand to meet the needs of the market. "Our target is to put up 1,000 rooms and we are hoping to be ready in the first quarter of 2023.

"The next stage of our development is to construct hotels and other ancillary facilities at the various tourist sites in Ethiopia." He revealed.

He reiterated the commitment of the airline to work with all stakeholders in Ethiopia's tourism ecosystem to harness the potential of tourism.

"Ethiopian Airlines will continue to work with all stakeholders of the tourist operation in Ethiopia and play their share in this respect as part of their mission.

Ethiopian Airlines is currently rolling its stopover package as some of the measures to allow passengers to sample the country's cultural and rich heritage assets.



## President Barrow lays foundation for Radisson blu hotel in Banjul



President Adama Barrow has laid the foundation stone for Radisson Blu five star hotel in Bajilo, in the West Coast Region.

The five-star hotel is one of the five projects to be implemented in the country for the OIC's 2022 Summit, with just six months to go, before the end of the year.

During the foundation stone laying, the Chairperson and concessionaire of Immoland SARL, informed that the hotel should be completed within fifteen months.

The project will cost 100 million US dollars, and the hotel will have 60 presidential and royal suits alongside 400 luxurious rooms.

"Let me use this opportunity to emphasize that the Gambia will indeed host the summit and we are on track in doing so in a spectacular fashion," Barrow said.

"We have the capacity and by God's grace we will succeed," Barrow said they have the will, ability and resources to host the summit. The president added that his Government will ensure that the contractors, consultants and other stakeholders deliver and complete all the necessary infrastructural projects on time. He said the OIC projects are designed to be legacy projects whose impact will far outlive the summit; that for this reason, they will ensure they get everything right in the best interest of the Gambia and the global Muslim community.

The President went on to say that the hotel will uplift the country's destination to a new level and rank it among

the favorite destinations in the world. He further said a joint operation of Sir Dawda Kairaba Jawara International Conference Centre, the VIP lounge at the Airport and Radisson Blu Gambia, is expected to uniquely position the Gambia as a leading destination for international meetings, conferences and exhibitions.

"I encourage the youth to take advantage of this opportunity to acquire skills and generate income to become productive and self-reliant citizens," the President said.

Yankuba Dibba, the Chief Executive Officer (CEO) of the Gambia OIC Secretariat said the five-star hotel is unique because it is a public/private partnership and the single biggest investment in the history of the hospitality industry in the country; that the event is the outcome of three long years of a thorough and transparent due process.

Abdoulie Cham, the Chairperson of Immoland said the investment is based on the spirit of creating African cooperation, especially between the Gambia and Senegal.

"It is my strong belief that as Africans, we should begin to promote trade and investment among ourselves," he said; that the five-star hotel will contribute to the local economy and create jobs for young people of the Gambia and Senegal.

He appealed to the president to provide them with the necessary operational and environmental support to move on as fast as possible, in establishing their Joint Company IMMOGAM, to ensure they achieve their objectives without delay.



## Inaugural TBCSA Tourism leadership Conference sets tone for revival



• Fish Mahlalela  
Deputy Minister of Tourism



• Blacky Komani  
TBCSA Chairperson

The maiden Tourism Business Council of South Africa (TBCSA) Leadership Conference has been held at Sun City, in the North West Province. The two-day Leadership Conference is a gathered industry stakeholders from the private and public sectors, thought leaders and academics. The conference was convened under the theme: Tourism: The Engine of Growth.

In his opening address TBCSA Chairperson, Blacky Komani, lauded the ongoing partnership between government and the private sector, their joint efforts during the COVID-19 pandemic. Komani noted that the TBCSA Leadership Conference is an opportunity for the tourism sector and government to cement their partnership and renew their commitment to grow the industry, and even surpass the targets set before the onset of the pandemic.

“Our current performance as a sector is now at about 85% of 2019. Understanding that some of our key source markets have been slow to recover - domestic travel is still strong. Our quick recovery is assisted by the passion that our industry is known for, and also the manner in which our government handled the pandemic,” says Komani.

South Africa’s Minister at the Presidency, Mondli Gungubele, said the government remains committed to creating an enabling environment for the sector to grow. He also admits to some of the challenges that have impeded efforts to enable the tourism sector to grow optimally.

“We have to regrettably admit that the enabling framework has been lacking and even deteriorating in recent years. We cannot afford to continue to derail and constrain this key economic sector of our economy due to challenges in the enabling framework. Tourism, multifaceted as it is, requires of us and all-of-government approach,” says Gungubele.

Deputy Minister of Tourism, Fish Mahlalela, also reiterated government’s commitment to ensuring that all tourism industry stakeholders work together. He says infrastructure development and the fight against crime need to be addressed urgently in order to aid the sector meet its growth targets. The Deputy Tourism Minister has also called

for greater trust between the private and public sector.

“We must not fear each other, we must not see each other with suspicion. For this sector to expand, a working partnership between the private and public sectors and all spheres of government to create an enabling environment for exponential growth. For us to continue to be an anchor for employment and economic growth, we have to work together, and this conference is indeed about driving this very sentiment and spirit,” says Mahlalela.

The Deputy Minister revealed that government will soon be starting consultations on the review of the 1996 Tourism White Paper. These consultations are expected to guide the sector to the next phase of tourism development.

For two days, tourism industry players engaged on the work that needs to be done in order for the sector to meet its 2030 growth targets. Our deliberations will be guided by the common goal of creating an enabling environment for tourism to thrive, ensuring the participation of everyone in the tourism economic ecosystem and strengthening the partnership between government and the private sector.

The CEO of TBCSA Tshifhiwa Tshivhengwa, revealed that the industry has revised the 2030 arrivals target lower from 20 million to 15.6 million. These pre-pandemic targets have had to be amended in order to take into account the country’s overall economic growth forecast, which has since been revised lower.

The Tourism Business Council of South Africa (TBCSA) is the umbrella organisation representing the unified voice of business in the hospitality, travel, and tourism sector.



• Tshifhiwa Tshivhengwa  
CEO of TBCSA



Ghana welcomes



Aviance Ghana has welcomed Brussels Airlines to its rich pool of airlines it serves at the Terminal 3 of Ghana’s Kotoka International Airport.

With this agreement between Aviance Ghana and Brussels Airlines, business class passengers and other priority members of the airline will be entitled to the services of Adinkra Lounge in Accra.

The Adinkra lounge which is Ghana’s premier airport lounge has upgraded its facilities for enhanced features for its cherished passengers.

Managed by Aviance Ghana, the Adinkra lounge provides First, Business, and Executive passengers with a truly international experience. The Adinkra Lounge provides a sophisticated space in which to relax, watch television or catch up on business. It is located in the Terminal 3 Departures building on level 5. It operates from 5:00 am to 12:00 pm daily.

The enhanced services include spa treatment services, special gastronomy offerings, along with its already fully serviced bar serving Western and Ghanaian hot and cold meals in a buffet style in the tranquility of the exclusive lounge.

The Adinkra Lounge is totally self-sufficient and has its own environmental control, toilet, and washroom facility.

The lounge this year celebrated the one-year anniversary with the launch of a new logo.





## Ojimah ecosystem of travel solutions to empower communities

Ojimah, an online tourism development and promotion agency is poised to empower African communities with its unique product being rolled on to the tourism and travel market.

Ojimah provides a multi-channel online tourism platform allowing subscribers and users greater freedom to access tourism products and services that are not guaranteed by existing Online Travel Agencies (OTAs).

At the core, Ojimah is intended to not just empower communities, but change the dynamics of travel worldwide by facilitating a win-win situation for all industry players, travellers, and destinations.

Founder, Mike Tavares in a sit-down for the VA Tourism Podcast with Kojo Bentum-Williams said Ojimah is developed to cater to the needs of end users in mind.

“Unlike other businesses within the tourism industry, we’ve spent a lot of years analyzing the industry from three different perspectives, we are thinking what the customer really needs all these couple of years. Everybody knows that customers are looking for a change, they are looking for a single platform where they can do all that they want to do, which so far, doesn’t exist.

“We understand that it is very challenging for small businesses and for all the different industry stakeholders for them to put themselves out there. It may well be that those small players don’t have the money to register themselves to gain the visibility their businesses require.” he emphasized.

Tavares added that as a one-stop-shop platform, consumers will find Ojimah a more convenient OTA incorporated with perspectives from people who themselves have been working in the industry; thus, have a better understanding of what various stakeholders need.

He stated: “Ojimah is built for the industry, by the industry and is willing to



empower all those different entities that I just mentioned: consumers, stakeholders and destinations to be able to control what is happening within their space. Ojimah is a brand that was created from the customer’s perspective, a company that has people who have been working in the industry and we didn’t just create solutions for customers, we have also created one for B2Bs.

“The platform that most people will see at ojimah.com, that platform is only for B2Cs. Then we have developed a separate platform which is just for B2B and this separate platform will empower all these local suppliers by giving them access to our inventory and we have automated it that some of the jobs that they would have been done in 15 days, can be done in about five minutes.”

“*Ojimah is built for the industry, by the industry and is willing to empower all those different entities that I just mentioned: consumers, stakeholders and destinations to be able to control what is happening within their space.*”

“Ojimah was created to promote a seamless travel experience to travelers across the globe, especially to those traveling to and from Africa. Our tool empowers local communities in Africa by promoting the social, cultural, and environmental diversity of the region in a sustainable manner” Tavares concluded.

Ojimah marks an important step towards providing Africa's industry stakeholders with the power to market themselves more effectively to a wider audience.

The ecosystem is to advance the need for a hyper-connected business landscape to potentially revolutionise the tourism ecosystem in order to maintain global competitiveness and will promote the Brand Africa internationally, develop Africa's tourism product, and work in partnership with African national tourist boards.



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# UNWTO GLOBAL CONFERENCE ON LINKING TOURISM, CULTURE AND CREATIVE INDUSTRIES: PATHWAYS TO RECOVERY AND INCLUSIVE DEVELOPMENT

14 – 16 NOVEMBER 2022. LAGOS, NIGERIA.



## Instagram Teams up with UNWTO to empower Destinations in Tourism Recovery Efforts



• Asya Kislyuk (right) and Elizabeth Hahn (left) speaking at the Global Youth Tourism Summit, Sorrento, Italy

Instagram has announced the renewal of its partnership with the UN World Tourism Organization to help destinations accelerate recovery efforts.

Instagram, part of the Meta group is continuing its great relationship with UNWTO to offer destinations and countries opportunity to utilize the social network's latest program christened "See the world through my eyes"

The partnership was made public during the recently held Global Youth Tourism Summit where senior executives of meta outlined the details of the partnership.

Speaking exclusively to VoyagesAfric on the sidelines of the youth summit, the Policy Program Manager at Instagram Asya Kislyuk said the project is expected to train young people and creators around the world on how they can become tourism ambassadors for their hometowns and countries using Instagram's smart glasses Technology called Ray-Ban Stories.

"Through these glasses you can record and allow people to see the world through your eyes and we are excited to partner with UNWTO to train the next generation of tourism ambassadors," Asya Kislyuk said.

On the scale of the new project, Elizabeth Hahn, Instagram's Manager of Politics, Government and Civic Engagement said, they hope to reach millions across the globe through the works content creators.

"What we're hoping to do is that we want to reach the world. We're going to partner with 10 different countries. We'll have two creators from every country and we hope that by

having 20 creators total in these 10 different markets, that will be enough to think of how many millions of people their content could potentially reach on Instagram," Elizabeth said.

*Through these glasses you can record and allow people to see the world through your eyes and we are excited to partner with UNWTO to train the next generation of tourism ambassadors,*

The countries include North American and European countries such as USA, Canada, UK, Ireland, France, Austria and Belgium where the new initiative shall roll out on a pilot basis.

"We're really seeing this program as a pilot and the first time that we are trying something like this, so that we can take lessons from it, we can take learnings and then continue to expand this program to people all around the world, working with ministries of tourism, helping them, find creators in their hometowns, to continue running next iterations of this program."

Instagram has also launched a tourism recovery playbook for business and governments and travellers around the world to learn how to use their tools to restart tourism.



# Insights on Africa's Travel Recovery

Travel to Africa appears on course to recover from the worst of the Covid-19 pandemic. Green shoots are emerging across the continent ahead of the Q4 peak season as long-haul travellers from key European and North American markets regain their appetite for travel to Africa.

As of Q3 2022, global travel has recovered to -38% behind pre-pandemic levels, with the best-performing regions being the Middle East (-19%), Africa (-19%) and the Americas (-20%), while APAC (-71%) is yet to see a meaningful rebound.

However, true recovery appears to be on the horizon, and we can expect global arrivals to accelerate to -31% behind pre-pandemic levels. In Q4, the Middle East is expected to establish itself as the most resilient region in terms of recovery against pre-Covid levels, while the reopening of markets in Asia and Australasia will provide a much-needed spark for APAC's reactivation.

## What to expect for Africa in Q4

Africa's recovery in Q4 is spearheaded by long-haul arrivals, which are approaching 2019 levels at -20%, while intra-African travel remains far behind at -48%. If the intra-Africa travel segment is fully tapped into, the continent will be poised to make an even more robust recovery.

By region, Central (+31%) and West Africa (0%) are the best performers, with their recovery set to accelerate as the Christmas holidays approach. Growth in these regions is mainly fuelled by VFR, whereas recovery in East Africa, which is edging closer to pre-pandemic levels at -14%, is driven by interest in safari destinations. North Africa's strong performance (-14%) is attributable to pent-up demand from Europe; and despite trailing other regions, Southern Africa (-38%) is showing signs of reactivation.

## Destination zoom-in

There is a resurgence from leisure destinations heading into Q4, among which Reunion (+25%) is benefiting from French travellers seeking exotic breaks and Tanzania (+7%) is experiencing renewed interest from Europe. Meanwhile, improvements in air connectivity from the US are paying dividends for Ghana, which will receive a combination of VFR and leisure travel from Western markets. The recovery of other African destinations will gather pace as the holidays draw near.

## Top-performing source markets

France will be the first source market to exceed pre-pandemic performance (+4%), while the USA and UK are approaching full recovery. In addition, Spain has proved surprisingly resilient, with Spanish travellers showing a heightened interest in safari destinations.



*Shingai George, Insights Expert at ForwardKeys, offers an outlook on Africa's travel recovery in Q4 2022.*

## Travel trends

In long-haul travel, long stays are the most resilient segment having achieved full recovery. Although mainly connected to VFR, they include leisure tourism and remote working. Leisure-based short stays and business travel, while lagging in their reactivation, are recovering gradually.

There is also strong demand for premium-class travel – which often corresponds with increased interest in high-end services at the destination – particularly to Reunion, Kenya, Tanzania and Namibia. The top high-value source markets for Africa are France, Australia and the US.

## Source markets showing appetite

When we examine flight searches for travel to South Africa, German, British and American travellers are showing the most interest. It is especially promising to see that Australian travellers are demonstrating travel intent again following the removal of the country's tough travel restrictions.

## Conclusion

Long-haul visitors remain critical to Africa's recovery, but there is a significant opportunity for destinations to tap into intracontinental travel. Enhancements in intra-Africa air connectivity will be vital to seizing these opportunities.

Destinations on the continent should also grasp the opportunities presented by new source markets and traveller profiles. Ultimately, the success of African destinations in the post-Covid landscape will depend on their ability to adapt.

Travel and tourism is critical to the economic health of most countries in Africa, facilitating investment and job creation. The upcoming quarter presents a golden opportunity to claw back some of the losses incurred at the height of the pandemic.

# Joanne Mwangi-Yelbert is new Chairperson of Kenya Tourism Board



The chief Executive officer of Professional Marketing Services Ms. Joanne Mwangi-Yelbert has been named as the new Chairperson of the Kenya Tourism Board.

She takes over from Jimi Kariuki whose mandate came to an end earlier this year. Her three-year mandate commenced in July 2022.

Ms. Mwangi-Yelbert has already hit the ground running meeting the management of the board to outline her vision for the organisation. The new Board Chairperson has a vast experience and expertise in marketing communication which is key to the execution of the Board's destination marketing mandate.

The CEO of Kenya Tourism Board (left) Dr Betty Radier in a handshake with Ms Joanne Mwangi-Yelbert

Profile

Joanne Mwangi – Yelbert is the Founder and current CEO of Professional Marketing Services Limited, a company that she started about 22 years ago.

The company is the only Kenyan firm to bag three awards at the Kenya Top 100 Medium-sized awards to date – being the number one enterprise, the best in the service sector and with Joanne as the top entrepreneur in 2010.

Joanne is also the founder and chair of the Federation of Women Entrepreneur Associations (FEWA), which aims at capacity building, entrepreneurship and business development training, service delivery, creating rights awareness and mentoring especially of young women entrepreneurs. The organization empowers women who are the backbone of society and this has brought a significant change in the country. Through FEWA, she represents Kenya on the Federation of National Associations of Women in Business in Eastern and Southern Africa (FEMCOM) board.

Joanne has served as Chair of many organizations including; Organization of Women in International Trade (OWIT), Eastern Africa Women Entrepreneur Exchange Network Kenya Chapter (EAWEXN), Advertising Standards Council and is an accomplished Rotarian among many others.

Due to her exceptional leadership skills and excellent performance at PMS over the years, Joanne has gained a reputation in the local and regional market for providing exceptional service delivery by ensuring that there is mutual trust among employees and clients, resulting in the expansion of the company to cater for greater marketing needs.



• The CEO of Kenya Tourism Board (left) Dr Betty Radier in a handshake with Ms Joanne Mwangi-Yelbert



## Namibia's Ambassador to Spain and UNWTO, H.E Albertus Aochamub



VoyagesAfriq caught up with the Namibian Ambassador to Spain and the UNWTO H.E Albertus Aochamub for the past three and half years with residence in Paris, France, to chat about his country's role within the UN family of nations and its investments in tourism.

The Namibian emissary prior to the current assignment served as the Press Secretary of the Namibian Head of State and government for three years (2015-2018) after a long career as a senior executive in the private sector and in semi-state organisations. He commences our conversation by explaining the foundational building blocks of Namibia's foreign policy being anchored on non-alignment and focused on economic diplomacy.

The Namibian Envoy explained that in the words of the country's President, Dr Hage G. Geingob, Namibia is a child of international solidarity midwifed by the United Nations. Friend to all and enemy to none. Ambassador Aochamub clarifies that his country is free for the past 32 years from South African Apartheid colonial rule today because of a long and protracted struggle fought on the diplomatic



• Amb Albertus Aochamub accompanying President Hage G. Geingob on official mission

front (international solidarity focus), military front (guerrilla war commenced by the present-day ruling Swapo Party in 1966) and mass action inside Namibia (by all classes of the oppressed majority). As a result of that historic context, the Namibian diplomat elucidates that the country plays a very active role in all strata of the UN system from peace-keeping to tourism promotion.

Within the context of the UNWTO, the country was ably represented by Ambassador Aochamub on the Executive Council from September 2019 to December 2021 and has expressed its intent to return to the Council in order to continue to play its role in rebuilding tourism for all. It was also during its membership of the Executive Council that Namibia hosted the Secretary General of the UNWTO, Zurab Pololikashvili, in Windhoek shortly as the world was re-opening in November 2020.

The Secretary-General returned within nine months to the Namibian capital to officiate at the Brand Africa Summit aimed at restarting tourism in Africa. This led to the adoption of the Windhoek Pledge. The Namibian emissary further points out that his country remains committed to the UNWTO and has also co-hosted the 4th edition of the African Youth In Tourism Summit and Challenge with the UNWTO and Africa Tourism Partners in Namibia in July 2022.



• Amb Albertus Aochamub with the Secretary General Zurab Pololikashvili

*Tourism is the third most significant contributor to the Namibian GDP after Mining and Agriculture. Namibia was amongst the first African countries to have re-opened its doors to international tourists in October 2020 and never looked back on its decision. The sector has proven to be resilient and this is buttressed by the latest available tourist arrival data.*

The Glasgow and Sunderland University-educated diplomat concluded the conversation by reiterating his country's stated objectives to grow tourism, include women and youth in the mainstream of the sector whilst adhering to the highest environmental conservation standards possible. It is one of the few countries that have made conservation a key cornerstone of its constitution.

## La Rioja to host 2023 edition of UNWTO Global Conference on Wine Tourism

The 7th edition of the World Tourism Organization (UNWTO) Global Conference on Wine Tourism will be held in La Rioja in 2023. This new edition was presented at the Vivanco Museum of Wine Culture, with the participation of Concha Andreu, President of the Government of La Rioja; Reyes Maroto, Minister of Industry, Trade and Tourism; and the Secretary-General of the World Tourism Organization, Zurab Pololikashvili.

The Conference has become a leading international forum on trends, tools and opportunities to advance wine tourism. It provides an opportunity for experts and professionals, as well as consolidated and emerging destinations in this tourism segment to exchange knowledge and experiences.

During the official presentation, which was hosted at the Vivanco facilities in Briones, Pololikashvili thanked Spain and La Rioja for hosting the 2023 edition of the Conference, and highlighted the potential of wine tourism as a driver of the growth of local economies and

as an engine of social change: "This is a sector that can lead a positive change, especially in many rural communities, creating jobs and opportunities in the most depopulated areas, boosting economic growth and preserving the natural and cultural environment."

The minister stressed that wine tourism "contributes to economic, social, environmental sustainability, adds value, de-seasonalizes product offerings and allows us to visit the rural environment".

The President of La Rioja, for her part, pointed out the recognition that the holding of the Conference implies for the tourist development of the region: "La Rioja possesses a unique and diverse heritage, both material and intangible, related to wine as food and as a product, and, in turn, that heritage constitutes a leading tourism offering that can and should be further enhanced."

The 2022 edition of the UNWTO Global Conference on Wine Tourism will be held in Alba, Italy, from 19 to 21 September.





# Chef Binta makes history

## as she becomes first African to receive Gastronomy Nobel Prize

Founder and Executive Chef at Fulani Kitchen Foundation Fatmata Binta has won the Basque World Culinary Prize (BWCP) 2022. She becomes the first African to pick up gastronomy's most prized laurel.

The Sierra Leonean Accra-based Chef was rewarded for showcasing the sustainable nomadic culinary culture and exploring the diaspora of West African cuisine through her "Dine on a Mat" pop-up initiative.

She will now receive the €100,000 endowment for a programme of her choice.

Speaking to VoyagesAfriq on the award and her journey thus far, the Sierra Leone born Chef said the journey has not been easy and even though hasn't reached her goal yet, she needed to bask in the momentous honour done her.

She revealed how the latest accolade will spur her on

to change the stereotypes about Africa and grow the knowledge of African gastronomy around the globe.

Chef Binta has set her sights on using this great opportunity to partner with educational institutions to help make African gastronomy course studies all over the world.

Touching on what the award means for the empowerment of women, she said we can no longer afford to deny the full potential of women. The world needs to tap into the talent and wisdom of women. Whether the issue is food security, economic recovery or peace, the participation of women is needed now more than ever!"

She was full of applause for the World Tourism Organization (UNWTO) for giving her and Africa a massive voice through the world gastronomy festival in Bruges, Belgium. "I will say the big story and acknowledgment of my work began after the event. It propelled me to endless opportunities to talk about the African culinary culture.

“  
Basque World Culinary  
Prize will spur me to help  
amplify the African  
Gastronomy Story  
”



UNWTO in September 2021 launched a journal dubbed a "Tour of African Gastronomy" which featured over forty chefs from 38 African countries on the "must" of the country. It capped it off that year with the celebration of the continent's diverse and sumptuous cuisines at the world gastronomy festival in Bruges.

### Founder - Fulani Kitchen Foundation / Executive Chef - Dine on a Mat

Chef Binta is an award winning chef born and raised in Freetown, Sierra Leone to first generation Sierra Leonean Fulanis of Guinean descent. She is a modern day nomadic chef. Like her ancestors, Binta has traveled to many countries to explore different cooking techniques, ingredients and ways of life. At Fulani Kitchen, she combines her nomadic Fulani roots, classical training and love for rural life and nature to create modern dishes, while maintaining the simplicity and authenticity of Fulani culture. By creating a traditional setting, discussing Fulani culture and serving ancient grains, indigenous spices and other exciting West-African ingredients in an interactive way, Binta triggers all senses and takes you to a whole new world.

### Food for Sustenance

Her passion to share African nomadic cuisine is based on her experiences as a child growing up during the darkest period of Sierra Leonean history- the civil war. She experienced first hand how food brings people together

and pulls down walls. Many times during the conflict no one could go out to buy food or food was simply not available. She saw neighbors from different backgrounds contribute, share and prepare meals together to make something out of nothing. The rice they could afford was filled with cockroaches which they had to hand pick, repeatedly wash and blend with bulgur in order to get enough to share for everyone. What she calls creating food for sustenance; learning to create totally new dishes with just a handful of ingredients, sharing and working together, was not only a life saving skill in a war zone, it has actually made her the chef she is today.

### Fulani Cuisine Ambassador

Chef Binta presents herself as an ambassador for Fulani cuisine and she promotes fonio, an ancient super grain, traditionally grown and consumed in West Africa. Over the last couple of years, fonio, as a result of its similarity to quinoa, has gained more attention in international culinary circles. And rightfully so- it's gluten free, extremely nutritious, requires minimal water to grow, has a shorter life cycle than its similar foods, is more disease and drought resilient and gives back more nutrients to the soil than other staple crops like rice and maize. This little grain might possibly be one of the answers to food security and climate challenges to come. Binta's menu almost always features this super grain, fonio, as she continues to promote its value to her guests on the mat.





## Minister Solicits support of Lagos State for UNWTO Global Conference on Tourism and Creative Industries

Nigeria's Minister of Information and Culture, Alhaji Lai Mohammed, has solicited the support of the Lagos State Government towards the successful hosting of the United Nations World Tourism Organization (UNWTO) Global Conference on Tourism, Culture and the Creative Industries, scheduled to be held at the National Theatre, Lagos, 14-16 November 2022.

The Minister, who led some members of the conference's Planning Committee on a courtesy visit on the Lagos State Governor, Mr. Babajide Sanwo-Olu on Thursday, said Lagos was selected as the host city because of its premier role in tourism, culture and the creative industries.

"While Nigeria is the host country of the inaugural edition of this global event, Lagos is the host city, which is very fitting, considering the premier role of the state in tourism, culture and the creative industries," he said.

Alhaji Mohammed said Nigeria won the right to host this event in 2021, during the 64th meeting of the UNWTO Commission for Africa (CAF), held in Cape Verde, adding: "Granting Nigeria the hosting right is a recognition of the country's growing status, acknowledged globally, in culture, tourism and the creative industries – which comprise many sectors, including music, film, advertising, animation, architecture, design, gaming, gastronomy, performing arts, software and interactive games as well as radio and television."

He said the conference will bring together top executives of the UNWTO, Ministers of Tourism, Culture, Arts and the Creative Industries from the 166 member states of the organization, international and local stakeholders and the media, among others.

The Minister listed some of the socio-economic benefits that Nigeria will derive from the conference as showcasing Nigeria's tourism, culture and creative assets; projecting Nigeria's image as a safe and desirable destination for leisure and business; consolidating on Nigeria's relationship with the UNWTO and its member states, generating foreign exchange and creating direct and indirect jobs.

He said the conference will also highlight the restart of travel and tourism in a safe and seamless manner after the unprecedented impact of the Covid-19 pandemic, which resulted in a near collapse of the sector; foster interaction and exchange of ideas and best practices with key industry players; and create opportunities for the training of public and private sector tourism officials.

Alhaji Mohammed said the choice of the National Theatre, which is the hub of arts and entertainment in Nigeria, is most appropriate as the UNWTO conference will mark the return of the iconic edifice to its role, following the ongoing \$100-million rehabilitation of the edifice, and the construction of hubs for music, film, fashion and IT by the Bankers Committee and the Central Bank of Nigeria.

"Your Excellency, please permit me to specially recognize the role of the Lagos State Government in the ongoing restoration of the National Theatre to its former glory. The Lagos State Government is providing invaluable support in partnership with the proponents of the Lagos Creative and Entertainment Centre – the project conceived to refurbish the National Theatre and build a new community of facilities for the fashion, film, music, and IT sectors," he stated.

In his remarks, Governor Sanwo-Olu expressed the willingness of Lagos State Government to partner with the Federal Government to ensure the success of the UNWTO Conference through the provision of resources and manpower.

He said the state government has already keyed into the conference by dedicating November as the month of Arts and Culture, as it will be hosting the National Festival of Arts and Culture, unveiling the JK Randle African Museum and holding an International Art Exhibition, among other events, within the period.

Governor Sanwo-Olu was accompanied by his Chief of Staff, Mr. Tayo Ayinde; the Commissioner for Information, Mr. Gbenga Omotosho, the Commissioner for Tourism, Arts and Culture, Mrs. Uzamat Akinbile-Yusuf, among other state officials, to receive the Minister and other members of the Planning Committee.



- **Sean Mendis** has two decades of experience in senior management roles within the aviation sector in Africa. He is presently based in Malawi, where he offers executive level consulting and intelligence to aviation stakeholders.

## Scoring an Own Goal

Africa has 54 countries of diverse cultures, yet all are united by a passion for football. As the 2022 FIFA World Cup in Qatar draws closer, many Africans are planning trips to support their favourite teams in the contest. Yet ironically it may be cheaper and easier for African travelers to travel to Qatar than it is to travel within their own continent.

In football, it is exceedingly difficult to prevail in a match if you score an own goal. To extend that analogy to aviation, it is equally challenging for African airlines to prevail in the aviation business if their governments and regulators keep scoring own goals. A number of issues plaguing African aviation recently are self-inflicted wounds caused by poor policymaking and implementation.

It is essential for nations trying to develop an industry to have a clear and coherent vision of what they are seeking to achieve. In the case of aviation, the majority of African states have signed up to the Single African Air Transport Market (SAATM) as that objective. However, despite the shared vision, the implementation of SAATM has varied significantly across different jurisdictions. Several countries choose to pay lip service to SAATM, making it difficult for foreign airlines to operate there while boosting their own national champions. SAATM cannot be treated like a buffet where countries help themselves to all the juicy meats, while leaving just stale rice for their brothers.

Other countries, despite embracing most of the principles of SAATM, handicap their own aviation sectors by bending their own rules to protect struggling national airlines. South Africa went nearly 12 months without constituting the key International Air Service Council that allocates rights to fly international routes, supposedly because the Government wished to protect the squatters' rights of the bankrupt

state-owned South African Airways (SAA) at the expense of private operators. As a result, multiple routes were left without any competitors to the foreign airlines operating until SAA was ready to restart their operations.

Accessibility of foreign exchange to repatriate funds from ticket sales is another area where governments fail to meet the treaty obligations they assume when they sign Bilateral Air Service Agreements. The International Air Transport Association (IATA) estimates nearly \$1 billion of funds are being held captive in various African countries, notably in Nigeria, Zimbabwe, Algeria, and Ethiopia. The situation in Nigeria reached a breaking point recently when Emirates suspended all flights there for a 10-day period, until the Central Bank of Nigeria was able to release \$265 million of foreign exchange to airlines.

On a more practical level, artificial impediments like visa restrictions also wind up depressing intra-African travel. On average, African citizens require visas to visit 60% of their continental neighbors - in contrast to visa-free blocs in Europe, South America, and parts of Asia. The latest consequence of these policies was seen when Air Peace of Nigeria was forced to suspend its flights to Johannesburg, citing the constant delays in visa issuance by South African authorities as a contributing factor. Despite increased tourism demand in a post-pandemic environment, these kinds of restrictions wind up reducing the actual number of African citizens who can travel.

As football fever is about to grip the continent again, one can only hope that the five African teams taking part in Qatar put up a better performance than their governments, who have constantly been caught off-side with regards to aviation and tourism policy.



# Upcoming Events

October 19-21 2022	<b>Swahili International Tourism Expo (SITE)</b> <b>Venue:</b> Mlimani City Conference Centre, Dar es Salaam, Tanzania <b>About:</b> The 6th Edition of the Swahili International Tourism Expo (SITE) will be held in Tanzania's commercial city of Dar-es-Salaam in October 2022. This not-to-miss event focuses on inbound and outbound travel to and within Africa. SITE aims at drawing a lot of tourism and travel professionals from all over the world.	
October 7-9 2022	<b>Magical Kenya Travel Expo (MKTE)</b> <b>Venue:</b> Nairobi, Kenya <b>About:</b> MKTE is the flagship gathering of East Africa's tourism leaders, products, global buyers and media	
October 13-15 2022	<b>Sanganai Hlanganani World Tourism Expo</b> <b>Venue:</b> Bulawayo, Zimbabwe <b>About:</b> Sanganai/Hlanganani - World Tourism Expo is an annual Tourism Trade Fair organized by the Zimbabwe Tourism Authority. It showcases the widest variety of Africa's best tourism products, and attracts international visitors and media from across the world.	
November 7-9 2022	<b>WTM London</b> <b>Venue:</b> Excel Exhibition Centre, London, UK <b>About:</b> World Travel Market London has been long known as a meeting place for the global travel trade - responsible for reconnecting, rebuilding and innovating the industry. Now in its 43rd year, WTM London continues to invite tens of thousands of senior industry professionals, government ministers and international press to embark on ExCeL - London every November to network and grow.	
Nov. 29-1 2022	<b>IBTM World</b> <b>Venue:</b> Barcelona, Spain <b>About:</b> IBTM World is the leading global event for the meetings, incentives, conferences and events industry, taking place annually in Barcelona. Our event has one goal; to inspire the events world to deliver exceptional experiences for their customers.	
January 12-15 2023	<b>Vankantiebeurs</b> <b>Venue:</b> Jaarbeurs, Utrecht-Netherlands <b>About:</b> VakantieBeurs is held in Royal Dutch Jaarbeurs Exhibition & Convention Center Utrecht showing the companies news of Netherlands and internationals related to sectors Holidays, Tourism Organisms, Rural Tourism, Cultural Tourism, Tourism, Mice	

# Upcoming Events

January 18-22 2023	<b>FITUR International Tourism Fair</b> <b>Venue:</b> IFEMA-Madrid, Spain <b>About:</b> Fitur is the global meeting point for tourism professionals and the leading trade fair for inbound and outbound markets in Latin America.	
Feb 27-1 2023	<b>Meetings Africa</b> <b>Venue:</b> Sandton Convention Centre, Johannesburg South Africa <b>About:</b> Meetings Africa provides the perfect business platform to present your products, services and brands to senior decision-makers, buyers and influencers. Meet local and international professionals from the meetings, events and business travel industry.	
Mar 31-2 2023	<b>ILTM Africa 2023</b> <b>Venue:</b> Cape Town International Convention Centre, South Africa <b>About:</b> LTM Africa is a high-end, invitation-only luxury trade show where global travel agents meet Africa's most spectacular luxury travel experience providers.	
April 3-5 2023	<b>WTM Africa</b> <b>Venue:</b> Cape Town International Convention Centre, South Africa <b>About:</b> World Travel Market Africa brings the world to you, and promotes Africa to the world, allowing you to explore a world of opportunities, all under one roof	
March 7-9 2023	<b>ITB Berlin</b> <b>Venue:</b> Messe Berlin, Germany <b>About:</b> Internationale Tourismusborse Berlin (ITB) the world's largest travel and tourism trade fair	
May 9-11 2023	<b>Africa's Travel Indaba</b> <b>Venue:</b> Inkosi Albert Luthuli International Convention Centre, Durban South Africa <b>About:</b> Africa's Travel Indaba is one of the largest tourism marketing events on the African calendar and one of the top three 'must visit' events of its kind on the global calendar.	



# Travel & Tourism Blitz

## IBTM World 2022 focuses on culture creation

IBTM has announced the first details of IBTM World 2022 which will focus on 'culture creation' as the business events world adapts to a more disparate working environment post-pandemic. The organisers say the event, which will take place at Fira, Barcelona, from the 29th of November to the 1st of December, will bring together attendees to discover how modern business challenges are creating opportunities across the industry, and explore the convergence of events and business culture.

David Thompson, Event Director, IBTM World, comments: "Business events are back to fill the gap they left, but they have also stepped up to fill the new gap that's appeared: the place where business culture lives. This year, we're looking at how the technology we are using, the experiences we are creating, and the destinations we are visiting create limitless cultures for businesses and incredible potential for events and deliver the opportunity for better business results."



## Latest UNWTO Tourism Barometer reveals a strong and steady recovery path

International tourism continues to show signs of a strong and steady recovery from the impact of the pandemic despite significant mounting economic and geopolitical challenges. According to the latest UNWTO World Tourism Barometer, international tourism saw a strong rebound in the first five months of 2022, with almost 250 million international arrivals recorded. This compares to 77 million arrivals from January to May 2021 and means that the sector has recovered almost half (46%) of pre-pandemic 2019 levels.

"The recovery of tourism has gathered pace in many parts of the world, weathering the challenges standing in its way", said UNWTO Secretary-General Zurab Pololikashvili. At the same time, he also advises caution in view of the "economic headwinds and geopolitical challenges which could impact the sector in the remainder of 2022 and beyond".



## High-speed internet is now up and running on Mount Kilimanjaro

The experts at luxury travel company Tanzania Specialist are pleased to report that Mount Kilimanjaro now has high-speed internet thanks to the latest investment from Tanzania Telecommunications Corporation (TTC). The broadband towers were officially connected on Tuesday 16th August, making it possible to receive internet coverage at an altitude of 3,720 metres. The move has been heralded by many in Tanzania as a historic milestone for the region. Speaking at the launch of the service at Horombo Huts, a popular camp en route to Kilimanjaro's peak, Tanzania's minister of information and communication, Nape Moses Nnauye, celebrated the development. "Previously, it was a bit dangerous for visitors and porters who had to operate without internet," he said. "All visitors will get connected (up to) this point of the mountain." The ultimate goal is full connectivity by the end of 2022, with coverage planned to extend to Uhuru Peak at 5,880 metres.



# Travel & Tourism Blitz

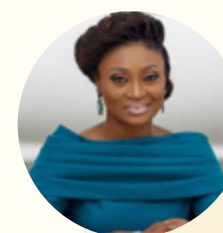
"MICE is a driver of talents and a way of spreading knowledge at an inexpensive level. The Meetings industry is about brains more than beauty-  
**Linda Pereira- Senior partner and CEO of L&I Communications Group.**"



"The youth should not wait to be invited to the table but take the initiatives they feel strong about since it's the surest way to effect change. More young people are exploring tourism as a venue for education, experiences, learning new languages, volunteerism and to really to enrich their lives. - **Jayathma Wickramanayake, United Nations Secretary General's Envoy on Youth**"

"There is a need for recapitalization to enable tourism operators to upgrade their products because they can no longer justify the pricing levels and the state of their facilities/products considering most of them have not been used over a year plus"

**Winnie Muchanyuka- CEO of Zimbabwe Tourism Authority**



## Adefunke Adeyemi elected as new AFCAC Secretary General

The African Civil Aviation Commission (AFCAC) has the election of Ms. Adefunke Adeyemi as its new Secretary General. Ms. Adeyemi's election as the new Secretary General of AFCAC was announced at the 34th AFCAC Plenary in Dakar, Senegal. The new AFCAC Secretary General takes over from the former Secretary General, Mr. Tefera Mekonnen TEFERRA whose tenure ended in January 2022, following which Ms. Angeline Simana steered AFCAC as Interim Secretary General.

## JLL West Africa Hotel Market Snapshot July 2022

The global hotel industry demonstrated its resilience in 2021, following the drastic and immediate shock demand observed in 2020 with the onset of the COVID-19 health crisis. As the world begins to return to normal slowly, Africa's hotel and tourism sector is poised for a defining year. Increasing vaccination rates, easing lockdowns, and resuming regional travel will help the hotel sector's recovery. The report highlights:

- That West African markets have fared relatively better in terms of hotel performance than other key markets in Sub-Saharan Africa. Positive indicators in regions such as Nigeria point to recovery to pre-2019 hotel market performance levels in 2022 and Ghana is possibly on track to do the same in 2023.
- That despite Côte d'Ivoire's promising outlook, the country will need to address several challenges in order to uphold its high growth and achieve a more sustainable growth outlook.
- That infrastructure investment centered on Dakar will help boost private sector investment with a positive focus on the hotel sector.



• **Senior Associate, JLL Hotels & Hospitality Group Africa**





## ASKY Airlines adds São Tomé and Príncipe to its growing network

Archipelagos Islands of Sao Tomé and Principe will have seamless connection to ASKY's vast network covering all of West, Central and South Africa markets with three weekly flights following below schedule

The airline has announced it will start passenger service to the tourism haven from October 15, 2022.

Flights from its hub in Lomé to Sao Tomé will be operated on Tuesdays, Thursdays, and Saturdays via Libreville, Gabon while the return flights will be on Wednesdays, Fridays, and Sundays.

The latest announcement by the Lomé based airline forms part of its big plan to connect every corner of West and central Africa. Asky in June this year launched a thrice-a-week service to another archipelago Island of Praia, Cabo Verde.

These flights will be operated using a Boeing 737-800 New Generation (NG) aircraft

São Tomé and Príncipe have by far some of the best beaches in the world. Long stretches of soft sand, leaning coconut palms, and often not a soul in sight. Days are spent in warm waters, swimming in discovered rock pools or snorkeling in bays.

ASKY, The Pan-African Airline, is a 100% privately owned airline created by regional banking institutions in Africa that includes The ECOWAS Bank for Investment and

Development (EBID), The West African Development Bank (BOAD) and ECOBANK Group (ETI) in partnership with Ethiopian Airlines.

ASKY is a commercial company under private law and is managed by experienced African aviation professionals, with Ethiopian airlines as its strategic partner.

ASKY currently operates a fleet of twelve aircraft: eight (8) Boeing 737-800s and four (4) Boeing 737-700s, serving twenty-seven (27) cities in twenty-four (24) countries within Africa.

ASKY's focus is to develop a strong intra-Africa network that fosters regional development, tourism, economic growth and regional integration as a major economic catalyst within the continent with its long-term goal of a sustainable business focused on profitability



Lomé à São Tomé			
Jours	Départ	Destination	
Mardis, Jeudis et Samedis	Lomé (LFW)	Libreville (LBV)	São Tomé (TMS)

São Tomé à Lomé			
Jours	Départ	Destination	
Mercredis, Vendredis et Dimanches	São Tomé (TMS)	Libreville (LBV)	Lomé (LFW)

# WHAT YOU NEED TO KNOW FOR ILTM AFRICA 2023



31 March – 02 April 2023  
Kirstenbosch Gardens  
Cape Town

ILTM Africa is the show that everyone in the African luxury travel industry wants to be at. The industry's most influential names become the talk of the town as they create exciting new itineraries, do business and build lifelong bonds.

Three days of high-quality pre-scheduled appointments, educational sessions, networking, parties and invaluable exposure sum up the incredible ILTM experience. This is a calendar appointment not to be missed. Live deliberately. Live diversely.

**ILTM Africa still reigns as one of the continent's top luxury travel B2B events.**

Join us from 31 March – 02 April in the Kirstenbosch National Botanical Gardens and create Moments that Matter



### HOSTED BUYERS

At its heart, the show is highly curated meetings between the region's most exclusive and sought after travel experiences and the world's leading travel agents and advisors. Multiple buyers will ensure you optimise your return on investment. It will continue to run 'by invitation only' with strict qualification processes of attendees to guarantee the highest calibre of business dealings.

### A BESPOKE PROGRAMME

A first for ILTM Africa, interactive discussions led by thought leaders we highlight how the world of luxury travel will unfold for the rest of 2023.

### MEETINGS

20-minute meetings will ensure that you are able to promote your luxury tourism product successfully.



### LUXURY EXPERIENCES

2023 will include a line-up of exclusive networking activations, lunchtime events and pre-show activations at intimate locations.

### CURATED LUXE POP-UPS

We have gathered the finest African luxury products that go hand-in-hand with your luxury offering.

### INTERNATIONAL MEDIA

Show case your property and have one on one meetings with international media whose mission it is to report on luxury travel experiences.



### NOT-TO-BE MISSED EVENING FUNCTION

ILTM Africa is planning an evening function that is set to impress. This is your night to glam up and have an unforgettable experience where memories are created.

## ILTMA 2022 IN NUMBERS



33  
Countries



83%  
New  
buyers



1228  
Unique  
Appointments



8  
International  
Hosted Media



6  
Exclusive  
networking events





# AMMAN

The Rose City of Arabia

— September 19, 2022 —→



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