

## **UNWTO GLOBAL TOURISM INVESTMENT FORUM IN AFRICA**

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### **NOTE ON THE EXHIBITION**

The past three decades have seen significant increases in international tourism flows. Indeed, the average growth rate of tourist arrivals was around 7% over the period 2000-2018, reaching 1.4 billion international tourists in 2018.

Europe, the leading tourist destination, accounts for 51% of international arrivals in the world, followed by Asia-Pacific, 24% and the Americas, 16%. Africa, on the other hand, accounts for only 5% (or 63 million tourists) and the Middle East, for 4%. Africa's revenue is \$ 31 billion, which is low compared to Europe, Asia-Pacific and the Americas.

However, based on available statistics, we can see that sub-Saharan Africa is performing well in major destinations such as Kenya, Côte d'Ivoire, Mauritius and Zimbabwe. Island destinations such as Seychelles, Cape Verde and Reunion Island are recording growth of more than 10% in arrivals, approaching the world average.

However, many constraints are hampering the development of tourism in Africa, in particular, insufficient financing, funding mechanisms for efficient and modern infrastructures, difficult access to the sites, the high costs of air transport, health problems, etc.

With a view to enabling all the countries of Africa to partake in the economic benefits generated by tourism and with the aim of reaching 10.2% growth in world GDP, the World Tourism Organization, designated Côte d'Ivoire to host the global forum entitled: "Investing in Africa's Tourism" during the 23rd UNWTO General Assembly held in Saint Petersburg, Russia, in September 2019.

Thus, the forum will be held at the convention centre of the Sofitel Abidjan Hôtel Ivoire (Côte d'Ivoire), on 20-22 February 2020, under the aegis of the World Tourism Organization (UNWTO) and will bring together all the donors and stakeholders in the ecosystem of the global tourism industry.

The forum will be structured as follows:

- Welcome cocktail
- Opening ceremony
- Ministerial Conference (restricted)
- Thematic conferences (Panels)
- B2B meetings
- Exhibition

- Technical visits

## **GENERAL OBJECTIVE**

The general objective of the forum is to promote investments for the development and enhancement of tourism in Africa.

## **SPECIFIC OBJECTIVES**

More specifically it aims to:

- Create a positive image of Africa as a tourism destination;
- Bring together in one place, the National Tourism Administrations, funding institutions and donors, investment funds and engineering firms, property developers, equipment manufacturers, travel professionals and airlines, tour operators;
- Present investment opportunities in Africa;
- Sell African tourism projects directly;
- Facilitate business links between projects and investors;
- Take stock of the progress made in terms of tourism investments in Africa and chart the way forward;
- Share relevant experiences in investment mobilization;
- Promote interstate tourism projects;
- Mobilize resources for tourism development in Africa;
- Strengthen tourism security in African countries.

## **EXPECTED RESULTS**

- A positive image of Africa is created;
- All the actors involved in promoting investment in the tourism sector are brought together;
- African tourism projects are sold;
- The assessment in the field of tourism investment is carried out and the way forward outlined;
- Relevant experiences in investment mobilization are shared;
- Discussions are conducted on business opportunities;
- Resources are mobilized for tourism development in Africa;
- Projects of common interest are identified.

## **PLACE AND DATES**

The forum will take place on 20-22 February 2020 at the Sofitel Hôtel Ivoire Abidjan.

## **MANAGEMENT OF THE FORUM**

The management of the forum is entrusted to the Ministry of Tourism and Leisure of Côte d'Ivoire and working groups forming part of the administrations created.

## **EXHIBITION AND OCCUPANCY OF STANDS**

The exhibition to be organized during this forum will allow different countries and actors in the tourism and leisure sector to present their investment opportunities as well as potential tourism attractions.

The exhibition is initially reserved for participating countries and then for private companies, both national and international. For a fee, the exhibitor will be provided with a 9m<sup>2</sup> stand with basic technical equipment. The fitting out of the stand is up to the exhibitor.

## USEFUL INFORMATION

<b>DURATION OF THE EXHIBITION</b>	The exhibition will span two (2) days: from 20 to 21 February 2020 at Foyer 1 and 2 of the Sofitel Hotel Ivoire in Abidjan.  Installation on 19 February 2020
<b>COST OF A STAND</b>	The stands will have an area of 9m <sup>2</sup> at a cost of 500,000 FCFA (765 euros) payable to the finance office whose contact details will be communicated to you.
<b>TECHNICAL EQUIPMENT</b>	<ul style="list-style-type: none"> <li>- A table and 2 chairs</li> <li>- A carpet</li> <li>- One outlet</li> <li>- One name indication</li> </ul>
<b>ADDITIONAL EQUIPMENT</b>	An agency will be made available to exhibitors for fitting out and renting additional equipment
<b>CONTACT PERSON FOR THE EXHIBITION</b>	<p>Ms. Isabelle ANOH, Director of Communication Contact: +22507854351 / E-mail : <a href="mailto:isabelleanoh1@gmail.com">isabelleanoh1@gmail.com</a></p> <p>Ms. BROU Léguette, Communication Assistant Contact: +22508098860 / E-mail : <a href="mailto:broulequette@gmail.com">broulequette@gmail.com</a></p>