



COVID-19
RESPONSE

UNWTO AGENDA FOR AFRICA

TOURISM FOR INCLUSIVE GROWTH



TOP 5 KEY AREAS OF THE

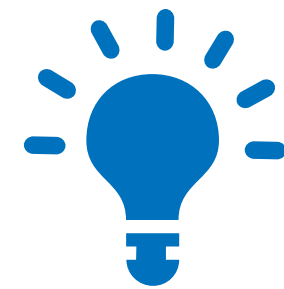
— UNWTO AGENDA FOR AFRICA - TOURISM FOR INCLUSIVE GROWTH —

that should be prioritized to support the swift recovery response



52%

Unlocking Growth
through Investment
Promotion and
Public Private Partnerships



48%

Promoting Innovation
and Technology



44%

Promoting Travel
Facilitation
(Connectivity / Visa)



44%

Fostering Resilience
(Safety + Security,
Crisis Communication)



36%

Advocating the
Brand Africa



COVID-19
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NORTHERN AFRICA

Expanding of Capacity Building incl. Training Facilities

WESTERN AFRICA

Unlocking Growth through Investment
Promotion and Public Private Partnerships

CENTRAL AFRICA

Strengthening Tourism Statistics Systems

EASTERN AFRICA

Promoting Travel Facilitation (Connectivity / Visa)
Unlocking Growth through Investment Promotion and Public Private Partnerships

SOUTHERN AFRICA

Advocating the Brand Africa

MAIN AREAS TO BE RE-ALIGNED

TO ENSURE A SWIFT RECOVERY RESPONSE TO COVID-19



40%

Fostering Resilience
(Safety + Security,
Crisis Communication)



20%

Advocating the
Brand Africa



20%

Unlocking Growth
through Investment
Promotion and
Public Private Partnerships



20%

Promoting
Travel Facilitation
(Connectivity & VISA)



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RANKING OF CAPACITY BUILDING/TRAINING SESSIONS THAT COULD BE CONDUCTED ONLINE

 **1** Crisis management
and communication

 **2** Marketing and promotion
post-crisis

 **3** Health protocols

 **4** Developing domestic travel

 **5** Innovation & entrepreneurship

 **6** Environmental Protection
& Biodiversity conservation

NORTHERN AFRICA

Crisis management and communication

WESTERN AFRICA

Developing domestic tourism

CENTRAL AFRICA

Crisis management and communication & Health protocols

EASTERN AFRICA

Marketing and Promotion post-crisis

SOUTHERN AFRICA

Developing domestic tourism



COVID-19 RESPONSE