TOP 5 KEY AREAS OF THE UNWTO AGENDA FOR AFRICA - TOURISM FOR INCLUSIVE GROWTH that should be prioritized to support the swift recovery response

- Unveiling Growth through Investment Promotion and Public Private Partnerships (52%)
- Promoting Innovation and Technology (48%)
- Promoting Travel Facilitation (Connectivity/Visa) (44%)
- Fostering Resilience (Safety + Security, Crisis Communication) (44%)
- Advocating the Brand Africa (36%)

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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

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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

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WESTERN AFRICA
Developing domestic tourism

NORTHERN AFRICA
Crisis management and communication

CENTRAL AFRICA
Crisis management and communication & Health protocols

EASTERN AFRICA
Marketing and Promotion post-crisis

SOUTHERN AFRICA
Developing domestic tourism

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