



WHAT

UNWTO is launching a **social media campaign** with a strong human angle to boost Africa's potential as a **vibrant and diverse** tourist destination. We aim to showcase the power of tourism through their protagonists and help bringing sustainable growth and opportunities for millions in the region.

We need **your collaboration in reaching out to the most inspiring people from the tourism sector in Africa**. We want to gather their stories, learn from their experiences and offer UNWTO to echo their stories with the world.

HOW

Participants should **answer these 3 questions**:

1. Why did you choose to work in tourism or in a field related to tourism?
2. How has tourism helped you grow?
3. In **3 words**, describe Africa as a diverse tourist destination.

STEPS

1. **Record a video** answering those questions.
2. **Write your voice!** Send us the transcript of your story.
3. Look into your camera, click and **share with us your favourite portrait-pic**.
4. **Send it** to comm@unwto.org with the subject #MyAfrica, stating your name and country of residence.

Tips for recording

Prepare yourself. Embrace trial & error and film your message more than once!

- Make sure the settings of the camera are set at the **highest quality possible** and that you're recording in a **horizontal frame**.
- Also, **avoid any background** noise and try not to get too close to the mic.
- **Wait 2 seconds before and after** you stop/start speaking to stop/start speaking.



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