Power of Investments for African Tourism Highlighted as INVESTOUR Returns

Madrid, Spain, 20 May 2021 – The importance of unlocking the potential of investments for growing African tourism was highlighted as leaders from across the sector met virtually for the 2021 edition of INVESTOUR.

Held during the FITUR International Tourism Trade Fair, the 12th edition of the Forum for Tourism Investment and Business (INVESTOUR) united government representatives alongside experts from international organizations and from the private sector. Once again, the event was co-organized by Casa Africa, FITUR and the World Tourism Organization (UNWTO), building on the latter’s 2030 Agenda for Africa.

This year, the focus was on the importance of promoting sustainable investments to help the sector recover from the impacts of the COVID-19 pandemic. On the agenda were the role of public-private partnerships, building resilience, and promoting innovation at every step of the broad tourism value chain.

A roundtable discussion on “Revitalizing Tourism Post-COVID-19”, explored ways to identify and reach new markets and develop new tourism products. Contributing were Mouhamed Faouzou, Technical Advisor to the Minister of Tourism and Air Transport of Senegal, Dr. Alfonso Vegara, Founder and President of Fundación Metrópoli, and Alberto Virella Gomes, Ambassador-at-Large for the Africa Plan, Ministry of Foreign Affairs for Senegal. This was followed by a series of investment webinars led by UNWTO experts, with a special focus on sustainability and capacity development.

In a message to the INVESTOR delegates, Secretary-General Zurab Pololikashvili stressed the importance of government-initiated Ease of Doing Business reforms and invited delegates to join UNWTO for its 64th Commission for Africa and the 2nd UNWTO Global Tourism Investment Forum in Africa, both to be held in Cabo Verde this September.

Related Links:

INVESTOUR 2021: XII Tourism Investment and Business Forum for Africa

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Investments Strategy

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