International Tourist Arrivals in Africa

2020/2021

Source: Baromoter (Vol. 19, May 2021)
Importance of Tourism

The AFRICAN Scene Pre-COVID

YEAR 2019

International tourist arrivals: Scenarios for 2021-2024 (millions)
UNWTO’s Response to #RestartTourism

The Package includes a comprehensive list of technical assistance activities, both of a longer duration with a wide scope, and of a short duration with a specific focus.

Depending on the situation in a country, different technical assistance activities at various stages of the COVID-19 mitigation and recovery process may be needed.

The Package is structured around three main pillars:

1) Economic Recovery
2) Marketing and Promotion
3) Institutional Strengthening and Capacity Building
UNWTO Agenda for Africa - Tourism for inclusive growth

1. Advocating the Brand Africa SDGs 8, 10, 11, 14, 15
2. Promoting Travel Facilitation (Connectivity / Visa) SDGs 8, 9
3. Strengthening Tourism Statistics Systems SDGs 8, 15, 17
4. Expanding of Capacity Building incl. Training Facilities SDGs 4, 8, 10, 17
5. Promoting Innovation and Technology SDGs 8, 9, 17
6. Fostering Resilience (Safety + Security, Crisis Communication) SDGs 8, 12, 13, 16,
7. Unlocking Growth through Investment Promotion and Public Private Partnerships SDGs 8, 9, 11, 12, 14, 15, 17
8. Empowering Youth and Women through Tourism SDGs 5, 8, 10
9. Advancing the Sustainability Agenda (esp. Biodiversity) SDGs 13, 12, 14, 15
10. Promoting Cultural Heritage SDGs 8, 16
UNWTO Agenda for Africa - Tourism for inclusive growth

Realignment of priorities

Survey Results

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

UNWTO Agenda for Africa - Tourism for inclusive growth

Realignment of priorities

Survey Results

MAIN AREAS TO BE RE-ALIGNED
TO ENSURE A SWIFT RECOVERY RESPONSE TO COVID-19

40% 20% 20% 20%
Fostering Resilience (Safety + Security, Crisis Communication)
Advocating the Brand Africa
Unlocking Growth through Investment Promotion and Public Private Partnerships
Promoting Travel Facilitation (Connectivity & VISA)
UNWTO’s Response to #RestartTourism
Upcoming events 2021

64th Meeting of the UNWTO Commission for Africa
Cabo Verde (2nd-4th Sept.)

World Tourism Day
Côte d’Ivoire (27 Sept.)

24th Session of the UNWTO General Assembly
Morocco, Marrakesh (Oct.)

Ministerial Conference
UNWTO/WAEMU: Perspectives on Security
And Resilience for the tourism sector
Dakar, Senegal (TBC)

Thank you!

Elcia Grandcourt
Director
Regional Department for Africa