

How has tourism transformed your life

One of the most attractive benefits of tourism is its ability to foster a sense of cultural exchange between foreigners and citizens. Tourism plays a magnificent role in showcasing the country's culture, heritage and pride of the people.

Tourism not only enables us to expand our horizons, appreciate mother nature and connect with people from 'all walks of life'... It also enhances the socio-economic growth and job creation, income generation and the development of countries' infrastructure. I am very grateful that through the African development Bank support, we were able to support Tourism development.

Finish the sentence of why tourism matters:

Tourism matters because it plays an important role in people's general well-being, attitude toward life, sense of control, and outlook. It is a key pillar of national development contributing to local economic development and growth, employment, investment as well as technology dissemination. Besides travel, tourism is also closely linked with sectors such as health, education, climate and environment.

The COVID-19 pandemic has had a disparate impact on SME-dominant sectors, specifically in tourism, industries, trade, and services. The African Development Bank has provided a USD 10 billion Covid Response Facility to the Continent. It has also provided support to the tourism sector in various countries. And we will continue to support the sustainable recovery of tourism, promoting private sector participation combined with the digital transition, moving to a greener tourism system, and rethinking tourism for the future.

Send a congratulatory message on World Tourism Day!

On behalf of The President of the African Development Bank Group, Dr Akinwumi A. Adesina, and on my own behalf, we wish you a Happy World Tourism Day!