SIXTY-FOURTH UNWTO REGIONAL COMMISSION FOR AFRICA
AND THE SECOND EDITION OF UNWTO GLOBAL INVESTMENT FORUM

SAL ISLAND, CABO VERDE, FROM 2ND TO 4TH SEPTEMBER 2021
MS. ELCIA GRANDCOURT, DIRECTOR, REGIONAL DEPARTMENT FOR AFRICA
INTERNATIONAL TOURIST ARRIVALS

International Tourist Arrivals (% change)

Source: UNWTO
* Provisional data (% change over 2019)

International tourist arrivals in 2020 and Scenarios for 2021 (y-o-y monthly change over 2019, %)

Source: UNWTO
* Actual data for 2021 is preliminary and based on estimates for destinations which have not yet reported results.
(Data as of July 2021)
UNWTO’S RESPONSE TO #RESTART TOURISM

WORLD TOURISM ORGANIZATION (UNWTO)
COVID-19 TOURISM RECOVERY TECHNICAL ASSISTANCE PACKAGE

01  ECONOMIC RECOVERY

02  MARKETING AND PROMOTION

03  INSTITUTIONAL STRENGTHENING AND CAPACITY BUILDING
TECHNICAL ASSISTANCE IN AFRICA

ALGERIA, ANGOLA, BENIN, BOTSWANA, CÔTE D’IVOIRE, DEMOCRATIC REPUBLIC OF CONGO, REPUBLIC OF CONGO, LESOTHO, LIBERIA, MALAWI, MOROCCO, SEYCHELLES, SOUTH AFRICA, TUNISIA, ZAMBIA, ZIMBABWE.

TOURISM STATISTICS AND QUALITY STANDARDS

RECOVERY STRATEGY FOR THE SECTOR IN POST-COVID PERIOD

HUMAN RESOURCES DEVELOPMENT

MARKETING, BRANDING AND PROMOTION

POLICY PLANNING AND ECONOMIC DEVELOPMENT

PRODUCT DEVELOPMENT

WORLD BANK GROUP

UNWTO
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

5. Promoting Innovation and Technology
   SDGs 8, 9

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, 12, 17

8. Empowering Youth and Women through Tourism
   SDGs 5, 8, 10

9. Advancing the Sustainability Agenda (esp. Biodiversity)
   SDGs 12, 13, 14, 15

10. Promoting Cultural Heritage
    SDGs 8, 16
REALIGNMENT OF PRIORITIES, SURVEY RESULTS
UNWTO’S RESPONSE TO #RESTART TOURISM
UNWTO ON THE GROUND

As part of my visit to Morocco, I had the opportunity to experience the richness of local traditions and unique handicrafts at the Medinas of Marrakech. We need to support the local artisans in our quest to restart tourism.

Hage G. Geingob @HageGeingob - Nov 4, 2020
I welcomed @UNWTO SG @poloikashvili who made Namibia his first country to visit in Africa. An expression of confidence in our tourism restart strategy - based on responsible business + leisure travel through adherence to @WHO COVID-19 protocols. Namibia is open.

#VoyagesAFrEq @VoyagesAFrEq - Feb 5
UNWTOOnAfrica The Final day of @UNWTO ’s official visit to the Kingdom of Morocco in pictures.

World Tourism Organization @UNWTO - Nov 27, 2020
SG @poloikashvili visited Tunisia to hold high-level meetings advancing our collaboration to #RestartTourism with a focus on:

- Investments
- Education
- Technical support in partnership with @EBRD

Find more: unwto.org/news/unwto-in...
UNWTO EVENTS IN AFRICA IN 2021

- UNWTO Regional Conference: Strengthening Brand Africa for the Swift Recovery of the Tourism Sector, Windhoek, Namibia, from 14 to 16 June 2021
- 64th Meeting of the UNWTO Regional Commission for Africa (CAF) & 2nd Edition of the UNWTO Global Tourism Investment Forum in Africa, Sal, Cabo Verde, from 2nd to 4th September 2021
- World Tourism Day (WTD), Abidjan, Côte d’Ivoire, 27 September 2021
- UNWTO/UEMOA Ministerial Conference: Safety, Security and Resilience for the Tourism Sector, Dakar, Senegal, 22nd to 24th November 2021
- 24th Session of the UNWTO General Assembly (GA), Marrakesh, Morocco, 30th November to 3rd December 2021
WORLD TOURISM DAY
"TOURISM FOR INCLUSIVE GROWTH"
CÔTE D’IVOIRE, ABIDJAN
27 SEPTEMBER
THANK YOU

www.unwto.org

Contact:
rdaf@unwto.org