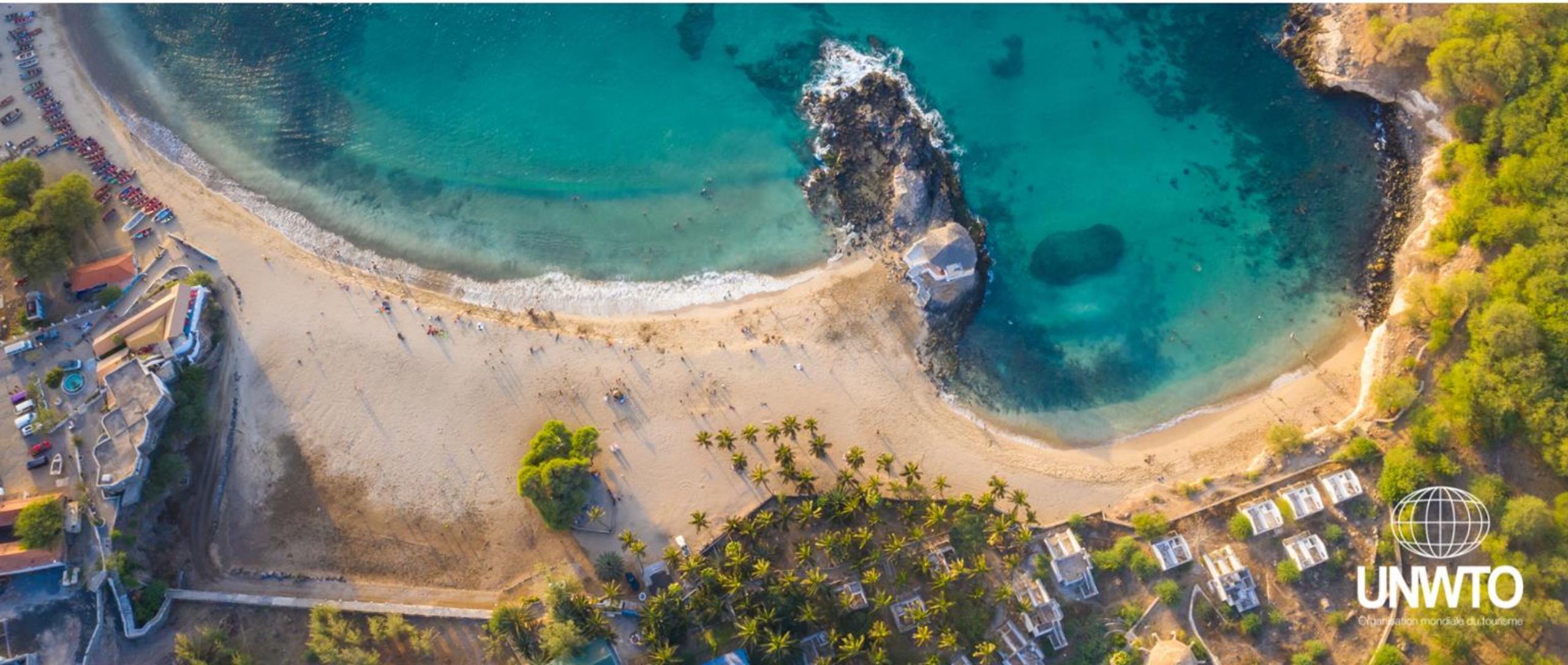
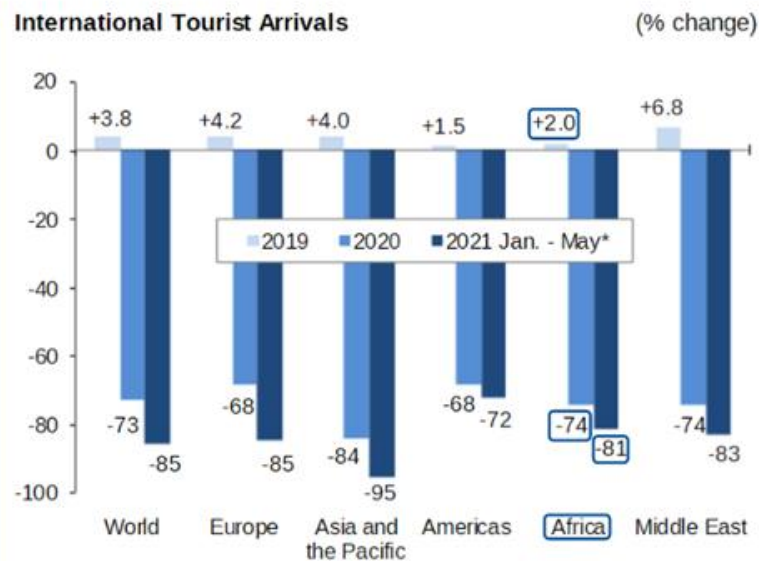


SIXTY-FOURTH UNWTO REGIONAL COMMISSION FOR AFRICA AND THE SECOND EDITION OF UNWTO GLOBAL INVESTMENT FORUM

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



INTERNATIONAL TOURIST ARRIVALS

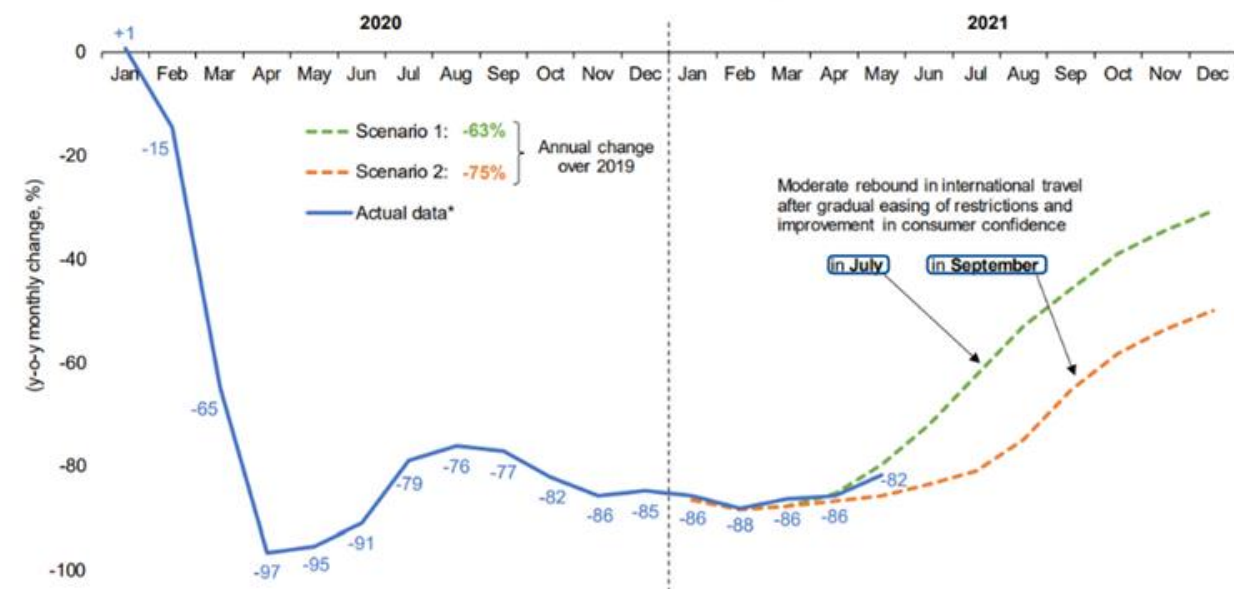


Source: UNWTO

* Provisional data (% change over 2019)



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



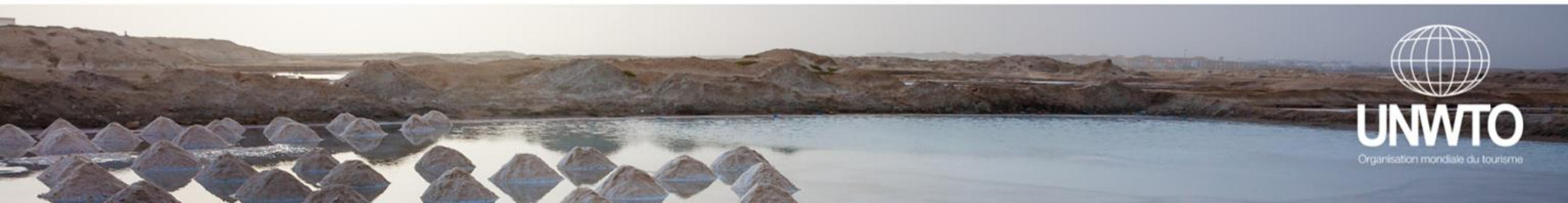
Source: UNWTO

* Actual data for 2021 is preliminary and based on estimates for destinations which have not yet reported results.

(Data as of July 2021)



UNWTO GLOBAL TOURISM CRISIS COMMITTEE



UNWTO'S RESPONSE TO #RESTART TOURISM



01

ECONOMIC RECOVERY

02

MARKETING AND PROMOTION

03

**INSTITUTIONAL STRENGTHENING
AND CAPACITY BUILDING**



TECHNICAL ASSI- STANCE 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.



WORLD BANK GROUP

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





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

United Nations World Tourism Organisation



REALIGNMENT OF PRIORITIES, SURVEY RESULTS

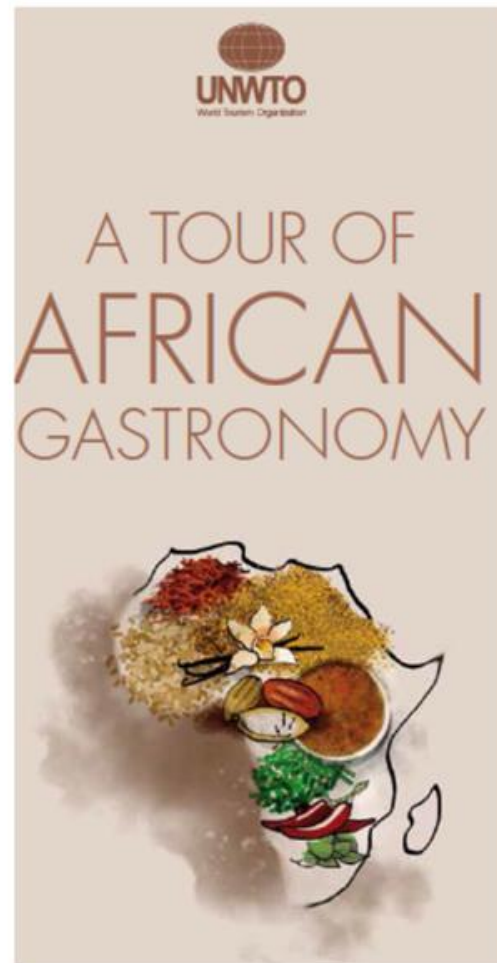
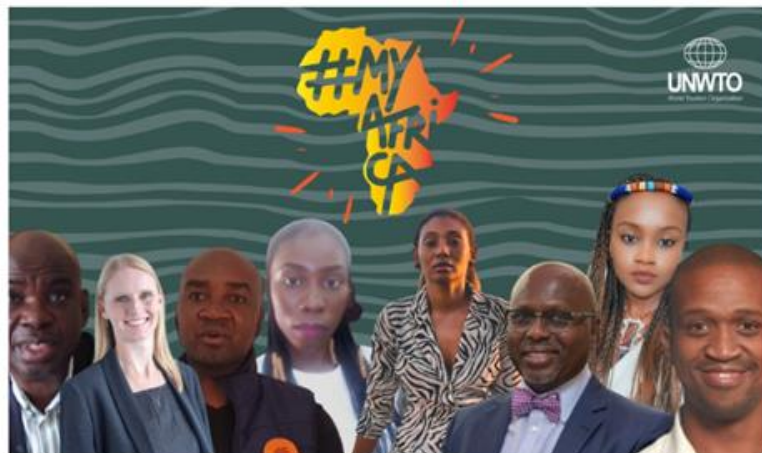
TOP 5 KEY AREAS OF THE UNWTO AGENDA FOR AFRICA - TOURISM FOR INCLUSIVE GROWTH — that should be prioritized to support the swift recovery response



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



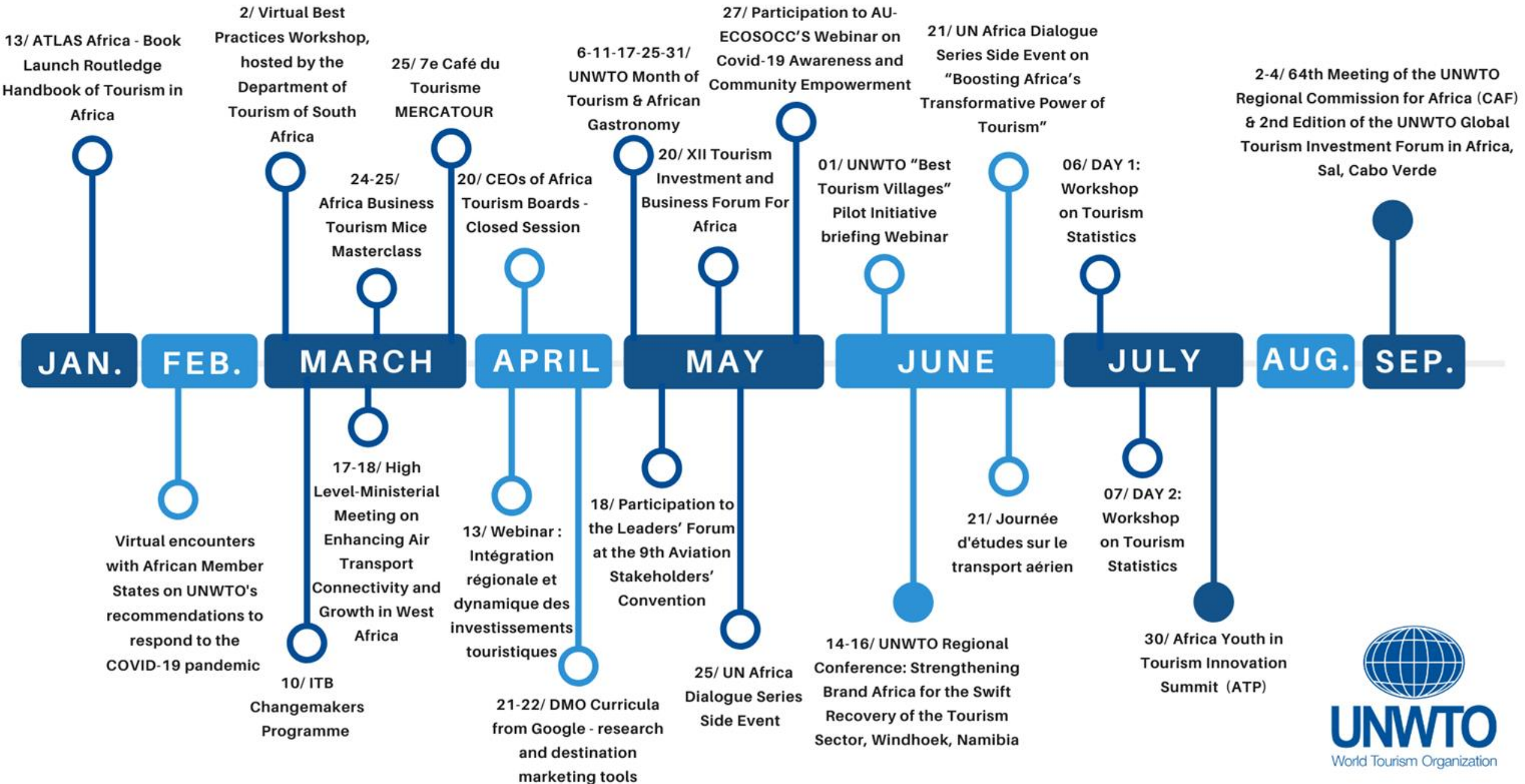
UNWTO'S RESPONSE TO #RESTART TOURISM



UNWTO ON THE GROUND



UNWTO 2021 ACTIVITIES IN AFRICA (JAN - SEP)



UNWTO EVENTS IN AFRICA IN 2021



- 12TH EDITION OF THE TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA, INVESTOUR, MADRID, SPAIN, 20 MAY 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



An aerial photograph of a tropical island. The island is densely covered with palm trees and lush green vegetation. It is surrounded by a body of water, with a small inlet or lagoon on the left side. The sky is clear and blue.

WTD 2021

**WORLD TOURISM DAY
"TOURISM FOR
INCLUSIVE GROWTH"
CÔTE D'IVOIRE, ABIDJAN
27 SEPT.**

**WORLD
TOURISM
DAY 2021** | **TOURISM
FOR INCLUSIVE
GROWTH**


UNWTO
Organisation mondiale du tourisme



THANK YOU

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