Dear esteemed Members,

A sincere thank you to all of you who participated in the 56th Meeting of the UNWTO Commission for Africa and the Regional Seminar on Tourism and Air Connectivity in Africa held in Angola. A very special thank you to our host, Angola, for the warm hospitality and the commitment in making this event a success.

The Regional Seminar on Tourism and Air Connectivity in Africa, as reflected in the Luanda Declaration on Tourism and Air Transport Connectivity, stressed the importance of tourism as a lever of socioeconomic development and growth, especially in developing countries and confirmed that the tourism sector is highly dependent on air transportation. In 2012, almost half of the 53 million tourists that visited Africa traveled by air and this trend is set to continue. UNWTO forecasts international tourists to Africa to reach 134 million by 2030, out of which around 61 million are to arrive by air. To further advance this important agenda, UNWTO and ICAO will host the First Ministerial Conference on Tourism and Air Transport in Africa, in October 2014 in the Seychelles. We hope to count on your active participation.

In recent months, we had the opportunity to attend various forums in Africa such as INDABA, in South Africa and the International Conference on Sustainable Tourism Development and Creative Economies in Africa, in Cape Verde, and conduct several activities on the ground such as workshops on Crisis Communication, Branding and E-marketing and training for tourism employees to become champions on environmental protection.

The coming months will continue to see various events in the Agenda of the UNWTO Programme for Africa, ranging from a Regional Seminar on Branding and the Image of Africa to other activities which we hope will help continue to advance the tourism sector in the region.

We wish you a good read!

UNWTO Regional Seminar on Tourism Branding and the Image of Africa to be held in Ghana

UNWTO forecasts that international tourists to Africa will more than double by 2030, from 50 million to 134 million. Africa undoubtedly has huge tourism potential that can be enhanced with stronger tourism branding.

UNWTO, together with the government of Ghana, will host a Regional Seminar on Tourism Branding and the Image of Africa (9-11 September 2014) in Accra, Ghana.

The Seminar will address key issues affecting the image of Africa and its tourism destinations and we invite governments and tourism stakeholders to participate and contribute towards this important regional seminar.

Elia Grandcourt
Regional Director for Africa
On the Ground in Africa

56th Meeting of the UNWTO Commission for Africa and Regional Seminar on Tourism and Air Connectivity in Africa

The 56th Meeting of the UNWTO Commission for Africa (CAF) and the Regional Seminar on Tourism and Air Connectivity in Africa, hosted by Angola on 28-30 April 2014, were attended by 300 delegates, from 39 countries, including 19 African Ministers of Tourism.

Opening the Meeting, the Vice-President of Angola, Manuel Domingos Vicente, stressed the importance of hosting such an event in Angola and reaffirmed the commitment of its Government to make tourism work for the country’s economy and its people.

During the CAF Meeting various issues were discussed, with particular emphasis on the thematic debate on Tourism and Biodiversity: Zero Tolerance for Poaching in Africa by 2020. All participants unanimously congratulated UNWTO for bringing this issue to the Commission’s agenda and urged the Organization to continue its international sensitization efforts against poaching in Africa and towards the protection of Africa’s wildlife.

The Regional Seminar on Tourism and Air Connectivity in Africa laid the groundwork for the First UNWTO/ICAO Ministerial Conference on Tourism and Air Transport in Africa, to be held in October, in the Seychelles. Read More+

UNWTO AT INDABA 2014 Africa’s Top Travel Show

UNWTO participated in INDABA in Durban, South Africa (10-12 May 2014). INDABA is one of the largest tourism marketing events showcasing a wide variety of South Africa’s tourism products attracting international visitors and media. This year’s edition of INDABA took a transformative approach in a contemporary pan-African trade show with more representation of the continent.

The Tourism Cities Seminar at INDABA is a platform hosted annually that brings together tourism professionals to discuss and share information on topics and issues impacting tourism growth in South Africa and on the continent. This year’s theme was Celebrating 20 years of tourism in South Africa and looking ahead. UNWTO was invited to make a presentation on tourism development towards 2030 based on UNWTO’s long term forecast. Read More+

International Conference on Sustainable Tourism Development and Creative Industries held in Cape Verde

UNWTO participated in the International Conference on Sustainable Tourism Development and Creative Industries in Africa, held on 24 May 2014, in Sal, Cape Verde, within the framework of the 6th edition of the Cape Verde Tourism Fair (EXPOTUR).

In a message addressed to the Conference, UNWTO Secretary-General, Taleb Rifai, stressed the importance of promoting sustainable tourism development in Africa, and in Cape Verde in particular, and congratulated the Government for its commitment in making tourism one of the economic engines of the country.

UNWTO talks about tourism recovery at the 3rd Annual International Tourism Fair of Madagascar

UNWTO participated in the 3rd Annual International Tourism Fair of Madagascar (ITM 2014) to deliver a presentation on the Recovery of a Tourist Destination after a Crisis. The Conference was attended by some 220 tourism professionals.

The will and commitment of Madagascar towards tourism as a tool for economic development was demonstrated by the President of the Republic, H.E. Hery Martial Rakotoarimanana Rajaonarimampianina, who, opening the Fair, outlined the importance of developing an open sky policy, strengthening tourism education and training and increasing the budget for tourism promotion.

UNWTO conducts workshop on Crisis Communication, E-marketing and Branding in Tunisia

UNWTO, in partnership with the Embassy of the Kingdom of the Netherlands in Tunisia, conducted a three-day workshop on Crisis Communication, E-Marketing and Branding in Tunis. The workshop provided the participants from the Ministry of Tourism, the National Tourist Office and the private sector an overview of key branding methodologies, the use of E-marketing in tourism promotion and branding and the main steps necessary for crisis preparedness, management and recovery, with a special focus on crisis communication and perception management.
UNWTO organizes Tourism & Biodiversity Seminars in Tanzania and Ghana

Within the framework of the COAST (Collaborative Actions for Sustainable Tourism) project in Africa, UNWTO provided training to local tourism professionals to encourage them to become champions for environmental protection in their destination. The COAST project is a Global Environment Fund (GEF) backed project with UNEP as the implementing agency, UNIDO as the executing agency and UNWTO as the associate agency. The project included activities in nine countries in Africa: Cameroon, The Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles, and Tanzania.

A first Tourism and Biodiversity Seminar was organized in The Gambia in 2013, followed by seminars in Bagamoyo, Tanzania, and Ada, Ghana, both of which are sites of the COAST project Read more +

Compilation Guide for Tourism Statistics


The Guide is directed at all those involved in the compilation of tourism statistics, whether National Statistical Offices, National Tourism Administrations or any entities that produce, or can potentially produce, information relevant for the compilation of tourism statistics.

Official Visit of Her Excellency Dr. Isatou Njie-Saidy, Vice-president of the Gambia to UNWTO

On 9 June 2014, UNWTO had the honor to receive the visit of H.E. Dr. Isatou Njie-Saidy, Vice President of The Gambia. The Vice President’s delegation included Mr. Lang Yabou, Ambassador to The Gambia in Spain, and other senior officials from the agriculture and gender affairs departments.

During the meeting with UNWTO Secretary-General, Taleb Rifai, the Organization reiterated its support to The Gambia in the development of tourism. The discussion was focused on mainstreaming women and youth in tourism activities, and how to assist The Gambia in this field.

Visit of Hon. Jean Kapata, Minister of Tourism and Arts of Zambia to UNWTO

The newly appointed Minister of Tourism and Arts of Zambia, Hon. Jean Kapata, made a working visit to the UNWTO Headquarters on 9 June 2014. The UNWTO Secretariat prepared an exhaustive programme for the Minister’s visit, including meetings with the different UNWTO Programmes, including the Regional Programme for Africa, Technical Cooperation, Statistics and Tourism Satellite Account, Tourism Market Trends, Communications and Publications and the Sustainable Development of Tourism.

As a result of the meetings, different short and medium-term technical assistance commitments were made.
The Regional Council of Loh-Djiboua, Côte D’Ivoire visits UNWTO

The regional council of Loh-Djiboua, Côte d’Ivoire, represented by Mr. Ali Konate, President of the Commission for External Relations and Cooperation, led a delegation on a working visit to Spain which included a meeting at UNWTO. In the framework of the decentralization policy of the Government of the country, regions are being appealed to seek cooperation with international entities. In this regard, the Council expressed its needs and shared its plans for tourism and agricultural development of Loh-Djiboua. The President outlined the benefits and opportunities this would bring for the institutional and autonomous region of Loh-Djiboua and its people by contributing towards poverty alleviation, job creation and development of SMEs.

The meeting was also an opportunity for the delegation to learn about UNWTO’s work and to discuss areas of future cooperation through the Tourism Ministry of Côte d’Ivoire.