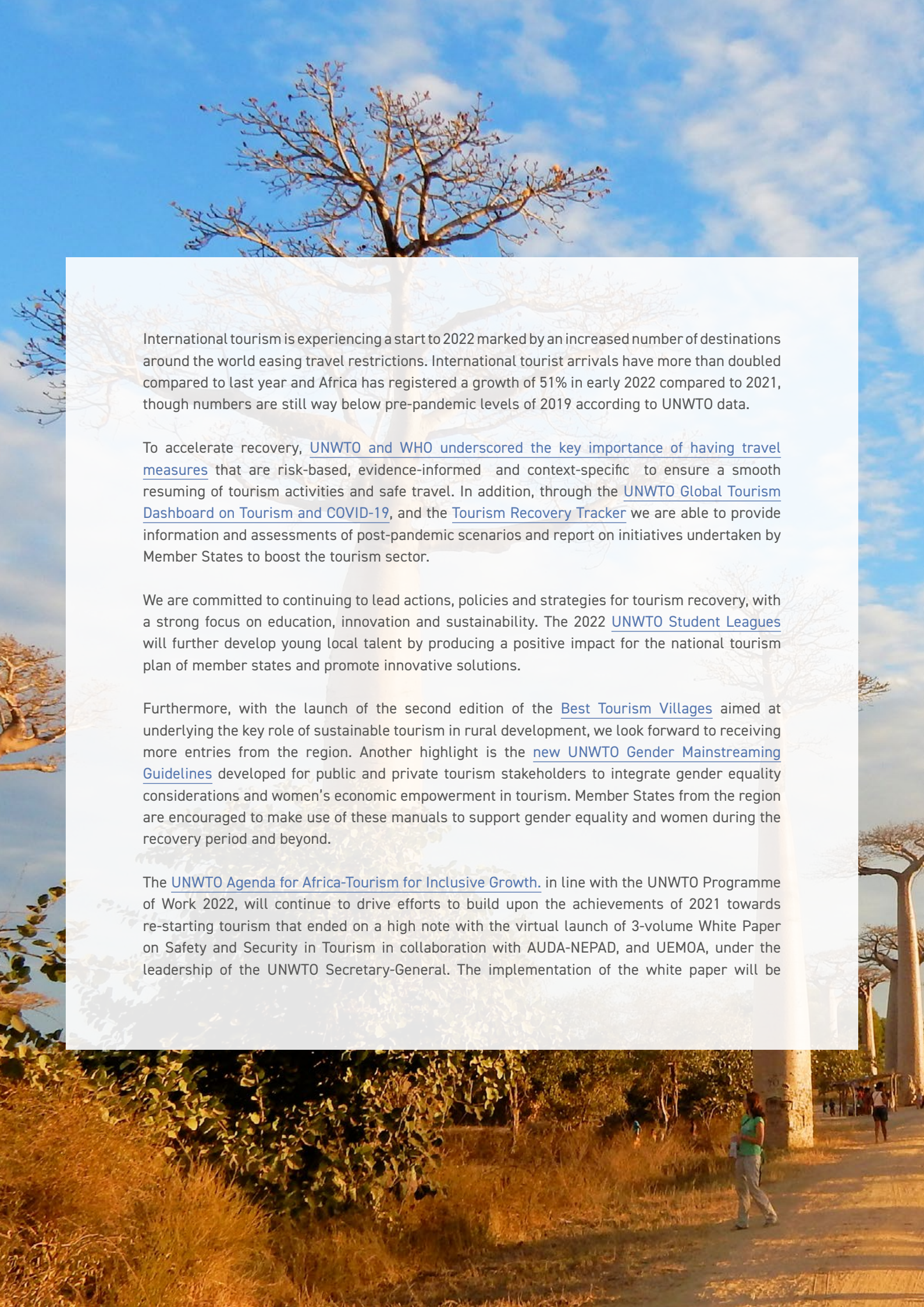




# AFRICANEWS

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International tourism is experiencing a start to 2022 marked by an increased number of destinations around the world easing travel restrictions. International tourist arrivals have more than doubled compared to last year and Africa has registered a growth of 51% in early 2022 compared to 2021, though numbers are still way below pre-pandemic levels of 2019 according to UNWTO data.


To accelerate recovery, [UNWTO and WHO underscored the key importance of having travel measures](#) that are risk-based, evidence-informed and context-specific to ensure a smooth resuming of tourism activities and safe travel. In addition, through the [UNWTO Global Tourism Dashboard on Tourism and COVID-19](#), and the [Tourism Recovery Tracker](#) we are able to provide information and assessments of post-pandemic scenarios and report on initiatives undertaken by Member States to boost the tourism sector.

We are committed to continuing to lead actions, policies and strategies for tourism recovery, with a strong focus on education, innovation and sustainability. The 2022 [UNWTO Student Leagues](#) will further develop young local talent by producing a positive impact for the national tourism plan of member states and promote innovative solutions.

Furthermore, with the launch of the second edition of the [Best Tourism Villages](#) aimed at underlying the key role of sustainable tourism in rural development, we look forward to receiving more entries from the region. Another highlight is the [new UNWTO Gender Mainstreaming Guidelines](#) developed for public and private tourism stakeholders to integrate gender equality considerations and women's economic empowerment in tourism. Member States from the region are encouraged to make use of these manuals to support gender equality and women during the recovery period and beyond.

The [UNWTO Agenda for Africa-Tourism for Inclusive Growth](#), in line with the UNWTO Programme of Work 2022, will continue to drive efforts to build upon the achievements of 2021 towards re-starting tourism that ended on a high note with the virtual launch of 3-volume White Paper on Safety and Security in Tourism in collaboration with AUDA-NEPAD, and UEMOA, under the leadership of the UNWTO Secretary-General. The implementation of the white paper will be





materialized through workshops and training courses for Member States to reinforce the capacity-building of officials and stakeholders. The issue of security in the tourism sector remains a global concern and as such several case studies from countries in other regions such as Europe, Asia and the Americas has been featured alongside those from Africa.

Reinforcing tourism statistics and data collection remains a priority and a top request for support from our Members. In addition to the development of Tourism Satellite Accounts being developed with some Member States, we are also bringing virtual capacity building workshops focused on tourism statistics and data collection. With the support of Positium, an Affiliate Member of UNWTO, we will host two workshops on tourism statistics and mobile positioning data. Additionally, this year, with the support of Algeria, we will complete our series of capacity-building programmes on Tourism Statistics through a virtual workshop, to be hosted on 23 and 24 May for French-speaking Member States.

Furthermore, we are designing investments guidelines for our members which will feature an overview of the current conditions and enabling indicators, as well as a synthesis of Foreign Direct Investments (FDI) to attract and promote investments in the tourism sector.

The 65th UNWTO Commission Meeting for Africa will this year bring together ministers of tourism and private sector stakeholders in Arusha, Tanzania, where the meeting will be hosted from 5 to 7 October. This important gathering will allow the tourism professionals to deliberate on the recovery of the tourism sector whilst identifying solutions and key actions to accelerate the recovery.

As countries starts to ease the travel restrictions, we remain optimistic that the sector will rebound to allow for tourism growth in the region. In the meantime, we continue to observe the health protocols and remain safe.

The Director, **Elcia Grandcourt**

## First national Tourism Satellite Account Launched in Zimbabwe

Harare, Zimbabwe, 31 March 2022 – UNWTO partnered with the Ministry of Environment, Climate, Tourism and Hospitality Industry (MECTHI) of Zimbabwe to launch the country's first National Tourism Satellite Account (TSA) today.

In his message at the launch, Secretary General, Zurab Pololikashvili, had the following to say; “This Tourism Satellite Account will provide the information needed to guide the sector forward in the months and years ahead. It will not just improve the tourist experience. It will also allow Zimbabwe to better target the benefits tourism offers: For the national economy, for communities and for individuals. And it will help make Zimbabwe's tourism more sustainable.”

The Account shows the size and significance of the tourism sector for the Zimbabwean economy, based on the last available pre-COVID-19 data and on data gathered before the formal transition of national currency from US dollar into the Zimbabwean Dollar. The TSA revealed that tourism accounted for 4.25% of the National Gross Domestic Product (GDP) with a value of USD1.03 billion in 2018. In 2019 the sector accounted for 6.3% of GDP with a value of USD1.23 billion. At the same time, the data also shows that tourism accounted for 1.56% of national employment levels in 2018, with around 100 000 jobs supported and created.

The TSA was produced as part of the Zimbabwe Destination Development Program, a technical assistance program supported by International Finance Corporation (IFC). As well as recording the number of tourists visiting the country, the initiative also provides monetary and non-monetary tourism data related to demand and supply and measures the value of expenditure on goods and services across all types of tourism as well as the value of tourism-sector industries producing goods and/or services. It will be used for quantifying tourism's contribution to GDP and national employment rates.

[\(+ read more\)](#)

## UNDP and UNWTO join forces to support tourism recovery and local economic development in the United Republic of Tanzania

UNDP Tanzania and UNWTO have been collaborating to prepare a proposal for a new joint project, entitled “Tanzania Tourism Recovery through Digital Transformation and Local Economy Development”.

The main purpose of the project is supporting the tourism sector to recover from the impact of the pandemic and to become more resilient by focusing on building towards a greener, more innovative, safe and more inclusive tourism sector in the country. The project builds on the ongoing support that UNDP is providing to the Tanzania Association of Tour Operators (TATO), with TATO being the main counterpart of UNDP in the project. Initial activities of the new project focus on the preparation of an Integrated Tourism and Local Economic Development Strategy.

In the first quarter of 2022, the situation analysis report for the Strategy was prepared. On 28 March, UNWTO participated in a stakeholders' meeting on the Integrated Tourism and Local Economic Development Strategy that took place in Arusha. During the meeting, representatives from public and private sector organizations dealing with tourism shared feedback on the situation analysis report and provided detailed inputs and recommendations for topics to be elaborated in the final Strategy.

[\(+ read more\)](#)





### **Support for the development of tourism in Benin: The Conventions signed with the UNWTO reviewed**

The Minister of Tourism, Culture and the Arts, Mr. Jean-Michel Abimbola, reviewed the various Conventions signed between the Government of Benin and UNWTO in the framework of the upgrading of tourism standardization for the country.

Taking advantage of the UNWTO working visit to Benin, Minister Abimbola used the session to provide a rich overview of the three batches of reforms whose implementation with the technical support of the UNWTO and the financial support of the World Bank have been recorded in various Partnership Agreements.

Facing the delegation led by Mr. Jaime Mayaki, Deputy Director of the Africa Department of UNWTO, the ministerial authority was surrounded by the Head of State's Chargé de Mission for Tourism, the Deputy Director of Cabinet, the Technical Adviser to hospitality and tourism, the Director General of the ANPT, the PCTT Project Coordinator, the Director of Tourism Development and opposite, virtually, the representative of the World Bank.

[\(+ read more\)](#)

### **National Workshop with Tourism Stakeholders in Botswana in Maun on 9 February: Project of the Development of National Tourism Strategy and Master Plan of Botswana**

UNWTO and the Ministry of Environment, Natural Resources Conservation and Tourism of Botswana are collaborating to prepare a National Tourism Strategy and Master Plan which will guide tourism development from 2022-2032.

The Tourism Strategy and Master Plan will address not only measures to stimulate the recovery of the tourism sector during COVID times but also pave the way for the sustainable development of Botswana through tourism. The workshop was organized to convene the stakeholders to prioritize issues to be addressed in the National Tourism Strategy and Master Plan for Botswana.

"We are looking for a Tourism Strategy and Master Plan which is robust, practical and implementable and which will enable Botswana to become the destination of choice" stated Dr. Oduetse Koboto, Permanent Secretary, Ministry of Environment, Natural Resources Conservation and Tourism stated at the Opening Ceremony of the National Workshop.

[\(+ read more\)](#)



### **RDAF Webinars and Capacity-Building activities to #restart tourism**

UNWTO, in collaboration with Members States, Affiliate Members, international organizations and other tourism partners, has been consolidating intelligence on the local, national, international measures and policies undertaken for mitigating and combating the effects of COVID-19 crisis on tourism sector and accelerating recovery.

UNWTO has been demonstrating leadership, commitment and engagement in assisting the Member States and the key stakeholders of the international tourism sector towards the adoption of harmonized strategies and coordinated mechanisms providing guidance to ease travel restrictions through the effective implementation of health and sanitary protocols and restore market confidence in order to fully reopen global tourism destinations' borders and enable the recovery of the sector.

To this end, the UNWTO Regional Department for Africa has been continuously supporting Member States and regional stakeholders from across the tourism sector through deploying several initiatives and activities aligned with the countries' renewed needs and priorities reflected in the *Agenda for Africa – Tourism for Inclusive Growth* so as to restart tourism and make it thrive again.

### **RDAF Virtual Activities, January-March 2022**

- UNWTO's participation to the introductory meeting of AFRAA LAB on the Effective Implementation of both SAATM and AfCFTA to Revamp Sustainable Aviation & Trade in Africa Development, 17 February
- Training Programme on Facilitating Tourism Recovery in the Aftermath of Covid-19 with the support of the European Bank for Reconstruction and Development (EBRD) and the Ministry of Tourism and Handicrafts of the Republic of Tunisia, February and March
- Virtual Best Practices Workshop (in collaboration with the Department of Tourism of the Republic of South Africa) – panel discussion on “*Strategies to re-ignite demand for Tourism recovery*”, 2 March

## The UNWTO Students' League – 2022 Edition

The UNWTO Students' League is an innovative 360° **competition** for students launched in 2020, that fosters talent development, **bridges the gap** between **studies** and the **realities of the tourism sector** and produces **solutions for the challenges of our industry** aligned with the 17 Sustainable Development Goals of the UN Agenda 2030.

The **UNWTO Students' League creates a dynamic environment that helps** national public and private sector stakeholders support the development of future generations' talent and skills and obtain innovative sustainable solutions for the challenges they face.

This initiative **empowers and motivates travel and tourism students** to get involved within the sector and participate in this World Students' Tourism League, **getting real-time experience by creating and presenting disruptive solutions** for current and future challenges of our sector.

(Read more, link to be created) This tool aims to fulfill the gap between students' education and training and the real needs and requests of the tourism sector by preparing and enabling young people to enter the labor market as highly qualified professionals capable of adapting to any situation that may arise.

In 2022, UNWTO will be also focusing on the national perspectives of the UNWTO Students' League initiative by supporting Member States in the establishment and implementation of national leagues in their own countries. The final global competition of this edition of the UNWTO Students' League will be held in the framework of the Global Youth Tourism Summit that will take place in Sorrento, Italy, from 27 June to 3 July 2022.

For further information, please consult the following link: <https://www.unwto.org/students-league>

## Opportunities for Member States through the 2022 UNGA Report on the promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection

Every two years, the Secretariat of UNWTO prepares global and regional [reports for the United Nations General Assembly \(UNGA\)](#), on the implementation of UN resolutions, within its mandate, which include recommendations on ways and means to promote sustainable and resilient tourism development.

The previous [global report on the "Promotion of Sustainable Tourism including Ecotourism for Poverty Eradication and Environment Protection"](#) was prepared in 2020 and is therefore due for preparation again in 2022.

The upcoming report and its subsequent resolution offer many opportunities and benefits for Member States from all regions, as key instruments for devising new approaches, strategic actions and accelerators to address the impacts of the pandemic on sustainable development and to promote a sustainable recovery in the tourism sector; to better respond to today's global sustainability challenges, such as biodiversity loss and climate change and to advance new ideas for the resilience of the tourism sector.

In order to prepare this report, UNWTO will send a Note Verbale to its Member States in the first quarter of 2022 requesting substantive contributions and updates since the last report, providing them with early and effective opportunities to contribute to the preparation of the report, including through consultations until the submission of the report to the UNGA in July when the document is sent to the conference management service in New York to be edited and translated in time for the 77th session of the UN General Assembly (UNGA) in September 2022.

[\(+ read more\)](#)

## UNWTO announces “Best Tourism Villages” 2021

The best examples of villages embracing tourism to provide opportunity and drive sustainable development were announced on 2 December at the 24<sup>th</sup> session of the UNWTO General Assembly held in Madrid, Spain (30 November-3 December 2021).

The Best Tourism Villages by UNWTO initiative was launched to promote the role of tourism in preserving rural villages and their landscapes, their natural and cultural diversity, as well as their local values and activities, including their gastronomy.

In the 2021 edition, a total of 44 villages from 32 countries from the five regions of the world were recognized as Best Tourism Villages by UNWTO. All of them are characterized by their natural and cultural resources, their innovative and transformative approaches, and their commitment and concrete actions to the development of tourism in line with the Sustainable Development Goals (SDGs).

Among the 44 Best Tourism Villages 2021, 6 are from Africa:

- **WONCHI, ETHIOPIA:** situated about 150 km west of Addis Ababa, Wonchi is one of the most magnificent tourist destinations in Ethiopia thanks to the blend of natural cultural resources, of which its landscape and the lake laying in the deep basin offer an extraordinary beauty.
- **OLERGESAILIE, KENYA:** Located in Southern region of Kenya, Olergesailie is famous for its hand axes, many of which date back almost one million years and are some of the oldest ever found. The finds unearthed in this region are dated between 1.2 million and 490,000 years ago. This village is home to the Maasai people that still practice their ancient traditions.
- **LE MORNE AND OLD GRAND PORT, MAURITIUS:** Le Morne, besides its charming inhabitants, features the majestic mountain of Le Morne Brabant, a UNESCO World Heritage Site and a distinctive vibe to this fishermen unique village. The “Séga” music which is said to have originated from Le Morne is also inscribed on the intangible list of UNESCO World Heritage. Old Grand Port is known as the cradle of the colonization

of the island as the first settlement of the island was set up in this area by the Dutch. Its multi-ethnic population, mainly the fishermen community, farmers and local artisans, still hold onto their traditional way of life and the culture on the island is one of peace and harmony.

- **SIDI KAOUKI, MOROCCO:** A Berber fishing and shepherd village, its main activities besides fishing and agriculture include the production and marketing of high quality 100% natural organic products such as Argan food, cosmetics, honey, Amlou, soap, shampoo, and cream.
- **NKOTSI, RWANDA:** Nkotsi brings together communities around the Virunga Mountains to promote community sustainable development by involving local people in programs which improve their livelihood through Environmental Conservation, Arts & Culture, Education, and Community Health & Food Security Initiatives.

“Tourism can be a driver of social cohesion and inclusion by promoting a fairer distribution of benefits throughout the territory and empowering local communities,” says UNWTO Secretary-General Zurab Pololikashvili. “This initiative recognizes those villages committed to making tourism a strong driver of their development and wellbeing”.

The second edition of the initiative was launched on 28 March 2022

- Link to UNWTO news release: <https://www.unwto.org/news/unwto-announces-list-of-best-tourism-villages-2021>
- Link to Best Tourism Villages by UNWTO 2021 video (English version): <https://www.youtube.com/watch?v=Quw54l3oWsY>
- Link to Best Tourism Villages website: <https://www.unwto.org/tourism-villages/es/>



## Celebration of International Women's Day 2022

On the occasion of the celebration of the International Women's Day on 8 March, UNWTO through its Regional Department for Africa mobilized women's leaders in the tourism sector and international organizations to share their thoughts on that special day for an acceleration of gender equality and women empowerment. Women make up 69% of the tourism workforce in Africa and mainstreaming gender in the industry will be key for a resilient tourism recovery and for the sector to thrive again.

**The COVID19 pandemic gives us an opportunity to build back better. Women play a central role and need to have a voice in reshaping the recovery of tourism activities.**

Oulimata Sarr  
Regional Director  
UN Women Central and West Africa



**The continuous marginalization of women, lack of fairness and equal opportunities, if not tackled through commitment to implementation of gender hospitality responsive policies, will deepen gender biases.**

Memunatu Pratt  
Minister of Tourism and Culture  
Sierra Leone



**Pour un avenir égalitaire et solidaire, pour une croissance économique plus inclusive et durable et pour construire ensemble un monde meilleur, il est plus que jamais temps de promouvoir les droits des femmes.**

Fatima Zahra Ammor  
Ministre du Tourisme, de l'Artisanat et de l'Économie sociale et solidaire  
Royaume du Maroc



**My wish is that we continue to empower women with the appropriate skills and tools to accelerate gender equality in the tourism sector and women's ability to access the tourism markets.**

Elicia Grandcourt  
Regional Director for Africa



**A travail égal, les femmes ont très souvent un salaire inférieur à celui des hommes. Il est important que nos Etats luttent efficacement contre toutes les formes de discriminations et encouragent leur accès aux postes de décisions.**

Aminata Touré,  
ancien Premier Ministre,  
Sénégal



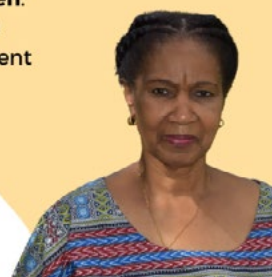
**I feel privileged for the inspiration received from other women who have devoted their lives to practicing values of kindness, compassion and responsibility to future generations.**

Marina Novelli  
Professor of Tourism and International Development  
and International Consultant  
University of Brighton



**Tourism is an important sector and a significant employer of women. Building back better means we must create protected and decent jobs for women in a thriving industry.**

Phumzile Mlambo-Ngcuka  
Chair of the World Committee on Tourism Ethics  
Former United Nations Under-Secretary-General



**Tourism is everyone's business. To empower women, we need to push for their active involvement. Gender equality will see more women rise to leadership positions in the industry.**

Lilly Ayarova  
Chief Executive Officer  
Uganda Tourism Board



**DOING is better than SAYING, let's SHAPE today with Women for a BETTER tomorrow.**

Estherine Fotabong  
Director of Programme Innovation and Planning  
AUDA-NEPAD





### **Mauritius- Embracing Sustainable Tourism to reach a Green Destination Status**

Mauritius is not alone in having faced major challenges in the wake of the COVID-19 pandemic. The tourism sector has been severely impacted, with a downfall of 77.7% in arrivals in 2020 as compared to 2019 and a decrease of 83% registered in 2021 as compared to the same year of 2019. The tourism industry's direct and indirect contribution to Mauritius GDP amounts to around 23%. The sector employs over 100,000 people directly and indirectly and generated around Rs 63 billion of revenue in 2019.

However, Mauritius has yet again shown its resilience and has been one of the most acclaimed destinations for its management of the crisis, applauded for its sanitary protocols which were put in place to welcome travellers in a safe environment, whilst at the same time protecting its population. To date, Mauritius is among the top of the list in terms of population vaccination, with more than 79.3% having received the first dose, 76.4% the second dose and over 44% the booster dose out of a population of 1.2 million.

Since 2018, the Tourism Authority has been spearheading an ambitious project entitled 'Sustainable Island Mauritius' (SIM) which is funded by the European Union. The objective is to assist tourism operators in the greening of their activities, helping them in decreasing their carbon footprints and encouraging the development of new business models that are sustainably-oriented.

The project focused on the need to create a circular economy where each sector would be involved in further developing the tourist activities; emphasizing the co-creation of activities that are less environmentally invasive while at the same time promoting local talent and heritage. Local production and consumption is a key component of the project thereby relieving the constant stress on importation.

These are reached through extensive capacity building with the tourism operators through workshops, training programmes, one-to-one coaching and sensitisation campaigns organised around the island. To date, more

than 1,800 operators have already been trained on the best sustainable practices and the target is to reach around 3,000 by the end of the project in June 2022. Pleasure craft operators, tourist guides, hoteliers, tour operators, taxi drivers, handicraft operators are among the many operators that have so far benefitted from the capacity building activities.

A series of initiatives has been carried out to improve sustainability impacts through the greening of operations along the tourism value chain. One of the initiatives is the greening of pleasure craft operations. Discussions with the various stakeholders were carried out and a number of actions identified to reduce the impact of boating activities on the marine biodiversity and the coastal lagoons.

Sustainable Island Mauritius (SIM) has also introduced the Mauritius Pro-Handprint Innovation Framework (MauPHI), which comprises a hands-on set of 11 standards aimed at limiting the negative impacts on the environment as well as encouraging marketable handprint products that support inclusive tourism, social stability, cultural and heritage enhancement and bring economic benefits to the value chain (direct and induced businesses). The Tourism Authority is also working with the Mauritius Standard Bureau for recognition of the set of standards for the MauPHI.

SIM has also been collaborating with Made in Moris, an association of local manufacturers and entrepreneurs aiming at the authentication of Mauritian products, for Online Workshop Series and Tours targeted towards SME businesses, designers, crafters, and operators. The objective of this initiative was to encourage operators to support the local artisans by including them within specific tours and packages for tourists but also to focus on how to become a sustainable and resilient business, in these difficult times.

Mauritius has an ambition to be internationally recognised as a green destination. To reach that status, it is encouraging large operators and SME's to adopt the best sustainable practices. Therefore, after the capacity building process is over, operators engaged themselves on sustainable certifications, some of which are being sponsored by the Tourism Authority mainly for the SME's.



## Seychelles launches its Service Excellence Programme

It is in a ceremony livestreamed to tourism operators and a wider audience from the Hilton 'Labriz Gastro' Lounge at Bel Ombre, that the Seychelles Minister for Foreign Affairs and Tourism, Mr Sylvestre Radegonde, officially launched the Service Excellence Programme 'Lospitalite - Lafyerte Sesel' on 28 January 2022. Based on three main pillars, Sensitisation and Awareness, Education and Training and Recognition and Award, the programme aims to bring about a change in people's attitudes and perceptions concerning customer service in general in Seychelles and is anticipated to be the start of a long-lasting national project.

In his address following a presentation on the essence of Lospitalite – Lafyerte Sesel and reveal of the campaign's logo, Minister Radegonde explained that the campaign is to encourage and cultivate the ethos of service excellence, pride in hosting our guests and to recognise those in the tourism industry who excel.

"Hospitality is something every Seychellois learns at his or her mother's knee, and we can safely say that it ranks next to cleanliness and godliness in our culture. Every visitor who disembarks in this country is our guest, visiting us here in our home. We have to take pride in being hosts and delivering the best service we can to make each one of them feel welcome at every touch point in that journey throughout the time we are hosting them here in Seychelles, our home. Our livelihoods and the sustainability of our industry depend on it," the minister said.

The project, which falls under the mandate of the Tourism Department's Destination Planning & Development Division and is being deployed by the Industry Human Resource Development section within this division; has been in preparation since the third quarter of 2021 guided by a high-level coordinating committee chaired by Principal Secretary Sherin Francis.

PS Francis expressed her gratitude to all who responded positively to the various media calls by presenting their ideas to make the event a success. Highlighting the essence of the campaign and the importance of the three pillars underpinning the campaign she said:

"Lospitalite - Lafyerte Sesel encapsulates everything we want to describe; our aspiration for our service industry; warm, friendly, helpful, generous... and it applies to everyone offering a service. It's a word not as commonly used nowadays. It is speaking in the affirmative. We know we are not there yet but this is where we aspire to be. We are proud of our islands, its natural beauty and splendour, we are proud of our people; friendly, loving, multi-ethnic, diverse, and we know we have it in us to be hospitable. We just need to be proudly show it. Proud to serve and be bold enough to put our pride aside or whatever is stopping us from going that extra mile," said PS Francis.

The campaign's theme song, interpreted by Aaron Jean accompanied by Channel Azemia was then performed. 'Tourizm i nou dipen', written by renowned Seychellois artist Jean-Marc Volcy is dedicated to highlighting the importance of the tourism sector as our breadwinner.

In his closing remarks Director General for Destination Planning and Development, Paul Lebon delivered a vote of thanks to all who have brought the programme to fruition.



**H.E. Mr. Sylvestre Radegonde**, Minister of Foreign Affairs and Tourism of Seychelles



**Ms. Sherin Francis**, Principal Secretary Tourism Department of the Ministry of Foreign Affairs and Tourism of Seychelles

## Morocco welcomes back travelers from around the world

After 2 months of suspension of passenger flights, Morocco is open again and ready to welcome tourists from around the world. Since February 7th, visitors can access the country upon presentation of a vaccination pass and a negative PCR test of less than 48 hours.

With the health situation largely under control, one of the highest vaccination rollouts in Africa and few sanitary restrictions still in place, the country positions itself as a safe and welcoming travel destination that caters to a diversity of traveler profiles, and that can meet a variety of aspirations and expectations.

The Kingdom was the leading destination for international travelers to Africa in 2019, with around 13 million visitors, and accounted for 47% of the total tourism in the continent. It is now directing its efforts towards the restart of the activity and the full recovery of its market shares.

To inform its target audience about the resumption of flights, the Moroccan National Tourist Office (MNTOT) has launched a massive digital campaign aimed at some of its main markets in Europe and North America. Under the slogan "We Are Open", the campaign, which is carried out on major social media platforms (Facebook, Instagram, and TikTok), aims to highlight the diversity of experiences and scenery of Morocco and to give a glimpse of the natural and cultural wonders of the Kingdom.

Each of the promotional capsules showcases a specific aspect of the wide variety of experiences and landscapes that the country has to offer, which includes mountains, desert, beaches, and the picturesque medinas.

At the crossroads of Africa and Europe, Morocco is a destination that offers endless possibilities for travel lovers. Whether for discovery, escape, nature, culture, gastronomy, or luxury stays, Morocco has it all and is open again for all visitors to discover, explore and enjoy the many facets of the Moroccan experience.




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## UNWTO Global response to guide Tourism Recovery

<https://www.unwto.org/unwto-iata-destination-tracker>  
(UNWTO-IATA Destination Tracker)

<https://www.unwto.org/covid-19-travel-restrictions>

<https://www.unwto.org/unwto-world-tourism-barometer-data>

<https://www.unwto.org/covid-19-and-tourism-statistics>

<https://www.unwto.org/unwto-tourism-dashboard>

<https://www.unwto.org/publications-on-tourism-market-intelligence>



**Cameroon:** [Afcon - Africa's Soccer Tournament Gets Off to a Vibrant Start](#) After a long wait, the 2021 Africa Cup of Nations finally took place in Cameroon after COVID-19 forced the Confederation of African Football (CAF) to postpone the tournament.

**Cabo Verde:** [Renationalisation row rocks Cabo Verde Airlines](#). Just two years after the Cabo Verde Government agreed to hand control of 51% of TACV Cabo Verde Airlines to Loftleidir Cabo Verde, a subsidiary of charter and ACMI specialist Loftleidir Icelandic, the administration has reversed its decision.

**Kenya:** [Launch of First Sustainable Tourism Report by the Global Tourism Resilience And Crisis Management Centre – Eastern Africa, Kenyatta University](#)

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**Rwanda:** [RwandAir and Qatar Airways sign codeshare agreement](#). RwandAir and Qatar Airways have signed a comprehensive codeshare agreement to offer travelers more choice, enhanced service, and greater connectivity to more than 65 destinations across Africa and the rest of the world.

**Seychelles:** [Seychelles' passport still Africa's No. 1, travel to 152 countries visa-free](#). Seychelles' passport remains the most powerful on the African continent for a consecutive year while moving up one place in a global ranking recently published by Henley and Partners for the first quarter of 2022.

**South Africa:** [Kenya Airways and South African Airways sign strategic partnership agreement to establish a pan-African airline](#) South African Airways and Kenya Airways have entered a strategic partnership, with the aim of establishing a pan-African airline carrier. This marks a key milestone towards co-starting a Pan African Airline Group by 2023. The partnership framework follows the Memorandum of Cooperation (MoC) that the two airlines signed two months ago to foster the exchange of knowledge, expertise, innovation, digital technologies, and best practice between the two airlines.

**Mauritania:** [Ancient manuscripts, some dating back to the eleventh century are luring tourists back to the ancient oasis city of Chinguetti in Mauritania](#). Threatened by terrorism and hit by the pandemic, the North West African nation is looking to its priceless collection of literature to revive the ancient city - once a thriving medieval trading centre.

**Africa:** [Key Pillars Mostly in Place to Speed Up Africa's Free Trade in 2022](#) One year in, African Continental Free Trade Area (AfCFTA) negotiators are making progress on remaining crucial elements, especially on rules of origin.

The official start of free trading under the African Continental Free Trade Area (AfCFTA) in January 2021 moved a major continental aspiration closer to reality. In an interview with Africa Renewal last month, the Secretary-General of the AfCFTA Secretariat, Wamkele Mene, sketched an optimistic vision of 2022



## Upcoming events

### **Webinar on Big data and mobile positioning Data**

Part II 02 June 2022

Part III 30 June 2022

### **Capacity-building Programme on Tourism Statistics, Algeria, 23 and 24 May 2022**

### **65th Meeting of the UNWTO Commission for Africa followed by a forum on "Rebuilding Africa's tourism resilience for inclusive socio-economic Development"**

Arusha, United Republic of Tanzania, 5-7 October 2022

### **UNWTO Global Conference on Linking Tourism, Culture and Creative Industries: Pathways to Recovery and Inclusive Development**

Lagos, Nigeria, 14-16 November 2022

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