



## 56th CAF Meeting 4.2 *Regional Activities*



# Main Objectives of the Africa Program



**Ensure the implementation of UNWTO's General Programme of Work within the region.**

**Serve as UNWTO's direct channel through which the development needs and concerns of the member States are communicated to the Secretariat**

**Strengthen the institutional capacity of African countries in various domains, in order to make them more competitive in the global tourism marketplace**



# Main Objectives of the Africa Program



**Promote the image and importance of tourism throughout the region, thus contributing for poverty reduction**

**Promote the UNWTO ST-EP initiative along with the achievement of the UN Millennium Development Goals for the benefit of our member countries.**

**Increase full and affiliate membership of countries and the private sector through the strengthening of UNWTO's presence in the region**



# I. Activities August 2013 to April 2014



## EVENTS

**Capacity Building  
Workshop on Tourism  
Policy and Strategy**  
Abidjan, Côte d'Ivoire,  
9-13 December 2013

**V edition of the Tourism  
Investment Forum for  
Africa (INVESTOUR)**  
Madrid, Spain, 23  
January 2013

**UNWTO African Tourism  
Ministers Meetings on  
Anti-poaching**

**First Tourism Business  
and Investment Forum  
for CPLP countries**  
Lisbon, Portugal, 12  
March 2014





# I. Activities August 2013 to April 2014



## OTHER ACTIVITIES

Technical Cooperation

Publications

Newsletter

Visits countries / HQ

unwto.org  
World Tourism Organization  
**UNWTO AFRICA**  
Issue 2, April 2014

### From the Director

Tourism in Africa is becoming a priority and Africa is set to become one of the fastest growing tourism regions in the world up to 2030. In 2013, Africa welcomed more than 56 million international tourists, a 6% increase over the previous year. This is a small share of the total market, but an impressive result considering that the number of international tourists in Africa was below 20 million only a decade ago.

The 6th edition of the 2014 *INVESTOR* concluded on a successful note with important recommendations on tourism and air transport which will be taken to the Regional Seminar to be held on the occasion of the 5th meeting of the UNWTO Commission for Africa. The Regional Seminar will in turn set the tone for the first joint UNWTO/CAO Ministers Conference bringing together African Tourism and Transport Ministers later this year.

Poaching is another issue which is high on our agenda for Africa. Wildlife crime is rearing its head with legal trafficking of wildlife and biodiversity being one of the world's largest criminal industries. To support the fight on poaching a working meeting was organized along the sidelines of ITD RoM with Tourism Ministers of JIBO, UNODC and local partners to discuss how together we can help combat this scourge. This topic will be further discussed at the 5th CAF meeting in Angola.

Finally, I would like to sincerely thank all of you who have given us your feedback on our newly introduced newsletter; we welcome your ideas and suggestions as we continue to bring you news of the UNWTO Africa Programme.

Until the next edition, we wish you a good read.

  
Eila Grandcourt  
Regional Director for Africa

### Welcome to Angola

The Government of Angola is pleased to welcome the African tourism community to Luanda for the 6th Meeting of the UNWTO Commission for Africa and Regional Seminar on Tourism and Air Connectivity in Africa, to be held from 28 to 30 April 2014.

CAF Members will discuss and debate at the highest level, the most important issues related to tourism development in the region, including the Anti-Poaching Initiative in Africa, funding for Africa tourism development and the image of the region.

The Regional Seminar on Tourism and Air Connectivity in Africa will count on the participation of public and private sector representatives to exchange experiences and transform about the relationship between tourism and air connectivity, as a preparatory work for the joint UNWTO/CAO Ministers Conference on Tourism and Air Transport in Africa, to be held on 14 and 15 October 2014, in Marrakech, Morocco.

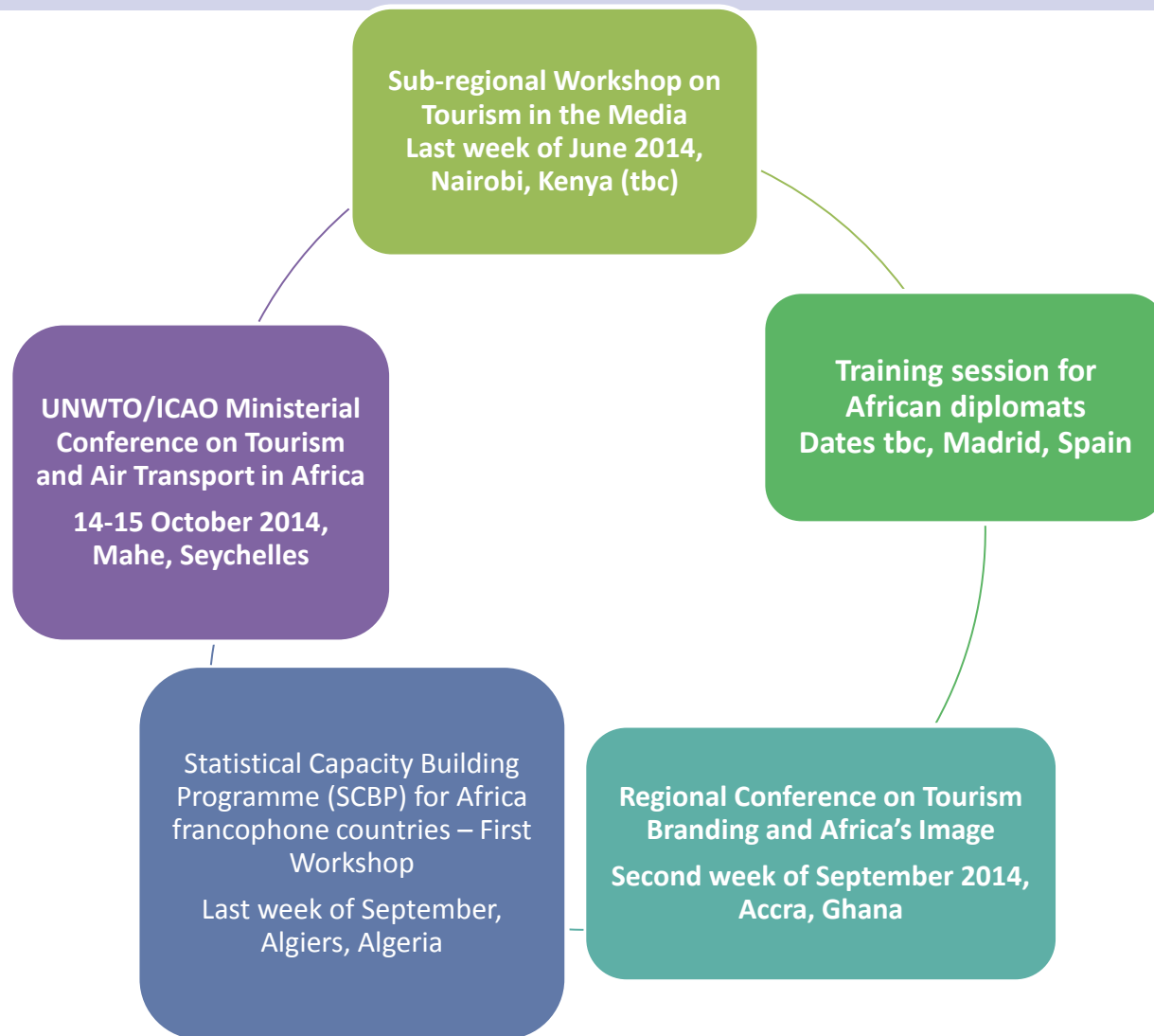
Angola looks forward to receive all the distinguished guests. The Government is putting in place all the necessary technical and logistical conditions for a successful event. During their stay in Angola, CAF Members will also have the chance to visit one of the fastest growing economies of Africa and experience some of its tourism products and destinations.



# II. Activities May - December 2014



## EVENTS



## II. Activities May - December 2014



### EVENTS

INDABA – South Africa

Comm/E-marketing - Tunisia

National Days - Guinea

EXPOTUR – Cape Verde

Tourism Re-launch - Mali

Master Plan Workshop - Togo

The Atlantic Initiative for Tourism-  
Morocco

### OTHER ACTIVITIES

Official Visits

Publication

MoU





**Thank you!**