Who we are

INVESTOUR is an initiative promoted by Casa Africa, The World Tourism Organization (UNWTO) and FITUR

Casa Africa - A public Consortium supported by the Ministry of Foreign Affairs and Cooperation of Spain and the Government of the Canary Islands, aimed at promoting good understanding and trust between Spain and Africa

UNWTO - A United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism as a driver of economic growth and inclusive development

FITUR - The international tourism trade Fair of Madrid is the leading trade fair for inbound and outbound Ibero-American markets, a global meeting point for hundred thousands of tourism professionals from 165 countries.

What we do

Annually organized during FITUR, Spain’s International Tourism Trade Fair, INVESTOUR is a forum which promotes sustainable tourism in Africa and is composed of two sessions.

Round Table session: bringing together high level tourism stakeholders from the public and private sector to foster dialogue on how to increase the competitiveness and potential of African tourism at regional and global level.

Business-to-Business Meetings Session: a strategic platform for African entities to present quality projects from different fields of the tourism value chain in order to increase their partnership opportunities with international investors.

Contact

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INVESTOUR at a glance
• Promotes sustainable tourism in Africa
• Brings together African Ministers of Tourism
• Opens Africa to international outbound and investment market
• Favors the growth of African business community and job creation
• Encourages African countries to open their destinations to the investment market

Why partner with INVESTOUR?
• INVESTOUR is held in FITUR, one of the world’s most important tourism exhibitions, with over 240,000 participants, including 200 ministers and authorities and 165 countries represented
• A consolidated event, an example of successful partnerships between the public and the private sectors
• INVESTOUR is the only annual forum that brings directly together African and Spanish as well as international agents
• Supported by the main African trade blocs, as well as by private sector and public institutions of the tourism sector.
• Direct access to more than 400 key actors of the tourism and related sectors, and to business opportunities of the sector in Africa.

Why become a sponsor?
• Raise brand awareness among key decision-makers from different spectrums of the tourism sector
• Associate with promoting tourism development in Africa as means to socio-economic progress
• Media exposure in view of the presence of the general and specialized media at the event.

Why tourism for Africa?
Home to rich cultural heritage and abundant natural resources, Africa offers an immense potential for tourism. International tourist arrivals are forecast to increase to 134 million by 2030. In parallel, tourism is one of the fastest growing sectors of the world economy. If properly harnessed and the right policies are put into place, tourism in Africa can be an effective tool for socio-economic development, poverty reduction and job creation.

Programme of INVESTOUR 2019
January 2019, Madrid, Spain
The round table sessions offers the opportunity to exchange views and generate an interactive debate on how to increase the competitiveness and the potential of African tourism at a global and regional level.

B2B meetings session
The session devoted to business-to-business (B2B) meetings constitutes of a strategic platform that puts African tourism project leaders and potential international partners in direct contact with one another.

Networking sessions
• Cocktail reception (INVESTOUR participants)
• Lunch offered for African Tourism Ministers (by invitation only)

Thematic focus
The forum touches on the different fields of the tourism value chain, such as: Infrastructures and construction, (renewable) energies, access to water, waste management, communication & technologies leisure and well-being.

Sponsorship levels
PREMIUM SPONSORSHIP  10.000€
GOLD SPONSORSHIP     5.000€
SILVER SPONSORSHIP   3.000€

Sponsorship benefits
SPONSORSHIP BENEFITS
Premium Gold Silver
Logo on the Investour website
Logo in all event communication, in the Forum documentation as well as in visual materials used during the event
Recognition during the opening ceremony
On site distribution of company information
Invitation to participate in the round table session as panelist or moderator
Invitation to the Ministerial lunch and acknowledgment.
5 Complementary tickets to FITUR
Sponsor logo in the official INVESTOUR 2019 video after the event
Exclusive interview with Sponsor representative for the official INVESTOUR 2019 video
Opportunity for interviews with media outlets covering INVESTOUR
Promotion in UNWTO Press Releases of the event and other recognition in Social media