



# Africa Tourism Leadership Forum & Awards 2023 Report

Theme: “Shifting demand dynamics to shape the future  
of intra Africa Travel.”



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# EXECUTIVE SUMMARY

Africa Tourism Partners in collaboration with the Africa Continental Free Trade Area Secretariat (AfCFTA), UNWTO, BDO and the Government of the Republic of Botswana through the Botswana Tourism Organisation (BTO) hosted the 6th edition of the Africa Tourism Leadership Forum (ATLF) and Awards from 04 to 06 October 2023 Gaborone, Botswana.

Staged under the theme “Shifting demand dynamics to shape the future of intra Africa travel” the 2023 Forum incorporated the “Inaugural AfCFTA Forum on Tourism Creatives and Cultural industries” and attracted over seven hundred (700) delegates and speakers from over fifty (50) countries. In addition, around four thousand (4000) delegates attended the Forum virtually.

Officially opened by his Honour the Vice President of Botswana, Mr Slumber Tsogwane and the Honourable Minister of Environment and Tourism, Philda Nani Kereng, the Forum brought together key public and private sector leadership and other stakeholders from across Africa and the rest of the world.

Over and above its main objective as a pan African dialogue platform on tourism issues, the 2023 Forum aimed to provide amongst others a platform to obtain a better understanding and updated information on the status of the AfCFTA Trade in services negotiations under the Tourism, Creatives and Cultural Services and to support the establishment of the Africa Tourism Private Sector Alliance.

The Forum also offered an opportunity for market access through the incorporation of an Intra Africa Travel and Tourism Business Exchange and Exhibition, as well as a tourism entrepreneurship masterclass and women in tourism entrepreneurship masterclass with the University of South Africa.

Content rich and insightful sessions explored various issues critical to the development of travel and tourism on the Continent. Some of the key outcomes and recommendations of the Forum included: the endorsement by the AfCFTA of the Africa Tourism Private Sector Alliance (ATPSA); the need for support with harmonisation of standards and classifications of tourism establishments across the continents; concerted efforts to improve connectivity and to get other countries to sign the schedules to support this initiative; the need for establishment of a tourism fund that will be best placed to support tourism initiatives and investment in the sector, mapping out of cross border and continental value chains in the tourism sector as well as the need for investment in training and skills development.

The Forum also incorporated the Africa Tourism Leadership Awards and the Youth in Tourism Innovation Challenge Awards, which recognize and celebrate change-makers and innovations pioneered by Africans, in Africa, for African travel tourism and hospitality industries.

# 1. FORUM OVERVIEW



## 1.1 KEY FOCUS AREAS AND OBJECTIVES

The overall purpose of the Forum was to generate Thought-Leadership discussions on Visa-Free Africa to boost intra-Africa Travel, Facilitation of movement of tourism professionals, Improved connectivity and reduced cost of intra-Africa travel, Digitalization as the bedrock for 21st Century Travel, Franchising of African Tourism and Hospitality sector and Investment Opportunities on Africa's tourism sector and requirements for sustainable investment. Another critical component was expert dialogue on opportunities for bidding and hosting mega events in African countries and revenue generation opportunities for tourism entrepreneurs and SMEs.

The inaugural AfCFTA Forum which was a key component of the 2023 Africa Tourism Leadership Forum, also focused on Youth and Women Inclusivity and Creatives and Cultural Services in Africa to highlight the opportunities and measures to unlock the potential of these sectors. Some of the specific objectives included providing a platform for communication and creating an understanding of the AfCFTA protocols on Trade in services, particularly under Tourism, Creatives and Cultural Services.

Other objectives include:

Provide a permanent platform for Thought-Leadership and innovative leadership dialogue to drive sustainable growth in Africa's tourism economy.

Drive sustainable growth in Africa and intra-Africa travel through innovative leadership and private-public partnerships.

Contribute to the implementation of AfCFTA's and UNWTO's agenda and programme on tourism development in African.

To advance advocacy on visa-free Africa for Africans, improved air connectivity, reduced air travel cost.

Continue to act as the only single voice, unified and advocacy platform for Africa's tourism leaders to put a spotlight on its tourism economy.

Continue to facilitate the gathering of industry thought leaders that aims to advance entrepreneurship, women and youth empowerment and recognize industry changemakers through the Africa tourism leadership awards.

Continue to provide a Pan-African event, ATLF and awards is used by tourism industry leaders as a platform for advocacy learning, sharing of experiences and knowledge, and ultimately devising firm implementable actions to stimulate intra-Africa travel growth and development.

# 1. FORUM OVERVIEW



## 1.2 DELEGATE PARTICIPATION AND ATTENDANCE

Fifty-six (56) countries were represented at the ATLF 2023, with 761 delegates who attended in person and over 4000 attending virtually via Zoom and Facebook.

Angola	Djibouti	Kenya	Pakistan	Tanzania
Australia	Dubai	Lesotho	Qatar	Turkey
Botswana	Egypt	Latvia	Russia	Uganda
Benin	Eswatini	Liberia	Rwanda	United Kingdom
Burundi	Ethiopia	Lithuania	Saudi Arabia	United States of America
Cameroon	Gambia	Madagascar	Seychelles	Zambia
Canada	Germany	Malawi	Scotland	Zanzibar
Cape Verde	Ghana	Mali	Spain	Zimbabwe
China	Holland	Mauritius	Somalia	
Congo Brazzaville	India	Mozambique	South Africa	
Belgium	Ivory Coast	Namibia	South Sudan	
Dr Congo	Jamaica	Nigeria	Switzerland	

# 1. FORUM OVERVIEW

## 1.3 SPEAKER PROFILES

In addition to attracting delegates from various African and overseas countries, the Forum was graced by a wide array of speakers from the travel, tourism, and hospitality industries as well as government and non-governmental organizations. Keynote speakers included the His Honour, the Vice President of Botswana, Secretary General of UNWTO, the Minister of Environment and Tourism of Botswana, Minister of Trade and Industry Botswana, speakers from the Africa Continental Free Trade Area and the SADC Secretariats. Others UNESCO, EU Representatives, Directors of UNWTO, WTTC, host of private sector and National Tourism Organisations' senior executives.

## 1.4 PARTNERS





















			
			
			
		<b>ALTF 2023 PARTNERS</b>	



# 1. FORUM OVERVIEW

## 1.5 PUBLICITY AND MEDIA COVERAGE

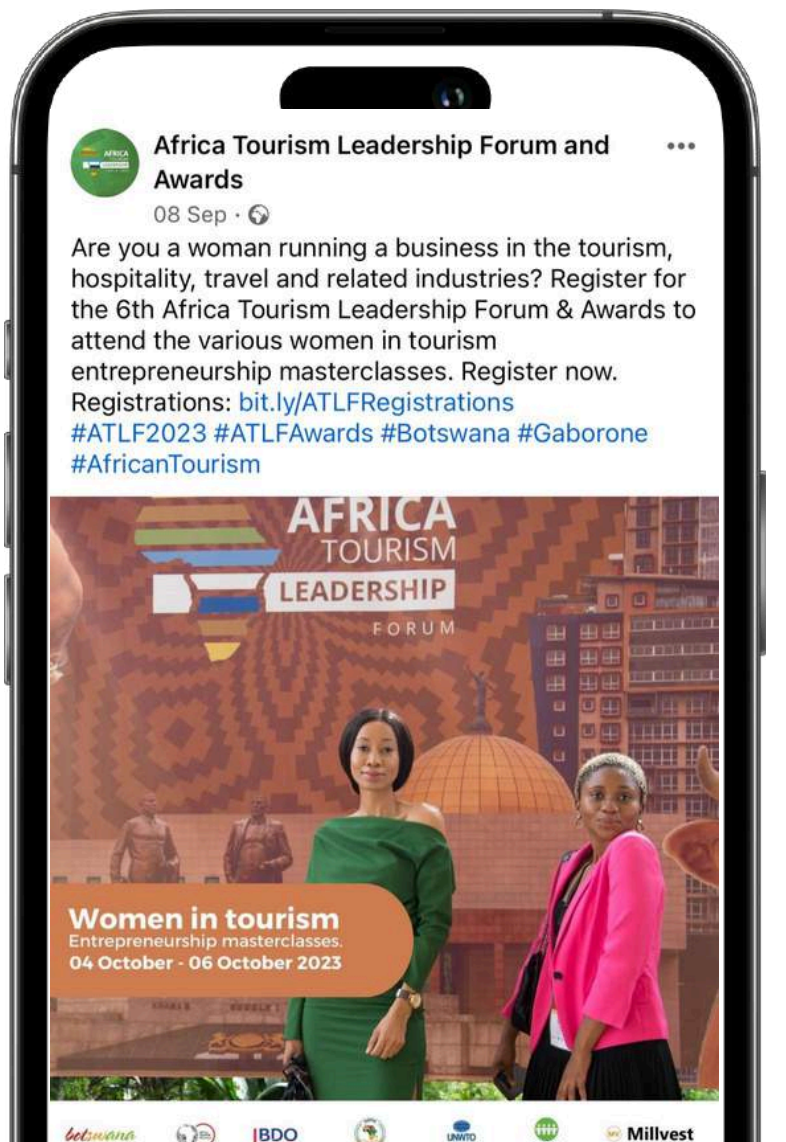
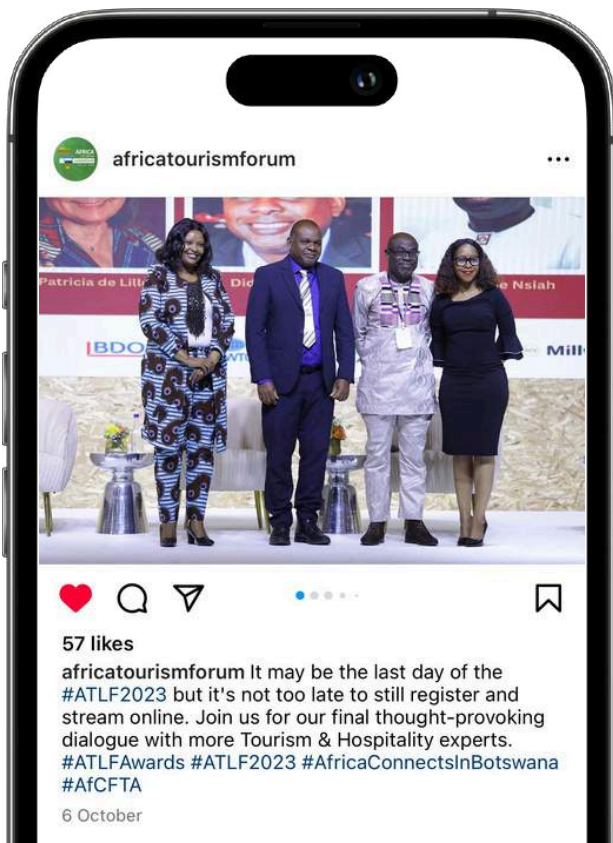
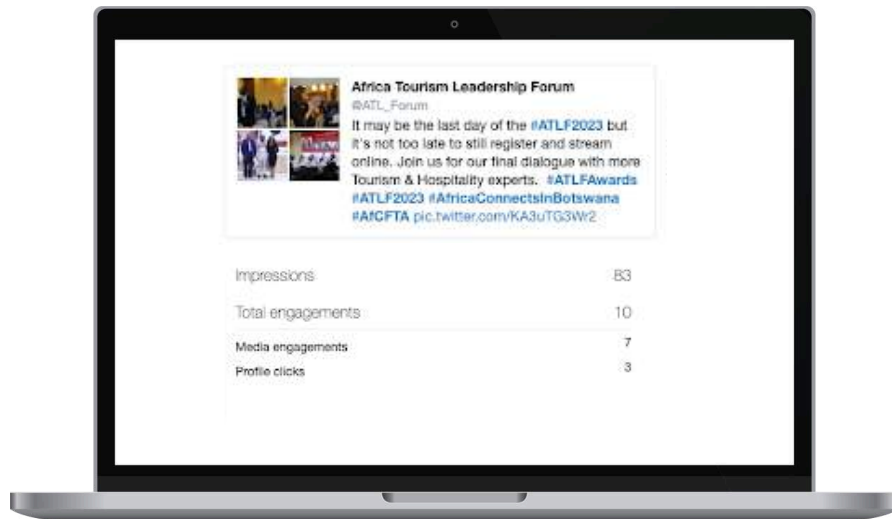
Then Forum received wide-spread and positive media coverage across social media and tradition media platforms. The Forum was covered by amongst others by the following media:

			
			
			
			
			
	<b>ATLF 2023 MEDIA PARTNERS</b>		

# 1. FORUM OVERVIEW

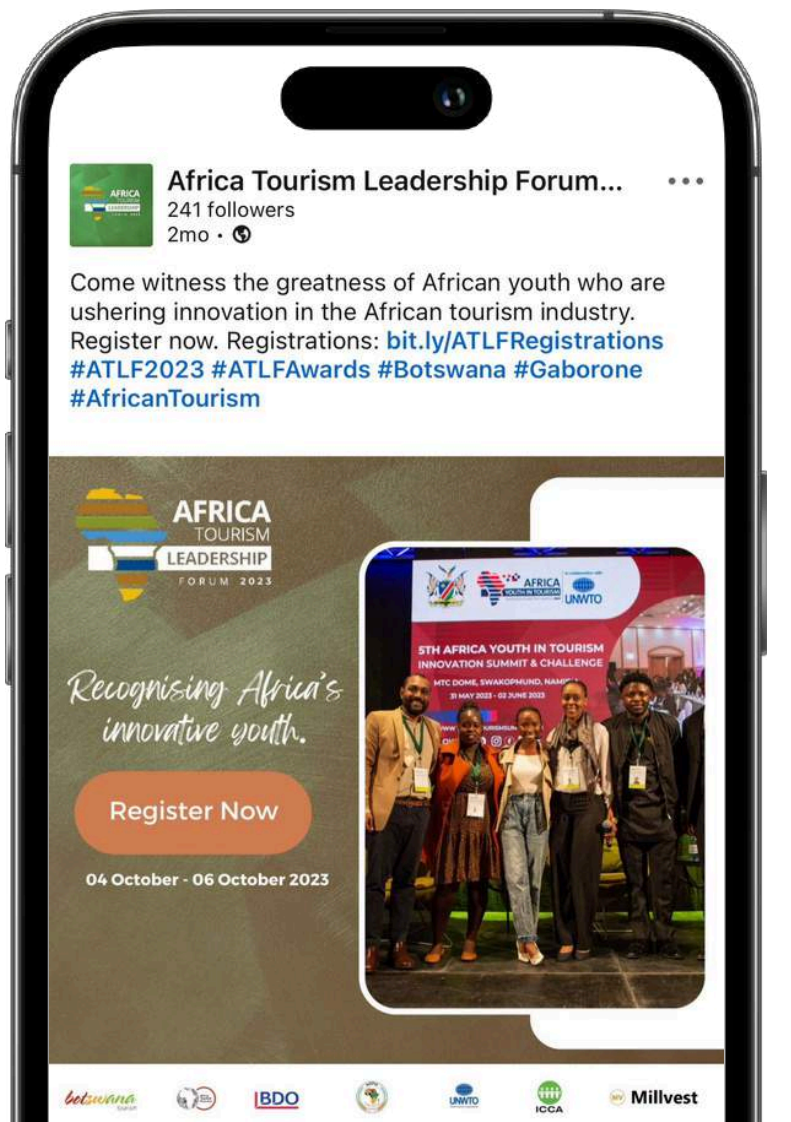
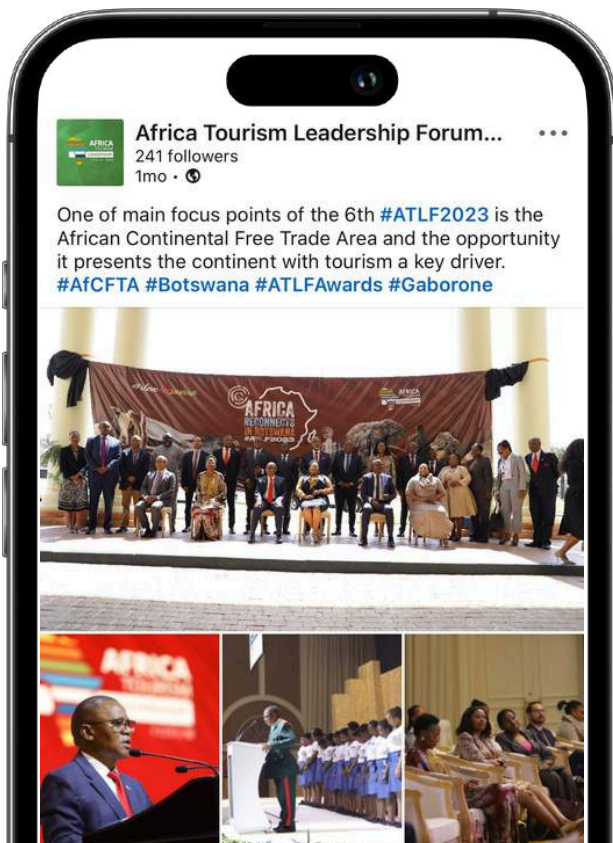
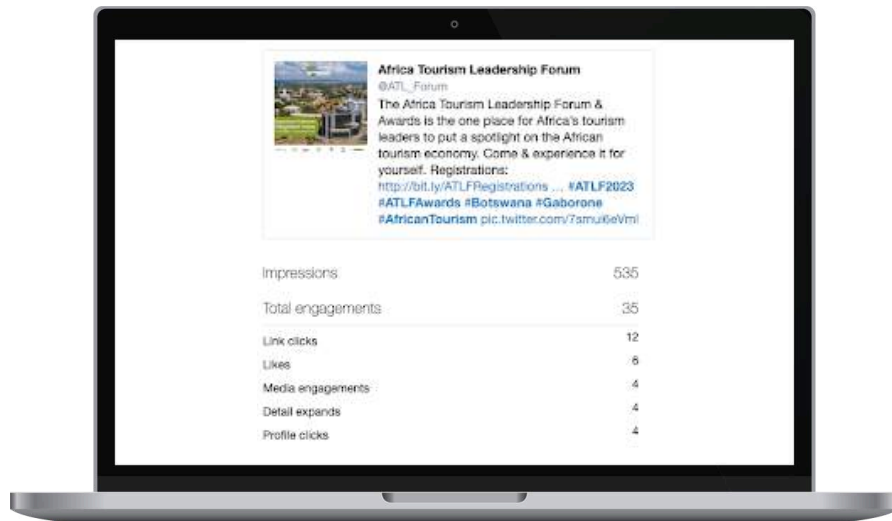
## 1.5 PUBLICITY AND MEDIA COVERAGE

Excerpts from some of the social media coverage and the social media report summary, presented below, give an indication of the level of interest and engagement engendered by the Forum.



# 1. FORUM OVERVIEW

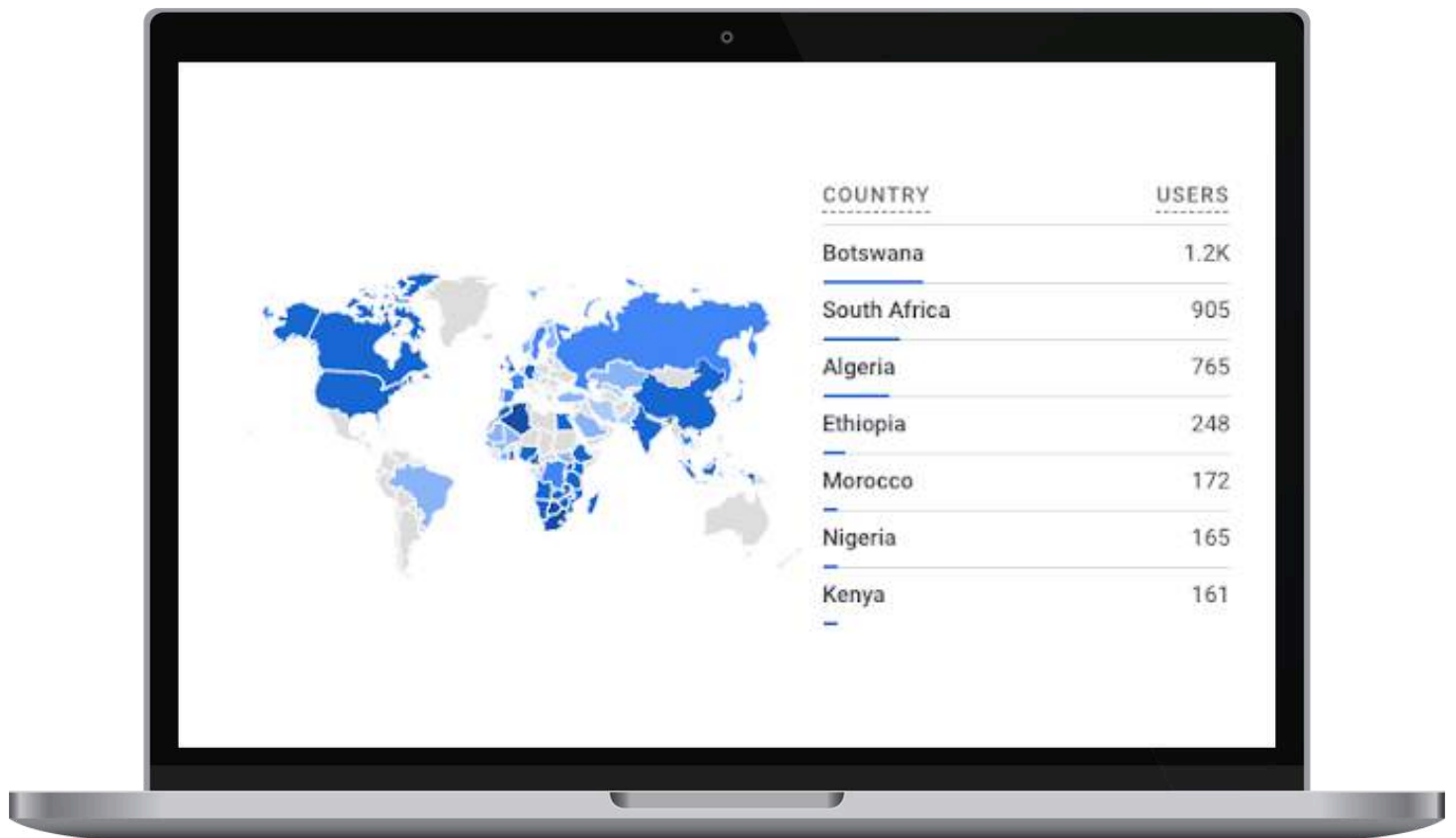
## 1.5 PUBLICITY AND MEDIA COVERAGE



# 1. FORUM OVERVIEW

## 1.5 PUBLICITY AND MEDIA COVERAGE

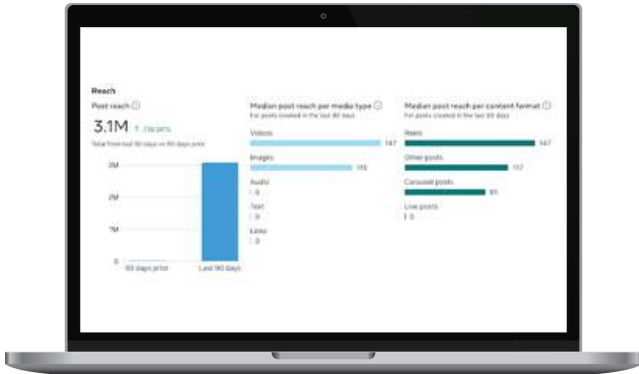
### Web Analytics | Web Visitors By Country



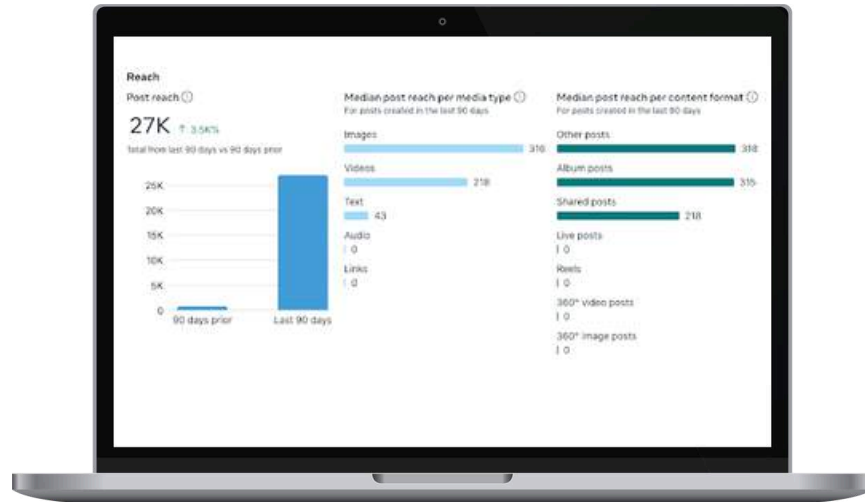
# 1. FORUM OVERVIEW

## 1.5 PUBLICITY AND MEDIA COVERAGE

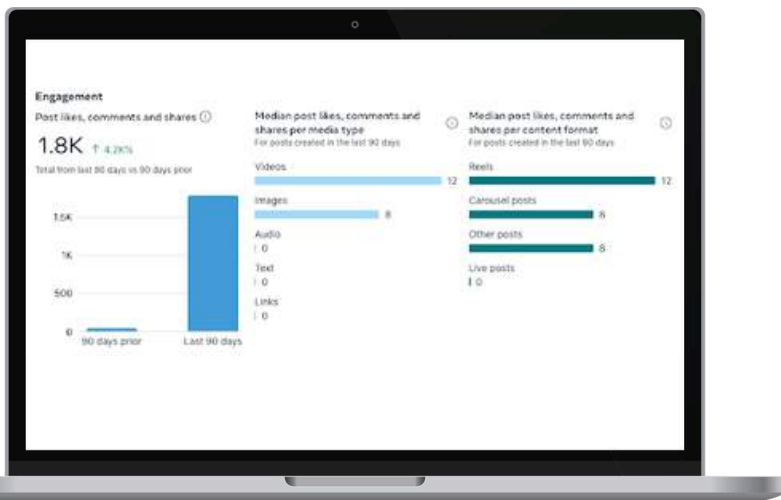
### Organic Social | Instagram: Post Reach



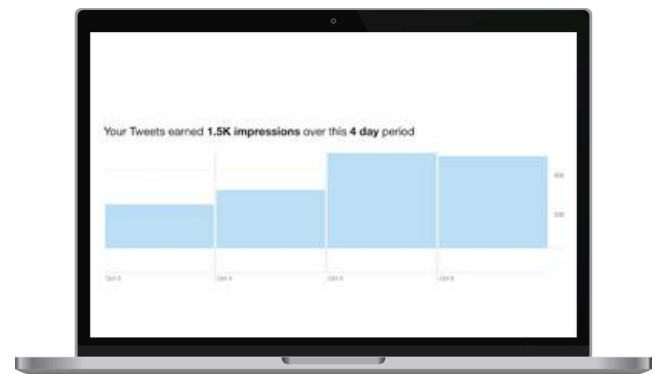
### Organic Social | Facebook: Post Reach



### Organic Social | Instagram: Stories Reach



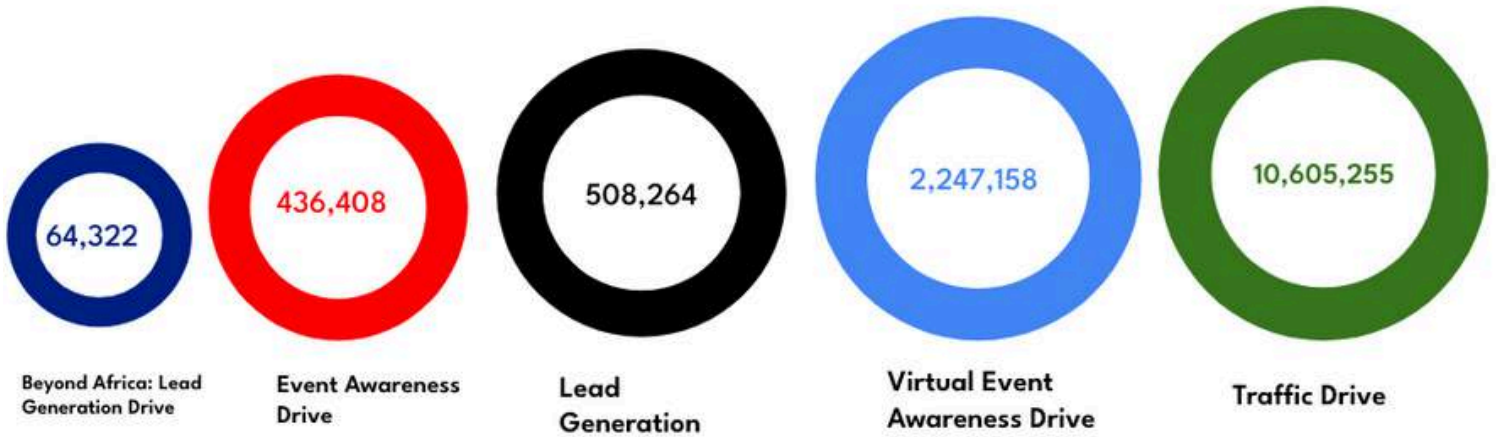
### Organic Social | X: Impressions



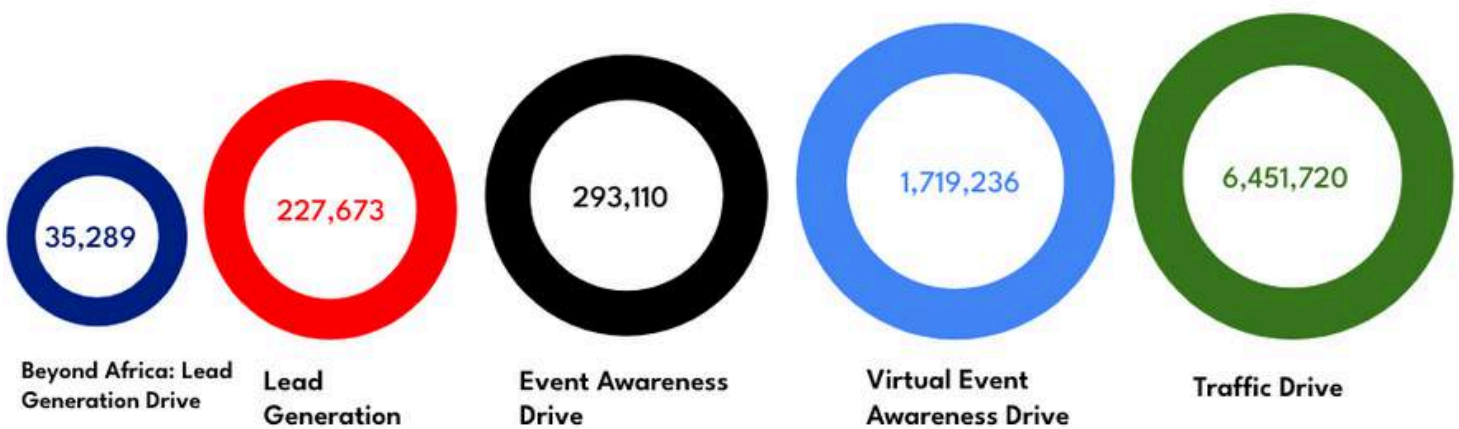
# 1. FORUM OVERVIEW

## 1.5 PUBLICITY AND MEDIA COVERAGE

### Impressions



### People Reached



# 1. FORUM OVERVIEW

## 1.5 PUBLICITY AND MEDIA COVERAGE

### Report Summary

#### Content Performance

The live content focus increased the engagement of the social media pages: Facebook, Instagram, Tik Tok and Twitter/X.

Out of all the channels used to drive communication, Facebook was the best performing in terms of reach.

#### Web & Search Performance

In terms of organic search, 991 impressions and 362 clicks were achieved without a paid media budget on the Google Search & Display Network.

The website achieved over 914 visitors during the duration of the event.

#### Observed Insights

The overall traction of all the social media efforts as result of the paid media that was running as well as the day-to-day live content posting on LinkedIn, Facebook, Instagram and Twitter/X.

The Tik Tok channel was introduced which drove promotional perspectives leveraging ATLF content from 2022.

#### Content Performance

For month of September, the content focus was promoting faculty of speakers, destination Botswana and ATLF Awards to drive physical and virtual attendance.

Out of all the channels used to drive communication, Facebook was the best performing in terms of reach.

#### Web & Search Performance

In terms of organic search, 3.03K impressions were achieved without a paid media budget on the Google Search & Display Network.

The website achieved over 4.8K visitors during the month of September. One blog was introduced during the month of September.

#### Observed Insights

The overall traction of all the social media efforts significantly picked up from the month of August with 62% increase in organic search impressions and 84% increase web visitors

To extend the content mix of the social media marketing efforts, we included Tik Tok and YouTube Shorts the content mix. The performance of these channels will be shared in the October 2023 report.



## 2. FORUM SESSIONS



The Africa Tourism Leadership Forum 2023 was preceded by several sessions focused on business exchange, entrepreneurship training and a women-in-tourism entrepreneurship masterclass conducted in partnership with the University of South Africa (UNISA).

Tourism industry being dynamic in nature, skill-gaps are continuously being identified in both hard and soft skills. Based on this and to bridge the skills gap, ATLF 2023 delivered a bespoke intra-Africa Tourism Entrepreneurship Masterclass on the 3rd of October 2023. The Masterclass was a pre-cursor to the ATLF and Awards 2023 and dedicated to up-skill, re-skill and empower tourism stakeholders, paying special attention to start-ups and entrepreneurs.

### 2.1 INTRA-AFRICA TRAVEL AND TOURISM BUSINESS EXCHANGE AND EXHIBITION

In addition to the entrepreneurship master classes, the Forum incorporated an Intra-Africa Travel and Tourism Business Exchange and Exhibition, which took place on 3rd of October 2023 at the GICC and was attended by 82 delegates from across the globe. This session offered a bespoke intra Africa travel and tourism opportunity for marketing, sales, business development and networking in professional and personalized setting for suppliers (accommodation, travel trade and service providers) to do business with travel trade (DMCs, tour operators, travel agents, online travel agents (OTAs) hoteliers, guest houses, sustainable tourism consultants and practitioners in a structured business environment.

The Participants were made up of hotels, lodges, guest houses, B&Bs, DMCs, Restaurants, Tour Operators, Travel Agents, Online Travel Agents, Marketing Agencies, NTOs, DMOs, Associations, Women Associations, Youth Association, entrepreneurs and all key industry stakeholders.

The Destinations Showcase at the ATLF 2023 was uniquely designed to promote tourism destinations and their unique qualities. A call was made to ATLF 2023 participants to package and submit 3-minute video showing the most incredible glimpses of their destination. This included landmarks, local hotspots, arts, culture, accommodation facilities, cuisine, activities and many more. An exhibition space was also available to display destinations' product offerings and services. One on one B2B sessions, cocktails, networking lounges among other activities were lined up to maximize engagement and relationship-building as part of the destination showcase. Over 65 exhibitors participated at the ATLF 2023.

Central to the 2023 ATLF, was the Africa Continental Free Trade Area Secretariat's AfCFTA Forum on Tourism, Creative Arts and Culture, which formed an integral part of the three-day conference programme.



# 2. FORUM SESSIONS

## 2.1 INTRA-AFRICA TRAVEL AND TOURISM BUSINESS EXCHANGE AND EXHIBITION



# 2. FORUM SESSIONS

## 2.1 INTRA-AFRICA TRAVEL AND TOURISM BUSINESS EXCHANGE AND EXHIBITION



# 2. FORUM SESSIONS

## 2.2 TOURISM ENTREPRENEURSHIP MASTERCLASS

Tourism industry being dynamic in nature, skill-gaps are continuously being identified in both hard and soft skills. Based on this and to bridge the skills gap, ATLF 2023 delivered a bespoke intra-Africa Tourism Entrepreneurship Masterclass on the 3rd of October 2023. The Masterclass was a pre-cursor to the ATLF and Awards 2023 and dedicated to up-skill, re-skill and empower tourism stakeholders, paying special attention to start-ups and entrepreneurs.

### UNIVERSITY OF SOUTH AFRICA (UNISA) & AFRICA TOURISM PARTNERS' WOMEN IN TOURISM

#### Digitally Yours: Using Technology to Enhance Your Tourism SMMEs Viability

In a world where technology dominates, it is crucial for tourism SMEs to keep up and leverage digital tools to improve their visibility, promotion, and marketing efforts. As the world becomes increasingly digital, it is more important than ever for businesses to have a strong online presence. There are various ways in which tourism SMMEs can leverage technology to increase their visibility and reach. The tools include social media, influencer marketing, search engine optimization, and customer engagement.

### TRANSFORMATIONAL ENTREPRENEURSHIP

#### The road to success: Sustainability of tourism based SMMEs



## Collaboration for Sustainability in the Tourism Industry

### Industry Associations

Join industry bodies and collaborate with other businesses to promote sustainability.

### Government Support

Advocate for government support & policies that promote sustainable tourism practices.

### Consumer Awareness

Raise awareness among consumers of the benefits of sustainable tourism and the importance of supporting SMMEs.

# 2. FORUM SESSIONS

## 2.2 TOURISM ENTREPRENEURSHIP MASTERCLASS

### AGRITOURISM: OPPORTUNITIES FOR AFRICA

- Agri-tourism is the fusion between agriculture and tourism.
- It allows agri-tourists to learn about the farming process, participate in activities, and experience the local culture.
- Africa is full of potential for agri-tourism.

### Benefits of Agri-tourism

#### Income Diversification

Agri-tourism enables farmers to tap into a new revenue stream by adding value to their products through tourism experiences.

#### Promotion of Local Culture

Travellers get to immerse themselves in the local culture and gain hands-on experience in farming practices, such as milking cows or harvesting crops.

#### Sustainable Development

Agri-tourism promotes sustainable development by preserving the environment and empowering local communities.

## Opportunities for Local Communities

### Entrepreneurship

Local farmers can venture into new businesses, such as crafting, cooking and tour guiding, to serve the growing agri-tourism sector.

### Employment

Agri-tourism can create new job opportunities for local communities, such as tour guides, cooks and cleaners, within their own communities.

### Culture Preservation

Agri-tourism can aid in preserving traditional indigenous knowledge and sharing it with visitors, promoting cultural heritage and practices.

# 2. FORUM SESSIONS

## 2.2 TOURISM ENTREPRENEURSHIP MASTERCLASS



# 2. FORUM SESSIONS

## 2.2 TOURISM ENTREPRENEURSHIP MASTERCLASS



### 3.1 Opening and Welcome Remarks - Hon. Philda Nani Kereng, Minister of Environment and Tourism, Republic of Botswana



Hon. Philda Nani Kereng, Minister of Environment and Tourism, Republic of Botswana

Minister Kereng opened the first day of the Forum by noting that Africa has converged in Botswana to celebrate its strength and create a better path to success and the continental dream Africans want to achieve. Gratitude was extended to the government of the Republic of Botswana led by His Excellency Dr. Mokgwetsi Eric Keabetswe Masisi for granting the Ministry and the Botswana Tourism Organisation the opportunity to host the Africa Tourism Leadership Forum for the second time. After the inaugural forum last year, colleagues from the African Continental Free Trade Area (AfCFTA) have joined the event this year. The AfCFTA is working on the liberalisation and promotion of Intra-Africa Trade in services and products, more particularly tourism and cultural services, which is why the Forum theme so aptly fits, **“Shifting demands dynamics to shape the future of intra-Africa Travel.”**

Minister Kereng highlighted some of the milestones since ATLF 2022, which included:

- The development of a national Meetings Incentives Conferences and Events (MICE) strategy. This assists in the unlocking of investment opportunities for different services that will be needed to make Botswana a destination of choice for the MICE sector.
- The 2022 ATLF led to the partnership with the AfCFTA secretariat to mainstream the role of tourism, creative and cultural industries through the “inaugural AfCFTA Forum on tourism creative and cultural industries” as the key contribution to intra-Africa travel.
- The launch of the Africa Tourism Partners and University of South Africa (UNISA) - Women in Tourism Entrepreneurship Program is a program that capacitates women with the skills that are necessary to thrive in the tourism sector.

# DAY 1

## 3. AfCFTA FORUM ON TOURISM, CREATIVES AND CULTURAL INDUSTRIES

### 3.2 Special Message by UNWTO



HE. Zurab Pololikashvili – Secretary General, UNWTO

The ATLF is a great example of how Africa is shaping its own tourism future. Our data shows that Africa is bouncing back from the impact of the pandemic, and international arrivals are already at 80% of pre-pandemic levels. This is possible because of the commitment of all African countries. Culture and the creative industries are a powerful force for the sustainable growth of Africa's tourism sector.

*“Tourism, culture, and creative industries are natural partners. They need to be supported with the right talent and the right investments.”*

### 3.3 Keynote Address: His Honour. Mr. Slumber Tsogwane, Vice President, Republic of Botswana



His Honour. Mr. Slumber Tsogwane, Vice President, Republic of Botswana



The Africa Tourism Leadership Forum should be seen as a dialogue platform that demonstrates Africa's genuine commitment to shaping her own destiny through intra-Africa travel. The challenges that Africa faces can only be tackled and resolved by Africans.

The ATLF brings together the most influential stakeholders, policymakers, and young change-makers in Africa's travel, tourism, hospitality and aviation sectors. This forum demonstrates the collective commitment to promoting intra-Africa travel and knowledge-sharing as well as serving as a learning platform. It represents a collaboration between countries and international agencies such as the United Nations World Tourism Organisation, the secretariat of the African Continental Free Trade Area, the International Congress and Convention Association, and the government of Botswana through the Botswana Tourism Organisation.

The African Continental Free Trade Area agreement seeks to promote sustainable tourism and create creative and cultural industries in both trade in services and goods. This is intended to enhance Africa's economic competitiveness, promote cultural diversity to facilitate the growth and development of the services sector and to improve social and environmental outcomes.

**“There is a need for us as African states to enact laws and policies geared towards protecting, conserving and preserving our cultural heritage for the sole benefit of our future generations.” - His Honour the Vice President Mr Slumber Tsogwane.**

**VIDEO PRESENTATIONS - AFRICAN COUNTRIES (BOTSWANA, CAPE VERDE, GHANA, KENYA, LESOTHO, MALAWI, MOZAMBIQUE, NAMIBIA, NIGERIA, TANZANIA, ZAMBIA, ZIMBABWE.**

### 3.4 Vote of Thanks



Mr. Kwakye Donkor – CEO, Africa Tourism Partners

Mr. Donkor acknowledged the presence of the Vice President of Botswana, dignitaries, stakeholders, and tourism partners, stating that Botswana as a country has shown by hosting the ATLF for the second year in a row its commitment to the tourism sector, considering it as a priority sector. It was noteworthy that forty-two (42) countries were participating in this year's ATLF and of those present at the event, 70% were from African Continent. In conclusion, Mr. Donkor stated that the creative industry has been sitting on the peripherals of the tourism sector.

**“We cannot do tourism without including creative arts and the cultural industries.” -**

**Kwaky Donkor**

### 3.5 Message by Ministry of Investment, Trade and Industry



Hon. Mmusi Kgafela Minister, Investment, Trade, and Industry Republic of Botswana

In his address, Hon. Mmusi Kgafela noted that the ATLF is a pan-African dialogue platform that brings together key stakeholders of Africa's travel, tourism, hospitality, and aviation sectors. The forum encourages all present to network and share insights as well as devise strategies for intra-Africa travel and tourism growth across the spectrum of the African continents while also enhancing the brand equity of destination Africa.

The minister took the opportunity to urge all investors present to invest in the thriving Botswana tourism, creative and cultural industries.

Touching on the mandate of his Ministry, Hon. Mmusi Kgafela noted that the ministry is geared to the promotion of investment and development of sustainable Industries and trade. This is done with a view to diversifying and growing the economy to create wealth and to create employment so that there's prosperity for all. He also stated that the ministry continues to work on improving the ease of doing business and the investment environment to attract foreign direct investment and stimulate local expansion of domestic investments.

**“We are not a landlocked country as some of you may think. We are a land-linked country.” -**

**Hon. Mmusi Kgafela Minister, Investment, Trade, and Industry Republic of Botswana**

### 3.6 Session 1: High-level panel on accelerating the implementation of AfCFTA



#### Scene Setting

Emily Mburu-Ndoria - Director, Directorate of Trade in Services, Investment, Intellectual Property Rights & Digital Trade (DTIID) AfCFTA Secretariat

#### Discussion

Tourism is one of the biggest contributors to the GDP of most economies in Africa it is also an enabler, a driver of global economic growth. The creative and cultural industry generates up to 2.25 trillion dollars in global revenues annually, and it employs about 30 million people. Ms. Emily Mburu-Ndoria shared a few statistics from The World Tourism Corporation, indicating that in 2022 employment in the tourism creative and cultural industry contributed to about 22 million jobs, marking about a 7.9% increase from the year before.

Challenges she mentioned include, accessing financing as well as technology inadequacies. Carrying on in her discussion, Ms. Mburu-Ndoria mentioned the linkages between other parts of the economy that work alongside tourism, such as the agricultural sector, textile industry, infrastructure, and culinary arts, as well as the educational sector. Ms. Mburu-Ndoria turned her discussion to the Abuja treaty stating that the AfCFTA is part of this treaty which works towards the establishment of the African economic community. The aim being; one single African community, the “United States of Africa”.

The AfCFTA agreement establishes several protocols. A key protocol of the AfCFTA mentioned in her discussion was the protocol on trade in services. There are also Phase II protocols, which deal with investment, intellectual property, competition policy, digital trade, and women and youth in trade. Protocols that have further been adopted in February 2023, are the investment, intellectual property rights, and competition protocols. The digital trade protocol as well as the women and youth in trade protocol are being finalised in Kigali in mid-October 2023.

### 3.6 Session 1: High-level panel on accelerating the implementation of AfCFTA

In wrapping up her presentation Ms. Mburu-Ndoria shared a few milestones as well as timelines that the AfCFTA has achieved and is looking to achieve. With the intention to build intra-Africa trade, there have been 54 signatories and 47 ratifications.

*“The AfCFTA’s main aim is to work together as Africans towards the prosperity of Africa. There are a number of challenges but we know if we work together, we shall be able to succeed.”*

#### Panel:

- Francisco Gómez Durán - Head of the Culture Unit UNESCO’s Regional Office for Southern Africa, Zimbabwe
- Seakarea Rox Rabalone - Acting CEO, National Arts Council, Botswana
- Katlego Mphahlele CA(SA) - Senior Deal Maker, IDC: Tourism and Services Unit, South Africa
- Hon. Philda Nani Kereng, Minister of Environment & Tourism, Botswana

**Moderator** - Prof. Kamilla Swart Associate Professor, Hamad Bin Khalifa University, Qatar



#### Introduction

Staring off the discussion, Prof. Swart stressed the importance of fostering collaboration to promote the growth of the tourism, creative and cultural Industries as well as to support the accelerated implementation of the AfCFTA.

### 3.6 Session 1: High-level panel on accelerating the implementation of AfCFTA



#### Discussion points

**Francisco Gómez Durán** - Spoke about how there is an imbalance in the exchange of cultural goods and services, within the countries in the African continent and worldwide. He went on to share that member states of UNESCO in 2005 adopted a landmark convention on the promotion and protection of the diversity of cultural expressions. Touching on the challenges that Africa faces Mr. Duran pointed out the following; **“a lack of adequate infrastructure, weak institutional and human capacity, insufficient regulatory frameworks, and huge disparities within the countries in Africa.”**



*“At UNESCO we believe that tackling these challenges needs a holistic approach, that is, creating stronger policy frameworks, bringing all the stakeholders to the round table, such as the government, civil society, and the private sector.”*

### 3.6 Session 1: High-level panel on accelerating the implementation of AfCFTA

Lastly, Mr Duran shared that there is a regional initiative together with the SADC secretariat, UNESCO journeys in Southern Africa; working on sustainable tourism practices, working on the basis of UNESCO-designated sites. Like in Botswana, there is Tsodilo and the Okavango

In conclusion, Mr Duran voiced that the creative sector is highly fragmented and that there is a need for collaborations.

**Seakarea Rox Rabalone** - In talking about tourism, culture, and creative arts, Mr. Rabalone mentioned that from their findings, tourists stay longer in places that have cultural sites and offerings. He also touched on the fact that artists need to take their talent as a business. Marketing as well as intellectual property were also elements, he touched on stating that artists need to know their rights and they need to know how to brand themselves.

**Katlego Mphahlele CA(SA)** - In touching on the film industry, Ms. Mphahlele spoke of how this could be a great tool to accelerate tourism within Africa. Sharing her observation that most times, people travel abroad with specific places in mind, because they would have seen that place on television or in a movie. She then stated that film could be a tool that Africa can employ to attract tourists into the continent. Another observation she shared was how Africa has many offerings such as cultural festivals like the Bushfire that Swaziland hosts. These festivals should also be packaged in a way that targets Africans to visit Africa.

Amazon and Netflix have shown interest in Africa, so there is potential to get more film production companies to consider Africa in profiling destinations.

**Hon. Philda Kereng** - In talking about product offerings within the African continent Hon. Kereng stressed that the desired outcome with AfCFTA is to unearth, these hidden talents, crafts, as well as indigenous knowledge so that they can be profiled, branded, packaged, and promoted. This requires skills, research, intellectual property rights, good infrastructure as well as events. All the above-mentioned are linked to tourism and can be packaged in a way that will give tourists more than one offering. Conservation and Preservation is also something Hon. Kereng also touched on. Stating that as much as we would like to see our products featured globally, the natural resources used to produce these products should not be exploited to a point where they become non-existent.

Through the cooperative ministry of the Ministry of Youth and Sports and Culture there are programmes and events that are developed that target the youth. Strategic partners have been engaged such as National Geographics that assists in getting Botswana into local and global spaces. An example is the film Nkashi, which was launched this year. A film that features the Okavango Delta as well as the people that live there.

### 3.7 Session 2: Africa Tourism Private Sector Alliance (ATPSA)

This short session entailed the Endorsement of the Africa Tourism Private Sector Alliance (ATPSA) by Africa Continental Free Trade Area (AfCFTA) Secretariat.

### 3.8 Session 3: The nexus between franchising and the development of the tourism sector



**Scene Setter** - Jabulani Debedu - Principal Consultant, BDO, South Africa

In starting his discussion Mr. Debedu spoke briefly on franchising within the tourism context. Approximately 20% of new businesses fail within the first two years of being open 45% within the first five years and 65% within the first ten years of operation. Roughly 25% of all new businesses, make it to fifteen years or more. Within the tourism sector, the numbers are significantly lower. Covid also contributed to this low number as a lot of businesses were not able to swim, so they sunk. These businesses are individual-owned businesses instead of those that are attached to well-resourced and franchise brands. He continued by stating that franchises have a higher rate of success than individually owned businesses, which gives the tourism sector the opportunity to leverage this business model. The drivers of franchising in the tourism sector are access to capital and market access. He pointed that when it comes to tourism, the opportunities in accommodation are gaining traction. Investors are more likely to inject capital into real estate than any other thing so when thinking about franchising, looking into the accommodation and hospitality sector could be something that is sustainable. De-risking was cited as a benefit since most franchises are well-known brands.

***“It helps to hit the ground running with an established brand as a new entrant to the market. Being attached to a franchise contributes to the de-risking of your business which in the long term ensures your sustainability and future success.”***

When it comes to the cons, it was pointed out that franchising can prove to be expensive when starting up. And then there are ongoing fees that are paid to the trademark or brand name holder. There is also limited flexibility in terms of operational approaches that you may want to implement. Franchising also erodes authenticity.

### 3.8 Session 3: The nexus between franchising and the development of the tourism sector



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#### Panel:

- **Desire Loumou** - Head of Division: Directorate of Trade in Services, Investment, Intellectual Property Rights & Digital Trade (DTIID), AfCFTA Secretariat
- **Wambugu Wa Gichohi** - Franchise Consultant, Worldahead Franchising, Tanzania
- **Moseketsi Mpeta** - Head: Services SBU, Industrial Development Corporation (IDC), South Africa
- **Samantha Muna** - Co-founder and Director of Business Development, Triatum Hospitality, Kenya

**Moderator** - Sebulon Chicalu Director Tourism and Gaming, Ministry of Environment, Forestry and Tourism, Namibia

#### Introduction

Mr. Chicalu started the session by highlighting that Africa with its rich cultural heritage, diverse ecosystems, and historical landmarks, has long been recognised as a continent of immense tourism potential. However, realising this potential has proven to be challenging due to various factors including limited access to capital, infrastructure constraints, and the need for sustainable and inclusive development. He also stated that in recent years, one innovative approach that has been gaining traction within the African tourism industry is franchising.



### 3.8 Session 3: The nexus between franchising and the development of the tourism sector

#### Discussion points

**Desire Loumou** - In talking about the role of the AfCFTA in franchising in the tourism sector, Mr. Loumou mentioned that the AfCFTA is assisting in finding new opportunities in accessing the market. The AfCFTA agreement provides businesses with opportunities for investing in new markets and distributing their products across the continent, with fewer limitations. The AfCFTA also removes barriers so that businesses(franchises) are able to thrive. The AfCFTA also gives tools to enforce when developing a franchising model across the continent. It will help in smoothening out all the regulatory glitches across borders, making it easier for entrepreneurs to do business continentally.

**Wambugu Wa Gichohi** - In talking about how franchising models can be utilised to promote tourism businesses and infrastructure in African countries, Mr. Gichoni shared that there needs to be a shift in mindset, not only to gain the franchises from abroad but to build African businesses that can be franchised abroad. He mentioned some of the common models in franchising; namely: the single unit model, the master franchise model, the Valmet agreement model, subordinated equity arrangement and merchandising model.



*“Never let a visitor build your home, Build it first and let them visit. Let us focus on building our own local brands into regional, national, continental, and eventually global. That is how all the brands that you see from the Western world that are roaming Africa started.”*

**Moseketsi Mpeta** - In talking about the current state of the tourism sector in Africa and how franchising plays a role in its development, Ms. Mpeta shared that progress is being made in the hotel and accommodation sector. However, some operators have indicated that they do not have adequate skills.

### 3.8 Session 3: The nexus between franchising and the development of the tourism sector



**Samantha Muna** - Tackling the issue of challenges that come along with franchising, Ms. Muna said, there is a need for people to be well informed as to what a franchise is. In some cases, people seem to be confused about what a franchise agreement and an operating agreement is.



*“There is a lack of legal frameworks for franchising to work across Africa, except when it comes to South Africa and Egypt. What people then default on is the international laws and the jurisdiction of that agreement sits in London or in Dubai. So the franchise finds it difficult to sign a document that says, when things go wrong we will go to court in London or in Dubai.”*

Ms Muna then stressed the need for focus on the franchise laws in individual African countries and then harmonise them so it is easier to roll out the franchise withing the continent

### 3.9 Session 4: Creative and cultural industries and their contribution to Intra-African Trade under the AfCFTA



#### Panel:

- **Beatrice Chaytor** - Head of Division, Trade in Services, DTIID, AfCFTA Secretariat
- **Thabo Dithebe** - Chairman of Botswana National Arts Council
- **Didier Scaillet** - CEO of Meeting Profile
- **Kenneth Agyapong** - COO & Co-founder, AfroFuture, Ghana
- **Tomeletso Sereetse** - Renowned Artist from Botswana

**Moderator** - Didier Dogley - Founder and Director, Inspire for Tomorrow Consulting Services Seychelles & Former Minister of Tourism, Civil Aviation, Ports & Marine, Seychelles

#### Introduction

The session discussed the transformative potential of the creative and cultural services by fostering collaboration and knowledge sharing, thus adding to the sustainable growth of Africa's creative and cultural sectors.

#### Discussion points

**Beatrice Chaytor** - Ms Chaytor spoke on the importance of adequate infrastructure for the growth of the creative sector, as well as how African nations can improve their infrastructure to support the development of the creative sector. The liberalisation agenda was highlighted during her discussion, emphasising that normally when you liberalise you drive investment into the particular sector

### 3.9 Session 4: Creative and cultural industries and their contribution to Intra-African Trade under the AfCFTA

Another point she touched on was that many countries have signed up under the Programme for Infrastructure Development in Africa (PIDA), which is designed to establish mainly large infrastructure projects. A study she brought to the fore was one done by UNECA, which showed that with the liberalisation that the AfCFTA is doing, there will be over two million trucks required, over 170 000 trailer wagons, over 135 sea vessels and over 243 aircrafts that will be required with the opening of this free trade market. In conclusion Ms. Chaytor stated that Tourism is about moving people and this is a strong driver for infrastructure and investment. So, investors will come as the markets are liberalised.



*“Tourism is a low hanging fruit when it comes to the guided trade initiative and implementation because it is the most liberalised sector in Africa.”*

**Thabo Dithebe** - Starting off in the discussion, Mr Dithebe said that the creative industry has a huge potential in turning the fortunes of the African continent around. He stressed the importance of developing the industry pointing to the fragmented architecture for intellectual property, patents, trademarks, policy frameworks and the like.

### 3.9 Session 4: Creative and cultural industries and their contribution to Intra-African Trade under the AfCFTA



*“Through the AfCFTA there is a possibility for us to harmonise these policies and frameworks so that we are able to strive throughout the continent.”*

**Kenneth Agyapong** - It was noted that despite its potential, Africa’s creative industry currently contributes only 3% of output in the sector according to one study. The main barriers that were highlighted included Visa’s. Giving an example, Mr Agyapong shared with the audience the case of an event that was held in South Africa where artists from Ghana easily got visa’s whereas artists from Nigeria and Côte d'Ivoire had delays, and where not able to get to the event.

**Didier Scaillet** - Speaking on the creative industry and how it is known for its capacity to generate jobs, especially for young people, Mr Scaillet shared a few strategies and measures that could be implemented to stimulate job growth and empower young people within the creative sector throughout the continent. Giving Brussels as an example, Mr. Scaillet pointed out that the city used to be the dullest in the world. Brussels then reinvented itself and created an entire museum district that drove tourism and drove people to visit Brussels. This contributed to job creation. He then emphasised the importance of multipurpose infrastructures that could be the answer to solving certain aspects that the creative industry is struggling with.

Touching on Bleisure, Mr. Scaillet stated that the continent of Africa is vast, and travel is costly, when one is on a business trip the host country should add the leisure component to their value proposition. He then pleaded that Africa should go beyond selling the savanna and the big five.

### 3.9 Session 4: Creative and cultural industries and their contribution to Intra-African Trade under the AfCFTA



*“There is so much more that the continent can sell, there is a need for Africa to change the narrative.”*

Talking on digital content, Mr. Scaillet touched on a project that he is working on with one of his clients, a non-profit company, Internet Society. This core ethos is that internet is for everyone. Five development conferences are to be launches across the continent, with the goal of bringing youngsters together to train them. The last project done was in Kenya, with 25 students, 80% of them were hired after 4 weeks. This will be an essential component of the creative industry in the future.

*“Cannes in the south of France as an example, has issued its first non-fungible tokens (NFT’s) these are basically digital certificates. This is one of the opportunities that are out there for the African continent, digitising some of the assets that you have and putting them on the market.”*

**Tomeletso Sereetsi** - Again the issue of Infrastructure was mentioned as a barrier that is causing the entertainment industry from thriving. In Botswana there are not a lot of performance spaces; theatres equipped with sound lighting and stage. Which then makes it difficult to tour one’s own country. Mr. Sereetsi then put a suggestion on the table that spaces that already exist such as museums and libraries, could be utilized by artists. This contributing to vibrant cities and vibrant villages. In ending his discussion, Mr Sereetsi also turned to the need for mobilising funding and well as research. There is a need in both areas.

#### VIDEO

Tourism with People with disabilities in Tanzania by Tuma Dandi and Margareth Geddy

### 3.10 Session 5: Facilitating the movement of tourism professionals under the AfCFTA



#### Panel:

- **Emily Mburu-Ndoria** - Director, Directorate of Trade in Services, Investment, Intellectual Property Rights & Digital Trade (DTIID) AfCFTA Secretariat
- **Susan Akon Akporiaye** - President National Association of Nigerian Travel Agencies (NANTA) & Deputy president of Federation of Tourism Association of Nigeria (FTAN), Nigeria
- **Susan Ongalo** - CEO, Kenya Tourism Federation, Kenya
- **Sandile Chipunza** - Manager External Affairs & Sustainability, AME Regional Business Development IATA, South Africa
- **Miller Matola** - Chief Executive Officer, Millvest Advisory, South Africa

**Moderator - Lee-Anne Bac – Director, BDO, South Africa**

**Emily Mburu-Ndoria** - Ms. Mburu-Ndoria spoke on how the AfCFTA has agreed to have a full-fledged program for the tourism sector. One of the main aspects of the tourism sector that is key focus at the moment is professional services. Education and the different institutions that are providing education in the hospitality and tourism sector is also something she touched on. Facilitating so that there is mutual recognition from the education systems, as well as all the other ministries, such as the ministry of labour was a topic she brushed on. She then stressed that once the mutual recognition agreements are put in place it will then be much easier for the professionals in the tourism sector move across the continent with ease because there would be harmonised systems within the continent.

### 3.10 Session 5: Facilitating the movement of tourism professionals under the AfCFTA



*“We need to accept each other as Africans. Seeing Africans as tourists and professionals, and not as competitors or immigrants.”*

It was shared that the AfCFTA is also working on the ‘Free Movement of Businesspersons’. In particular the temporary movement of businesspersons. To facilitate this there are programs the AfCFTA is working on together with the African Union Commission.

**Miller Matola** - Mr. Matola spoke about how the arts and culture industry have both tangible and intangible assets. And that these assets can be exchanged from country to country to benefit the entire continent. Stressing that when it comes to tourism one is trading services, and once free movement is allowed then a bigger economy than what the Africa now has will grow immensely. Touching on how tourism is generally considered to be an industry with low or entry level skills, he stressed that, this is not always the case, he brought to light that the issue at hand really is the movement of knowledge and the movement of skills across the continent.

*“The skills are resident in the continent, it is just that we are not taking the necessary steps to unlock those skills.”*

Examples were cited of the soccer world cup held in South Africa, where some of the skills required – e.g. artisans - were commissioned from outside South Africa, and the Continent whereas some of the skills required were all over the continent.

*“We need to free up access, make it easier for business people to move around the continent. Regulatory issues and legislative issues are the barriers that are an issue and these lie around government, only government can sort them out.”*



### 3.10 Session 5: Facilitating the movement of tourism professionals under the AfCFTA

**Susan Akon Akporiaye** - Ms. Akporiaye was enthusiastic when discussing travel and tourism. She stressed that selling works better when you know your product well. She pointed that travel and tourism helps you to understand people better. She also pointed that there is a need to destigmatise and get to know people that way fear of the unknown will dissipate. Talking about the master class that was held the day before, she touched on how as travel agencies it is important to understand the mindset of the client, understanding their mental state as well as to understand their needs.



*“The AfCFTA has a lot of work to do. The reality is that things will only move when leaders are on board.”*

In conclusion she pushed that AfCFTA should turn their attention to rail, instead of just focusing on aviation. And that in comparison, trains are more affordable than flying.”

**Sandile Chipunza** - When it comes to aviation and the movement of professionals, Mr Chipunza said there is a need to professionalise the tourism professions the same way as the aviation sector. The aviation sector is highly regulated and highly standardised. He gave statistics from The African Visa Openness Index: only 27% of Africans can go to another African country visa free or getting a visa on arrival. And just under 50% still need visas to go to other African countries. In the context of the AfCFTA he stressed that there needs to be greater collaboration, between AfCFTA and the African Union.

### 3.10 Session 5: Facilitating the movement of tourism professionals under the AfCFTA



*“Harmonisation of standards in the hotels, there needs to be one unified product that is run by Africans.”*



*“We don’t want a situation where we signed SAATM in 2021, it started back in 1988. But the issue of what we have set is key. We have an opportunity with the AfCFTA to ensure that we do that and you cannot leave SAATM out of that discussion. That collaborative framework needs to be implemented.”*

### 3.10 Session 5: Facilitating the movement of tourism professionals under the AfCFTA

In his closing remarks he stated that aviation is viewed as such a strategic element in many economies that the process of getting work visas and the like is near seamless. Skill retention as well as sustainability in the aviation industry are points that he also raised. Some of the key questions and issues emerging during the discussions and the question and answers sessions, were the following:

- How can the movement of tourism professionals be aligned with sustainable tourism practices to preserve the environment and local cultures and are there any specific guidelines or initiatives promoting a more friendly and socially responsible tourism among professionals under the AfCFTA?
- Can the AfCFTA not be used as an instrument to move all the other flagship programmes such as the Free Movement of Persons Protocol (FMP) forward as it seems as though the AfCFTA is succeeding in its mandates?
- Unfortunately, the FMP does not have the number of ratifications that are needed for the protocol to be put in place. At the moment the AfCFTA is focusing on businesspeople and professionals to see how they can move freely within the continent. There is a linkage between all the flagships, and we are working on all of them.
- Addressing some of the frustrations that were voiced by the youth, the panellists shared that it is important that the youth need to partner with those that are experienced and have been in the system longer. Partnering with people that may have the collateral and have credibility. There is African Youth in Tourism Innovation Summit, there is also the African Youth in Tourism Summit and Innovation Challenge, these are platforms that can be used for one to grow, and one to make connections and possibly find investors that can assist.
- Ms. Akporiaye further noted that trading in Africa is a challenge. There are many barriers that include high taxes, as well as being able to transport their goods within Africa. One seems to be able to trade in other continents other than in one's own country. The trade issue is something that needs to be addressed.
- Another issue that was raised by Mr. Chipunza was exchanging currencies within the African continent that it seems to be challenging, whereas in Europe it seems to be seamless. So it makes it difficult for one that travels within the continent to trade.

### 3.11 Session 6: Wrap up and closing remarks



Emily Mburu-Ndoria - Director, Directorate of Trade in Services, Investment, Intellectual Property Rights & Digital Trade (DTIID) AfCFTA Secretariat

In closing the day Ms. Mburu-Ndoria mentioned Mr. Donkor, Mr. Matola as well as the AfCFTA Secretariat, as the key players behind the first AfCFTA Forum on Tourism, Creatives and Cultural Industries. She talked of how the creative area is one that AfCFTA is currently working on with the focus on trade in services as well as intellectual property rights. She then took the opportunity to promote an upcoming event called CANEX, a creative event that the youth can take advantage of which will be taking place in Cairo, Egypt, from 9th to 15th November 2023.

## 4. AfCFTA FORUM ON TOURISM, CREATIVES AND CULTURAL INDUSTRIES

### 4.1 Message by Botswana Tourism Organisation



Ms. Wincey Ramaphoi, Botswana Tourism Organisation Board Chairperson

Ms. Ramaphoi indicated that one of the objectives of ATLF 2023 is to gain a better understanding and up to date information on the AfCFTA role and initiatives, with specific reference to tourism, creatives and culture industries. The aim being to unleash the potential of travel within Africa. She then highlighted focus areas for the sessions that were to follow.

*“Tourism and air travel are essential pillars of economic growth and opportunities most notably in developing countries. It is essential then that both sectors collaborate to support livelihoods, to build more resilient and sustainable future for us in Africa.”*



### 4.2 Session 1: AfCFTA Forum on Tourism, Creatives and Cultural Industries



Dialogue on implementation pathways

#### Panel:

- **Hon. Patricia de Lille** - MP, Minister of Tourism, South Africa
- **Emily Mburu-Ndoria** - Director, Directorate of Trade in Services, Investment, Intellectual Property Rights & Digital Trade (DTIID) AfCFTA Secretariat
- **Didier Dogley** - Founder & Director, Inspire for Tomorrow Consulting Services Company & Former Minister of Tourism, Civil Aviation, Ports & Marine, Seychelles
- **Ben Anane-Nsiah** – Deputy CEO, Ghana Tourism Authority

**Moderator: Naledi Moleo – News Achor, SABC, South Africa**

#### Introduction

There are great benefits from the partnership between the public and the private sector in facilitating growth in tourism. It is important however for the government to have information from the private sector before implementing and enforcing policies. Arts and Cultural tourism can be a big contributor to the economy as well as the tools that can help in changing the African narrative, selling its own story to the masses.

#### Discussion

Air access as well as the visas are issues that the Minister raised that need to be addressed. The minister also pointed out that there is a need for Africa to start marketing Africa as Brand Africa. She then stressed the need for the government to stop competing with the private sector, but to work alongside the private sector, as well as to incentivise more. An interesting statistic she shared was that out of the 5.9 million tourists that we received in South Africa in 2022, four million came from the African continent.

### 4.2 Session 1: AfCFTA Forum on Tourism, Creatives and Cultural Industries

*“We need to walk the talk, and come up with action plans coming out of the forum. The AfCFTA is a great achievement however we need to start implementing this agreement.”*

Ms Mburu-Ndoria mentioned in her discussion that it is important to include other sectors into tourism. She gave the example of Kenya, and how the agriculture sector is bringing in tourists to their tea plantations thus creating a unique experience for tourists.

*“The policies that government puts in place should not hinder nor become a barrier to the tourism sector.”*



Mr. Dogley stressed that there is need for platforms to be created where there are interactions between the private and the public sector. He also pointed out that there is a lack of understanding when it comes to the creative and arts sector. He confessed that having seen the statistics himself of how much the arts and culture sector can raise the economy of the continent has been an eye opener.

*“Most people in these government offices are not aware of these statistics. There is gap that needs to be bridged.”*

Mr. Anane-Nsiah spoke of how the government tends to piggyback on the ideas, events, and initiatives of private individuals who create events and platforms that target tourists. He stressed that government needs to have the capacity to absorb criticism and hear the concerns of the private sector to address them accordingly.

### 4.2 Session 1: AfCFTA Forum on Tourism, Creatives and Cultural Industries



*“The cultural expressions in individual destinations, be it, the food, the music, the festivals, are put of the texture and the character and the identity of that destination and is unique to us as Africans, these can be packaged to enrich the experience for tourists.”*

There is instability in certain countries. The borders and barrier have been put in place to stop issues such as military coups, so how is the AfCFTA going to mitigate that to ensure that there is safe movement around the continent?

- How do you boost indigenous tourism in Africa. Climate change and global warming affect heritage sites, when floods come, they get wiped away, what is the government doing?
- There is focus on the public and private sector, however there is no inclusion of the informal economy itself, what is the government plan in regulating the informal economy and including it as part of the main economy?
- The AfCFTA is part of the AU, countries that are unstable get into sanctions, which makes it difficult for the AfCFTA to work formally with them. So, the most that can be done is virtual capacity building. There is very little that we can do with countries that are under sanctions. At the AfCFTA we are move focused on the trade. We are looking to move businesspeople freely as well as free movement of goods.
- When talking about the informal sector, under COMESA and under the East African community is the Simplified Trade Regime, which is for cross border traders to easily move across the borders with products that are less than \$2000. The product however needs to be from the country that you originate from.



## 4. AfCFTA FORUM ON TOURISM, CREATIVES AND CULTURAL INDUSTRIES

### 4.2 Session 2: Expert Presentation and Thought Leadership Dialogues Intra-Africa Airlift, Access and Connectivity.



Integrating sustainable national airline, air access and travel facilitation systems as strategic priorities for national tourism growth in Africa countries.

#### Panel:

- **Shabnam Vadachia** - Head of Sales Market, South African Airways, South Africa
- **Jon Danks** - CEO, Africa Travel and Tourism Association, United Kingdom
- **Alan Renaud** - Principal Secretary, Department of Civil Aviation, Ports and Marine, Ministry of Transport, Seychelles
- **Boikanyo Osego Ntwaagae** - Director Commercial, Air Botswana, Botswana
- **Beatrice Chaytor** - Head of Division, Trade in Services - DTIID, AfCFTA Secretariat

**Moderator:** Agnes Mucuha - Chief Executive Officer - Kenya Association of Travel

#### Introduction

A discussion based on insights from industry experts on how air travel can promote tourism and travel. How airlines can collaborate with each other, creating an ease of mobility as well as how the visa issue can be tackled to achieve one Africa.

#### Discussion

Ms Vadachia spoke of how South African Airways is still on its trajectory of 'Africa first'. She then suggested that industry experts as well as policy makers to consider making an African Alliance for airlines stressing the importance of Africans to collaborate with themselves first instead of going elsewhere to form air alliances.

### 4.3 Session 2: Expert Presentation and Thought Leadership Dialogues Intra-Africa Airlift, Access and Connectivity.



Talking about achieving set goals, Mr Danks stressed the importance of creating a culture for continued dialogue.



***“There is need for Africa to park sovereignty and accelerating the voice around one Africa. One Africa, total collaboration.”***

Using Air Seychelles to drive a point, Mr Renaud shared that the airline alone could not fly all the tourists that wanted to visit the country. So, a policy decision was made in 2012 to start signing of bilateral air service agreements. Over 81 agreements were signed between 2012 and 2019, and in that period, tourist arrivals increased from 100 000 to 400 000.

### 4.3 Session 2: Expert Presentation and Thought Leadership Dialogues Intra-Africa Airlift, Access and Connectivity.



*“The airlines can work together to offer more routes in a region, if only there was more collaborations between countries.”*

Speaking about costs Mr Ntwaagae shared that the cost of transportation is in fact the cost of production. National airlines must be measured in terms of the direct contribution to the value chain where the largest impact is realised.



*“National airlines are going to improve the growth of the economy; however, the economy needs to finance the growth of national airlines.”*

### 4.3 Session 2: Expert Presentation and Thought Leadership Dialogues Intra-Africa Airlift, Access and Connectivity.

Ms Chaytor stressed that if the focus of the African countries were to fully implement both the Single African Air Transport Market (SATAAM) and the AfCFTA together, we would achieve open skies in Africa. She brought to light that SATAAM followed the Yamoussoukro decision and that if the Yamoussoukro decision had been fully implemented there probably would not have been a need for SATAAM. In talking about the goal of the AfCFTA in terms of airline costs, she mentioned that the goal is to bring down the cost of trade, but also to increase fifth freedom rights.



***“The protocol on trade and services recognises the Yamoussoukro decision, it also recognises that there will be an annex on air transport.”***

She brought to the fore an interesting suggestion, that flights within Africa should be seen as domestic instead of international, that way that will reduce the taxes that is imposed on air tickets by the government. When tackling the question on visa issues, Ms. Chaytor talked about the African visa that should start being used where visas are completely removed to allow Africans to move freely within Africa.

### 4.4 Session 3: Optimising Returns on Tourism and Hospitality Investment in Africa



Unpacking practical steps for accessing private and development finance for tourism and hospitality infrastructure in Africa.

#### Panel:

- **Moseketsi Mpeta** - Head: Services SBU, Industrial Development Corporation (IDC), South Africa
- **Margareth Gustavo** - Executive Director: Strategy & Branding, Namibia Investment Promotion and Development Board
- **Jerry Mabena** - CEO, Motsamayi Tourism Group, South Africa
- **Frank Mustaff** - Managing Director, Horwath HTL, East Africa

**Moderator** – Bernadine Galliver - Vice President: Tourism Advisory JLL's Hotels & Hospitality Group

#### Introduction

A discussion on the broadened definition of infrastructure and how African cities can be positioned in global capital markets to encourage investment into Africa. The discussion also spilled over to some challenges the tourism sector faces when it comes to raising capital.

### 4.4 Session 3: Optimising Returns on Tourism and Hospitality Investment in Africa



Most project owners that approach the IDC for funding have challenges of availability of equity. When discussing luring investors into Africa, Ms Mpeta listed several things that would entice an investor into a particular space or country. These include the political climate of the country, regulations and laws as well as understanding the local context and the local environment.

***“One of the biggest risks in the development of a tourism asset is the construction thereof. If you don’t get that right, you will have issues. There is value in appointing a proper professional team to assist you with the designs and to assist you with the costing and everything else that is required.”***

Ms Gustavo focused on how Namibia was tackling the challenges they face in the tourism sector when it comes to raising funds for infrastructure. One of the challenges she mentioned was the fact that Namibia is vast, and certain places that may be tourist attractions are far away from where the economic hubs are, so to build infrastructure there is capital intensive. Another challenge is that the population is small, with only 2.5 million, so inventors wonder is the country has the capacity for sustainability. Customer service is also something to touched on, that there is a need for improvement of service.

### 4.4 Session 3: Optimising Returns on Tourism and Hospitality Investment in Africa



***“It is not just the investor needs; it is also the sector needs that play a role in the different investors that come to our country.”***

Mr. Mabena talking about Public, Private Partnerships stated that they are probably the best instrument to use to have a relationship that involves private sector with government and that they are also the best tool to use to ensure good governance in running projects and making sure that they work. However, the flip side of PPPs is that they take away entrepreneurship.

If you have somebody who's got a great idea great concept to do something, and they want a partner with government. The first thing the government says that we need to take it out into an open transparent process. Immediately you are taking your own idea, exposing it to that idea and now you must bid for your own idea. Which can be a little bit uncomfortable for most people.

Mr. Mabena also touched briefly on the stringent regulations that from a funding point of view one ends up in a situation where they are literally hamstrung because rigid compliance processes.

***“I do believe that they could be streamlined more I do believe that there could be more conversation between the three parties, the private sector, government and also funding entities.”***

In talking about some of the funding challenges for the clients he works with as well as other pain points that he finds all clients have in terms of unlocking tourism investment, Mr Mustaff mentioned that preparation is essential especially given the higher interest rates. He also mentioned that projects presented need to make financial sense in the long term.

## 4. AfCFTA FORUM ON TOURISM, CREATIVES AND CULTURAL INDUSTRIES

### 4.4 Session 3: Optimising Returns on Tourism and Hospitality Investment in Africa



*The tourism sector is an SME driven sector. These small guys need to make sure that their concepts and ideas makes sense.”*

#### Some Key Questions and Take Aways

Grading and quality assurance is something that was discussed, the panellists stressed the importance of having a high standard when presenting services and offerings to tourists.

In discussing the point of the youth not qualifying to get certain funds, the panellists shared that there are many means of getting funds internationally. An example that was given was impact investors such as Mastercard Foundation. Training is also something the panellists touched on.

*“There are opportunities, they are not going to come to you, you have to go out and get them.”*





## 4. AfCFTA FORUM ON TOURISM, CREATIVES AND CULTURAL INDUSTRIES

### 4.5 Session 4: Developing youth and women employability and entrepreneurship



Unlocking the economic value and commercial opportunities for African youth through heritage, creative arts and cultural tourism assets for youth and women employability and entrepreneurship

#### Panel:

- **Thabo Seshoka** - Senior Manager: Heritage, Hospitality & Tourism, Transnet, South Africa
- **Bokani Mathape** - Founder & President, Women in Tourism Botswana
- **H.E Petra Pereyra** - EU Ambassador to the Republic of Botswana and SADC
- **Gloria Kisilu** - Founder, The Shaba, Kenya
- **Daphine Lekipaika** – Services Expert: Directorate of Trade in Services, Investment, Intellectual Property Rights & Digital Trade (DTIID), AfCFTA Secretariat

**Moderator** - Hon. Heather Sibungo - Deputy Minister: Environment, Tourism and Forestry, Namibia

#### Introduction

The tourism sector presents a vast array of opportunities, however there are challenges that hinder the realisation of economic benefit.

# DAY 2

## 4. AfCFTA FORUM ON TOURISM, CREATIVES AND CULTURAL INDUSTRIES

### 4.5 Session 4: Developing youth and women employability and entrepreneurship



#### Discussion

In his discussion on the youth, Mr Seshoka stressed the importance for educational institutions to teach students not only the theory aspect but also how these youth can create opportunities for themselves so they can thrive after graduation.



*“Someone can be trained, however they cannot activate that training, or they cannot access the funding because they don’t have that skill set, so they get stuck.”*

## 4. AfCFTA FORUM ON TOURISM, CREATIVES AND CULTURAL INDUSTRIES

### 4.5 Session 4: Developing youth and women employability and entrepreneurship

Ms. Mathape pointed out that tourism hasn't been linking with other sectors for a very long time, and with regards to the creative arts and culture sectors, there needs to be a well-thought-out and comprehensive approach. She then stated that when it comes to women development and youth development, Botswana is doing a decent job.

*“The Minister of tourism is a woman, the CEO of HATAB is a woman, The PS of the ministry of Tourism is a woman, I am a woman. When it comes to the youth however, we are lacking. As a youth we don't have a voice yet But as women we have a voice. We need to bridge that gap.”*

In contributing to the discussion, Ms Pereyra gave a summary of how the EU works alongside Botswana in creating jobs for the youth and woman as well as in diversifying the economy so that the country can reach its full potential. An example she gave was the work they are currently doing in Ngamiland in skills development as well as creating sustainable programs that will empower the youth and women.



*“The jobs are in the private sector, including the tourism sector.”*

Giving the example of her grandmother Ms Kisilu saw a gap that needed to be bridged between what communities make and what the market needs. The youth need to be given opportunities that encompass skills developments. At times youth are unsure of how arts are culture can add value to their livelihood.

# DAY 2

## 4. AfCFTA FORUM ON TOURISM, CREATIVES AND CULTURAL INDUSTRIES

### 4.5 Session 4: Developing youth and women employability and entrepreneurship



*“We use technology to create a digital supply chain all the way from farmer to the end user.”*



Ms Lekipaika started off by stating that the AfCFTA recognises the importance of the youth and women, particularly also the small micro and medium Enterprises. Access to information and financial literacy are pertinent issues that Ms Lekipaika brought to the fore.

*“How do we make sure that our biggest resource is able to compete effectively and meet the demands that is being asked by the job market? We need to understand that in this day and age, everything is a tailored approach and a more holistic approach.”*

## 4. AfCFTA FORUM ON TOURISM, CREATIVES AND CULTURAL INDUSTRIES

### 4.6 Session 5: Keynote Message from ICCA

Insights and opportunities for bidding and hosting Association, Meetings, Conferences and Exhibitions: Building destination competitiveness through futuristic approaches to bidding and hosting Association Meetings

**VIDEO** - Senthil Gopinath, Chief Executive Officer, ICCA



Talking on the importance of events like the ATLF, Mr Gopinath thanked the organisers, stating that it is events like these that allow for knowledge sharing as well as creation of opportunities for the carrying of advocacy efforts to the world.



### 4.6 Session 5: Keynote Message from ICCA

#### Panel:

- **Esmare Steinhofel** - Regional Director: Africa International Congress and Convention Association, (ICCA)
- **Gorato Gabaraane** - CEO of Fairground Holdings, Botswana
- **Zaim Muhammad** - Managing Director, Red Berry Travel & Tours Dubai, UAE
- **Amanda Kotze-Nhlapo** – Business Events Expert, South Africa

**Moderator** - Nonnie Kubeka - Executive Director, Gauteng Convention & Event Bureau, South Africa

#### Introduction

This discussion centred around how to write bids and how to bid for an event. The discussion also touched on how bidding contributed to job creation, how bidding impacts the economy as well as how it encourages entrepreneurship.

#### Discussion

In starting the conversation, Ms Steinhofel pointed that when bidding, it is important to bid through an Association related to what you are bidding for. She then stated that when it comes to business meetings, or conferences it is easier to measure the economic impact.

*“A lot of destinations don’t keep track. There aren’t a lot of reports available on what the economic impact is so I really want to encourage all the destination here today to really start to measure that economic impact.”*

Talking about business conferences held in Dubai, Mr Muhammad used Expo City as an example of one of the things that would assist a bidder to win - infrastructure. Another component that would assist in winning a bid he mentioned was local stakeholders that will join hands and assist in making the conference a success. Connectivity is also something he highlighted. He then urged African countries to work together instead of against each other. Building a consortium that is unified for Africa, with a contingency plan.

### 4.6 Session 5: Keynote Message from ICCA



*“Let us stop over-promising and under-delivering.”*

Collaboration is something Ms Kotze-Nhlapo voiced. When bidding the outcome should not always be about the monetary value, some outcomes could be economic development, business development and the knowledge economy.



*“The meetings industry should be a priority to government. This industry brings people that can help us to solve problem, assist in economic development and bring outcomes that at the end of the day we’ll make money for your country.”*

## 4. AfCFTA FORUM ON TOURISM, CREATIVES AND CULTURAL INDUSTRIES

### 4.6 Session 5: Keynote Message from ICCA

Ms Kotze-Nhlapo mentioned that it is important to tick all the boxes when bidding, an example she gave was having a conference centre that has no kitchen. This would automatically disqualify your bid. “We cannot be unrealistic, also do not overlook the fine print.” When wrapping up, Ms Kotze-Nhlapo suggested that if there is no event to bid, let us create events for ourselves. She shared that in 2024, Rwanda will for the first time host a Tea and Coffee conference. It has never been done before.

When chipping into the discussion, Ms Gabaraane stated that business conferences are collaborative exercises. One cannot act as a solo. She also touched on the opportunities of hosting a business conference, especially for the youth. In conclusion Ms Gabaraane listed a few business conferences hosted by Botswana over the last twelve months and how they contributed immensely to the country’s economy.

### 4.7 Session 6: Spotlight on Sustainability in Hospitality and Tourism

Green thinking, Innovation and Profitability in Action: Practical sustainability lessons for investors, entrepreneurs, accommodation, and conference facilities



#### Panel:

- **Evelyne Freiermuth** - Director of Government Affairs, WTTC, United Kingdom
- **Mikul Shah** - Co-founder, Purple Elephant Ventures, Kenya
- **Keith Vincent** - CEO, Wilderness Holdings
- **Lee-Anne Bac** - Director, BDO, South Africa

**Moderator** - Desire Loumou – Head of Division: Intellectual Property Rights & Digital Trade (DTIID), AfCFTA Secretariat



### 4.7 Session 6: Spotlight on Sustainability in Hospitality and Tourism

#### Introduction

Economic, social and environmental impacts as well as addressing the needs of visitors, the industry environment and host communities is an important concept in the hospitality and tourism industry. Environmental sustainability, biodiversity as well as conserving the cultural and natural heritage are vital to keep tourism sustainable. Leakages need to be stopped to support local economies.

#### Discussion

Ms Freiermuth started the discussion by stressing the importance of sustainability, stating that it is an integral part for setting up a business these days. She also pointed that today, consumers see sustainability as an expectation.

There is need for businesses to find innovative ways to balance profitability with sustainability, Mr Sah stated. The most important thing is that businesses should help to reduce the negative impact of tourism on the environment. He pointed that it could be minimising resource consumption or reducing waste and protecting our natural environment. A second point he mentioned was that there's a social responsibility that needs to be addressed. How local communities are benefiting. If cultural heritages are being respected, are we promoting fair employment practices in the tourism industry and the like.



***In the future you will simply not get business if you are not sustainable. So if you haven't started thinking about it yesterday you better start thinking about it immediately."***

### 4.7 Session 6: Spotlight on Sustainability in Hospitality and Tourism

Taking Botswana as an example, Mr Vincent stated that the country has led the way in conservation and protection of habitat for decades and decades. When talking about technology; the technology for using less water, it is available today. The technology of the disposal of sewage is available today. The ability to use solar as an energy source, is available today. All this technology allows us to become more and more environmentally friendly therefore more sustainable. He then pointed that as African's we should be incredibly proud as to how far ahead we are of the world. He ended by saying that the conversation should be more around what actions do we need to take.



***“The word we use is impact. What is the impact we are going to leave for the world, for our children? Post Covid, the young people care an awful lot more about the world than the older generations.”***

Adding to the conversation, Ms Bac gave a powerful statement. If you're not being sustainable you will not be profitable in the future and in reality in Africa we should be leading the way when it comes to sustainability initiatives.

She then commended Africa for already doing a lot when it comes to sustainable projects and initiatives. Touching on businesses around Africa she stated that most do not blow their trumpet, though they are contributing to the sustainability of communities. She then linked the efforts of sustainability with empathy, fellow feeling, and compassion. “A lot of the initiatives that we can do don't take a lot of money they take empathy, and consideration.” Turning her attention to the youth, she pointed that they need to start thinking about how they can solve some of the problems we are facing.

## 4. AfCFTA FORUM ON TOURISM, CREATIVES AND CULTURAL INDUSTRIES

### 4.7 Session 6: Spotlight on Sustainability in Hospitality and Tourism



### 4.8 Session 7: The Next Frontier



#### Panel:

- **Christy Tawii** - Research Manager, Euromonitor, United Kingdom
- **Kojo Bentum** - Founder and Managing Publisher, Voyage Afriq, Ghana & UNWTO Communication Expert for Africa Department, Ghana
- **Ridwaan Suliman** - Senior Researcher/ Senior Research Associate, CSIR/ University of Johannesburg, South Africa
- **Naledi Moleo** – News Anchor, SABC, South Africa

**Moderator** - Beatrice Chaytor - Head of Division, Trade in Services - DTIID, AfCFTA Secretariat

## 4. AfCFTA FORUM ON TOURISM, CREATIVES AND CULTURAL INDUSTRIES

### 4.8 Session 7: The Next Frontier

#### Introduction

Knowledge is evolving and growing as well as its use. The number of the online community is growing as we speak of today we looking at about 60% of the world's population use the internet

#### Discussion

Ms Tawii talked about how the pandemic had a huge impact in accelerating the use of technology. She stated that five years' worth of progress was achieved within a year. There is a shift that's happening, and that shift is already transforming how businesses in the travel industry are working.



The Covid pandemic, spurred on the adoption of the technology. Vast amounts of complex data sets are readily available, and we have access to technology. We as Africa need to make sure we form our own data instead of relying of what is out there so we can form our own decisions.

**Ridwaan Suliman** - The Covid pandemic, spurred on the adoption of the technology. Vast amounts of complex data sets are readily available, and we have access to technology. We as Africa need to make sure we form our own data instead of relying of what is out there so we can form our own decisions.

*“Whoever controls the data, controls the narrative.”*

## 5. Cultural Night at the Three Dikgosi Monument

On the 5th of October 2023, over 500 delegates from Botswana and international visitors gathered at the Three Dikgosi Monument for 2023 ATLF Cultural Night. The Three Dikgosi Monument is a bronze sculpture located in the Central Business District of Gaborone, Botswana. The statues depict Three Dikgosi (tribal chiefs): Khama III of the Bangwato, Sebele I of the Bakwena, and Bathoeng I of the Bangwaketse. Besides the ATLF 2023 cultural night, several events have been held at the monument such as the 2008 Miss Independence Botswana. A study conducted shows that the monument is the most visited tourist destination in Gaborone.

Directed by Losika Sebone, delegates were taken through the history of Botswana and the role played by the Three Dikgosi to liberate Botswana from the colonialists. Traditional dance, poetry and music formed part of the entertainment, while delegates were treated to a variety of local cuisines.



## 6. Africa Tourism Leadership Forum

### 6.1 Message from Botswana Tourism Organisation



Video - H.E. Dr Mokgweetsi E.K. Masisi, President of Botswana showcasing Botswana

### 6.2 Message from Botswana Botswana



Gobusamang Dempsey Keebine – President, Business Botswana

In starting his message Mr. Keebine stated that there is a big concern when it comes to accessibility. He gave an example of the Kazungula bridge that is between Botswana and Zambia, stating the cost of crossing was exorbitant, resulting in travelers using the Zimbabwe border post instead. Similarly, movement of goods is hindered as trucks are lined up on the Zimbabwe border posts, going to Zambia, however, they could not use the Kazungula bridge because of the high costs.

***“Access remains extremely limited. We are talking start-ups we are talking SMMEs, and SMEs I can definitely assure you that my members in these sectors cannot afford that kind of pricing so let's look at our connectivity.”***

## 6. Africa Tourism Leadership Forum

### 6.3 Message from SADC



Angele Makombo N'tumba - Deputy Executive Secretary, SADC

In view of the tourism capacity to create jobs, reduce poverty, and generate substantial revenue SADC has over the past years taken necessary steps to promote tourism growth in the SADC region. One of the key initiatives was the development of the SADC tourism program 2020/2030 whose vision is to ensure, that growth in cross border travel in SADC will exceed average global tourism growth levels by 2030. She then went on to list some of the other goals and principles under the 2020/2030 SADC tourism program.

### 6.4 Message from the UNWTO - Innovation, Education and Investment in Africa's Tourism Sector



Strategic Drivers for Increasing Tourist Arrivals and receipts in Africa  
Natalia Bayona - Executive Director, UNWTO

## 6. Africa Tourism Leadership Forum

### 6.4 Message from the UNWTO - Innovation, Education and Investment in Africa's Tourism Sector

Ms Bayona shared several world tourism statistics. She then went on to share that there is a need to invest in people, and not just infrastructure. When it comes to sustainability not only should we look at climate change, but there is also a need for looking at the impact tourism has in the sector. She pointed that promotion of more green infrastructure that can help to achieve social impact, women empowerment and community outreaches, was critical.

*“It is important to invest in people, in the planet, and investing in prosperity, this includes the youth.”*

### 6.5 Special Message from the UNWTO



Youth and Women Inclusivity: A strategic consideration for tourism value chain development -  
Elcia Grandcourt - Director for Africa, UNWTO

Ms Grandcourt shared some tourism statistics, stating that the tourism sector is the third-largest export category representing a global force for economic growth and development generating 1.7 million jobs and accounting for about 4% of the world's GDP. She then went on to expand some of the work the UNWTO is doing when it comes to women inclusion. The global report on women in tourism shows that women represent 54% of the tourism workforce worldwide a percentage that rises to 69% if Africa is counted in. Part of her message included some of the UNWTO strategic plans and achievements in Africa.



## 6. Africa Tourism Leadership Forum

### 6.6 Session 1: Ministerial and Executives Dialogue 1

Delivering successful tourism concession programmes – Forging public and private sector partnerships to thoughtfully leverage concessions for tourism development in African communities.

Forging public-private sector partnerships to thoughtfully leverage concessions for tourism development in African communities.



#### Panel:

- **Hon. Pilda Nani Kereng** - Minister of Environment and Tourism, Botswana
- **Thabo Thamane** - CEO, Citizen Entrepreneurial Development Agency (CEDA), Botswana

**Moderator:** Christelle Grohmann - Director, BDO, South Africa

#### Introduction

Ms Grohmann presented a slideshow explaining what concessions are and what they are not. She defined concessions as the right to use the land or other property for the specific purpose granted by government a company or an authority or controlling body. And that it can often be in a protected area or natural site.

#### Discussion

In tackling this topic, Minister Kereng talked about the community-based natural resource management programme that Botswana has put in place in communities that live adjacent to protected areas where there are national parks, or game reserves. The Minister also pointed out that Botswana is endowed by many natural resources

***“We must help the communities to utilise these better for sustainability purposes, as well as conservation purposes.”***

## 6. Africa Tourism Leadership Forum

### 6.6 Session 1: Ministerial and Executives Dialogue 1

The Minister also shared that there are community trusts that are supported by government with assistance in negotiating contracts and technical advisory services that facilitate capacity building.

Mr Thamane shared that government must take away all the complexities around a concession for them to be very successful. He stated that concessions are normally found around areas where there are local communities. He stressed that in most cases you find that those communities are not empowered sufficiently and optimally and that concession owners tend to take advantage of that. In some instances, they look for citizens that are influential in a traditional set-up people that are not empowered and are not skilled enough to understand complex transactions.



***“Let us change this narrative and we need that mindset change and say if I'm going to get into this business with this particular person it is my responsibility to make sure that we are also empowered because if you don't do that history will judge you very severely.”***

Mr. Thamane pointed a few guidelines that he believes would assist in governance and transparency when it comes to concessions.

- A comprehensive needs assessment in consultation with the local community. Identifying the priorities, aspirations, and challenges.
- Participatory planning process, where you engage with community members in the planning process through community meetings, workshops and consultations. In that way the community gains sense of empowerment.

## 6. Africa Tourism Leadership Forum

### 6.7 Session 2: Ministerial and Executives Dialogue 2

Hard Talk on Intra-Africa Connectivity and Cost of Travel: Implementing result-oriented and practical measures for reducing the cost of intra-Africa travel and connectivity bottlenecks.



#### Panel:

- **Tshifhiwa Tshivhengwa** - CEO, Tourism Business Council of South Africa
- **Sandile Chipunza** - Manager External Affairs & Sustainability, AME Regional Business Development IATA, South Africa
- **Memory Kamthunzi** - Executive Director, Malawi Tourism Council, Malawi
- **Alan Renaud** - Principal Secretary, Department of Civil Aviation, Ports and Marine, Ministry of Transport, Seychelles

**Moderator: Miller Matola** – CEO, Millvest Advisory, South Africa

#### Introduction

Poor connectivity as well as the high costs of travel are issues that are affecting Africa's growth. Air access is very critical for the success of any destination. However, in Africa there are various challenges, these differ from region to region. Some actionable insights were shared during this panel discussion.

#### Discussion

Mr Tshivhengwa stressed that connectivity largely depends on connecting hubs. He also pointed that there is no political will hence the stagnant state Africa is in.

### 6.7 Session 2: Ministerial and Executives Dialogue 2

Hard Talk on Intra-Africa Connectivity and Cost of Travel: Implementing result-oriented and practical measures for reducing the cost of intra-Africa travel and connectivity bottlenecks.



*“When they started talking about the Yamoussoukro Declaration in 1988 I was 9 years old then.... then they talked about the Yamoussoukro decision, that was in 1999, I was 20 years old then. Then we talked about SAATAM in 2018, I was 39 years old then. Then we said SAATAM is going to be part of AU 2063 agenda. By 2063 I will be 84 years old.”*

He ended by stressing that business will only respond when there is demand and demand is only generated when people have prosperity and prosperity comes from better management of resources and ensuring that people have decent income.

Speaking about the challenges in Africa, Mr Chipunza said affordability is one, stating that one major issue is the taxes on air travel, which in turn causes air connectivity to be expensive. Another issue he raised was that Africa is viewed as high risk, which causes the cost of insurance to be high.

Ms Kamthunzi listed a number of challenges when it came to connectivity within the African continent. These included, visa requirements, infrastructure, air travel costs, lack of access to accurate and up-to-date information about travel options including bus schedule routes, and corruption at border posts.

In talking about the reasons why air travel is costly, Mr Renaud voiced that at airports there are several entities that work together, customs, the police, immigration, and the like. All these fall under a different Minister, who is responsible for the whole experience that ties everything together. There is no one single policy that assists in the smooth running of things and ensures that costs are low.

## 6. Africa Tourism Leadership Forum

### 6.7 Session 2: Ministerial and Executives Dialogue 2

Mr Renaud then shared a case study between the Seychelles and Madagascar regarding the signing of bilateral agreements that assisted in increasing travel and tourism in host country. Madagascar had bilateral that dated back to 1982, after a few days of negotiations, they agreed to sign a new one with Seychelles. Within a year they had upgraded to five flights a week, it was their most profitable route.



*While bilaterals are good and have benefitted the Seychelles' tourism sector, I won't waste a single moment of my life pondering whether SAATM can unlock Africa's tourism potential; it unquestionably will..."*

In conclusion it was noted that the right conditions need to be created for growth. Implementing result-oriented solutions to connectivity requires a holistic, whole of government approach, and includes incentives as well as the review of policies where possible.

#### **ANNOUNCEMENT - ENSURING A COHESIVE COLLABORATION BETWEEN PLAYERS IN THE ECOSYSTEM**

**Wambugu Wa Gichohi - Franchise Consultant, Worldahead Franchising, Tanzania**

Mr Gichoh presented a facility that has been recently approved by Afrexim Bank that would support businesses. The facility covers franchise acquisition, addresses de-risking and it comes with technical assistance grant that enables the businesses.

## 6. Africa Tourism Leadership Forum

### 6.8 Session 3: Unpacking the Power of Youth Travel

The youth travel market is an untapped tourism business and revenue generation opportunity for tourism entrepreneurs, small businesses, destinations, and youth.



#### Panel:

- Mikul Shah - Co-Founder & CEO, Purple Elephant Ventures, Kenya
- Boipelo Tladinyane – African Solo Traveller and Author, South Africa

Interviewer - Dan D'souza - Senior Manager, Intrapreneurship, United Kingdom

#### Introduction

This panel discussion explored the challenges and opportunities in the tourism and travel sector and turning them into opportunities using technology to accelerate growth.

#### Discussion

In talking about the Gen-z's Mr Shah pointed that young people are funding their own passion to travel. He also spoke of the education system as a market that could potentially be used to attract the youth to Africa. He gave an example of universities that send their students to carry out their thesis in Africa. Stating that this could be amplified.

*“The youth are on a budget but then when you look at educational travel, suddenly the market looks bigger and the repeat opportunity for business looks interesting.”*

## 6. Africa Tourism Leadership Forum

### 6.8 Session 4: Unpacking the Power of Youth Travel

When talking about what she enjoyed the most when travel the whole of Africa. Ms Tladinyane said it was the food and the people. The one she raised in this regard with the packaging, that there would be a better way of packaging the unique food offering within the African continent. When touching on connectivity, Ms Tladinyane stated that the focus should shift from air travel to other modes of transport, as there are cheaper modes of travel for budget travellers; e.g. road and rail.

Other points that were shared during this discussion included:

- Digital nomad visas.
- A Schengen visa equivalent for Africa.
- Breaking down large holidays and packaging them into micro activities.
- Innovative activities that keep tourists at a destination, e.g. cooking classes on a particular unique cuisine.

### 6.9 Session 4: Expert Dialogue on Tourism Accommodation Operations in Africa

Key Ingredients for running financially viable tourism accommodation and hospitality brands in a post Covid 19 era.



#### Panel:

- **Jerry Mabena** - Chief Executive Officer, Motsamayi Tourism Group, South Africa
- **Samantha Muna** - Co-founder and Director of Business Development, Triatum Hospitality, Kenya
- **Robyn Williams** - MRICS, CA(SA) - Senior Vice President - JLL, South Africa
- **Mokwena Morulane** - Managing Director, Cresta Marakanelo Ltd, Botswana

**Moderator – Kwakye Donkor** – CEO, Africa Tourism Partners, South Africa

## 6. Africa Tourism Leadership Forum

### 6.9 Session 4: Expert Dialogue on Tourism Accommodation Operations in Africa

#### Introduction

Industry experts sharing their insights on how to efficiently run financially viable tourism accommodation establishments.

#### Discussion

Jerry Mabena - In sharing his insights Mr Mabena stated that their company develops tourism products in iconic destinations. Nelson Mandela's house in a suburb of Johannesburg is one example he gave to the audience, highlighting the importance of being unique. In talking the day-to-day operations of his properties, he emphasised the importance of treating staff well, as that will spill over to good guest experience.



***“We recruit for attitude to build for altitude.”***

A few tips that Ms Muna shared to succeed in the hospitality and accommodation sector included knowing concept instead of being a ‘Jack of all trades,’ fully understanding the costs, as well as the soft and hidden costs and being realistic in terms of allowing your new business time to grow. She stated that there will be periods in the growth process before reaching stability. In summary she started the three important steps, track, monitor and evaluate.



### 6.9 Session 4: Expert Dialogue on Tourism Accommodation Operations in Africa



*“When you try to be all things to all people, and you don’t have a clear strategy you are headed for a bit of a bumpy ride.”*

When talking about looking for funding for a particular project, Ms Williams stated that it is important to put money into one’s business first before asking for money elsewhere, investors and sponsors would like to see that you have faith your own project. She then pointed out that taking short cuts could prove more costly, it would be profitable to invest in expert advice instead of taking the cheap and quick root. She ended by urges those in those that would like to venture into business to have a business plan in place, have a feasibility study (markets and financial feasibility study) to know what returns you are likely to have.



The three things that Mr Morulane stressed was that cash is king, staff is important, and stay relevant by knowing the latest trends. He pointed out the importance of leverage on digitalization, artificial intelligence, and digital marketing capabilities.

### 6.9 Session 4: Expert Dialogue on Tourism Accommodation Operations in Africa



*“You need to maximize your revenue, optimise your costs and that’s how you have profit.”*

#### Some Key Questions and Take Aways

- How can accommodation facilities maintain a fresh look over time and how should we go about staff retention?
- How critical is the integration of technology in enhancing the guest experience, and operational efficiency? What technologies have shown significant impact?
- Learn from your staff, put value on your staff.
- Leverage on technology and property management system which focus on personalisation, however be cautious to legislation, like the data protection act. Examples given included keyless entry into rooms as well as making the check in and check out guest experience seamless.
- Host wellness days for your staff.
- Have a regular maintained plan in place.

Humble yourself, innovative ideas come from the bottom up, because your housekeeper for instance has information on the ground that could enhance the guest experience.

### 6.10 Synthesis of the day and Vote of Thanks



Key learnings and issues from the 2022 contributed to what was discussed and deliberated upon in this year's forum. Issues such as connectivity, women and youth inclusivity, the Apex industry body, and its mandate as well as AfCFTA Forum on tourism, creatives and culture industries, were amongst some of the action points emanating from ATLF 2022.

In giving the vote of thanks, Mr Matola acknowledged all the partners that were involved including the modality partners, knowledge partners, airline partners, mobility partners, accommodation partners. The media, and all the delegates, and the participants, performers, speaker, the catering team, the behind-the-scenes people, and the hospitality of Botswana. He then pointed out that thanks go to the first countries that agreed to host the first two ATLF's, which included Ghana, South Africa and Rwanda. In concluding his remarks Mr Matola made mention the media, and all the delegates, and the participants, performers, speaker, the catering team, the behind-the-scenes people. Lastly Mr Matola thanked the host country of this year's ATLF, Botswana, for their ongoing support and commitment to sustainable and inclusive tourism development in the Continent.

# DAY 3

## 7. Africa Youth in Tourism Innovation Awards

The Youth in Tourism Innovation Challenge is a platform provided to innovative youth African Youth in the travel and tourism industry looking for funding, partnerships, and mentorship opportunities to present their projects to the global marketplace to find the required support for their programmes. The Africa Youth in Tourism Innovation Awards recognize innovative African Youth in Travel and Tourism initiatives.

### 5th Africa Youth In Tourism Innovation Challenge

Winner	Gloria Kisilu – The Shaba	Kenya
1st Runner-up	Cornellius Ugwunwa - Kardinal	Nigeria
2nd Runner-up	Ntshabo Lehong – mTemp	South Africa



# DAY 3

## 8. Africa Tourism Leadership Awards



The Africa Tourism Leadership Awards recognize and celebrate change-makers and innovation pioneered by Africans, in Africa, for African travel, tourism, hospitality and aviation industries.

Particular attention and recognition are given to nominees who can prove their commitment to leadership through sustainability in tourism practices and policymaking.

Nominees and winners include individuals, small enterprises, countries, heads of state, destinations, cities, hotels, organisations, ministers, policy makers and entrepreneurs.



### Category 1: Leading In Progressive Policies Award

Winner	Diaspora Affairs Office of the President of Ghana	Ghana
1st Runner-up	Rwanda Development Board	Rwanda
2nd Runner-up	South African Department of Tourism, South Africa	South Africa
Top 5 finalist	Botswana Tourism Organisation, Botswana	Botswana
Top 5 finalist	Seychelles Tourism, Seychelles	Seychelles

### Category 2: Outstanding Entrepreneurship Award

Winner	Lizanne Du Plessis: Eco Africa Digital	South Africa
1st Runner-up	Gaylord Kasayi - Yebo DRC	DRC
2nd Runner-up	Bakang Keimetswe - Afrigetaway	Botswana
Top 5 finalist	Humphrey Muchuma - INUA AI	Kenya
Top 5 finalist	Bheki Dube - Curiosity	South Africa

### Category 3: Outstanding Africa Tourism Media & Marketing Award

Winner	CNBC Africa	South Africa
1st Runner-up	Tourism Update	South Africa
2nd Runner-up	African Travel & Tourism Association	South Africa
Top 5 finalist	Eco Africa Digital	South Africa
Top 5 finalist	South African Tourism	South Africa

### Category 4: Women in Leadership Award

Winner	Lizanne Du Plessis: Eco Africa Digital	South Africa
1st Runner-up	Alisa Osei-Asamoah - Rail Consult	Ghana
2nd Runner-up	Judy Kepher-Gona (STTA)	Kenya
Top 5 finalist	Prof. Nellie Swart (University of South Africa)	South Africa
Top 5 finalist	Winnie Muchanyuka (CEO - Zimbabwe Tourism Authority)	Zimbabwe

### Category 5: Championing Sustainability Award

Winner	African Wildlife Foundation	Kenya
1st Runner-up	School of Wildlife Conservation	Rwanda
2nd Runner-up	Tswalu - The Motse	Botswana
Top 5 finalist	Onalethuso Mambo Ntema - Cultural Entrepreneur	Botswana
Top 5 finalist	Wilderness	Botswana

### Category 6: Most Innovative Business Tourism Destination Award

Winner	City of Cape Town	South Africa
1st Runner-up	Rwanda Convention Bureau	Rwanda
2nd Runner-up	South African Tourism	South Africa
Top 5 finalist	Cape Town International Convention Centre	South Africa
Top 5 finalist	Egyptian Tourism Authority	Egypt



### Category 7: Championing Sustainability Award

Winner	African Wildlife Foundation	Seychelles
1st Runner-up	Sun City	South Africa
2nd Runner-up	Shalati Train Hotel - Kruger National Park	South Africa
Top 5 finalist	Marriott International	Rwanda
Top 5 finalist	Wilderness Mombo Camp	Botswana

### Category 8: Outstanding Tourism Transportation Award

Winner	Ethiopian Airlines	Ethiopia
1st Runner-up	Airlink	South Africa
2nd Runner-up	Fly SAFair	South Africa
Top 5 finalist	Rwanda Air	Rwanda
Top 5 finalist	South Africa Airways	South Africa

### Category 9: Destination Africa - Lifetime Award

Winner

Hon. Philda Nani Kereng –  
Minister of Environment &  
Tourism

Botswana

### Hon. Philda Nani Kereng Recognition Award

Winner

Mr. Kinson Kgaka –  
Botswana Guides  
Association

Botswana

Top 5 finalist

Mrs. Mmankudu Goldman  
– Bahurutse Cultural  
Village

Botswana



# DAY 3

## 8. Africa Tourism Leadership Awards



## 9. Forum Outcomes And Recommendations

Some of the key outcomes and recommendations of the Forum included the following:

- a) Endorsement by the AfCFTA of the Africa Tourism Private Sector Alliance (ATPSA).
- b) ATPSA to contribute towards the improvement of connectivity and air access by lobbying for the implementation of SAATM and support for AfCFTA initiatives in this regard.
- c) Addressing connectivity as well as the visas free travel between African countries.
- d) Cohesive and coherent marketing of Brand Africa.
- e) Government to stop competing with the private sector, but to work alongside the private sector, as well as to incentivise more.
- f) Support for the harmonisation of standards and classifications of tourism establishments and services across the continents.
- g) Concerted efforts to improve connectivity and to get other countries to sign the SAATM agreement.
- h) Establishment of a tourism fund that will be best placed to support tourism initiatives and investment in the sector.
- i) Reviewing the franchise laws in individual African countries with a view to harmonising them so that it is easier to roll out the franchise withing the continent.
- j) Mapping out of cross border and continental value chains in the tourism sector.
- k) Targeted initiatives and investment in training and skills development in the Continent's travel, tourism, and hospitality sectors.
- l) Facilitating the free movement of tourism professional and skills through facilitative business visa regimes.

## 10. Conclusion

The 6th Africa Tourism Leadership Forum held in conjunction with the AfCFTA Forum on Tourism, Creative Arts and Culture was a resounding success, with a clear programme of action being mapped out for the coming year. While echoing some of the issues raised as critical imperatives in the 5th ATLF, the Forum also benefitted from the input of the AfCFTA in terms of the understanding of the Secretariat's work as well as the Protocols that affect the travel, tourism, hospitality, creatives, and culture industries. Echoed throughout the Forum was the need for implementation of enabling policies, be it visa, air access, inclusivity, and climate change mitigation.

The Ministry of Tourism and Environment of Botswana once again provided the necessary support and direction to ensure that the Forum gives meaning to the theme "shifting demand dynamics to shape the future of intra Africa travel".



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