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2019 AFRICA TOURISM LEADERSHIP FORUM – A GATHERING OF THOUGHT LEADERS

Johannesburg, Wednesday 10 July 2019 - As the foremost annual gathering of African travel and tourism leaders, the **Africa Tourism Leadership Forum and Awards 2019**, will provide an ideal platform for private sector executives, policy-makers, political leaders, entrepreneurs and young people to determine real priorities for economic growth through travel, tourism, hospitality, aviation and tourism infrastructure development.

To be hosted by the KwaZulu-Natal Provincial Government from 27 and 29 August, the Africa Tourism Leadership Forum and Awards (ATLF and Awards), including the Youth in Tourism in Tourism Innovation Summit will bring together African travel and tourism thought leaders from public and private sector across Africa and the rest of the world to Durban. These leaders and delegates will hold discussions on the transformation for intra-Africa travel.

Among the priority areas of focus are:

- how to stimulate intra-African travel through thought leadership and progressive policies;
- how to boost the levels of intra-African travel through improved connectivity and investment in tourism infrastructure;
- how African hotel brands can enhance their brand equity in the global marketplace;
- how to unlock the economic value of the continent's Meetings, Incentives Conferences and Exhibitions/Event (MICE) and/business events sector;
- how African countries can mobilise the private sector to harness the benefits of the multi-level Chinese outbound market;
- what insights can be drawn from the African best practice in leveraging wildlife and biodiversity as strategic tourism assets;
- how to create a truly pan-african hotel brand and tourism industry and
- how the private and public sector can mainstream youth and women empowerment for the development of Africa's travel and tourism industry.

The Forum will also include the Youth in Tourism Innovation Summit, CEOs & Executives Dialogue, ministerial – private sector round table discussions, expert presentations and interactive panel discussions, public-private insights and case studies. Speakers and attendees include ministers, business leaders, policy-makers, as well as innovators.

Delegates will enjoy an unrivaled networking platform with top decision-makers, identification of new business opportunities and learning from the thought leaders as well as world-class experts on how to navigate challenges in growing and positioning your business.

Space is limited so, please visit – www.tourismleadershipforum.africa to REGISTER for complimentary attendance now and/or for awards nominations and Youth in Tourism Innovators competition. Contact the on +27 (0)81 303 7030 or info@africatourismpartners.com for more information.

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Notes to the Editor

About Africa Tourism Leadership Forum

The Africa Tourism Leadership Forum (ATLF) is a Pan-African dialogue platform that brings together key stakeholders from Africa's travel, tourism, hospitality and aviation sectors. It aims to provide continental platform for dialogue, networking, sharing insights and devising strategies for sustainable travel and tourism development across the continent. It also focuses on enhancement of Africa's brand equity and promoting intra-Africa travel. It is the only African Leadership dialogue platform designed and convened by Africans and hosted in Africa to promote tourism as a priority sector and major economic development pillar in African states.

About KwaZulu-Natal Province

KwaZulu-Natal is a traveller's dream and with the seemingly perpetual summer of subtropical climate. The province is coastal South African province, is known for its beaches, mountains and savannah populated by big game. The safari destination Hluhluwe-iMfolozi Park, in the northeast, is home to black and white rhinos, lions and giraffes. Durban is an harbour city and a popular surfing spot. Cultural villages around the town of Eshowe showcase the traditions of the indigenous Zulu people. It is famous for its out door activities, beaches, natural environment, sporting events and a variety of activities.