



Redefining Tourism in Africa

Follow us on:   

2nd African Tourism Leadership Forum (ATLF) brings continental leaders to Durban

Johannesburg, Thursday 4 July 2019 – The world over, governments and business are looking for opportunities for economic growth which will enable job creation, higher living standards, development and importantly, the involvement of young people. Tourism is one key sector that could meet these objectives and according to the World Bank, is a transformative and “effective development tool.”

With regard to Africa in particular, the potential of tourism to contribute to the continent’s larger developmental agenda is further recognised by the African Union’s Agenda 2063 which integrates tourism as a critical driver of inclusive growth, job opportunities and wealth creation, through industry and service.

Enabling factors to achieve this agenda include:

- The removal of visa constraints;
- Joint marketing including packaging and promotion of cross-border attractions;
- Promotion of joint projects for infrastructure development and investment, including cross-border investment in hotels, airport and roads; and
- Capacity building for people in the sector.

This vision for an even more successful tourism sector will depend on leadership and responsive institutions, another objective of Agenda 2063.

Bringing all of these elements together is the Kwazulu-Natal Provincial Government in association with Africa Tourism Partners’ (ATP) which will host the second annual African Tourism Leadership Forum (ATLF) in Durban, KwaZulu Natal from 27-29 August 2019.

Chief Executive Officer, Kwakye Donkor reflecting on the significance of the Forum says, “The ATLF brings together the voices and sector leaders, both from government and business, to discuss what is required to bring the vision of tourism as an even greater enabler of economic growth, job creation while showcasing the splendour and diversity of the continent to the world. The Forum also aims to support the need for capacity building and networking to connect business opportunities with the right players in the sector.”

- Are you in the tourism sector?
- Do you want to grow your business?
- Do you want to meet continental change-makers in the sector and tap into their formulae for success?

Then register for complementary attendance, and enter for Africa Tourism Leadership Awards and/or Africa Youth in Tourism Innovation competition.

In addition to meeting key players in the sector, the programme will include:

- 27 August - Africa Youth in Tourism Innovation Summit – Side Event.
- 28 August - Africa Travel and Tourism CEOs and Business Tourism Master Class.
- 29 August - Africa tourism leadership forum and Africa Tourism Leadership Awards.

Space is limited and registration closes soon.

Register now <https://www.tourismleadershipforum.africa/registration-form/>

**Or contact the Registration Hotline on +27 (0)81 303 7030 or
info@africatourismpartners.com**

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.

