

Finalists for the 2019 Annual African Tourism Leadership Awards Announced

Johannesburg, Monday 19 August 2019 – Following a rigorous evaluation process by the Africa Tourism Leadership Awards (ATLA) adjudication committee, the finalists for the 2019 Awards have been announced.

The committee was co-chaired by Judy Kepher-Gona, Executive Director at Kenya’s Sustainable Travel & Tourism Agenda, and Marina Novelli, Professor of Tourism and International Development and Responsible Futures’ Academic Lead at the University of Brighton, UK.

The awards’ ceremony will bring together thought leaders and other industry stakeholders of the African travel and tourism sector at the close of the 2019 Africa Tourism Leadership Forum scheduled for 27-29 August, and to be held under the theme, “Stimulating intra-Africa travel through thought leadership.”

Categories for the African Tourism Leadership Awards included:

- Leading in Progressive Policies’ Award
- Outstanding Entrepreneurship Award
- Women in Leadership Award
- Most Innovative Business Tourism Destination Award
- Outstanding Accommodation Facility / Group Award
- Outstanding Tourism Transportation Award
- Outstanding Africa Tourism Media & Marketing Award
- Championing Sustainability Award
- Destination Africa - Lifetime Award

Announcing the finalists, Judy Kepher Gona said, “The African tourism sector is growing with many new entrants offering competitive tourism products. It was quite a task for the evaluation team to reduce the over nominees to 24 finalists. We are however confident that we have managed to identify the individuals and enterprises who are doing excellent work in the sector.”

The list of finalists in, no particular order, are as follows:

Category	Finalists
Leading in progressive Policies	Botswana Ministry responsible for Tourism
	Rwanda Tourism Development Board
	Botswana Ministry responsible for Tourism
Outstanding Entrepreneurship Award	CAM Consulting Group – South Africa
	WeMove Technologies Ltd – Nigeria
	Wojo Ghana – Ghana
Women in Leadership	Elcia Grandcourt – Seychelles
	Francine Zana – South Africa
	Belise Kariza – Rwanda
Innovative Business Tourism Destination	Cape Town
	Ghana
	Kigali

Outstanding Accommodation	Mantis Collection – South Africa
	Azalai Hotel Group – Mali
	Wilderness Safaris – Botswana
Outstanding Tourism Transportation	Ethiopian Airways
	Fly Mango
	Avis South Africa
Outstanding Africa Tourism Media	Rainmaker Digital – Namibia and South Africa
	Voyages Afriq – Ghana
	Pen It Multi Media Limited – Nigeria
Championing Sustainability	Africa Wildlife Foundation (AWF) – Kenya
	African Parks – South Africa
	Mantis Collection – South Africa

According to Professor Novelli, the Awards recognise innovators and game-changers in Africa’s travel and tourism sector. “Particular attention and recognition is given to nominees who have shown commitment to leadership through sustainability and innovation in tourism practices,” she says. “ATLA is the only Pan-African travel and tourism awards that seeks to recognise these key attributes. It focuses on change-making pioneered by Africans, in Africa and for Africans. Winners will be announced at the the awards’ night, an ultimate and must-attend Pan-African travel and tourism networking gathering.”

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.