

2019 Africa Tourism Leadership Forum more than just a talk shop

Johannesburg, Wednesday 24 July 2019 – In just over a month, continental representatives of the tourism and hospital sector will converge on Durban’s International Convention Centre for the 2nd annual African Tourism Leadership Forum. Scheduled from 27-29 August 2019, the Forum will be held under the theme, “Stimulating intra-Africa travel through thought leadership.”

Brought to you by South Africa’s KwaZulu-Natal Provincial Government, and African Tourism Partners, the event will host 30 world-renowned global industry experts, speakers, business leaders, ministers, policy makers, and over 300 delegates from over 30 countries.

Aiming to be more than just a talk shop, the 2019 Forum will include:

- The inaugural Africa Youth in Tourism Innovation Summit on Tuesday 27 August 2019
- The Africa Travel and Tourism CEOs and Executives Forum on Wednesday 28 August 2019
- The Africa Business and MICE Tourism Master Class on Wednesday 28 August 2019
- The Africa Tourism Leadership Forum on Thursday 29 August 2019
- The Africa Tourism Leadership Awards on Thursday 29 August 2019

Explaining the structure and design of the Forum, CEO of Africa Tourism Partners Kwakye Donkor says, “Leaders are not built from textbooks. Leaders are built from the shared experiences and lessons of those who have come before you and how these lessons are applied. This is why we have included elements like the Africa Travel and Tourism CEOs and Executives Forum and the Tourism Master Class.”

“We are also very excited with the introduction of the Africa Youth in Tourism Innovation Summit. The continent is young, the industry is young. We must begin to empower our young people to lead and grow their enterprises,” concluded Mr Donkor.

Space is available to register as a delegate.

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