

PRESS RELEASE

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CALL FOR THE 2022 AND 5TH AFRICA TOURISM LEADERSHIP AWARDS NOMINATIONS.

Johannesburg, Tuesday 16 August 2022: Nominations for the 5th Africa Tourism Leadership Awards are now open. These are the only pan-African industry awards that recognizes and celebrates change-makers and innovation pioneered by Africans, in Africa, for African travel, tourism, hospitality and aviation industries. The awards ceremony will run as part of the 5th Africa Tourism Leadership to held in Gaborone, Botswana from 24 to 26 October.

Nominations for the awards will run from 16 August to 14 September 2022. Both self-nomination and nomination by other people are acceptable. Categories for the awards nominations include Leading in Progressive Policies' Award, Outstanding Entrepreneurship Award, Outstanding Africa Tourism Media & Marketing Award, Women in Leadership Award, Championing Sustainability Award, Most Innovative Business Tourism Destination Award, Outstanding Accommodation Facility/Group Award, Outstanding Tourism Transportation Award and Destination Africa - Lifetime Award.

Nominees will be required to prove their commitment to leadership through sustainability in tourism practices and policymaking. These may include individuals, small enterprises, countries, heads of states, destinations, cities, hotel groups, organizations, ministers, policymakers, and entrepreneurs.

The Chairperson of the Awards, Judy Kepher-Gona anticipates more nominations for the 2022 awards given that this is the 5th year running and considering the level at which the forum and the awards have impacted and transformed mindsets and businesses in the past. "Transformative leadership is critical for tourism post the pandemic. The 5th ATLF will celebrate responsible and effective leadership in tourism for resilience building and stewardship in changing systems and shifting mindsets towards sustainability," Judy Kepher-Gona reiterated.

Winners of the awards will be announced at the 5th Africa Tourism Leadership Forum (www.tourismleadershipforum.africa) to be hosted by Botswana Tourism Organisation under the auspices of the Ministry of Environment, Natural Resources Conservation and Tourism.

ATLF is a gathering of industry thought leaders that aims to advance entrepreneurship, women and youth empowerment and recognise industry changemakers through the Africa Tourism Leadership Awards. As a Pan-African forum, ATLF and awards are used by African 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.

This 5th and 2022 edition of ATLF will bring together over 350 physical and 1000 virtual attendees. Renowned speakers from Africa and the rest of world will be delivering a content reach programme through Ministerial, CEOs and Executives sessions. Thematic areas include MICE (meetings, Incentives, Conferences and Exhibitions), Digitalisation, Innovation and Travel Technology Innovation, Intra-Africa Travel & Tourism Revolution Dialogue, Strengthening Brand Africa's Competitiveness through futuristic approach to bidding & hosting Association Meetings among several other areas of discussion.

Notes to the Editor:

About Africa Tourism Partners

African Tourism Partners (ATP) - www.africatourismpartners.com is a UNWTO- affiliated award-winning Pan-African tourism development and strategic destination marketing advisory firm. The firm specializes in tourism and MICE strategy formulation, investment facilitation and promotion, research, master planning and destination market development and capacity building across Africa's travel, tourism, hospitality, aviation and golf sub-industries.

Our clients and partners include but are not limited to UNWTO, World Bank, Mastercard Foundation, NEPAD, AfCFTA, South African Tourism, Ghana Tourism Authority, Tourism KwaZulu- Natal, Rwanda Development Board, Rwanda Convention Bureau, Rwanda Chamber of Commerce, SAACI, RwandAir, SAA, Ethiopia Airlines, Tanzania Tourism Board, Kenya Tourism Board, Uganda Tourism Board, Gauteng Tourism Authority, Zimbabwe Tourism Authority, Tourism Business Council of South Africa, Nigeria and more.

About UNWTO

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

Contact details:

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