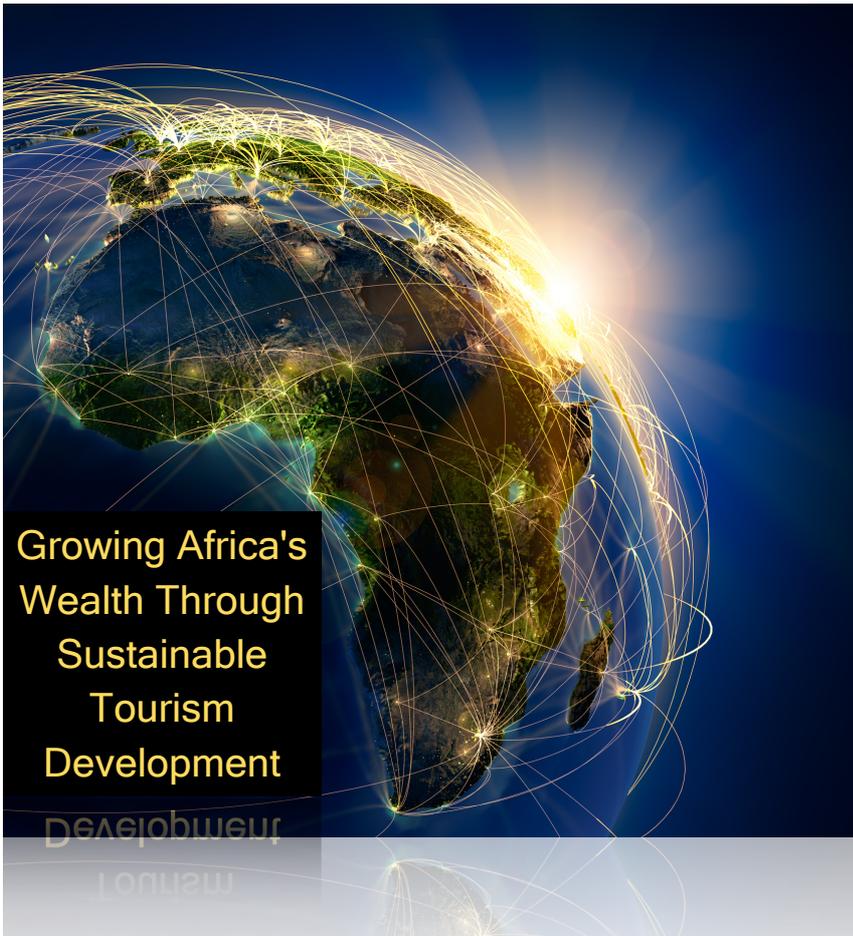


Welcome to the African Tourism Council (ATC)



**Growing Africa's
Wealth Through
Sustainable
Tourism
Development**

“Tourism is pivotal for any economy. The recovery of African economies will depend on how much our governments will prioritise this strategic economic sector. At ATC our rallying point is "let's put our mouths where our monies are - Tourism". Tourism has always been a forerunner of investments and economic growth. May our governments remain focused and may the private sector play ball. For Africa and going forward, it can only be Sustainable Tourism Development.”

Dr. Tecla Ngwenya
Chair Founding Directors Forum

Content

01| Statement by the ATC
Founding Directors’s Forum
Chairperson

02| From the Secretary
General’s Desk

03| Introducing the ATC

03| Statement by the ATC
Managing Director

03| ATC’s role in the
implementation of the AU
“AGENDA 2063”

04| Positioning “Destination
Africa”: ATC Programs,
Projects and Events

05| ATC Executive Team

05| Founding Directors

06| Welcome to Africa

06| Did you know?

06| How to become an
ATC Council Member,
Affiliate Member or
Partner?

From the Secretary General's Desk

Dear Esteemed Readers and Tourism Stakeholders,

Welcome to the first of many editions of African Travel News by the African Tourism Council (ATC). The African Tourism Council is a Not for profit Company established to promote sustainable tourism growth and development across Africa.



Tourism contributions to African regional economies remain relatively little against the potential. The WB reports (2020) that the sector's share to East Africa's is 8.9%, North Africa's 7.2%; West Africa 5.6%, Southern Africa 3.9 and Central Africa 1%.

There is no doubt that with good planning, facilitation and sustainable investments, tourism can contribute above the global average of 9%+. At ATC we strongly believe that given a comparatively unique product, tourism must turn this into a competitive edge and get the sector to contribute no less than 10% to each of the economies of Africa's regional economic blocs.

Africa's tourism faces the daunting task of not only putting in place measures to ensure the sector's full recovery from the Covid-19 impacts (a decline from 6.3 million in 2019 to 1.2 million visitors in 2020) to facilitating industry growth where Africa' share of the global tourism cake increases from 5% arrivals to 10%+.

How do we get there? Strategic focus has to be directed at the following areas:

- ✦ There is need for African Governments through the AU to rapidly establish and implement a common Covid-19 Protocols. This must be accompanied by a regime of sectoral protocols. One important one is an African wide travel and tourism protocol. With an immediate focus on facilitating first National, followed by cross-border travel.
- ✦ Governments must implement a package of broad based investment incentives that are immediately attractive to the local and beyond that to the foreign investors.
- ✦ Both public and more importantly the private sector must step-up, re-skill entire workforce and retool in particular the travel and hospitality sectors.

The African Tourism Council whose composition includes both public and private sector representatives (The Council), is well placed to play a midwifery role for the rebirth of the African Tourism. To be effective in this role, ATC continues to request AU Member States and all national private sector representative bodies to nominate a person to sit on the ATC Council as Councillors representing each of the respective AU Member States. Before I pen off, ATC is inviting Tourism Writers/Journalists to be a part of this massive project. Please do get in touch with your contact details at marketing@africantourismcouncil.org. Together we will win! Through this newsletter ATC will inform stakeholders of progress. Watch this space!

Simba Mandinyenya
Secretary General

Introducing the African Tourism Council

The African Tourism Council (ATC) is a Not for profit Company established in 2020 to promote sustainable tourism growth and development across Africa. Founded by a team of well experienced Tourism development professionals.

ATC is a non-partisan organisation that seeks partnerships with Africa's Key Tourism Stakeholders which include and are not limited to

- African Union (AU) Member States,
- Private Sector,
- Local Communities,
- Civic Bodies,
- Institutions of Higher Learning,
- Funding Agencies and International Cooperating Partners and
- Media

with the vision to grow Africa through Sustainable Tourism.

ATC's role in the implementation of the AU "Agenda 2063"

"The January 2013 African Union Summit adopted Agenda 2063 - "The Africa We Want" - as Africa's blueprint and Master Plan for sustainable development and economic growth

at the regional and continental level. It is an affirmation by African Heads of State and Government of their commitment to transform Africa into the global powerhouse. Agenda 2063 serves as a rallying point for all stakeholders, including national and sub-national governments, regional bodies, civil society, academia and development partners to collectively accelerate implementation of Africa's development blueprint." (Source: "First Continental Report on the Implementation of Agenda 2063")



African Tourism Council has committed to dedicate its efforts and work to support this ambitious program with its own events, programs and projects. The ATC in cooperation with the African Union Development Agency-NEPAD (AUDA-NEPAD) therefore worked out a JAP (Joint Action Plan) to implement some of these programs and projects on a regional and continental level.

"During this COVID-19 pandemic and its massive impact on the tourism sector, ATC's vision is to assist the African Tourism Industry on a regional and continental level to recover the Continent from the negative economic impact of this pandemic and - at the same time - to follow and compliment the "African Union AGENDA 2063" Aspirations to achieve its desired outcome: "The Africa we want".

Doris Wörfel
Managing Director

Positioning “Destination Africa”

ATC is committed to strategically and sustainably position Africa as a region, destination and marketplace in a manner that will create tourism growth and wealth through its various programs, projects and events. MoU’s, Partnership Agreements and Contracts with a number of Tourism Stakeholders have been signed by ATC to position “Destination Africa”.

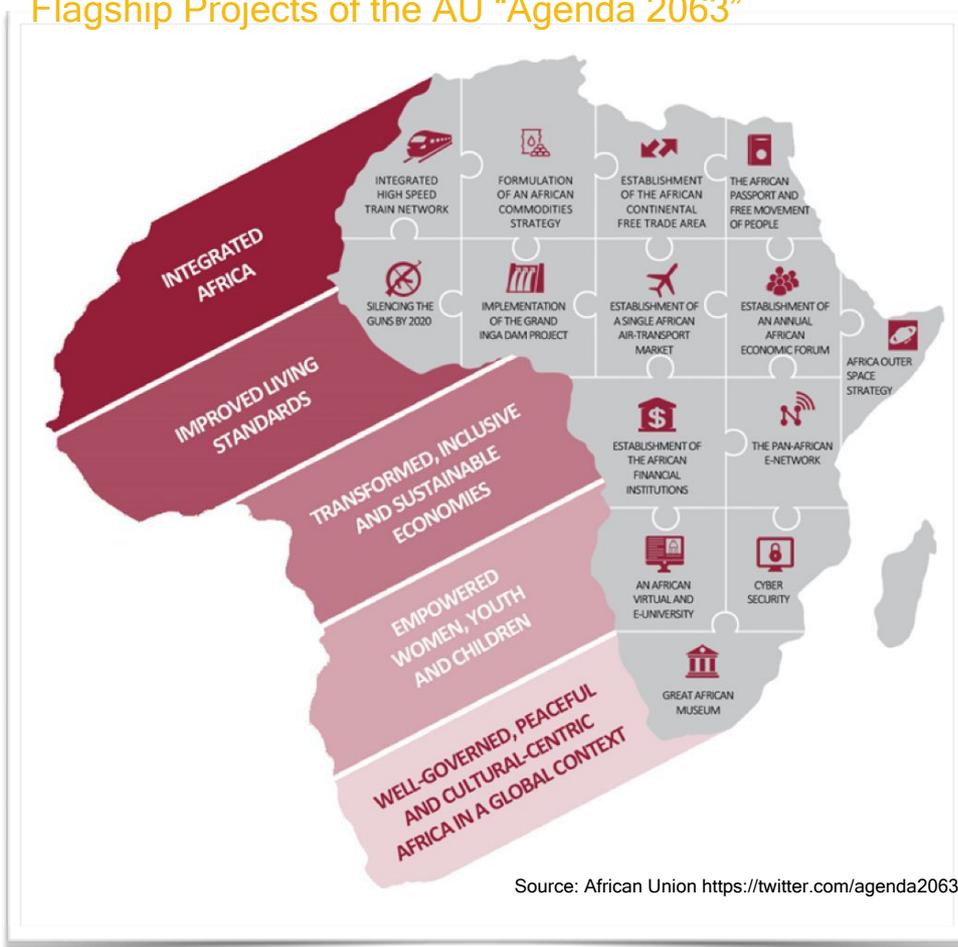
ATC Programs

- ✦ Corporate Services
- ✦ Research and Statistics
- ✦ Marketing and Communications
- ✦ Sustainable Development
- ✦ Product Development, Quality Standards Facilitation, Safety and Security
- ✦ Capacity Building, Management Training and Leadership Development
- ✦ COVID-19 Tourism Recovery

ATC Projects

- ✦ ATC Tourism Leadership and Training Academy (ATLATA)
- ✦ ATC Online Learning Platform
- ✦ Women in Tourism
- ✦ Youth in Tourism
- ✦ Sustainable Tourism Investments and Investments Promotion
- ✦ Community Based Tourism Africa

Flagship Projects of the AU “Agenda 2063”



Source: African Union <https://twitter.com/agenda2063>

ATC Events

- ✦ ATC Annual Summit
- ✦ ATC Africa Travel & Tourism Fair
- ✦ ATC Conferences
- ✦ ATC Workshops
- ✦ ATC Webinars

ATC Executive Team



SIMBA MANDINYENYA
Secretary General



DORIS WÖRFEL
Managing Director



YVONNE BALDWIN
Marketing and
Communications
Director

ATC Founding Directors



Dr. TECLA NGWENYA
Member of ATC Council
Chair Founding Directors Forum
Zambia



SIMBA MANDINYENYA
Member of ATC Council
Founding Director
Zimbabwe



DORIS WÖRFEL
Member of ATC Council
Founding Director
South Africa



WAGIH GAMAL
Member of ATC Council
Founding Director
Egypt



PERCY MKHOSI
Vice Chair and Founding Director
South Africa



FRANK TETZEL
Member of ATC Council
Founding Director
Germany



ANNE MUKAMI
Member of ATC Council
Founding Director
Kenya



DR. OTSILE NTSOANE
Member of ATC Council
Founding Director
South Africa



Did you Know?

- ✦ Africa is not a country, it is a continent with 55 diverse countries/destinations.
- ✦ The world's largest land animal is the African elephant.
- ✦ Africa is home to the world's largest reptile, the Nile crocodile.
- ✦ Snow-capped Mount Kilimanjaro is the highest mountain on the continent and the highest free standing mountain in the world.
- ✦ 355 feet high and one mile wide; Victoria Falls is the largest waterfall in Africa.
- ✦ Located in East Africa, Lake Victoria is the largest lake in Africa and the world's second largest fresh water lake.

Welcome to Africa

Home to 145 UNESCO World Heritage Sites, Africa is an enthralling tourism destination. Africa boasts a vast biodiversity of flora and fauna offering some of the most exiting, diverse and unique tourism experiences. Africa's rich history, culture and picture perfect beaches make it one of the most sought after tourism destinations in the world. Each issue of ATC's African Travel News spotlights on an African destination, tourism product or both. Stakeholders (AU Member States, National Tourism Boards, Private Sector operators) are motivated to submit materials to info@africantourismcouncil.org



HOW TO BECOME AN ATC COUNCIL MEMBER, AFFILIATE MEMBER OR PARTNER?

Please visit the African Tourism Council Website. ATC looks forward to building the relevant partnerships so that together we can create a conducive environment for rebuilding and growing the tourism industry beyond the pre-COVID-19 levels.

You are invited to join ATC as a Member of the Council, Affiliated Member, or Partner, as relevant. Affiliated Membership is currently FREE.

To join click [HERE](#) or visit the [ATC Website](#). Be sure to get our next monthly edition of Africa Travel News!