

UN Tourism Commission for Africa

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Agenda Item 5:

**Report of the UN Tourism Regional Director for Africa
Implementation of the Programme of Work in Africa 2025 – 2026
(Regional and Technical Activities)**

I. Overview of the international tourism trends and outlook in Africa

1. According to the latest edition of the [World Tourism Barometer by UN Tourism \(Issue May 2026\)](#), International tourism maintained a positive, though more moderate, trajectory in the first quarter of 2026, with an estimated 307 million international arrivals worldwide, reflecting a 2% increase compared to the same period in 2025. This overall growth masks a more complex global context marked by geopolitical uncertainty, in particular the Middle East conflict, which significantly disrupted air connectivity and travel flows in March—traditionally a key period for international tourism. Against this challenging backdrop, Africa emerged as one of the best-performing regions globally, recording a 4% increase in international arrivals, on par with Europe, and reinforcing its growing role as a resilient and competitive tourism destination.
2. Performance across the African continent was balanced and encouraging, with both North Africa and Sub-Saharan Africa expanding by 4% in Q1 2026. North Africa stood out with particularly dynamic momentum, especially toward the end of the quarter, achieving an impressive 18% growth in March alone. This surge was driven by strong demand in key destinations such as Tunisia (+26%) and Morocco (+18%), with Morocco also distinguishing itself through a notable 24% increase in international tourism receipts, underscoring both rising visitor volumes and higher value generation. Egypt also continued to perform robustly, with sustained growth reflecting its strong recovery trajectory and diversified market base.
3. In Sub-Saharan Africa, the overall positive trend was led by strong performances in several destinations, most notably South Africa, which recorded a 12% increase in arrivals, confirming its position as a leading tourism hub on the continent. Mauritius also continued to demonstrate resilience and steady growth, with arrivals increasing by 7% over the quarter, despite some slowdown in March. At the same time, the experience of island destinations such as Seychelles, which faced a sharp decline in March (-37%) due primarily to reduced airlift from Middle Eastern carriers, highlights both the vulnerability of certain destinations to external shocks and the importance of diversification in air connectivity. These temporary setbacks, however, should be viewed in the broader context of Africa's overall robust performance and capacity to absorb and adapt to global disruptions.
4. More broadly, Africa's strong showing in early 2026 reflects a combination of structural strengths and evolving opportunities. These include increasing diversification of source markets, improved regional and international connectivity along multiple corridors, and enhanced destination competitiveness through sustained investments in infrastructure, marketing, and product development. Additionally, as global travel patterns adjust to rising costs, geopolitical uncertainty, and shifting traveller preferences, Africa is well-positioned to benefit from the redirection of tourism flows toward destinations offering value for money, authenticity, and open, less congested environments.
5. In conclusion, the continent's solid performance in the first quarter of 2026 not only underscores its resilience in the face of a complex and evolving global landscape, but also highlights the growing recognition of Africa as a dynamic and attractive tourism region. Maintaining this momentum will require continued efforts to strengthen connectivity, enhance resilience to external shocks, and further elevate the visibility and competitiveness of Africa's diverse destinations on the global stage.

II. Main challenges and opportunities affecting the tourism sector in the Africa Region

6. Africa stands today as one of the most compelling and dynamic tourism regions in the world, distinguished by its extraordinary cultural diversity, breathtaking landscapes, and unparalleled natural and heritage assets that offer visitors authentic and transformative experiences. From vibrant cities and rich traditions to pristine ecosystems and iconic wildlife, the continent continues to captivate global audiences seeking meaningful connections with people, cultures, and nature.
7. Building on this exceptional foundation, African tourism has demonstrated remarkable resilience and dynamism, as evidenced by the strong performance observed in 2025 and the first quarter of 2026, with international arrivals surpassing expectations and receipts growing at double-digit rates compared to pre-pandemic levels. Despite global uncertainties and geopolitical headwinds, including disruptions affecting major air connectivity routes, the region has successfully strengthened its position within the international tourism marketplace by adapting to evolving trends and harnessing new opportunities.
8. This resurgence reflects the effectiveness of strategic crisis management responses and the adoption of innovative and sustainable tourism models at both national and continental levels, enabling Africa to build back better and emerge stronger.
9. Increasingly, the tourism sector is consolidating its role as a cornerstone of Africa's socio-economic development, acting as a catalyst for foreign direct investment, a driver of job creation across the value chain, and a powerful instrument for social cohesion and regional integration that uplifts local communities and contributes to poverty reduction.
10. In this context, UN Tourism continues to work hand in hand with its Member States and partners to deepen collaboration, strengthen public-private synergies, and define a clear long-term strategic vision that sustains this positive momentum. Guided by the UN Tourism Agenda for Africa – Tourism for Inclusive Growth, which serves as a comprehensive roadmap to align tourism with national development priorities and respond to the evolving needs of Member States, efforts are increasingly focused on unlocking the sector's full potential while addressing remaining structural challenges.
11. Against this backdrop, and in alignment with the strategic priorities of H.E. Shaikha Al Nuwais, UN Tourism Secretary-General, the following key areas have been identified as critical levers to advance a more resilient, inclusive, and sustainable tourism future for Africa:
 - a. **Education, Training, Capacity-Building and Human Capital Development.** Investing in human capital is fundamental to unlocking the full potential of Africa's tourism sector and ensuring its long-term sustainability, competitiveness, and inclusiveness. As one of the leading employers on the continent, tourism offers vast opportunities for job creation across its extensive value chain; however, this potential remains underleveraged, particularly given that over 60% of Africa's population is under the age of 25 while youth unemployment remains critically high. Addressing skills gaps and expanding access to quality tourism education—especially for youth and women—is therefore essential to building a qualified workforce equipped with technical expertise, digital competencies, and entrepreneurial capabilities. Enhancing vocational training, strengthening academia-industry linkages, and facilitating access to financing mechanisms such as micro-credit and soft loans can foster innovation

and support the development of small and medium tourism enterprises. These efforts contribute not only to improved service quality and destination competitiveness but also to social inclusion, poverty reduction, and the creation of resilient local economies driven by skilled and empowered human resources.

b. Public-Private Partnerships (PPP) and Tourism Investment for Infrastructure Development.

Mobilizing sustainable investment through effective public-private partnerships is a critical driver for advancing Africa's tourism ecosystem and unlocking its vast untapped potential. The development, modernization, and equitable distribution of tourism infrastructure—including transport systems, hospitality facilities, training institutions, and MICE venues—remain essential to improving accessibility, elevating service standards, and strengthening the continent's global competitiveness. Currently, disparities persist between high-end tourism hubs and underdeveloped rural areas, underscoring the need for balanced and inclusive infrastructure investments that also prioritize environmental sustainability and ecosystem preservation. Africa offers significant opportunities for green and responsible tourism investments capable of delivering long-term socio-economic benefits, including job creation, product diversification, and community development. In this context, frameworks such as the African Continental Free Trade Area (AfCFTA) play a transformative role in enabling freer movement of goods, services, and capital, fostering regional integration, and creating a more attractive investment climate. Through strengthened governance, targeted policy guidance, tax incentives, and the promotion of transparent regulatory environments, PPPs can catalyze foreign direct investment, stimulate local entrepreneurship, and position tourism as a cornerstone of economic growth across the continent.

c. Connectivity and Visa Facilitation Policies for Seamless Travel.

Enhanced connectivity and progressive visa facilitation policies are indispensable enablers of tourism growth, regional integration, and Africa's competitiveness in the global tourism market. Investments in air transport, roads, railways, and multimodal systems are vital to improving accessibility and positioning African destinations within global travel networks, while also supporting intra-regional mobility. At the same time, simplifying visa regimes and harmonizing entry requirements remain key priorities, as mobility across the continent continues to face structural challenges despite progress. While approximately 28.2% of intra-African travel is currently visa-free, many countries still maintain restrictive policies that limit the full potential of regional tourism flows¹. Initiatives such as the Single African Air Transport Market (SAATM), regional free-movement protocols (including ECOWAS and the East African Community), and innovative schemes like the KAZA UniVisa are instrumental in facilitating cross-border travel and promoting multi-destination tourism. Furthermore, the expansion of digital solutions—such as e-visa systems, now implemented by over half of African countries—offers significant opportunities to streamline procedures, reduce costs, and enhance the overall traveler experience. By fostering seamless travel, these measures not only boost visitor numbers but also strengthen trade, cultural exchange, and economic cooperation across the continent.

d. Women Empowerment, Sustainable and Inclusive Tourism Growth.

Empowering women and embedding sustainability across the tourism value chain are central to ensuring that Africa's tourism growth is inclusive, equitable, and environmentally responsible. Despite representing 54% globally and nearly 70% in Africa of the tourism workforce², women in Africa remain disproportionately concentrated in low-skilled and low-paid roles, with limited access to leadership and

¹ Ref. [Africa Visa Openness Report 2025](#), African Union, African Development Bank (AfDB) Group

² Ref. [Global Report on Women in Tourism – Second Edition](#), UN Tourism

decision-making positions. Addressing these disparities through targeted policies, access to education and finance, and support for women-led enterprises is essential to unlocking their full contribution to the sector and advancing inclusive economic development. At the same time, sustainability must remain at the core of tourism development to preserve Africa's rich natural and cultural heritage, which constitutes a primary draw for international visitors. Promoting sustainable tourism practices—including biodiversity conservation, climate action aligned with global frameworks, circular economy principles, and responsible resource management—ensures that tourism contributes positively to environmental protection while generating socio-economic benefits. Strengthening awareness, advancing green and blue economy initiatives, and supporting the development of eco-friendly tourism products will enable Africa to position itself as a leader in sustainable tourism, delivering long-term value for communities while safeguarding its unique ecosystems for future generations.

III. Political Outreach – official visits, diplomatic relations with permanent representations in Madrid and visits of high-level officials to the UN Tourism Headquarters

12. The Regional Department for Africa has prioritized political outreach, fostering a comprehensive and productive diplomatic relationship with several African countries. This has resulted in multiple high-level visits, mutual visits to the UN Tourism headquarters, and close cooperation with the permanent representations in Madrid.
13. Some of the significant meetings that took place between June 2025 and July 2026 include engagements with high-level representatives from Angola, Cabo Verde Democratic Republic of the Congo, Gabon, Ghana, Guinea-Bissau, Kenya, Liberia, Morocco, Mozambique, Namibia, Rwanda, Seychelles, Sierra Leone, South Africa, Sudan, Zambia, Zimbabwe:
 - a. **Republic of Angola** (January 2026 / March 2026): Bilateral Meeting with H.E. Mr. Márcio de Jesus Lopes Daniel, Minister of Tourism of the Republic of Angola, in the framework of FITUR 2026 and ITB Berlin 2026
 - b. **Republic of Seychelles** (January 2026): Bilateral Meeting with H.E. Mrs. Amanda Bernstein, Minister of Tourism and Culture of the Republic of Seychelles, in the framework of FITUR 2026 and ITB Berlin 2026
 - c. **Republic of Sierra Leone** (January 2026): Bilateral Meeting with H.E. Nabeela Farida Tunis, Minister of Tourism and Cultural Affairs of the Republic of Sierra Leone, in the framework of FITUR 2026 and ITB Berlin 2026
 - d. **Republic of Zimbabwe** (January 2026): Bilateral Meeting with H. E. Ms. Barbara Rwodzi, Minister of Tourism and Hospitality Industry. Republic of Zimbabwe, in the framework of FITUR 2026 and ITB Berlin 2026
 - e. **Republic of Cabo Verde** (March 2026): Bilateral Meeting with H.E. Mr. José Luís Sá Nogueira, Minister of Tourism and Transport. Republic of Cabo Verde, in the framework of ITB Berlin 2026
 - f. **Democratic Republic of Congo** (January 2026): Courtesy Visit at UN Tourism Headquarters by H.E. M. Didier Mazenga Mukanzu, Minister of Tourism of the Democratic Republic of the Congo
 - g. **Kingdom of Morocco** (January 2026): Courtesy Visit at UN Tourism Headquarters by H.E. Ms. Karima Benyaich, Ambassador of Morocco to Spain and Permanent Representative of Morocco to UN Tourism
 - h. **Republic of Rwanda** (January 2026): Courtesy Visit at UN Tourism Headquarters by H.E. Mr. François Nkulikiyimfura, Ambassador of Rwanda in France and Permanent Representative of Rwanda to UN Tourism

- i. **Republic of Kenya** (January 2026): Courtesy Visit at UN Tourism Headquarters by H.E. Mrs. Sharon Ole-Sein Nairimas, Ambassador of the Republic of Kenya in the Kingdom of Spain and Permanent Representative to the UN Tourism
 - j. **Republic of Guinea-Bissau** (January 2026): Courtesy Visit at UN Tourism Headquarters by H.E. Mr. Abel Coelho de Mendonça, Ambassador of the Republic of Guinea-Bissau to the Kingdom of Spain and Permanent Representative to UN Tourism
 - k. **Republic of Gabon** (February 2026): Courtesy Visit at UN Tourism Headquarters and presentation of credentials by H.E. Ms. Allegra Pamela Romance Bongo, Ambassador of Gabon to Spain
 - l. **Republic of Namibia** (March 2026): Courtesy Visit at UN Tourism Headquarters by H.E. Mrs. Sabine Böhlke-Möller Ambassador of the Republic of Namibia
 - m. **Republic of Angola** (April 2026): Courtesy Visit at UN Tourism Headquarters by H.E. Ms. Balbina Malheiros Dias da Silva, Ambassador of Angola to the Kingdom of Spain
 - n. **Republic of Mozambique** (June 2026): Courtesy Visit at UN Tourism Headquarters by H.E. Mr. Eugénio Agostinho Langa, Ambassador of Mozambique
 - o. **Republic of Sudan** (June 2026): Courtesy Visit at UN Tourism Headquarters by H.E. Ahmed Yousif, Head of Mission at the Embassy of the Republic of the Sudan to the Kingdom of Spain
14. Additionally, since the last 68th UN Tourism Regional Commission for Africa (CAF) held in Nigeria in 2025, the UN Tourism Secretary-General has carried out the following officials visits in the Africa region:
- a. **Kingdom of Morocco** (April 2026): Courtesy Meeting with H.E. Fatim-Zahra Ammor, Minister of Tourism, Handicrafts and Social and Solidarity Economy of the Kingdom of Morocco, in the framework of the inauguration of the UN Tourism Thematic Office on Innovation for Africa in Rabat
 - b. **Republic of Zimbabwe** (April 2026): Official audiences with H.E. Emmerson Mnangagwa, President of the Republic of Zimbabwe and H.E. Auxillia Mnangagwa, First Lady of the Republic of Zimbabwe, in the framework of the 23rd CST Meeting and the 2nd Regional Congress on Women Empowerment in Tourism in Africa in Victoria Falls
 - c. **Republic of Zambia** (April 2026): Bilateral Meeting with H.E. Mr. Rodney Sikumba, Minister of Tourism of the Republic of Zambia, in the framework of the 2nd Regional Congress on Women Empowerment in Tourism in Africa in Victoria Falls
 - d. **Republic of Ghana** (April 2026): Bilateral Meeting with H.E. Abba Dzimashie, Minister of Tourism, Culture and Creative Arts of Ghana, in the framework of the 2nd Regional Congress on Women Empowerment in Tourism in Africa in Victoria Falls
 - e. **Republic of Liberia** (April 2026): Bilateral Meeting with H.E. Princess Eva Cooper, Director General, Liberia National Tourism Authority
 - f. **Republic of Mozambique** (June 2026): Official Audience with H.E. Daniel Francisco Chapo, President of the Republic of Mozambique, in the framework of the Global Tourism Forum – Angola Investment Summit in Luanda
 - g. **Republic of Angola** (June 2026): Official Audience with H.E. João Manuel Gonçalves Lourenço, President of the Republic of Angola, and H.E. Ana Dias Lourenço, First Lady of the Republic of Angola, in the framework of the Global Tourism Forum – Angola Investment Summit in Luanda
 - h. **Republic of Namibia** (June 2026): Official Audience with H.E. Dr. Tjitjona Elijah Ngunjiri, Prime Minister of the Republic of Namibia, in the framework of the Global Tourism Forum – Angola Investment Summit in Luanda
 - i. **Republic of South Africa** (June 2026): Bilateral Meeting with H.E. Patricia de Lille, Minister of Tourism of the Republic of South Africa, in the framework of the Global Tourism Forum – Angola Investment Summit in Luanda

15. Additionally, the UN Tourism Secretary-General had bilateral meetings and official audiences with African Presidents, Heads of State and Ministers who attended the World Governments Summit in Dubai (3-5 February 2026):
- a. **United Republic of Tanzania:** Official Audience with H. E. Samia Suluhu Hassan, President of the United Republic of Tanzania
 - b. **Federal Republic of Ethiopia:** Official Audience with H.E. Taye Atske Selassie, President of the Federal Republic of Ethiopia
 - c. **Republic of Seychelles:** Official Audience with H.E. Patrick Herminie, President of the Republic of Seychelles
 - d. **Republic of Botswana:** Official Audience with H.E. Duma Boko, President of the Republic of Botswana
 - e. **Republic of Kenya:** Bilateral Meeting with H.E. Ms. Rebecca Miano, Cabinet Secretary of Tourism of the Republic of Kenya

IV. Initiatives, Services, Projects and Activities

16. The Regional Department for Africa has been actively engaged in various initiatives, services, projects, and activities to support the development of the tourism sector in the region. These efforts aim to address the challenges and seize the opportunities for the sustainable growth of Africa's tourism sector in alignment with the objectives encapsulated in the *UN Tourism Agenda for Africa – Tourism for Inclusive Growth*.

Publications

UN Tourism Regional Report on Tourism Investment Trends and Opportunities in Africa

The launch of the first UN Tourism Regional Report on Tourism Investment Trends and Opportunities in Africa, unveiled during the 26th UN Tourism General Assembly in Riyadh, represented a strategic initiative to position Africa as a leading global destination for tourism investment and sustainable growth. The activity aims to provide a comprehensive evidence-based framework for policymakers, investors, and stakeholders by highlighting the continent's competitive advantages—such as its young and growing population, cultural diversity, and economic resilience—while addressing key challenges including infrastructure gaps and regulatory barriers. Its scope encompasses an in-depth analysis of investment flows, market trends, and regional tourism dynamics, showcasing emerging sectors such as MICE tourism, gastronomy, wellness, and diaspora travel, and identifying the distinct strengths of Africa's subregions. The report is expected to deliver tangible outcomes by serving as a practical roadmap for investment decision-making, promoting the development of Tourism Special Economic Zones and public-private partnerships, and guiding targeted reforms to enhance the investment climate. By consolidating key data—such as USD 50 billion in FDI inflows in 2024, USD 6.6 billion in tourism-related greenfield investments since 2019, and over 15,100 jobs created—the initiative provides concrete benchmarks to mobilize capital, scale tourism projects, and foster job creation and economic diversification, ultimately strengthening Africa's position as a dynamic and investable tourism frontier.

UN Tourism Doing Business Guidebooks

Fostering public-private partnerships and providing countries with tools for mobilizing investments in tourism is a core priority of the UN Tourism Agenda for Africa – Tourism for Inclusive Growth to improve tourism's competitiveness and assess investment opportunities in Africa and the world.

UN Tourism has prioritized the attraction and promotion of investment as a fundamental pillar for the economic recovery and resilience of the sector. For this reason, different specialized tourism investment guides are being developed as a reference for investors, which will allow promoting the value propositions and competitive attributes of the Member

States, with the purpose of generating investment opportunities and business development in the tourism sector.

Since the last CAF Meeting, the following customized investment guidelines have been produced for Member States of the Africa region:

- **UN Tourism Doing Business Guidebook for South Africa** officially launched at the South Africa Tourism Investment Summit (SATIS) held in Cape Town in the framework of the G20 Presidency
- **UN Tourism Doing Business Guidebook for Angola** officially presented and launched at the Leaders Dinner organized in the context of the ITB Berlin 2026. The token encapsulating the QR code of the guidebook was subsequently handed over by the Secretary General to the President of the Republic of Angola during the Global Tourism Forum – Angola Investment Summit held in Luanda, 17-19 June 2026.

Virtual Sessions and Training Programmes

Virtual Launch of the UN Tourism Mentorship Programme for African Women, implemented with the support of WITLAC, 8 March 2026

The UN Tourism Mentorship Programme for African Women, implemented with the support of the Women in Tourism Leadership Africa Committee (WITLAC), is a targeted capacity-building initiative designed to empower 10–15 young women (aged 18–40) who are working in, studying, or aspiring to build careers in the tourism sector. The programme aims to leverage the expertise and networks of WITLAC Steering Committee members to foster a strong, interconnected community of women professionals, promoting leadership, entrepreneurship, and long-term career advancement across Africa's tourism industry. Its scope encompasses individualized, one-on-one mentorship focused on leadership development, entrepreneurial support, technological innovation and integration, personal and professional growth, as well as advocacy and representation to enable mentees to influence policy and industry practices. The programme is expected to deliver tangible and measurable outcomes, including demonstrated improvements in confidence, leadership, and decision-making capabilities among all 10–15 mentees, as assessed through structured self-evaluations and surveys. In addition, participants are anticipated to achieve significant academic and career milestones, reflecting the programme's potential to advance professional trajectories. The initiative also aims to reach a high level of participant satisfaction, targeting at least an 85% approval rate from both mentors and mentees, while generating actionable insights through feedback mechanisms to continuously refine and scale its impact.

Informative & Onboarding Session UN Tourism Focal Points – Africa Region, 20 April (English) and 21 April (French)

The Informative & Onboarding Sessions for UN Tourism Focal Points in the Africa Region, held on 20 April 2026 (Anglophone) and 21 April 2026 (Francophone), were designed as a strategic capacity-building initiative to strengthen the effectiveness of official national Focal Points as the primary interface between UN Tourism and Member States. Targeting exclusively designated Focal Points, the sessions aimed to enhance their understanding of roles, responsibilities, and engagement mechanisms, while equipping them with practical tools to better connect their countries to UN Tourism programmes and opportunities. The interactive sessions, featuring presentations from key UN Tourism departments and peer testimonials, fostered knowledge exchange and collaboration across the region. Key outcomes included improved capacity of Focal Points to filter, prioritize, and communicate relevant initiatives at national level, strengthened awareness

of UN Tourism's flagship programmes and support systems, and enhanced coordination between Member States and the Organization. Overall, the activity delivered concrete results in building a more informed, proactive, and connected network of Focal Points, thereby improving Member States' access to opportunities and reinforcing their engagement in UN Tourism's activities across Africa.

Thematic Online Consultation Sessions on “Biodiversity, Rural Livelihoods and Resilient Local Economies”, 28 May (French), 2 June (English)

The Thematic Online Consultation Session on “Biodiversity, Rural Livelihoods and Resilient Local Economies”, held on 28 May 2026 (French) and 2 June 2026 (English), was organized as part of the preparatory process for the International Year of Sustainable and Resilient Tourism (IYSRT) 2027, mandated to UN Tourism by the United Nations General Assembly. The sessions aimed to present the initiative's strategic and technical pillars, while gathering inputs from Member States to shape an inclusive and coherent programme of activities. Building on initial discussions held during the 23rd Committee on Tourism and Sustainability in Victoria Falls and feeding into the framework submitted for approval at the 126th UN Tourism Executive Council in Toledo, the consultations provided a structured platform for dialogue, knowledge exchange, and partnership-building. Key outcomes included the collection of concrete country-level perspectives, priorities, and best practices, which are instrumental in refining the IYSRT roadmap, strengthening alignment among stakeholders, and fostering synergies for implementation. The sessions also reinforced the central role of sustainable governance, biodiversity conservation, and resilient local economies in tourism development, highlighting Africa's leadership in promoting green, circular, and low-carbon models and contributing to global efforts toward climate resilience and sustainable socio-economic growth.

UN Tourism–Amadeus Workshop: “Unlocking AI for Tourism”, 16 June (English), 18 June (French)

The UN Tourism–Amadeus Workshop: “Unlocking AI for Tourism” was designed as a practical, capacity-building initiative targeting Tourism Ministries, national tourism authorities, DMOs, academia, and wider ecosystem stakeholders, with the objective of supporting the responsible and effective integration of artificial intelligence across the tourism value chain. Building on the UN Tourism Guidelines on Implementing Artificial Intelligence in Tourism (2025), the workshop addressed the growing need to move beyond awareness toward people-centered, actionable AI adoption, with a focus on enhancing sustainability, resilience, and inclusiveness in tourism development. Its scope combined strategic insight with hands-on application through a Design Thinking methodology, enabling participants to explore AI opportunities across the traveller journey, from planning and marketing to destination management and visitor experience. Delivered through interactive and collaborative sessions, the workshop achieved concrete outcomes, including the identification of priority tourism challenges suited for AI solutions, the development of preliminary, user-centered AI concepts, and the definition of practical next steps aligned with regional realities. In addition, it strengthened multi-stakeholder dialogue and collaboration and established a conceptual foundation for future pilot projects and innovation partnerships, thereby translating emerging AI potential into tangible pathways for implementation within the tourism sector.

Online Launch of the Global Report on Women in Tourism Transport, 25 June 2026

The Online Launch of the Global Report on Women in Tourism Transport, held on 25 June 2026, brought together UN Tourism Member States, public authorities, industry stakeholders, transport operators, trade unions, women's organizations, academia, and media to address persistent gender gaps in tourism transport. The initiative aimed to present new global evidence on women's participation, highlight structural barriers to their

recruitment, retention, and advancement, and promote inclusive, gender-responsive policies and practices. Through a multi-stakeholder webinar and expert panel discussions, the activity provided a platform to exchange knowledge, showcase good practices, and strengthen collaboration across sectors. Key tangible outcomes included the official presentation of the Global Report's findings, the launch of an Action Plan for Women in Tourism Transport, and the identification of practical measures to improve workplace conditions, career pathways, and leadership opportunities for women. The session also enhanced awareness and reinforced stakeholder commitment to building more inclusive, diverse, and resilient transport systems, while fostering stronger networks to support women's participation and leadership across the tourism transport value chain.

In-person Events and Activities

First World Music and Tourism Festival, in collaboration with UN Tourism, Kinshasa Democratic Republic of the Congo 16–18 July 2025

The First World Music and Tourism Festival, held in Kinshasa, Democratic Republic of the Congo, from 16–18 July 2025 in collaboration with UN Tourism and under the High Patronage of H.E. President Félix Antoine Tshisekedi Tshilombo, brought together a diverse global audience including Ministers of Tourism and Culture, international experts, researchers, media professionals, tour operators, cultural and economic actors, and artists from across more than 20 countries. Centered on leveraging the powerful link between music and tourism—particularly through the Congolese Rumba Route for Peace (UNESCO Intangible Cultural Heritage)—the festival aimed to position cultural and creative industries as drivers of sustainable tourism, peace, and economic development. Its scope emphasized strengthening intercontinental cooperation across Africa, Latin America, and the Caribbean; enhancing the international visibility of the DRC; integrating music into tourism products; engaging youth in heritage preservation and innovation; and fostering artistic and institutional collaboration. The event delivered tangible outcomes, including high-level political endorsement with the President's official inauguration, the award of 100 Destination Marketing scholarships by UN Tourism to support a youth-led future, and a high-impact Congress featuring stakeholders such as Sony Music, Spotify, UNESCO, ARIPO, Sound Diplomacy, and international academia, which addressed music diplomacy, intellectual property rights, destination branding, and innovation. Additionally, a “Fair Play” Masterclass trained 100 artists and entrepreneurs in copyright and rights management, promoting more equitable music economies, while the rich cultural programme—spanning performances, fashion, gastronomy, and participatory rumba experiences—reinforced the DRC's status as a dynamic cultural hub and generated concrete momentum for tourism value chain opportunities.

2nd UN Tourism/ICAO Ministerial Conference on Tourism and Air Transport in Africa, Luanda, Angola, 22-24 July 2025

The 2nd UN Tourism/ICAO Ministerial Conference on Tourism and Air Transport in Africa, held in Luanda, Angola, from 22–24 July 2025, brought together CAF Member States, civil aviation and air transport stakeholders, and key institutions including ICAO, AFRAA, AFCAC, and AMADEUS for a series of expert workshops, preparatory sessions, and a high-level Ministerial Conference. The initiative aimed to bridge the gap between tourism and aviation policies across Africa, advance concrete implementation of the Single African Air Transport Market (SAATM), promote the integration of emerging technologies such as AI, and secure strong political commitment to travel facilitation and regional integration in line with the African Union Agenda 2063. Its scope emphasized policy

alignment, air connectivity, regulatory reform, and innovation-driven solutions to unlock tourism growth across the continent. The Conference achieved a significant and tangible outcome through the formal adoption of the Luanda Ministerial Statement, which established a unified continental roadmap with clear targets for air transport liberalization, visa facilitation, and investment in sustainable and green infrastructure. This milestone reinforced high-level state commitment and provided a concrete framework to accelerate seamless mobility, strengthen tourism competitiveness, and foster inclusive economic development across Africa.

South Africa Tourism Investment Summit (SATIS) – Cape Town, 10 September 2025 and G20 Tourism Ministers Meeting – Skukuza, Mpumalanga Province, 12 September 2025

The **G20 Tourism Ministers Meeting** took place in Skukuza, South Africa, the first African nation to hold the G20 Presidency, under the theme “*Solidarity, Equality, Sustainability*”.

Through the adoption of the **Mpumalanga Declaration**, Tourism Ministers from G20 Members underscored the importance of tourism as a driver for innovation and inclusive development as well as a catalyst for investment and FDIs’ attraction.

In the sidelines of the G20, the **South Africa Tourism Investment Summit (SATIS)** in Cape Town served as the platform to officially launch the [UN Tourism Doing Business Guidebook for South Africa](#) highlighting the country’s value proposition and welcoming investment climate.

This was also the occasion to present the executive summary of the Africa Investment Report intended to showcase the wide spectrum of business opportunities that the tourism sector of the continent can create and offer to foreign investors.

Lastly, **100 UN Tourism Online Academy Scholarships** were delivered to South Africa to advance youth empowerment and human capital development for tourism sustainable growth in South Africa.

Capacity-Building Workshop on Tourism Product Development during the 15th Edition of the International Tourism and Hospitality Trade Fair of Ouagadougou (SITHO), Ouagadougou Burkina Faso 26–27 September 2025

The Capacity-Building Workshop on Tourism Product Development, held in Ouagadougou, Burkina Faso, from 26–27 September 2025 during the 15th International Tourism and Hospitality Trade Fair of Ouagadougou (SITHO), targeted travel and tour industry professionals from Burkina Faso and the wider Sahel sub-region, including participants from Mali, Niger, and Cameroon. The workshop aimed to strengthen the capacities of tourism stakeholders to develop competitive, sustainable, and innovative tourism products, while fostering the growth of domestic and sub-regional tourism. Its scope covered key technical areas such as strategic product development, market analysis and diversification, financial quantification and pricing, commercialization and promotion, as well as tourism monitoring and performance management. Delivered with strong institutional backing and the active participation of ministerial authorities and Faso Tourisme, the workshop ensured alignment with national tourism priorities. Tangible outcomes included the successful training of 36 tourism professionals, significantly enhancing their practical ability to design economically viable, market-oriented, and sustainable tourism offerings. The initiative also reinforced tourism’s role as a driver of

peace, regional integration, economic resilience, and sustainable development in the Sahel, while laying the groundwork for stronger regional collaboration. Furthermore, UN Tourism awarded 50 scholarships through its Tourism Online Academy (“Introduction to Tourism – Industry Management”), reaffirming its commitment to human capital development and ensuring continued capacity-building beyond the workshop.

Inauguration of the UN Tourism Thematic Office on Innovation for Africa (23 April 2026, Rabat, Morocco) and International Conference on Technological Innovation and Tourism Investment (23–24 April 2026, Marrakesh, Morocco)

The Inauguration of the UN Tourism Thematic Office on Innovation for Africa, held on 23 April 2026 in Rabat, Morocco, alongside the International Conference on Technological Innovation and Tourism Investment held on 23–24 April 2026 in Marrakesh, constituted a landmark initiative aimed at advancing innovation-driven tourism development across Africa. Targeting public and private stakeholders, investors, institutional partners, entrepreneurs, and tourism experts, the initiative sought to position Africa as a hub for digital transformation, investment, and entrepreneurship in tourism, while strengthening cooperation with Moroccan authorities and the wider ecosystem. The scope of the mission combined high-level institutional engagement in Rabat—including exchanges with African embassies, UN Country Team representatives, and a bilateral meeting with the Speaker of the House of Representatives—with a dynamic conference platform in Marrakesh focused on digitalization of tourism services, gaming for leisure, gastronomy, and rural community-based tourism. Tangible outcomes included the official launch of the UN Tourism Thematic Office, establishing a permanent platform to support Member States in innovation, public-private partnerships, and investment promotion, as well as reinforcing UN Tourism’s strategic presence on the continent. The Conference further delivered concrete results through a Pitch Day and startup competition, which showcased cutting-edge solutions and culminated in the selection of winning innovations and the launch of a new national competition dedicated to rural and community-based tourism. Additionally, the mission strengthened institutional dialogue, highlighted the dynamism of Morocco’s entrepreneurial ecosystem, and firmly positioned UN Tourism as a key partner in driving innovation-led tourism development in Africa.

4th Travel, Hospitality and Tourism Education Summit (THTES) in collaboration with UN Tourism, Lusaka, Zambia, 14-16 April 2026

The 4th Travel, Hospitality and Tourism Education Summit (THTES), held at the Mulungushi International Conference Centre, has solidified its role since 2023 as a leading regional platform for advancing human capital development in tourism across Zambia and Africa, with a clear objective of aligning education systems, labour market needs, and tourism policy to support sustainable sector growth. Bringing together high-level government representatives—including Ministers of Education, Tourism, Labour, and Commerce—alongside academia, industry stakeholders, and development partners, the summit underscored a coordinated, multi-sector approach to workforce development. Key milestones included the integration of tourism education into Zambia’s National Curriculum Framework (2023–2033), making Zambia the leading country in Africa to adopt, integrate, and implement the UN Tourism Education Guidelines and Toolkit within its national education system and secondary school offer, the announcement of a Tourism Sector Skills Advisory Framework (2026), and progress toward establishing the ZITH International Academy for Tourism and Hospitality Studies, a flagship continental training institution developed with UN Tourism. Tangible outcomes achieved through the summit include the joint signing of the Lusaka Communiqué, formalizing inter-ministerial commitment to policy alignment and workforce development; the award of 100 UN

Tourism scholarships to strengthen training capacity; and the certification of nearly 300 participants from prior capacity-building programmes. In parallel, technical sessions and masterclasses enhanced trainers' competencies, while the High-Level Ministerial Roundtable agreed on concrete measures such as the launch of a National Apprenticeship Programme and the introduction of a single licensing system for tourism enterprises to facilitate investment. The summit also catalyzed new partnerships and collaboration opportunities through bilateral engagements and reaffirmed Zambia's positioning as a regional hub for tourism education innovation, demonstrating measurable progress toward building a skilled, inclusive, and job-ready tourism workforce.

23rd UN Tourism Meeting of the Committee on Tourism and Sustainability (CTS) - Victoria Falls, Zimbabwe, on 27–28 April 2026

The 23rd UN Tourism Meeting of the Committee on Tourism and Sustainability (CTS), held in Victoria Falls, Zimbabwe, on 27–28 April 2026, convened CTS Members, Ministers of Tourism from Africa and beyond, international experts, private sector and civil society stakeholders, as well as local and international media to advance the global sustainability agenda in tourism. The meeting aimed to review progress under the CTS mandate, assess achievements to date, and define strategic priorities in preparation for the International Year of Sustainable and Resilient Tourism 2027 (IYSRT) and the post-2030 development agenda, with a focus on governance and steering arrangements, the establishment of national committees, partnership and sponsorship frameworks, capacity-building and knowledge development, and the design of flagship initiatives. Covering both policy and implementation dimensions, the discussions resulted in concrete outcomes, notably the advancement of preparations for the IYSRT through a comprehensive review and refinement of its roadmap and implementation framework, encompassing governance structures, national coordination mechanisms, capacity-building programmes, flagship events, knowledge development and communication strategies. This refined framework was formally submitted to the 126th session of the Executive Council in Toledo for consideration and endorsement, marking a key institutional milestone. In addition, the meeting delivered a visible and symbolic outcome with the official launch of the International Year's visual identity and logo, strengthening global awareness and engagement ahead of 2027.

2nd UN Tourism Regional Congress on Women's Empowerment in Tourism in Africa - Victoria Falls, Zimbabwe, on 29 April – 1 May 2026

The 2nd UN Tourism Regional Congress on Women's Empowerment in Tourism in Africa brought together a diverse and pan-African group of stakeholders under the patronage of the First Lady of Zimbabwe, convening participants from over 20 countries to advance gender equality and leadership in the tourism sector. The Congress provided a high-level platform for leading female voices in African tourism to share experiences, celebrate achievements, and shape concrete pathways toward increasing women's participation in executive and decision-making roles. Structured around key objectives—fostering economic inclusion and financial readiness, establishing leadership pathways, formalizing institutional reform, scaling specialized education and mentorship, and strengthening the advocacy capacity of the Women in Tourism Leadership Africa Committee (WITLAC)—the Congress addressed both systemic barriers and enabling conditions across the sector. Its comprehensive scope included a high-level opening ceremony, ministerial panel, technical sessions on sustainable finance, technology for market access, and policy implementation, as well as the presentation of findings from the Global Report on Women in Tourism Transport, cultural exhibitions, and technical site visits. These efforts delivered tangible outcomes, including strong political commitment from leaders positioning tourism as a catalyst for women's and youth empowerment, socio-economic resilience, and regional integration. A focused dialogue on WITLAC

further refined its vision, priorities, activities, and membership expansion strategy, strengthening its institutional role. The Congress culminated in the adoption of the Victoria Falls Statement, structured around four pillars—Reform, Mentorship, Finance, and Advocacy—providing a concrete and actionable framework for advancing women’s empowerment in tourism across Africa. Additionally, two parallel technical workshops engaged approximately 80–100 participants each from the public and private sectors, including a Chimelong-funded pilot capacity-building workshop on sustainable and resilient nature-based tourism and a workshop on dismantling structural barriers to career progression, further reinforcing the Congress’s practical and implementation-oriented outcomes.

Global Tourism Forum – Angola Investment Summit in collaboration with UN Tourism, Luanda, Angola, 17-19 June 2026

The Global Tourism Forum – Angola Investment Summit, held in Luanda from 17–19 June 2026 in collaboration with UN Tourism, served as a high-level platform to advance tourism investment as a key driver of Angola’s economic diversification and sustainable development. Bringing together government leaders, international investors, tourism executives, and industry stakeholders, the summit aimed to mobilize investment, strengthen investor confidence, and position Angola as an emerging tourism destination in Africa. Central to its objectives was showcasing the country’s reform agenda under the National Tourism Development Plan (PLANATUR), which has already mobilized over €8 billion in infrastructure and sector development, alongside key enabling measures such as visa-free access for over 90 countries and efforts to improve air connectivity under the Luanda Ministerial Statement. The summit marked a significant milestone in elevating Angola’s global profile, evidenced by strong participation from leading international tourism investors and brands, signaling growing market confidence. Concrete outcomes included heightened investment interest and partnerships, reinforced policy alignment between tourism and investment frameworks, and strengthened collaboration with UN Tourism to bridge Africa’s tourism investment gap through targeted initiatives and investor engagement mechanisms. Overall, the forum demonstrated Angola’s transition from potential to performance, consolidating its position as a competitive, reform-driven, and investment-ready tourism market.

69th Meeting of the UN Tourism Regional Commission for Africa (CAF) and Thematic Conference on “Strengthening Human Capital to Boost Africa’s Tourism Growth”, Mahé, Seychelles, 2-4 July 2026

The 69th Meeting of the UN Tourism Regional Commission for Africa (CAF), followed by a Thematic Conference on “Strengthening Human Capital to Boost Africa’s Tourism Growth”, to be held at the Kempinski Seychelles Resort, Baie Lazare, Mahé, Seychelles, from 2 to 4 July 2026, will convene African Ministers of Tourism and key public and private sector stakeholders to advance dialogue on the continent’s tourism development priorities and align them with UN Tourism’s programme of work. The activity aims to strengthen human capital as a cornerstone of sustainable tourism growth, focusing on expanding capacity-building and training initiatives, improving access to quality tourism education, and updating curricula to meet evolving market demands and address persistent skills gaps. Its scope includes facilitating high-level policy discussions, fostering regional cooperation, and promoting innovative approaches to workforce development that support competitiveness, inclusion, and youth empowerment. A central milestone will be the presentation of the findings of the continental survey on “Promoting

Access to Tourism Education and Human Capital Development in Africa”, which will inform evidence-based decision-making. The Conference is expected to deliver concrete outcomes, including the identification of best practices, policy recommendations, and strategic frameworks to enhance workforce readiness, strengthen education systems, and unlock tourism’s potential for job creation and socio-economic development across Africa, while reinforcing collaboration among Member States and institutional partners.

Upcoming Events

3rd UN Tourism Regional Forum on Gastronomy Tourism for Africa, Freetown, Sierra Leone, 2-4 December 2026

The 3rd UN Tourism Regional Forum on Gastronomy Tourism for Africa, to be held in Freetown, Sierra Leone, from 2 to 4 December 2026, is designed as a high-level platform to advance gastronomy tourism as a strategic driver of inclusive growth, cultural preservation, and sustainable development across the continent. Building on previous editions in Zimbabwe (2024) and Tanzania (2025), the Forum will convene public authorities, industry stakeholders, chefs, producers, and development partners to strengthen collaboration and promote the integration of local agrifood systems into the tourism value chain. Its objectives focus on enhancing Africa’s global competitiveness by leveraging its rich culinary heritage for tourism product diversification, destination branding, and community-based development, while aligning with the UN Tourism Agenda for Africa. The Forum will address key thematic areas such as cultural and creative industries, circular economy practices and food waste reduction, agritourism development, and women’s empowerment in agrifood systems, with the aim of defining concrete strategies and actionable pathways. Expected outcomes include the identification of best practices, strengthened regional and national policy frameworks, and the development of partnerships and initiatives that support resilient local economies, promote “Brand Africa,” and position gastronomy as a cornerstone of tourism innovation and sustainable growth on the continent.

V. Bilateral Relations, Regional and Sub-Regional Cooperation

17. In order to fulfil the goals of the UN Tourism Agenda for Africa – Tourism for Inclusive and take concrete steps towards the achievement of the strategic objectives for Africa’s tourism growth, the work of the Regional Department for Africa primarily focuses on the development of the bilateral relations with the Member States of the region which also entails the signature of agreements, letters of intent and memorandums of understanding on targeted priority areas.
18. Three key Cooperation Agreements are going to be officially signed on a bilateral basis in the context of the 69th UN Tourism Regional Commission for Africa (CAF) with a view to: a) fostering tourism investment attraction through the creation of a global matchmaking platform showcasing bankable tourism projects across the African continent and beyond; b) strengthening the capacities of tourism professionals in the field of data collection and analysis through the establishment of robust statistical systems for the formulation of data-driven decisions and solutions; c) promoting intangible cultural heritage assets and positioning gastronomy tourism as pivotal market segment to advance the competitiveness and attractiveness of African destinations:

- **Memorandum of Understanding between UN Tourism and the Ministry of Tourism of the Republic of Angola** for the development of the “UN Tourism Pass” Initiative
- **Cooperation Agreement between UN Tourism and the Ministry of Tourism the Republic of Zambia** for the implementation of the Tourism Statistics Project (in collaboration with World Bank Group)
- **Hosting Agreement between UN Tourism and the Ministry of Tourism and Cultural Affairs of the Republic of Sierra Leone** for the organization of the 3rd UN Tourism Regional Forum on Gastronomy Tourism for Africa, to be held in Freetown, 2-4 December 2026

19. Additionally, the Regional Department for Africa adopts a proactive approach in exploring new collaborations and cross-regional partnerships with development agencies, financial institutions, regional and international organizations to mobilize resources and thus be able to support Member States with capacity-building and technical assistance. Ongoing discussions are being undertaken with the following entities to frame cooperation, align strategic visions and common objectives, and foster synergies in a wide range of areas:

- **African Civil Aviation Commission (AFCAC) and African Airlines Association (AFRAA)**

In line with UN Tourism’s commitment to advancing air connectivity across Africa, the Regional Department for Africa has continued to strengthen its strategic collaboration with the **African Civil Aviation Commission (AFCAC)** and the **African Airlines Association (AFRAA)**, fostering a coordinated approach to aligning tourism and aviation priorities across the continent. This partnership has been instrumental in supporting the implementation of the **Single African Air Transport Market (SAATM)** and advocating for **harmonized travel facilitation policies**, including visa openness and seamless mobility frameworks, to unlock the full potential of both the air transport sector and Africa’s tourism industry. Through this collaboration, the three organizations are working to enhance intra-African and intercontinental connectivity, reduce barriers to travel, and promote integrated development in line with AfCFTA objectives.

A key milestone in this joint effort was UN Tourism’s participation in the **African Air Transport Convention & Expo 2026**, held in Lomé, Togo (15–19 June 2026), under the high patronage of H.E. Faure Essozimna Gnassingbé. During the event, UN Tourism actively contributed to high-level ministerial panels and strategic discussions focused on accelerating SAATM implementation, promoting sustainable and resilient tourism, reducing the cost of air transport, and strengthening route development aligned with regional value chains. The Organization also addressed pressing global health and economic challenges impacting the tourism sector. As a result, UN Tourism contributed directly to continental debates on seamless mobility, visa openness, and infrastructure financing, helping to bridge regional integration gaps. Its engagement further supported the formulation of the Ministerial Declaration on African Air Transport, which validated key recommendations on sustainable aviation, capacity building, and strengthened institutional alignment between Member States and regional development partners.

- **African Union Commission (AUC) - Economic Development, Tourism, Trade, Industry, Minerals (ETTIM)**

The collaboration between the African Union (AU) and UN Tourism has been further reinforced through structured institutional engagement, notably via the AU–UN College-to-College Meetings held virtually between January and April 2026. These

high-level exchanges provided a strategic platform to map and align the UN Tourism Agenda for Africa – Tourism for Inclusive Growth with the AU's Agenda 2063 Second Ten-Year Implementation Plan (STYIP), ensuring coherence between continental tourism priorities and broader development objectives. Through this process, UN Tourism presented a comprehensive alignment framework to the African Union Commission's Department of Economic Development, Trade, Tourism, Industry and Minerals (ETTIM), explicitly linking key initiatives such as the African Continental Free Trade Area (AfCFTA) to a strengthened regional investment agenda and the Single African Air Transport Market (SAATM) to enhanced travel connectivity. The meetings generated strong momentum for joint action, advancing priority initiatives including the deployment of Online Academy scholarships, the development of tourism curricula toolkits for high schools, and the preparation of safety-related white papers in collaboration with AUDA-NEPAD. This reinforced partnership lays a solid foundation for continued cooperation and strategic coordination, paving the way toward the 6th High-Level Strategic Dialogue between the African Union and the United Nations.

- **Communauté économique et monétaire de l'Afrique centrale (CEMAC)**

The collaboration between UN Tourism and the Central African Economic and Monetary Community (CEMAC) has advanced steadily under the existing cooperation agreement, with a strong focus on enhancing the quality, consistency, and competitiveness of the region's tourism sector. A key area of progress has been the preparation for the implementation of a harmonized hotel classification system across the six CEMAC Member States—Cameroon, Central African Republic, Chad, Republic of the Congo, Equatorial Guinea, and Gabon. This initiative aims to establish a single, unified legal and technical framework for hotel standards, thereby strengthening consumer protection, improving service quality, and fostering greater regional integration.

Significant milestones have already been achieved, including the completion of Phase I (Diagnostic Phase), which successfully identified institutional and technical gaps across all participating countries. The process has also secured strong technical and political buy-in from ministerial focal points and relevant authorities, creating favorable conditions for implementation. Currently, institutional and technical preparations are being finalized to support the operationalization of the scheme in close collaboration with national stakeholders. These efforts pave the way for Phase II, which will focus on the development and adoption of unified sub-regional hotel grading standards, with further updates to be provided to Member States as implementation progresses.

- **Common Market for Eastern and Southern Africa (COMESA)**

The Regional Department for Africa and COMESA regularly undertake consultative meetings and discussions with the purpose of identifying common areas of work so as to align their strategic visions and mandates with the ultimate goal of building meaningful partnerships for the benefit of Africa's tourism sector and the socio-economic advancement of the region. A draft Action Plan has already been developed, and a particular emphasis will be put on the formulation of a Regional Tourism Strategy for COMESA.

- **China International Development Cooperation Agency (CIDCA)**

The collaboration between UN Tourism and CIDCA is characterized by strong strategic alignment and a growing pipeline of joint initiatives. A formal cooperation framework is under development and negotiation, particularly in relation to flagship projects where CIDCA is expected to act as a major donor and implementation partner through a dedicated agreement. At the same time, the partnership is expanding beyond project

financing into capacity-building programmes, including proposed training initiatives for Africa to be delivered in China, although these remain at proposal stage pending CIDCA's selection and guidance on modalities.

- **Union Économique et Monétaire Ouest-Africaine (UEMOA)**

The collaboration between UN Tourism and the West African Economic and Monetary Union (UEMOA) continues to play a key role in advancing regional integration and strengthening the competitiveness of the tourism sector across West Africa. Through this partnership, both institutions are working to promote harmonized tourism policies, improved service standards, and enhanced investment frameworks in UEMOA Member States. Efforts have focused on supporting capacity-building initiatives, developing regional tourism strategies, and fostering sustainable and inclusive tourism development aligned with broader economic integration objectives. In particular, the cooperation contributes to facilitating intra-regional travel, improving the business environment for tourism enterprises, and reinforcing value chains linked to culture, hospitality, and creative industries. This strategic alignment not only supports the implementation of regional priorities but also enhances the visibility and positioning of UEMOA as a cohesive and competitive tourism destination within the African continent and globally.

As part of the draft Memorandum of Understanding aimed at formally renewing the collaboration between UN Tourism and UEMOA, both institutions reaffirm their commitment to strengthening the tourism sector across the Union. This renewed cooperation will focus on key strategic priorities, including (i) the establishment of Tourism Satellite Accounts in Member States, to enhance the measurement and analysis of the sector's economic impact, (ii) active participation in the development and operationalization of the UEMOA Tourism White Paper, contributing to the definition of a shared vision and strategic framework for sustainable and integrated tourism development, and (iii) the provision of technical support to mobilize international operators and investors to participate in the UEMOA International Tourism Fair, with the aim of increasing the region's attractiveness, stimulating investment flows, and fostering partnerships. This collaboration will ultimately contribute to strengthening regional integration, improving sector competitiveness, and positioning UEMOA as a key tourism destination.

Annex I: List of UN Tourism Regional Department for Africa's Events

- 2nd UN Tourism/ICAO Ministerial Conference on Tourism and Air Transport in Africa (22-24 July 2025, Luanda, **Angola**)
- Inauguration of the UN Tourism Thematic Office on Innovation for Africa (23 April 2026, Rabat, **Morocco**) and International Conference on Technological Innovation and Tourism Investment (23–24 April 2026, Marrakesh, **Morocco**)
- 23rd UN Tourism Meeting of the Committee on Tourism and Sustainability (CTS) (27–28 April 2026, Victoria Falls, **Zimbabwe**)
- 2nd UN Tourism Regional Congress on Women's Empowerment in Tourism in Africa (29 April – 1 May 2026, Victoria Falls, **Zimbabwe**)

Participation of the UN Tourism Regional Department for Africa in Events by Affiliates, Regional and International Partners:

- First World Music and Tourism Festival, in collaboration with UN Tourism (16–18 July 2025, Kinshasa, **Democratic Republic of the Congo**)
- South Africa Tourism Investment Summit (SATIS) (10 September 2025, Cape Town, **South Africa**) and G20 Tourism Ministers Meeting (12 September 2025, Skukuza, Mpumalanga Province, **South Africa**)
- 10th Edition of the Salon International du Tourisme et des Loisirs d'Abidjan (SITLA) (19-21 September 2025, Abidjan, **Côte d'Ivoire**)
- Capacity-Building Workshop on Tourism Product Development during the 15th Edition of the International Tourism and Hospitality Trade Fair of Ouagadougou (SITHO) (26–27 September 2025, Ouagadougou, **Burkina Faso**)
- E1 Race Weekend (4-5 October 2025, Lagos, **Nigeria**)
- Tourism Satellite Account (TSA) Validation Workshop and High-Level Policy Dialogue (29-30 October 2025, Sao Tomé, **Sao Tomé and Príncipe**)
- AIA – AirlinePros International Assembly (20-24 November 2025, Cape Town, **South Africa**)
- 4th Travel, Hospitality and Tourism Education Summit (THTES) in collaboration with UN Tourism (14-16 April 2026, Lusaka, **Zambia**)
- African Air Transport Convention & Expo 2026 (15-19 June 2026, Lomé, **Togo**)
- Global Tourism Forum – Angola Investment Summit in collaboration with UN Tourism, (17-19 June 2026, Luanda, **Angola**)
- African Air Transport Convention & Expo 2026 (15-19 June 2026, Lomé, **Togo**)

Annex II: List of new Affiliate Members from Africa

The following entities became UN Tourism Affiliate Members further to the 126th session (Toledo, Spain, 10-11 June 2026) of the UN Tourism Executive Council:

- Eko Tourism Foundation (**Nigeria**)
- Millat Holdings (**South Africa**)
- The Journey (**South Africa**)
- Visit Lagos (**Nigeria**)