

# 5<sup>th</sup> AFRICA TOURISM LEADERSHIP FORUM & AWARDS | 2022



GRAND PALM GABORONE INTERNATIONAL  
CONVENTION CENTRE, BOTSWANA  
**24-26 OCTOBER**



In collaboration with













**H.E Dr. Mokgweetsi E. K. Masisi**  
**President of the Republic of Botswana**

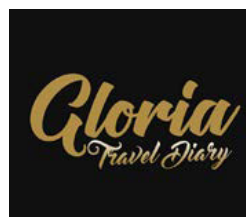




## SUPPORTING AND KNOWLEDGE PARTNERS



## MEDIA PARTNERS



# MESSAGE FROM HON. PHILDA NANI KERENG

## MINISTER OF ENVIRONMENT & TOURISM, BOTSWANA

Ladies and Gentlemen Dumelang,

It is with great pleasure to welcome you all to the 5th edition of the Africa Tourism Leadership Forum. This is an event where policy-makers, the business community and experts are convening both physically or virtually from around the world to dialogue, do business, share knowledge, and advocate Africa tourism recovery development and intra Africa Travel. For us as a country it is a privilege to host over 300 delegates and astute speakers that play a critical role in the market recovery.

Covid19 pandemic impacted all sectors of the economy, particularly the tourism industry. We therefore recognize the importance of building strong working partnerships to support businesses, economies, and communities towards full recovery. Our President, His Excellency Dr. Mokgweetsi Eric Keabetswe Masisi has set priorities to advance strategic intent of creating stakeholder value, priorities that are people centric in light of the health and economic setbacks caused by the corona virus.

Our vehicle to transformation therefore is through our revised Tourism Policy which aspires for a diversified tourism sector, value chain development, citizen empowerment and promotion of Meeting Incentives Conference Exhibitions (MICE). In this respect, this conference is aligned to our policy with potential growth opportunities in our sector.

Doing business globally has transformed demanding that we utilize digitalization to respond to fast changing consumer needs. We are therefore challenged as Africa to align to changing trends for effective ease of doing business and reposition Africa as the continent for the global travel market and investment opportunities.

As Africa our continent is well endowed with natural resources that define her beauty. These are resources that have remained pristine due to sound conservation policies and as well as adopting strategies that will lessen the effects of climate change in order to maintain its aesthetic value. We should therefore guard our resources more intently, so we leave a legacy for future generations.

I wish to express our gratitude to Africa Tourism Partners who pioneered this great initiative and our sponsors and supporting partners most importantly the United Nations World Tourism Organisation for working hard and ensuring the success of this event, and equally leading a flagship tourism event on the continent over the past four years; we appreciate your support and working relationship that has allowed ATLF & Awards to grow from strength to strength.

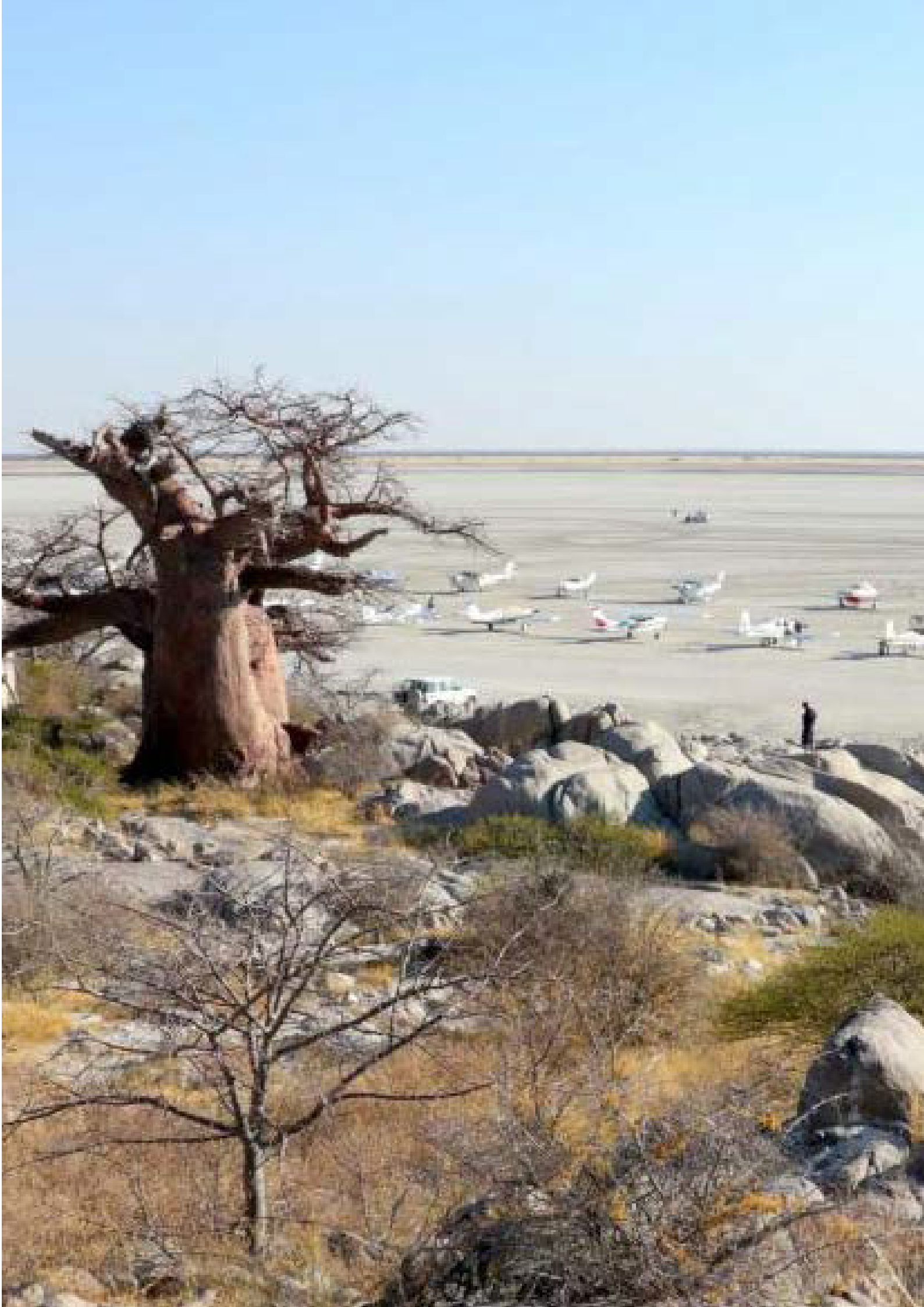
We congratulate all short listed nominees for the Africa Tourism Leadership Awards 2022. You are all winners in diverse ways. Well done for making it to the top 3 in your respective categories and being a special game-changer in our sector. We welcome you to enjoy unsurpassed hospitality in one of Africa's finest destinations. Take time to experience this city and what it offers.

We wish you all a very fruitful ATLF 2022 & Awards. Enjoy Gaborone! We look forward to meeting you again in 2023.

We are safe and ready to host you!

**Hon. Philda Nani Kereng**, Minister of Environment & Tourism, Botswana





**HE. AMB. ZURAB POLOLIKASHVILI**  
Secretary General UNWTO, Spain







# MESSAGE FROM ELCIA GRANDCOURT

## DIRECTOR UNWTO, AFRICA DEPARTMENT

“Tourism is a key sector that is being mainstreamed and contributing to many economies on the continent. Its recovery and growth are informed by decisions made by policy makers and the key stakeholders in the industry. Designing and implementing sound and sustainable policies reflect on the leadership’s willingness and commitment to speedy recovery and tourism growth. However, more efforts, commitments advocacy are needed to strongly promote Intra-Africa travel through the AfCFTA initiative”.



Tourism is an important economic driver and it is imperative for countries to maximise on the economic benefits derived from tourism by making more efforts to increase linkages and reduce leakages in the tourism sector. This can be achieved through economic transformation, inclusive growth, and competitiveness across the tourism value chain.

Against this background, our work, as a collective, must focus on digitalization, investment, education and Inclusive Growth with a focus on youth and women empowerment.

These should form part of our core priorities for the advancement and progress of the sector within the continent. In this way, we can enhance the attractiveness and the vitality of the sector by celebrating the values of our territory and preserving both tangible and intangible heritage.

ATLF & Awards 2022 offers us an ideal platform which is contributing immensely towards that transformation.

I wish you all a fruitful and a successful 5th ATLF & Awards.

**Ms. Elcia Grandcourt**

Director, UNWTO Regional Department for Africa









# MESSAGE FROM TSHOGANETSO CARL- PONOESELE

## ACTING CEO – BOTSWANA TOURISM

We are excited as destination Botswana to host the 5th Africa Tourism Leadership Forum and Awards 2022, and celebrate the astounding number of visitors now arriving into our continent to witness and experience the beauty of Africa through Botswana.

The Okavango Delta, our pride and joy, is one of Africa's most sought-after destinations for viewing wildlife. The delta itself is the largest intact eco system in Southern Africa and supports a tremendous amount of biodiversity over an expansive area. With conservation being at the heart of our Nation, coupled with some of the world's most beautiful lodges and camps, the delta is a must visit for the intrepid traveler. One must not miss out the tranquil game viewing by mokoro (dugout canoe) or a hop on a helicopter to get a bird's eye view of the meanders or simply indulging your senses with the Lions calling from your tent deck at sunset.

The destination also prides with The Chobe River and its astonishing wildlife. The Chobe is home to the highest density of Elephants left on Earth. With a safari to see our great rivers of the north and in stark contrast of the dry Kalahari to the south and the Tuli to the East, Botswana is a diverse untamed wilderness beckoning you to explore.

Ladies and gentlemen, it thus gives me great pleasure to welcome you to our very first Africa Tourism Leadership Forum and Awards 2022 which I am confident will give you in-depth insight on growing Africa tourism.

***Welcome to our beautiful Botswana. Enjoy the song the dance the culture and the rich heritage!***

**Tshoganetso Carl-Ponoesele**  
Acting CEO - Botswana Tourism





## MESSAGE FROM AFRICA TOURISM PARTNERS

There has been a gradual recovery of the global tourism industry since the beginning of 2022. The UNWTO reported that the total number of foreign visitor arrivals was estimated at 117 million between Jan-Mar 2022 as compared to 41 million foreign arrivals during the same period in 2021. However global tourism remains 61% below 2019 levels and Africa is not an exception to this. As a result, Africa registered growth of 51% in early 2022 compared to 2021.

In July 2020, the African Union estimated that Africa lost nearly \$55 billion in travel and tourism revenues and two million jobs in only the first three months of the pandemic. The International Monetary Fund on the other hand predicted that real GDP among African countries dependent on tourism shrunk by 12 percent in 2020. A combination of Covid-19 and the spillover effects from the Russia-Ukraine conflict with related sanctions on Russia may cause a larger decline in Africa's tourism arrivals and receipts. It is against this background, that the 5<sup>th</sup> ATLF & Awards is focused on *Igniting Intra-Africa tourism through inclusive intra-Africa trade, partnerships and Investments*.

As a gathering of industry thought leaders, this year's Forum is focused on to advancing the call of the sector to be intentional about practicalise measures and initiatives that will strengthen and accelerative intra-Africa travel and tourism development through trade, partnerships and investments. I am pleased indicate that ATP is committed to working with host Botswana and the rest of the continent as well as partners such as the UNWTO, BDO, ICCA and others to champion this course.

We also take this opportunity to celebrate Ghana Tourism Authority, Kwazulu-Natal Durban Convention Bureau, Rwanda Development Board, Mastercard Foundation and all other partners who have contributed to shaping the Forum to become the leading Pan-African public-private sector gathering over the last since inception 5 years ago.

It our believe that, ATP will continue to collaborate and work across the African tourism ecosystem to strengthen Brand Africa's Competitiveness with futuristic mindset. We therefore invite and welcome all stakeholders to work with to actualize the goal.

I thank you.

**Kwakye Donkor**

Chief Executive

Africa Tourism Partners





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**For a clear perspective, contact:**

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# 1. ABOUT THE EVENT

## OVERVIEW & BACKGROUND

Africa Tourism Partners in collaboration with the UNWTO, BDO and the Government of the Republic of Botswana through the Botswana Tourism Organisation (BTO) will host the 5<sup>th</sup> edition of the Africa Tourism Leadership Forum (ATLF) and Awards ([www.tourismleadershipforum.africa](http://www.tourismleadershipforum.africa)).

**The Africa Tourism Leadership Forum (ATLF)** is a Pan-African dialogue platform. It brings together key stakeholders of Africa's travel, tourism, hospitality and aviation sectors to network, share insights, and devise strategies for intra-Africa travel and tourism growth across the continent, whilst enhancing the brand equity of **"Destination Africa"**.

It is also the only Forum of its kind in Africa that highlights tourism as a major economic pillar to diversify African economies. The Forum is convened by Africa Tourism Partners and BDO South Africa.

This 5<sup>th</sup> Pan-African dialogue platform brings together key tourism public and private sector leadership and other stakeholders from across Africa and the rest of the world to share insights, devise strategies for intra-Africa tourism growth. The Forum is planned to host a gathering of over 400 Africa Travel and Tourism industry stakeholders. Themed, *"Igniting Intra-Africa tourism through inclusive intra-Africa trade, partnerships and Investments"*, ATLF 2022 will provide a myriad of learning and discussion platforms, across intra-Africa travel, tourism investment, MICE (Meetings, Incentives, Conferences and Events), Travel Tech, Digital Marketing and more. These will be led by renowned global experts, Ministers, CEOs, Business Executives, Policy-Makers, Entrepreneurs, Academics, Researchers, Practitioners and DMCs.

As a result the event will offer a unique platform for African tourism stakeholders to engage, connect and do business in continental tourism market place. More so, participants could leverage the Forum to educate continental and non-African travel consumers about their respective Tourism's value proposition, including its products and experiences.



## 2. THE STRATEGIC INTENT

### VISION

To provide a permanent platform for innovative leadership dialogue to drive sustainable growth in Africa's tourism economy.

### MISSION

Promote sustainable growth in Africa and intra-Africa travel through innovative leadership, dialogue and collaboration.

### THE RATIONALE

- To provide a Pan-African event, ATLF and awards is used by 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.
- It 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.
- ATLF is the only single voice, unified and advocacy platform for Africa's tourism leaders to put a spotlight on its tourism economy.

## 3. TARGET AUDIENCE

Over 400 delegates from over 40 countries are expected to attend the 5<sup>th</sup> AFLF & Awards over 3 days and with over 1500 online delegates. These will include UNWTO Executives, ICCA Executives, CEO of over 15 tourism boards and convention bureaux in Africa and CEO of over 30 Africa tourism associations. Among these are:

### WHO IS ATTENDING?

Ministers | **Policy-Makers** | Directors General | **Directors of Tourism** | Tourism Departments | **Development Agencies** | Principal and Permanent Secretaries | **Property and Tourism Product Development Directors** | Developers | **Entrepreneurs** | Private Enterprises | **Representatives of Technology Companies** | Financial Institutions | **Hotel Investors** | Hotel General Managers | **Destination Planners** | Tour Operators | **Airline and Airport Companies** | Representatives of Travel Organisations | **Foreign Mission Representatives** | Captains of Industry | **CEO's of Airlines and Airports** | CEO's of Aviation Companies | **CEO's of Hotel Groups** | CEOs of Convention Bureaux | **CEO's of NGO's** | CEO's of Related Public and Private Enterprises | **CEO's of Tourism Authorities** | Chief Information Officers | **Chief Marketing Officers** | Representatives from academic institutions | **Researchers** | Industry Experts | **Consultants** | Students | **Executives of Travel Tech Companies** | SMEs | **Youth in Tourism** | Students and Community Based Tourism Organisations.





## 4. THE BENEFITS

### WHY ATTEND?

1

#### **DIGITALISATION AND TECHNOLOGICAL INNOVATIONS INSIGHTS**



Travel and how the sector operates has changed. Efficiencies and new technologies, such as touchless innovations, are going to stay and the use of digital technologies will be accelerated in response to higher traveller demand. However, the tourism sector in Africa remains under resourced in travel tech, innovation and digitalisation. Noting that the pandemic has accelerate tourism digitalisation and innovation, ATLF 2022 will provide opportunities for learning and application for the Africa Tourism Sector for Ministries, NTOs, Private Sector, MICE (Meetings, Incentives, Conferences and Exhibition), Accommodation Facilities, Travel Trade and Hospitality stakeholders.

2

#### **INTRA-AFRICA NETWORKING, MARKET ACCESS AND BUSINESS & INVESTMENT OPPORTUNITIES**



The pandemic has highlighted the significance of intra-Africa travel and domestic travel and the need to unblock bottlenecks around these. ATLF 2022 will unpack how Public- private collaboration be bolstered to ensure domestic and intra-Africa become strategic priority of African countries for creating jobs and driving GDP.

The Forum will share further insights on how tourism policies, programmes and initiatives can be recalibrated recovery and long-term growth, emphasising the need for bold continental leadership to meet those changing expectations, including a focus on sustainability.

3

#### **LEARN ABOUT AFRICA TOURISM INVESTMENT LANDSCAPE, SOURCES AND OPPORTUNITIES**



In prioritising financial support for the future, sustainability is a key theme. This can be achieved if Governments prioritise infrastructure, technology, and workforce support as critical for tourism investment. Therefore, the Forum will highlight measures that can be executed to provide general support for retaining and attracting investments in a sustainable manner and long-term success.

4

#### **AN OPPORTUNITY TO CONNECT AND RECHARGE FOR BUSINESS RECOVERY**



The Forum will provide opportunity for stakeholders and partners as well as buyers and sellers to connect and recharge accelerate tourism business recovers through business-to-business engagements.



5

**UNDERSTAND HOW TO RE-INVEST WITH PURPOSE**

As travel recovers, more travellers and investors are looking to rebuild the sector more sustainably and inclusively. There is higher demand for “purpose driven and sustainable travel. The Forum will show how investment can re-invest purposed and become part of change-makers who are redefining intra-Africa and global travel in a Changing World.



6

**GAIN BRAND EXPOSURE THROUGH SADC TOURISM MARKET PLACE PROGRAMME**

The forum will provide opportunities for desk-top exhibitions and brand exposure targeted at African tourism stakeholders, entrepreneurs, national tourism organisations partners and delegates to grow and expand their business



7

**ACTION – LEARNING AND LEADING THROUGH ACTION**

- Women & Youth empowerment – Provide access to decent employment and viable small enterprise support and opportunities.
- Education – Strengthening the quality of travel and tourism education through capacity building, skills development and mentorship for all.
- Leadership development – Provide access to mentorship, coaching and Thought Leadership Development
- Social cohesion & peer-to-peer learning.



8

**INSIGHTS INTO NEW INDUSTRY TRENDS ON THE BLOCK**

- Advocacy and training for Sustainability
- Conservation & Preservation of Arts, Culture & Heritage.
- Leveraging innovative initiatives to drive tourism growth in targeted local community/ies in the destination







# PROGRAMME



## DIRECTOR OF CEREMONIES - TUMISANG MOTHEI

TIME	DAY 1: MONDAY, 24 OCTOBER 2022	FACULTY
09h00 - 09h05	Message from ATP - Introduction	<b>Kwakye Donkor</b> - Chief Executive, Africa Tourism Partners, South Africa
09h05 - 09h10	Welcome Message	<b>Winsey Ramaphoi</b> - Interim Board Chairperson Botswana Tourism Organisation
<b>ROOM 1</b>	<b>PRIVATE SECTOR &amp; NTOs ROUNDTABLE - CLOSED SESSION</b>  <b>Theme:</b> Uniting for common Intra-Africa Travel shared vision and acceleration  <b>Moderators:</b> Kwakye Donkor, Chief Executive, Africa Tourism Partners & Christelle Grohmann - Director, BDO, South Africa	
09h10 – 09h15	<b>Private Sector Roundtable Session</b>  <b>Topic:</b> Establishing an action-orientated & functional Pan-African Private Sector Collaborative Body for the advocacy and promotion of intra-Africa travel	<b>Welcome Message:</b> <b>Gobusamang Keebine</b> President of Business Botswana
<b>Invited Guest Only:</b> AfCTA / African Private Sector bodies & associations / NEPAD / Researchers, academics / Tourism consulting & business advisory firms SADC Secretariat / Ecowas Secretariat / EAC/EATP Secretariat / SADC Private Sector Forum/ Tourism Business Councils/ Airline Associations / Hospitality Associations / Travel Agency Associations		
<b>SESSION 1</b>  09h15 – 09h30	<b>GUEST OF HONOUR</b>  Investment, Innovation & Digital  Making Africa's Continental Free Trade Area (AfCFTA) work for African tourism public and private sector stakeholders.	<b>Emily Mburu-Ndoria</b> Director, Directorate of Trade in Services, Investment, IPR and Digital Trade, AfCFTA Secretariat, Ghana
<b>SESSION 2</b>  09h30 – 09h45	<b>TOURISM INVESTMENT FINANCE PERSPECTIVE</b>  Making Intra-Africa travel initiatives a reality through critical tourism infrastructure	<b>Moseketsi Mpeta</b> Head of Tourism & Manufacturing, Industrial Development Corporation, South Africa
<b>SESSION 3</b>  09h45 – 10h00	<b>EXPERT'S INSIGHTS</b>  An action-orientated & functional Pan-African Private Sector Alliance – A catalyst for accelerating intra-Africa travel & build resilience	<b>Dr Geoffrey Manyara</b> Economic Affairs Officer for Tourism, United Nations Economic Commission for Africa, Rwanda
<b>SESSION 4</b>  10h00 - 10h15	<b>EXPERT PRESENTATION</b>  Insights into the work and projects of East Africa Tourism Platform	<b>Fred Odek</b> Chairperson, East Africa Tourism Platform, Kenya
<b>SESSION 5</b>  10h15 – 10h30	<b>SADC BUSINESS COUNCIL'S CASE STUDY</b>  Influencing high-level policymaking to markets access, tourism infrastructure and socio-economic development through a Pan-African collaborative body  Lessons from SADC Business Council	<b>Lee Zama</b> CEO, Directives Tourism Advisory & SADC Tourism Unit





TIME	DAY 1: MONDAY, 24 OCTOBER 2022	FACULTY
<b>SESSION 6</b> 10h30 - 10h45	Collaborative approach to regional tourism development and marketing – The case of Vanilla Islands	<b>Pascal Viroleau</b> CEO, Vanilla Islands, Reunion Islands
<b>SESSION 7</b> 10h45 – 11h15	<b>OPEN FORUM</b>  Establishing Pan-African Private Sector Apex Forum/Body – Implementation Roadmap & Timelines	<b>All</b>  <b>Moderator: Givemore Chidzidzi</b> , COO, Zimbabwe Tourism Authority
<b>11h15 – 11h30</b>	<b>REFRESHMENT BREAK &amp; NETWORKING</b>	<b>All</b>
<b>SESSION 8</b> 11h30 – 13h00	<b>OPEN FORUM</b>  Open Forum: Implementation Roadmap & Timelines	<b>All</b>  <b>Moderator: Kwakye Donkor</b> Chief Executive, Africa Tourism Partners & <b>Christelle Grohmann</b> - Director, BDO, South Africa
<b>13h00 - 14h00</b>	<b>NETWORKING LUNCH</b>	<b>All</b>
<b>SESSION 9</b> 14h00 – 15h30	Regional Block Group Discussions & Presentations  East/West/Southern/North Africa Tourism Bodies & NTOs	<b>Moderator: Desire Loumou</b> Senior Trade Advisor, AfCFTA, Ghana
<b>SESSION 10</b> 15h30 – 16h00	<b>KEY OUTCOMES AND THE WAY FORWARD</b>	<b>Lee-Anne Bac</b> Director, BDO, South Africa
<b>ROOM 2</b>	<b>AFRICA MICE AND TOURISM DIGITALISATION MASTERCLASSES</b>	
<b>SESSION 1</b> 09H05 - 10h00	<b><i>MICE Masterclass I</i></b>  Unpacking and gaining insights into MICE business and career development pathways for SME Tourism businesses in Africa	<b>Dr. Rob Davidson</b> Managing Director, MICE Knowledge UK  <b>Didier Scallet</b> CEO - Site and the SITE Foundation, Belgium
<b>SESSION 2A</b> 10h00 - 10h40	<b><i>MICE Masterclass II</i></b>  Understanding how to tap into business opportunities in Association Meetings - A strategic approach to augmenting revenue streams across travel, tourism, and hospitality businesses	<b>Esmare Steinhofel</b> Director, ICCA Africa  <b>Moderator: Dr Linda Pereira</b> CEO, CPL Events, Portugal & UK
<b>Session 2A</b> <b>10h40 – 11h00</b>	Unpacking SADC 2030 Programme – An opportunity for strengthening SADC Intra-Africa Travel	<b>Gove Domingos</b> Director of Food Agriculture and Natural Resources, SADC Secretariat, Botswana
<b>11h15 - 11h30</b>	<b>REFRESHMENT BREAK &amp; NETWORKING</b>	



TIME	DAY 1: MONDAY, 24 OCTOBER 2022	FACULTY
<b>SESSION 3</b>  11h30 – 12h20	<b><i>Tourism Digitalisation Masterclass I</i></b>  Optimizing digital and travel technologies for impactful business results – Travel, Tourism and Hospitality Perspective	<b>Linda Balme</b> Commercial Manager, Travelstart, South Africa  <b>John Friel</b> Country Manager, Travelstart, South Africa  <b>Moderator: Keitumetse Setlang,</b> Executive Manager - Marketing, Botswana Tourism Organisation
<b>SESSION 4</b>  12h20 – 13h00	<b><i>Fire Chats: Inspiring a Paradigm Shift from traditional to digitalisation</i></b>  Re-aligning the strategic priorities of Destination Management Organisations (DMOs) to changing Africa tourism sector dynamics	<b>Graeme Watson</b> Founder and Director, Kusa Africa Travel Services (Pty) Ltd, UK  <b>Jeanette Moloto</b> Director Global Sales South Africa, Sub-Saharan Africa & West Africa, Marriott International  <b>Didier Scaillet</b> CEO - Site and the SITE Foundation, Belgium  <b>Moderator: Bonita Mutoni</b> Founder and CEO of Uber Luxe Safaris – Rwanda
<b>13h00 - 14h00</b>	<b>NETWORKING LUNCH</b>	
<b>SESSION 5</b>  14h00 - 14h30	<b><i>Professional conversations on Entrepreneurship Unplugged</i></b>  Unlocking tangible value for business success and viability with a futuristic mindset - Africa Tourism SMEs & Entrepreneurs' Perspective	<b>York Zucchi</b> Chairperson Centre for Unconventional Entrepreneurship, Switzerland
<b>SESSION 6</b>  14h30- 16h00	<b><i>The African Tourism Market Place</i></b>  One-on-One Business to Business engagements, conversations, and networking session for exploring & connecting Intra-Africa tourism opportunities	African Private Sector, Travel Trade, Travel Technology, Digital Marketers, Accommodation & Hospitality Investors and Operations, Business Botswana & Africa Tourism Stakeholders
<b>SESSION 7</b>  16h00 - 16h15	Key outcomes and synthesis of the day	<b>Miller Matola</b> CEO, Millvest, South Africa
16h15 -16h20	Vote of Thanks	<b>Africa Tourism Leadership Forum Partner</b>
<b>17h00 – 20h00</b>	<b>MARRIOTT INTERNATIONAL &amp; ATP COCKTAIL - BY INVITATION ONLY</b>	





**DAY 2 - TUESDAY, 25 OCTOBER: OFFICIAL OPENING PROGRAMME-MORNING SESSION**

TIME	TOPICS	PROVISIONAL FACULTY OF SPEAKERS
08h00 – 08h50	Registration and networking session	
09h00 – 09h05	Introduction	Programme Director
09h05 - 09h20	Welcome Remarks	<b>Hon. Philda Nani Kereng</b> Minister of Environment & Tourism
09h20 -09h30	Message by the UNWTO Secretary General	<b>H.E. Zurab Pololikashvili</b> Secretary General, UNWTO, Spain
09h30 – 09h45	Keynote Address	<b>H.E Dr. Mokgweetsi E. K. Masisi</b> President of the Republic of Botswana
09h45 - 09h50	Vote of thanks	<b>Kwakye Donkor</b> Chief Executive, Africa Tourism Partners, South Africa

**AFRICA'S TRAVEL, TOURISM AND AVIATION CEOS & EXECUTIVES FORUM**

<b>SESSION 1</b>	<b>PROFESSIONAL INSIGHTS</b>	<b>Natalia Bayona</b> Director, Innovation, Education and Investments, UNWTO, Spain
09h50 – 10h50	The role of digitalisation and technological innovation in driving domestic and regional tourist arrivals and revenues in Africa	<b>Linda Balme</b> Commercial Manager, Travelstart, South Africa  <b>Francis Doku</b> General Manager, TV3 & 3FM, Ghana  <b>Scott Blount</b> Co-founder, ClipTrip, South Africa  <b>Moderator: Sebulon Chicalu</b> Director Tourism & Gaming, Ministry of Environment, Forestry & Tourism, Namibia
<b>SESSION 2</b>	<b><i>Marketing the Imagination</i></b>	<b>Adonijah Ndege</b> Online Editor, Business Daily, Kenya
10h50 – 11h50	Augmenting Africa's tourism marketing by leveraging metaverse in hospitality, travel, and real estate – an under exploited opportunity	<b>Professor Dimitrios Buhalis</b> Bournemouth University, Business School, UK  <b>Hando Sinisalu</b> Founder, Best Marketing & Marketing Parrot, Estonia  <b>Nkululeko Nkosi</b> COO & Co-founder, Saturated & eTela, South Africa  <b>Didier Scaillet</b> CEO - Site and the SITE Foundation, Belgium
<b>11h50 - 12h00</b>	<b>REFRESHMENT BREAK – “GRAB &amp; GO”</b>	



TIME	TOPICS	PROVISIONAL FACULTY OF SPEAKERS
<b>SESSION 3</b>  12h00 – 12h20	<b><i>Thought Leadership Insights</i></b>  Strengthening Brand Africa's Competitiveness through futuristic approach to bidding & hosting Association Meetings - ICCA's perspective	<b>Senthil Gopinath</b> CEO, ICCA, Netherlands
<b>SESSION 4</b>  12h20 -13h15	<b><i>The MICE Think Tank Session</i></b>  The new MICE era - Lessons from around world on building a resilient MICE/ Business Events destinations in Africa	<b>Dr. Rob Davidson</b> Managing Director, MICE, Knowledge, UK  <b>Bongiwe Nzeku</b> Head of Business Development & Support, National Convention Bureau, South African Tourism.  <b>Gorata Gabaraane</b> CEO, Fairgrounds Holdings, Botswana  <b>Luc Bodea</b> Director, ICASA & Society for AIDS In Africa (SAA), Permanent Secretariat, Ghana  <b>Prof. Nellie Swart (CMP)</b> Associate Professor: Tourism Management, University of South Africa  <b>Moderator: Dr Linda Pereira</b> CEO, CPL Events, Portugal
<b>13h15 –14h00</b>	<b>NETWORKING LUNCH &amp; PARTNERS VISUAL INSERT</b>	<b>ALL</b>
<b>SESSION 5</b>  14h00 – 14h10	<b><i>Future Focus &amp; Global Readiness Insights</i></b>  World Travel & Tourism Council (WTTC) City State of Readiness for Tourism Growth	<b>Nejc Jus</b> Head Of Research, World Travel & Tourism Council, UK
<b>SESSION 6</b>  14h15 –14h50	<b><i>Hard Talk: Future Focus &amp; Global Readiness Insights</i></b>  State of Readiness of African States for Tourism Growth - experience and products' perspective	<b>Christelle Grohmann</b> Director, BDO, South Africa  <b>Wayne Godwin</b> Head of East Africa & Indian Ocean, JLL & SVP, JLL's Hotels & Hospitality Group, Kenya  <b>Moderator - Kwakye Donkor</b> Chief Executive, Africa Tourism Partners, South Africa
<b>SESSION 7</b>  14h50 – 15h10	<b><i>In conversation with ForwardKeys - African Connectivity Insights and Trends</i></b>  The State of Play of Intra-Africa Connectivity – An opportunity for accelerating Intra-Africa travel	<b>Katrina Dawson</b> Vice President Business Development, Destinations, ForwardKeys, UK  <b>Shingai George</b> Insights Experts & Market Data Analyst, ForwardKeys, Spain





TIME	TOPICS	PROVISIONAL FACULTY OF SPEAKERS
<b>SESSION 8</b>  15h10– 16h00	<b><i>Hard Talk - Intra-Africa Travel &amp; Tourism Revolution</i></b>  Revolutionizing intra-Africa travel through a purposeful Pan-African apex private sector body: An absolute prerequisite for improving connectivity in Africa	<b>Winnie Muchanyuka</b> CEO, Zimbabwe Tourism Authority  <b>Linda Mutesi</b> Tourism Promotion Division Manager - Rwanda Development Board (RDB)  <b>Monika Iuel</b> Chief Destination Marketing Officer, Wesgro, South Africa  <b>Dr. Bao Mosinyi</b> CEO, Civil Aviation Authority of Botswana  <b>Moderator: Lee-Anne Bac</b> Director, BDO, South Africa
<b>SESSION 9</b>  16h00 – 17h00	<b><i>An African case study for economic inclusivity</i></b>  <b>Acting with shared purpose</b> - A fresh take on mainstreaming youth and women inclusivity	<b>Hon. Heather Sibungu</b> Deputy Minister of Environment, Forestry and Tourism, Namibia  <b>Yasmine H. Fofana</b> Culinary Content Creator, Cote d'Ivoire  <b>Malebogo Modise</b> Founder and Director - MOb Brands, Botswana  <b>Bokani Mathape</b> Founder & President, Women in Tourism, Botswana  <b>Ungwang Makuluba</b> Commercial Pilot, Moremi Air-Botswana  <b>Moderator: Mindi Kasiga</b> Director of Communications, Ministry of Foreign Affairs and East African Cooperation, Tanzania
17h00–17h10	Synthesis and end of day	<b>Miller Matola</b> CEO, Millvest, South Africa

#### DIRECTOR OF CEREMONIES - BRANDO KEABILWE

17h10 – 20h00	BOTSWANA CULTURAL NIGHT - BOTSWANA CRAFT	
	<b><i>Introduction</i></b>	<b><i>Programme Director</i></b>
19h40	Welcome Remarks	<b>Austin Abraham</b> His Worship the City Mayor, Gaborone, Botswana
20h00	Keynote Message	<b>Hon. Tumiso Rakgare</b> Ministry of Youth, Gender, Sports & Culture, Botswana



DAY 3 - WEDNESDAY, 26 OCTOBER 2022: AFRICA TOURISM LEADERSHIP FORUM

TIME	TOPICS	PROVISIONAL FACULTY OF SPEAKERS
09h00 – 09h05	Introduction	<b>Kwakye Donkor</b> Chief Executive, Africa Tourism Partners
09h05 – 09h10	<b>Welcome Message and introductions</b>	<b>Tshoganetso Carl - Ponoesele</b> Acting CEO, Botswana Tourism Organization
09h10 - 09h15	<b>Keynote Message 1</b> – Tourism as a key priority sector for Botswana; Leisure, MICE & an Investment Perspective	<b>Hon. Philda Nani Kereng</b> Minister of Environment & Tourism Botswana
09h15 - 09h25	<b>Keynote Message 2</b> - Implementing measures to curtail tourism leakages in African Tourism Economies	<b>Elcia Grandcourt</b> Director, Africa Department, UNWTO, Spain
09h20 - 09h30	<b>Guest of Honor</b> - SADC 2030 Tourism Programme	<b>H.E. Elias Mpedi Magosi</b> Executive Secretary - SADC Secretariat
<b>SESSION 1</b> 09h30 - 10h30	<b>Ministerial &amp; Executives Dialogue</b>  The Policy and Thought-Leadership imperative of AfCFTA  Capitalising on AfCFTA opportunities to multiply the value of Intra-Africa travel	<b>Hon. Philda Nani Kereng</b> Minister of Environment & Tourism Botswana  <b>Hon. Nqobizitha Mangaliso Ndlovu</b> Minister of Environment, Climate Change, Tourism and Hospitality Industry, Zimbabwe  <b>Hon. Eldevina Materula</b> Minister of Culture and Tourism, Mozambique  <b>Hon. Dr. Ibrahim Awal</b> Minister of Tourism, Arts & Culture, Ghana  <b>Desire Loumou</b> Senior Trade Advisor, AfCFTA, Ghana  <b>Moderator: Elcia Grandcourt</b> Director, UNWTO, Spain





TIME	TOPICS	PROVISIONAL FACULTY OF SPEAKERS
<b>SESSION 2</b> 10h30 – 11h30	<b><i>Ministerial &amp; Executives Hard Talk</i></b>  Ensuring Affordable Regional Air Connectivity – Advocating for African countries to unblock open skies bottlenecks.	<b>Hon. Eric Molale</b> Minister of Transport and Public Works, Botswana  <b>Roger Foster</b> CEO, Airlink, South Africa  <b>Hon. Fish Amos Mahlalela</b> Deputy Minister of Tourism, South Africa  <b>Sandile Chipunza Cato</b> Manager External Affairs and Sustainability, AME, IATA  <b>Hon. Mary Francis Masanja,</b> Deputy Minister, Ministry of Natural Resources and Tourism, Tanzania  <b>Moderator: Aaron Munetsi</b> CEO, Airline Association of Southern Africa
11h30 – 11h45	<b>REFRESHMENT BREAK &amp; NETWORKING SESSION &amp; DESTINATION BOTSWANA SHOWCASE &amp; PARTNERS' VISUAL INSERTS</b>	
<b>SESSION 3</b> 11h45- 12h00	<b>TED TALK</b> - Multiplying the value of Small Enterprises in the Tourism value chain and impact in local economies	<b>Tshifhiwa Tshivhengwa</b> Chief Executive Officer, Tourism Business Council of South Africa
<b>SESSION 4</b> 12h00– 13h15	<b><i>Expert Advisory Panel</i></b>  Exploring and connecting to Africa's Tourism investors for new capital, funding, and finance solutions from guest houses, lodges to branded hotels and “stay-put” resorts	<b>Moseketsi Mpeta</b> Head, Tourism and Services, Industrial Development Corporation, South Africa  <b>Safiyya Akoojee</b> Director Thomson Wilks Inc. Dubai  <b>Tshifhiwa Tshivhengwa</b> Chief Executive Officer, Tourism Business Council of South Africa  <b>Moshie Ratsebe</b> Director, Investment Promotion, BITC  <b>Mokwena Morulane</b> Managing Director & Executive Director - Cresta Marakanelo Ltd. Company, Botswana  <b>Moderator: Lee-Anne Bac</b> Director, BDO, South Africa
<b>SESSION 5</b> 13h15– 13h30	Key outcomes and synthesis of the day	<b>Miller Matola</b> CEO, Millvest & Director, South Africa
13h30 – 14h30	<b>NETWORKING LUNCH</b>	
15h00 – 18h00	Gaborone City Tour	



TIME	TOPICS	PROVISIONAL FACULTY OF SPEAKERS
19h00 – 22h00	<b>AFRICA TOURISM LEADERSHIP AWARDS</b>	
19h00 - 19h05	WELCOME & INTRODUCTION	PROGAMME DIRECTOR
19h05 -19h10	<b><i>Introductory Remarks</i></b>	<b>Kwakye Donkor</b> Chief Executive, Africa Tourism Partners, South Africa
19h10 – 19h15	<b><i>Message from HATAB</i></b>	<b>Lily Rakorong</b> CEO, HATAB, Botswana
19h15 -19h30	<b><i>Keynote Message</i></b>	<b>Hon. Philda Nani Kereng</b> Minister of Environment & Tourism Botswana
19h30 -20h30	<b><i>Africa Youth in Tourism Innovative Challenge 2022</i></b>  Announcement of Winner and Runners-Up	<b><i>Judges &amp; Mentors</i></b>  <b>Barry Clemens</b> Group Chief Executive Officer Hospitality EQ, Kenya,  <b>Akwasi Obeng-Adjei</b> Director: Investment Cluster and Insurance (Rest of Africa), Absa Group Internal Audit, South Africa.  <b>Prof. Keo Motaung</b> Director: Technology Transfer and Innovation, Durban University of Technology, South Africa  <b>Netumbo Nashandi</b> Social Entrepreneur, Namibia  <b>Caroline Amito</b> Managing Director, Hotel Pearl Afrique, Uganda  <b>Jose Ricardo Diaz Ardila</b> Innovation and Digital Transformation Expert, UNWTO, Spain.
	<b><i>Africa Tourism in Leadership Awards 2022</i></b>  <b><i>Winners &amp; Runners-Ups</i></b>	<b><i>Auditors of Africa Tourism Leadership Awards</i></b>  <b>Auditor: Christelle Grohmann</b> Director, BDO, South Africa  <b>Chairpersons:</b>  <b>Judy Kepher Gona</b> Lead, STTA Kenya  <b>Prof. Marina Novelli</b> Professor of Tourism and International Development, University of Brighton
	<b><i>Honorable Minister's Special Awards</i></b>	<b>Hon. Philda Nani Kereng</b> Minister of Environment & Tourism Botswana
20h30 – 20h35	Closing Remarks and Vote of Thanks	<b>Miller Matola</b> CEO, Millvest & Director, South Africa





# YOUTH IN TOURISM INNOVATION CHALLENGE

This is an exclusive platform being provided to innovative African youth in travel and tourism looking for funding, partnership and mentorship opportunities to present their projects to the global market place in order to find the required support for their programmes.

Benefits for the winner and runners-up include but not limited to:

- \$1000.00 grant seed for the winner.
- \$500.00 grant seed for 1<sup>st</sup> & 2<sup>nd</sup> runner up.
- Complimentary enrolment for short courses provided by UNWTO.
- Mentorship, partnership, potential funding support and career opportunities.
- Opportunity to be part of an established network of Africa Youth in Tourism Mentors and Innovators through the newly launched Africa Tourism Innovation Hub with University of Durban and Technology, Cornell University, University of South Africa and Namibia University of Science and Technology

## ABOUT AFRICA TOURISM LEADERSHIP AWARDS

This is the only pan African industry awards of its kind in Africa. It recognizes and celebrates change-makers and innovation pioneered by Africans, in Africa, for African travel, tourism, hospitality and aviation industries.

Particular attention and recognition is given to nominees who can prove their commitment to leadership through sustainability in tourism practices and policy-making.

Nominees and winners include individuals, small enterprises, countries, heads of states, destinations, cities, hotel groups, organizations, ministers, policy-makers and entrepreneurs.

## CRITERIA

The experts making up the nomination committee nominate three (3) nominees for each category on the basis of nomination received based on the following attributes:

- nominees must be a stakeholder in Africa's travel, tourism, hospitality and aviation industries – including public, private, third sector stakeholders, individuals or group of individuals, destinations, communities and other stakeholders operating in Africa.
- nominees must be doing something outstanding and innovative with measurable results.
- nominees must be involved in an outstanding project or initiative and demonstrate consistent achievements over a period of a minimum of 2 years.
- nominees must be able to demonstrate the sustainability of their operation in terms of the economic as well as environment and social impact (e.g. environmentally sensitive, ethical in



their operations, inclusive in their workforce engagement).

- nominees must demonstrate some level innovation in entrepreneurship and/or technology.
- Only one nominee will receive an Award in each category.
- Auditing of awards will be done by BDO, South Africa.
- Nominees must be change-makers (individuals, organizations, countries and destinations) who are enhancing the competitiveness of Africa's Travel and Tourism industry.
- A case for nomination using the attached form should be used. The form should include a maximum 500 words indicating max FIVE (5) most important reasons (organized in bullet points) for their nominations should be sent by email to: [info@africatourismpartners.com](mailto:info@africatourismpartners.com)

## RULES FOR NOMINEES

- The nominees can self-nominate or be nominated by others (by using the attached Nomination Form) and awards will be adjudicated by the committee.
- All nominees will be notified by Africa Tourism Partners about their nomination.
- Finalists may be asked to provide supporting materials including photos, videos, weblink, newspaper articles, brochures for marketing purposes to help promote themselves to voters.
- By accepting nomination, the nominee agrees (he/she, organization, destination or country representative) to attend the ATLF and Awards Ceremony in Durban, South Africa.

## CATEGORIES



### ***Leading in Progressive Policies' Award***

A country, head of state, minister or government organization/team who has shown progressive and excellence in policy-making for sustainable tourism growth and development in their destination.



### ***Most Innovative Business Tourism Destination Award***

Most Innovative and Sustainable Business Tourism and MICE Destination in Africa based on destination rating, number of classified hotels, value for money, value chain development, number of visitors vs socio-economic benefits to the destination and/or green credentials.





### ***Outstanding Entrepreneurship Award***

An entrepreneur (or a small group of entrepreneurs) who has shown excellence in entrepreneurship in Africa's travel, tourism, hospitality and/or aviation industry.



### ***Outstanding Africa Tourism Media & Marketing Award***

The most influential media and/or marketing contribution to changing the image of Africa.



### ***Outstanding Accommodation Facility / Group Award***

Accommodation facility with best world class facilities, quality standards, service excellence provided to guests and sustainable practices (i.e. green credentials, decent employment practices, staff development opportunities) in Africa. Small operations are highly encouraged to participate.



### ***Outstanding Tourism Transportation Award***

Tourism transport organization providing the highest quality standard of service to travellers and has sustainability environmental credentials. This includes the most reliable and efficient transportation companies serving all destination in Africa including remote tourism destinations in Africa.



### ***Championing Sustainability Award***

Destination, business, third sector organization or policy that has made an outstanding contribution to conservation/ environmental protection and community development.



### ***Women in Leadership Award***

The most inspiring and influential leading woman who has and continue to make an outstanding contribution to changing the course of tourism development in Africa.



### ***Destination Africa - Lifetime Award***

This will be offered to an individual who has made exceptional lifetime contribution in creating positive change to Africa Tourism Industry.



## BENEFITS



Free invitation to ATLF Master Class (in sustainable product development, MICE and Marketing) Awards Dinner and any side events.



An opportunity to showcase services, products or destination during ATLF



An endorsement by a nomination committee formed by internationally acclaimed experts.



The opportunity to present the awardee's work to world at ATLF, and 12 months outstanding international media and digital marketing exposure at no cost.

## IMPORTANT DATES

- Entries Open – 16th August, 2022
- Deadline for Awards and Competition Entries – 14th September, 2022
- Announcement of top 3 finalists of each category – 30 September, 2022
- Announcement of winners at ATLF Awards Dinner – 26 October, 2022







5<sup>th</sup> AFRICA TOURISM  
LEADERSHIP FORUM 2022

# **SPEAKERS & PARTNERS**





# FACULTY OF SPEAKERS



HE. Amb. Zurab Pololikashvili - Secretary General, UNWTO, Spain



Hon. Philda Nani Kereng - Minister of Environment & Tourism, Botswana



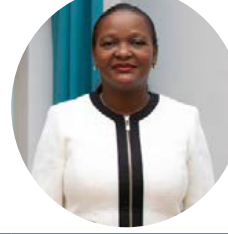
Hon Dr. Ibrahim Mohammed Awal - Minister, Tourism, Arts And Culture, Ghana



Hon. Nqobizitha Mangaliso Ndhlovu, Minister of Environment, Climate, Tourism & Hospitality Industry, Zimbabwe



Hon. Mary F. Masanja Deputy Minister, Ministry of Natural Resources & Tourism, Tanzania



Hon. Eldevina Materula - Minister of Culture and Tourism, Mozambique



Hon. Fish Amos Mahlalela Deputy Minister of Tourism, South Africa



Hon. Heather Mwiza - Sibungu, Deputy Minister, Environment, Forestry and Tourism, Namibia



H.E Maj Gen (RTD) Gaudence Salim Milanzi High Commissioner of the United Republic of Tanzania to the Republic of South Africa



Hon. Tumiso Rakgare Minister of Youth, Sports & Culture, Botswana



Hon. Eric Molale Minister of Transport and Public Works, Botswana



Austin Abraham His Worship the City Mayor, Gaborone, Botswana



Elcia Grandcourt - Director, Africa Department UNWTO, Spain



Kwakye Donkor - CEO, Africa Tourism Partners, South Africa



Tshoganetso Carl-Ponoesele - Acting CEO, Botswana Tourism Organization



Jeanette Moloto Heads of Global Sales Office - Marriott International



Miller Matola - CEO Millvest, South Africa



Prof. Keolebogile Motaung Technology Transfer and Innovation / Durban University of Technology (DUT)



Aaron Munetsi - CEO, Airlines Association of Southern Africa



Graeme Watson - Founder and DirectorKusa Africa Travel Services (Pty) Ltd, UK



Alex Mabunda - Founder and Group CEO, Ntiyiso Consulting Group, South Africa



Winnie Muchanyuka - CEO, Zimbabwe Tourism Authority



Francis Doku, - General Manager, 3 Group, responsible for TV3 and 3 FM, Ghana



Monika Iuel - Chief Destination Marketing Officer, Wesgro, South Africa

# FACULTY OF SPEAKERS



H.E Elias Mpedi  
Magosi  
Executive Secretary  
- SADC Secretariat



Lily Rakorong  
CEO - HATAB  
Botswana



Natalia Bayona,  
Director of the  
Innovation,  
Education and  
Investments  
Department at the  
World Tourism  
Organization  
(UNWTO), Spain



Bonita Mutoni –  
Founder, Uber  
Luxe Safaris,  
Rwanda



John Friel –  
Country Manager,  
Travelstart, South  
Africa



Desire Loumou  
- Senior Trade  
Advisor, AfCFTA,  
Ghana



Shingai George -  
Data Analyst and  
Insights Expert,  
FowardKeys,  
Spain



Wayne Godwin  
– Senior Vice  
President, JLL  
East Africa &  
Indian Ocean  
and Hotels &  
Hospitality SSA,  
Kenya



Linda Balme -  
Commercial  
Manager,  
Travelstart &  
Innovation City,  
South Africa



Sebulon Chiliho  
Chicalu -  
Director of  
Tourism and  
Gaming in the  
Ministry of  
Environment,  
Forestry and  
Tourism, Namibia



Abreham  
Yohannes  
Founder and  
Director - One  
Love Ethiopia  
Tours



Innocent Janna -  
Kaliati,  
Executive Director  
– Malawi Tourism  
Council



Dr. Geoffrey  
Manyara -  
Economic  
Affairs Officer,  
UN Economic  
Commission for  
Africa, Rwanda



Adonijah Ndege -  
Business Journalist  
- Business Daily,  
Kenya



Lee-Anne Bac-  
Director, BDO  
Advisory Services,  
South Africa



Lee Zama –  
CEO , Directives  
Tourism Advisory,  
South Africa



Katrina Dawson -  
Vice President,  
Business  
Development,  
Destinations,  
ForwardKeys, UK



Christelle  
Grohmann,  
Director – BDO,  
South Africa



Prof Marina  
Novelli (PhD) -  
Professor of  
Tourism and  
International  
Development,  
University of  
Brighton, UK



Yasmine Fofana,  
Marketing and  
Communication  
Professional, Côte  
d'Ivoire



Judy Kepher-Gona,  
Executive Director  
- Sustainable  
Travel and Tourism  
Agenda (STTA),  
Kenya



Scott Blount,  
Founder –  
TripClip, South  
Africa



Givemore  
Chidzidzi,  
COO - Zimbabwe  
Tourism Authority



# FACULTY OF SPEAKERS



Professor  
Dimitrios Bhualis,  
Strategic  
Management and  
Marketing Expert  
– Bournemouth  
University  
Business School,  
UK.



Tshifhiwa  
Tshivhengwa,  
CEO - Tourism  
Business Council  
of South Africa



Nejc Jus,  
Head of Research  
- World Travel &  
Tourism Council  
(WTTC) and is  
based in London



Dr. Linda Pereira -  
Managing  
Director, CPL  
Events, Portugal



Bokani Mathape,  
Founder and  
President –  
Women in Tourism  
Botswana



Dr. PPS Sifolo,  
Senior Lecturer  
- Department  
of Tourism  
Management,  
Tshwane University  
of Technology,  
South Africa



Hando Sinisalu  
Founder and CEO  
- Best Marketing  
& Marketing  
Parrot, Estonia



Didier Scallet,  
CEO - Site and the  
SITE Foundation,  
Belgium



Dr Bao Rasebolai  
Mosinyi,  
CEO - Civil Aviation  
Authority of  
Botswana



Fred Odek,  
Managing  
Director - Silver  
Africa Tours and  
Safaris Ltd, Kenya



Emily Mburu-  
Ndoria –  
Director, Trade in  
Services, AfCFTA  
Secretariat, Ghana



York Zucchi,  
Investor -The  
StartUp Tribe,  
Switzerland



Nkululeko  
Ndumiso Nkosi,  
Co-Founder and  
COO - Saturated  
Holdings (Pty)  
Ltd, South Africa



Naledi Khabo, CEO  
- Africa Tourism  
Association, South  
Africa



Malebogo Modise,  
Founder and  
Director - MOD  
Brands, Botswana



Nicholas  
Kalyango, CEO –  
Uganda Tourism  
Association of  
Travel Agents  
(TUGATA)



Senthil  
Gopinath, CEO  
- International  
Congress and  
Convention  
Association (ICCA),  
Netherlands



Moseketsi Mpeta  
- Head of Tourism  
& Services  
– Industrial  
Development  
Corporation, (IDC),  
South Africa



Dr. Rob Davidson-  
Managing  
Director, MICE  
Knowledge, UK



Yoadan Tilahun -  
Founder and CEO,  
Flawless Events,  
Ethiopia

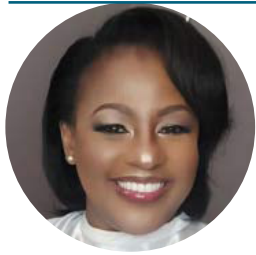


Pascal Viroleau  
CEO - Vanilla  
Islands  
Organization





# FACULTY OF SPEAKERS



Ms. Wincey Ramaphoi  
Interim Board  
Chairperson,  
Botswana  
Tourism  
Organization



Luc Armand Bodea  
Director -  
International  
Conference on  
AIDS and STIs in  
Africa (ICASA)



Linda Mutesi  
Tourism Promotion  
Manager - Rwanda  
Development  
Board



Mindi Hellen Pamela Kasiga  
Ambassador  
and Director  
of Government  
Communications  
Ministry of  
Foreign Affairs  
and East African  
Cooperation



Dr. Betty Addero Radier  
Chief Executive  
Officer (CEO),  
Kenya Tourism  
Board (KTB)



Safiyya Akoojee  
Admitted Attorney  
- Thomson Wilks  
Inc. UAE



Caroline Amito  
Managing  
Director - Hotel  
Pearl Afrique



Samuel Makuza  
Founder and  
Director - Aviajoin  
Limited



Brad Glenn  
Managing Director  
The Inside Edge,  
South Africa



Esmaré Steinhöfel  
- Regional  
Director, Africa  
- International  
Congress and  
Convention  
Association  
(ICCA), South  
Africa



Akwasi Obeng-Adjei, Director  
of Group Internal  
Audit: Investment  
Management and  
Insurance - Absa  
Bank, South Africa



Jon Howell, CEO  
and Founder -  
AviaDev, UK



Mokwena Morulane  
Managing  
Director - Cresta  
Marakanelo Ltd.



Dr. Kwesi Eyison  
Vice President -  
Ghana Tourism  
Federation  
(GHATOF)



Suzan M. Ongalo  
Chief Executive  
Officer - Kenya  
Tourism Federation  
(KTF)



Sirili Ako  
CEO - Tanzania  
Association of  
Tour Operator  
(TATO)



Barry Clemens  
Group Chief  
Executive Officer -  
Hospitality EQ



Kim Szpiro  
Associate Director,  
Hanga Ahazaza  
Initiative Cornell  
University



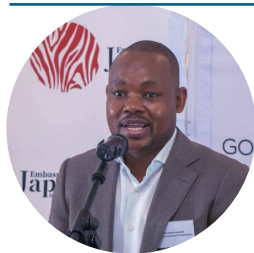
Gobusamang Keebine  
- President of  
Business  
Botswana



Gove Domingos  
Director of Food  
Agriculture and  
Natural Resources,  
SADC Secretariat,  
Botswana



## FACULTY OF SPEAKERS



Moshie Ratsebe  
Director -  
Investment  
Promotion,  
BITC



Bongiwe Nzeku  
Head of Business  
Development &  
Support, National  
Convention  
Bureau,  
South African  
Tourism



Gorata Gabaraane  
CEO - Fairgrounds  
Holdings Botswana



Prof. Nellie Swart  
(CMP)  
Associate  
Professor -  
Tourism  
Management,  
University  
of South Africa



Ungwang Makuluba  
Commercial Pilot-  
Moremi  
Air-Botswana



Sandile Chipunza Cato,  
Manager - External  
Affairs and  
Sustainability,  
AME, IATA



Roger Foster  
CEO - Airlink,  
South Africa

# PARTNERS



Africa Tourism Leadership Forum –  
Event Logo



Botswana Tourism Organization –  
Host Country



Africa Tourism Partners –  
Lead Convener

In collaboration with



UNWTO – Lead Partners



AUDIT • ADVISORY • TAX

BDO – Lead Partners



ICCA – Lead Partners



Millvest – Lead Partners





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## HOTEL FACILITIES & SERVICES

Our hotel offers everything you need to get the most from your stay.



24-HOUR  
SECURITY



24-HOUR  
RECEPTION



DON CARLOS  
RESTAURANT



COMPLIMENTARY  
100MB WI-FI



ROOF TOP  
BAR



SWIMMING  
POOL



LAUNDRY  
SERVICE



CARLITOS  
CAFÉ

## FIND US AT

New CBD, Plot 54353, Cnr 1st &  
Western Commercial Avenue,  
Gaborone, Botswana

## CONTACT US

Tel: +267 315 9954

Email: [info@masasquarehotel.com](mailto:info@masasquarehotel.com)  
[marriott.com/gbepg](http://marriott.com/gbepg)



@proteamasas



@Protea Hotel by Marriot Gaborone Masa Square

## LOCATION & NEARBY ATTRACTIONS

Why not explore the surrounding areas? As you can see, there's  
plenty to enjoy.



### TRANSPORT

14km Sir Seretse Khama Airport



### SHOPPING

4km Airport Junction Shopping Centre  
8.4km Game City Shopping Mall



### ATTRACTIONS / ENTERTAINMENT

3.9km National Museum and Art Gallery

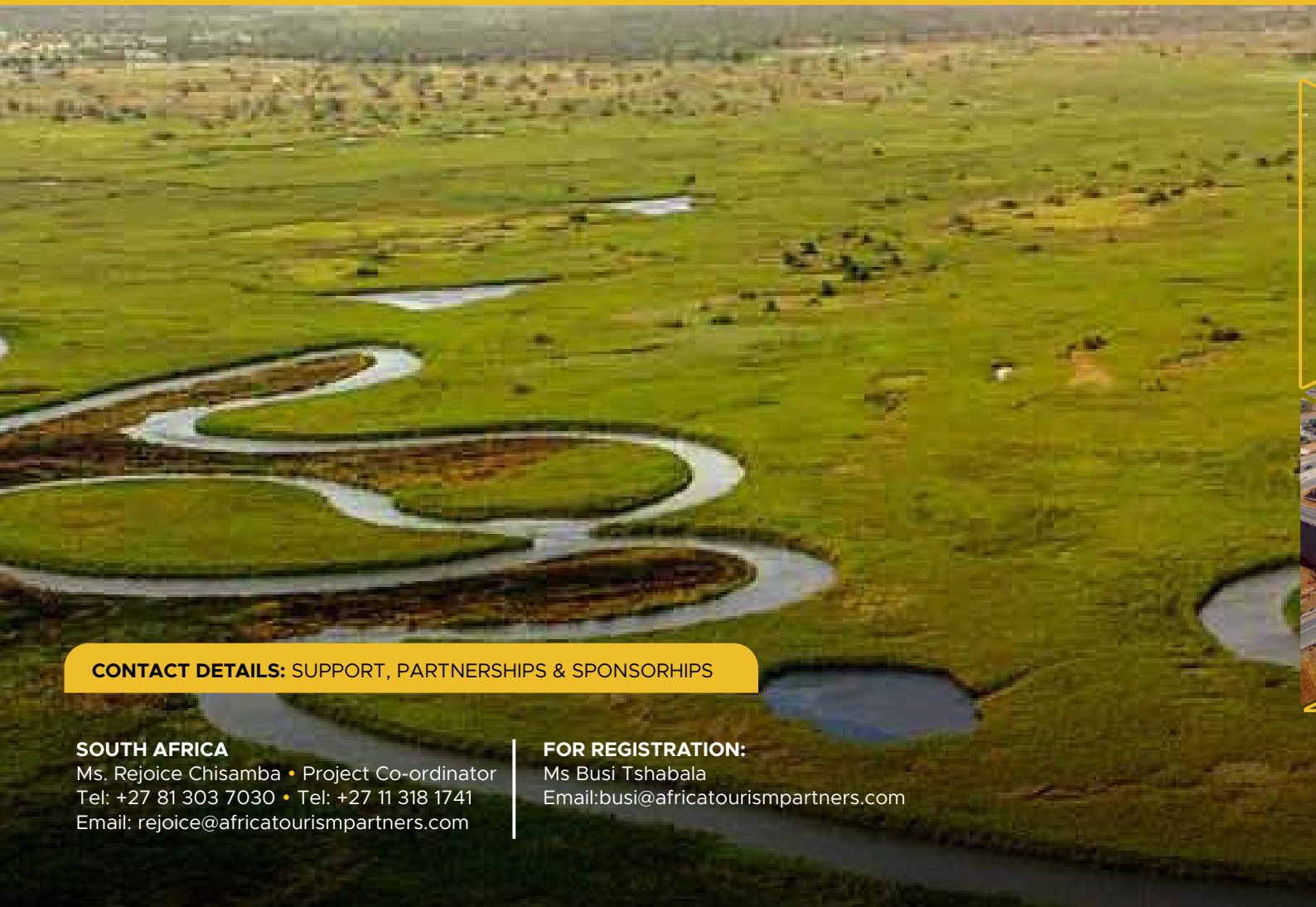
5.6km National Stadium

5.9km University of Botswana

14.7km Mokolodi Nature Reserve

21.4km Kgale Hill





**CONTACT DETAILS: SUPPORT, PARTNERSHIPS & SPONSORSHIPS**

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