

African Tourism Board



Where Africa becomes
ONE tourism destination of choice in the WORLD



Directors:



Mr Cuthbert Ncube
Chairperson



Mrs Doris Woerfel
CEO



Simba Mandinyenya
COO



Mr Juergen Steinmetz
CMCO

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OUR PHILOSOPHY

**Tourism as a Catalyst for Unity • Peace
• Growth • Prosperity • Job Creation
for the People of Africa!**

OUR VISION

**Where Africa becomes ONE tourism
destination of choice in the WORLD.**

OUR CODE OF ETHICS

ATB supports the UNWTO Global Code of Ethics for Tourism which highlights 'the "decisive and central" role of UNWTO, as recognized by the General Assembly of the United Nations, in promoting and developing tourism with a view to contributing to economic development, international understanding, peace, prosperity and universal respect for, and observance of, human rights and fundamental freedoms for all without distinction and without any form of discriminations.

OUR STRUCTURE

1) THE AFRICAN TOURISM BOARD (THE BOARD OF DIRECTORS),

represented by

- one Executive Director of a Tourism Board of a Membership Country of each African Recognised Economic Regional Community.
- one Tourism Professional representing the Private Sector of each African Recognised Economic Regional Community.
- Representatives of African and Global Agencies such as UNWTO, AU and NEPAD

2) AFRICAN TOURISM BOARD COMMITTEES

3) THE SECRETARIAT with a

- Chief Executive Officer (CEO),
- Chief Operating Officer (COO)
- Chief Marketing and Communications Officer (CMCO)
- Chief Finance Officer (CFO)

4) PATRONS AND AMBASSADORS to raise awareness and support



OUR MISSION

Attain responsible and sustainable socio-economic development on the African Continent through travel and tourism – in cooperation with the public and private sector, facilitating and supporting individual and collective efforts through

- the development of policies, white papers and strategies for tourism growth and development
- effective international marketing
- education, e-learning, skills development & capacity building and leadership development
- promoting Sustainable Consumption and Production Practices including establishment of conservancies
- infrastructure development
- fundraising
- tourism investment

OUR PRIMARY OBJECTIVE

Our Primary Objective is

- to assist Governments, private Sector, communities and other stakeholders in promoting and facilitating tourism growth and tourism development across the African Continent
- to work with the UN, the UNWTO and the African Union, in pursuing their Goals and Aspirations which are:
 - The AU Agenda 2063 Aspirations
 - The UN Sustainable Development Goals (SDG) 2030
 - The UNWTO Objectives for Tourism

Specific Objectives are:

- to brand, market and promote Africa as a single tourist destination
- to ensure that the policies, legislation and regulations promoted facilitate the Sustainable Consumption and Production (SCP) of the tourism sector across the African continent
- capacity building targeting the public and private sector, local communities and tourism
- product development, also with a strong focus on Community-Based-Tourism (CBT) to develop a value for money globally competitive tourism product
- to lobby free movement for African Citizens across the continent, easy movement of all visitors to the Continent across the borders, easy movement of capital and tourism products and services across the borders

OUR PROGRAMMES, PROJECTS & SERVICES

Our Programmes, Projects and Services are for Africa and by Africans. Our valued proposition is to provide a platform where the key-players can efficiently and effectively in their individual or collective way contribute to the tourism growth and development on the continent.