

African Tourism Board: Soft launch at World Travel Market

 Juergen T Steinmetz October 16, 2018 19:46



African Tourism Board announces their first soft launch meeting during World Travel Market (WTM) in London. The first ever public meeting of the African Tourism Board is set for Monday, November 5, 14.00h during the World Travel Market in London at Excel, North Gallery Room 4

Invited are private stakeholders, VIP's, government officials and media. The meeting is sponsored by Reed Expo, the organizer of WTM.

Where Africa becomes one destination is the mission of the newly found organization. The official launch event will be announced at this meeting in London.

Founded in 2018, the African Tourism Board an association that is internationally acclaimed for acting as a catalyst for the responsible development of travel and tourism to, from the African region. The Association provides aligned advocacy, insightful research, and innovative events to its members.

- In partnership with private and public sector members, African Tourism Board (ATB) enhances the sustainable growth, value, and quality of travel and tourism to-from-and-within Africa.
- The Association provides leadership and counsel on an individual and collective basis to its member organizations.
- The Association is expanding on opportunities for marketing, public relations, investments, branding, promoting and establishing niche markets

Friends of Africa attending WTM are invited to register for the meeting. At this time several ministers, VIP's and stakeholders from Africa or from around the world in doing business in Africa or to invest in tourism activities have registered along with media friend.

Click here to register.

LINK: <https://www.eturbonews.com/235606/african-tourism-board-announces-event-during-world-travel-market-in-london>

06 November 2018

WTM 2018: African Tourism Board unveiled in London

A new, multinational-body to promote the hospitality sector in Africa has been unveiled during World Travel Market in London.

Created by the International Coalition of Tourism Partners, itself based in Seychelles, Brussels, Bali, and Hawaii, the Africa Tourism Board will seek to enhance the sustainable growth, value, and quality of travel on the continent.

Speaking in London, ICTP chairman Juergen Steinmetz explained his vision for the African Tourism Board.

He told an industry audience: “There has been an enormous interest in this project, highlighting the need to promote tourism in Africa.

“Africa needs its own voice in the global industry: with 54 countries, and many more different cultures, it is still a continent that needs to be discovered by many.

“The African Tourism Board is about business, investment and development – all about bringing Africa together.”

Africa Tourism Board will partner with the World Travel Awards, with the global body helping to promote the new organisation.

World Travel Awards president Graham Cooke said: “My experience with Africa is the lack of knowledge around the world about the continent – therefore, education is vital.

“There is a tremendous creativity in Africa and people need to hear about that.

“Africa should market itself as a single continent: the people should come together and present a single message.”

In partnership with public and private sector members, the Africa Tourism Board will provide leadership and counsel on an individual and collective basis to its member organisations.

Steinmetz also touched on the process of bringing the African Tourism Board home to Africa and building a global network to promote the continent as the safest, most desirable and cleanest tourism destination in the world.

The aim of African Tourism Board is to have a member in each African state – building an unparalleled network across the continent, he explained.

“We will offer business projects, which are available to members, to which they can subscribe as they see fit,” added Steinmetz.

The first initiatives from the board include opportunities for investments, visibility, security, safety and connectivity.

Some 200 top tourism leaders, including ministers from many African countries, were in attendance at the event at World Travel Market London.

Also present was Taleb Rifai, former secretary general of the United Nations World Tourism Organisation.

The African Tourism Board is rapidly expanding opportunities for marketing, public relations, investments, branding, promoting and establishing niche markets.

The official launch of the Africa Tourism Board will follow at World Travel Market Africa, taking place in Cape Town on April 10th-12th 2019.

Find out more on the official website for the African Tourism Board.

Source: Breaking Travel News



Soft launch of the African Tourism Board at WTM London 2018

Published on : Monday, October 29, 2018



There will be a soft launch of the African Tourism Board (ATB) at the World Trade Market 2018 with the theme 'Where Africa becomes one tourist destination.'

The African travel and tourism leaders are expected to meet at WTM on Monday, Nov. 5, 2018, at 1400 hours at North Gallery Room 4 at the Excel Exhibition Center.

One of the sponsors of the soft launch is Carol Weaving, managing director of Reed Exhibitions. It is also one of the new board members of ATB.

Some of the topics at the soft launch will include global tourism outreach, travel, tourism security, investments, Internet access in Africa, aviation connectivity, sustainability, marketing, and building a 'friends of the media' platform.

The soft launch will be attended by a galaxy of visitors from Africa and around the world including CEOs of tourism boards; Ministers of Tourism from across Africa; and other leaders from the travel industry from Africa and around the globe.

Dr. Rifai will share information on the outcome of the International Tourism Investment Launch in London. He is the former UNWTO Secretary-General. He is also the Chairman of International Tourism Investment Launch which is scheduled for November 2 in London. ATB will be the observer in this event.

The African Tourism Board is part of the International Coalition of Tourism Partners (ICTP). It was founded in 2018 to facilitate responsible development of travel and tourism to and from the African region.

ICTP Chairman Juergen Steinmetz will elaborate on the reason as to why the Hawaii, Brussels, Seychelles, and Bali-based International Coalition of Tourism Partners started the African Tourism Board.

Former Seychelles Minister of Tourism, Alain St. Ange, will speak about 'Africa rewriting its narrative to re-position itself as a relevant tourism destination.'

Professor Geoffrey Lipman, co-founder of SUNx and President of ICTP (International Coalition of Tourism Partners), will introduce the concept, 'Climate-friendly Travel for Africa,' and a scholarship opportunity for African youth.

Graham Cooke, head of World Travel Awards, will share the upcoming partnership between World Travel Awards, and the African Tourism Board.

WTM London 2018 becomes the springboard for the soft launch of African Tourism Board.

Tags: [African Tourism Board](#), [World Trade Market 2018](#), [WTM London](#)





ICTP

chairman Juergen Steinmetz launched the African Tourism Board at World Travel Market earlier

WTM 2018: African Tourism Board unveiled in London

- 5 November 2018

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World Travel Awards president Graham Cooke said the flow of information was key to the success of the African tourism industry

Africa Tourism Board will partner with the World Travel Awards, with the global body helping to promote the new organisation.

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In partnership with public and private sector members, the Africa Tourism Board will provide leadership and counsel on an individual and collective basis to its member organisations.



Former United Nations World Tourism Organisation chief executive Taleb Rifai offered his endorsement to the new project

Steinmetz also touched on the process of bringing the African Tourism Board home to Africa and building a global network to promote the continent as the safest, most desirable and cleanest tourism destination in the world.

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More Information

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Find out more on the official [website](#).

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African Tourism Board was unveiled during WTM London 2018

8-Nov-2018

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During the [World Travel Market](#) in London (November 5 – 7), a newly-formed multinational body – African Tourism Board was launched. Former UNWTO Secretary-General Dr. Taleb Rifai made a speech, expressing his congratulations on the board and the importance of African Tourism.



Dr. Taleb Rifai welcomed the newly-formed tourism board

Founded in 2018, the African Tourism Board an association that is internationally acclaimed for acting as a catalyst for the responsible development of travel and tourism to, from the African region and will seek to enhance and promote the sustainable growth, value, and quality of travel on the African continent. It is expanding on opportunities for marketing, public relations, investments, branding, promoting and establishing niche markets.

Hon. Jose Gonçalves, Minister of Tourism Cape Verde, voiced his support as a board member and shared his vision for African tourism.



Mr. Hon. Jose Gonçaves expressed his confidence in the development of African
tourism

World Travel Online reported in London

Tags : [African Tourism Board](#), [WTM](#), [WTM London 2018](#), [Cape Verde](#)