



6th Sustainable Tourism Africa Summit 2020

 6th-8th May 2020  PrideInn Paradise
Mombasa, Kenya

Theme: *Sustainability & Optimizing
Destination Africa ~ Our People. Our
Planet. Our Prosperity*

 #STAS2020

Summit Agenda

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WHAT

Only behind Asia Pacific, Africa experienced the fastest tourism growth than any other continent in the year 2018 (WTTC). According to UNTWO, 1.4 billion travelled the world in 2018 and the tourism arrivals in Africa grew by 7%. While this may appear impressive, Africa, the 2nd largest continent in the world, received only 67 million visitors. According to MasterCard Global Destination Cities Index 2019 report, Africa's visitor numbers in 2018 are equivalent to the top four most visited cities in the world combined, none of which are in Africa. Spain, a country in Europe, received 20 million more visitors than the entire continent of Africa in 2018.

Further to this, despite Africa experiencing a 7% growth in tourism arrivals in 2018, the visitor spending only grew by 2% to 38 billion US dollars. The percentage growth in spending was the lowest after America whose tourism spending grew by 0%. Comparatively, the Middle East received 60 million visitors and tourist spending was 73 billion dollars. The Middle East received less tourists than Africa but generated 13 billion US dollar more worth of revenue from tourist spending than Africa.

WHY

Africa's tourism challenges are linked to the inability of the African countries to fully utilize their tourism potential (UNEP) and the intra African travel barriers that the countries have created. These challenges are despite African countries prioritizing tourism as key drivers of economic diversification and economic growth with the hope of eradicating poverty in the continent. A key example is Kenya's Vision 2030 that has included tourism as one of the six sectors that will create jobs and grow Kenya's GDP into a middle-income economy.

In the sustainable development context, tourism, if well designed, has the potential to support decent work and economic growth (SDG 8), promote sustainable consumption and production (SDG 12) and contribute to conservation and sustainable use of marine resources (SDG14) in Africa. Africa needs to become a hub of resilient and competitive tourism destinations, designed for high value international and domestic tourism which support poverty eradication and conservation in the continent.

The 6th Sustainable Tourism Africa Summit 2020 will bring together Africa's regional economic communities, governments, travel and tourism associations, development organizations, private sector businesses, technological innovators and researchers to discuss, provide solutions and learn for the sustainability and optimization of tourism in Africa for sustainable development.

The 6th Sustainable Tourism Africa Summit 2020 will be held on the 6th and 8th May 2020 at the PridelInn Paradise Hotel in Mombasa Kenya. The main theme of the summit is "*Sustainability and Optimizing Destination Africa ~ Our People. Our Planet Our Prosperity*".

The day's sub themes will be;

Day 1: *Optimizing Destination Africa Through collaboration and cooperation partnerships*

Day 2: *Optimizing Destination Africa Through Sustainable Tourism Practice*

Day 3: *Impactful research for sustainable tourism in Africa*

See agenda for the breakdown

HOW

SUMMIT AGENDA

*Date: 6th – 8th May 2020 Where: PridelInn Paradise Hotel,
Mombasa, Kenya*

Day 1 - 6th May 2020

Theme: Optimizing Destination Africa Through Partnerships and Cooperation.

Session 1

Presentation 1:

Opportunities for Travel and Tourism Associations to Boost Tourism Growth in Africa Through Collaborative Partnerships

Panelists: International and Regional Travel and Tourism Associations

Presentation 2:

Presentation - Bridging the gaps that hinder African countries from optimising tourism's potential for sustainable development

Panelists: International and Regional Development Organizations -

Session 2

Presentation 1:

Effective Regional Cooperation for Sustainable Tourism in Africa

Panelists: Representatives of African Regional Economic blocs and development agencies e.g EAC, SADC, ECOWAS, ADB,

Session 3 - Discussion Workshops led by Discussant / Moderator

Workshop 1 Sustainable tourism partnerships for destination development;

Workshop 2 - Designing sustainable tourism strategies

Session 4

Plenary Inspiration Moment

End of Day 1

Sustainable Tourism Africa Summit 2020

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Day 2 - 7th May 2020

**Theme: Optimizing Destination Africa Through
Sustainable Tourism Practice**

Session 1: Linking Sustainability to Economic Viability

Presentation 1

Case study of hotel;

Presentation 2

Case study of tour operator;

Presentation 3

Case study of a travel agent

Presentation 4

Case of DMC

Moderated Panel: Session presenters

**Session 2: Integrating Sustainability into Destination
Policy and Marketing Strategies.**

Presentation 1

Case study for policy,

Presentation 2

Case study for marketing,

Presentation 3

Case study on PPPs

Moderated Panel: Session presenters

**Session 3: Discussion Workshops led by presenter /
discussant**

Workshop 1 - Revenue retention in destinations

Workshop 2 - Revenue retention; Sustainable tourism and
destination branding

Session 4: Plenary Inspiration Moment

End of Day 2

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*Date: 6th – 8th May 2020 Where: PrideInn Paradise Hotel,
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Day 3 - 8th May 2020

Theme : Optimizing Destination Africa Through Technology
& Research

**Session 1: Enhancing Responsible Travel Experiences
Through Technology**

Presentation 1

Technological innovations for connecting travelers & host
communities

Presentation 2

Technological innovation connecting travelers and destinations

Presentation 3

Technological Innovations enhancing customer experience in
hotels through technology

Presentation 4

User Generated Content for Rankings and Reputation wins

Moderated Panel: Session Presenters

**Session 2: Impactful Research for Sustainable Tourism
in Africa**

Presentation 1

Sustainability and mass tourism - fit or miss?

Presentation 2

Understanding MICE beyond convention bureaus

Presentation 3

Are Africa conservation models aligned with sustainable tourism?

Presentation 4

Sustainability and cultural tourism-Looking beyond the obvious

Moderated Panel: Session Presenters

Session 3: STAS2020 Legacy Session

Closing Remarks

Dinner & Sustainable Tourism Africa Awards

Close of Summit

Sustainable Tourism Africa Summit 2020

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PrideInn Paradise
Mombasa, Kenya

**To Register
Visit**

www.events.sttakenya.org

