

**African  
Tourism  
Board™**



# **African Tourism Board**

*Where AFRICA becomes ONE  
tourist destination!*



# About African Tourism Board

The African Tourism Board (ATB) is a non-profit body tasked to act as a strategic partner among African Countries to develop market and implement tourism programs that meet the emerging needs of local industries and the international tourism market, promoting Africa as a worldwide destination and brings the continent to the global stage of in-demand tourist destinations.

With headquarters in Eswatini, ATB is the responsible catalyst to foster intra and inter African tourism, both for leisure and business, facilitate trade and investment into African tourism, rebrand Africa, reshape Africa's narrative, promote ecotourism, conservation and anti-poaching efforts.

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## Vision and mission:

“

The African Tourism Board emphasizes the continent's rich cultural legacy, natural beauty, and diverse attractions in order to position Africa as a top travel destination while ensuring the well-being and empowerment of local communities.

The African Tourism Board is dedicated to positioning Africa as a premier global destination by fostering collaboration among African countries, promoting responsible tourism practices, attracting investment, and reshaping the narrative surrounding the continent, aiming to contribute to the economic growth, cultural exchange, and sustainable development of Africa's tourism industry.

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## FOCUS AREAS

- Intra-African Trade and Investment Promotion and Support;
- Private Sector Promotion and Development, in particular Micro Small and Medium Size Enterprises, Women and Young Entrepreneurs;
- Capacity Building in the areas of Tourism Industry, Trade, and Investment;
- Promote Investments in tourism infrastructure in Africa;
- Enhance Capacity of the existing Tourism products and tourism facilities in the continent;
- Development and creation of best practice protocol for strategic partnerships between the private sector and African Member States for the long-term sustainable tourism development



# African Tourism Board membership allocation

The African Tourism Board (ATB) is a dynamic organization dedicated to promoting tourism in Africa and showcasing the continent's rich cultural heritage, diverse landscapes, and vibrant communities. With a mission to position Africa as a leading global tourist destination, the ATB has been actively engaged in expanding its membership base and forging partnerships with various organizations.

ATB has grown its membership across the continent, with over 35 countries represented by brand ambassadors.

ATB has collaborated with a number of noteworthy organizations, including the African Union, tourism ministry offices from different countries, tourism associations, and private and public sector tourism stakeholder organizations.

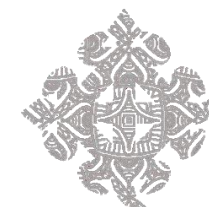


# ESTEEMED PARTNERS

African  
Union



THE  
PYNE  
AWARDS



CULTURAL  
ONENESS

African  
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# Honorary members



Hon. Najib Balala,

He born in 1967, is a Kenyan politician and international urban management expert. He was appointed as Cabinet Secretary for Tourism & Wildlife by President Uhuru Muigai Kenyatta in 2017. Balala has served as a Cabinet Secretary for various ministries, including Tourism, Mining, and Minister for Tourism. He is also the Chairman of the UNWTO Commission for Africa and was voted Best Tourism Minister in Africa in 2009. Balala works closely with private investors, conservation agencies, and regional development agencies to manage the economic potential of the tourism and wildlife sectors prudently and sustainably.



Hon. Edmund Bartlett

Honorable Edmund Bartlett, a renowned political figure, has over 35 years of service to Jamaica, serving as the Minister of Tourism in 2007. He has a strong background in central government, having served as Minister of State for Information, Broadcasting, and Culture, and as Senator and Opposition Spokesman on various portfolios, including Tourism. Bartlett has also championed education, skills training, and job creation to improve the lives of his constituents in East Central St. James. He has also represented Jamaica regionally and internationally, chairing the Board of Affiliate Members of the United Nations World Tourism Organization (UNWTO) and serving as Vice Chairman of the Executive Council of the UNWTO. Bartlett is a graduate of the University of the West Indies and has worked at the senior management level for major multinational companies in Jamaica. He is married and has two children.



Hon. Hisham Solutions  
Zaazou,

Zaazou, a former Minister of Tourism of Egypt, began his career in banking and later joined R&H Voyages in the USA. He later became the Executive Director of the Egyptian Tourism Federation. Zaazou served as the Minister of Tourism of Egypt from 2012 to 2016, and has worked with solutions for over 25 years to improve people's lives through sustainable tourism, recreation, and conservation development.

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## Patron of ATB

Dr. Taleb Rifai  
Patron, Jordan



Dr. Taleb Rifai, former Secretary-General of the United Nations World Tourism Organization, served as the organization's Secretary-General until December 31, 2017. With extensive experience in international public service, private sector, and academia, Rifai has held various ministerial portfolios in Jordan, including Minister of Planning and International Cooperation, Minister of Information, and Minister of Tourism and Antiquity. He has a Ph.D. in Urban Design and Regional Planning from the University of Pennsylvania, an M.A. in Engineering and Architecture from the Illinois Institute of Technology, and a BS.c. in Architectural Engineering from the University of Cairo.

## President of ATB

**Dr. SIMPHIWE  
CUTHBERT NCUBE**



President - African Tourism Board  
CEO - Kwela Fleet Management, South Africa  
Owner & Managing Director - Golden Feathers Hotel, Cape Town  
Former Regional Vice President UNWTO Affiliates(Africa)  
\*Former Board Member UNWTO Affiliates  
Non-Executive Director - African Tourism Partners  
Non-Executive Director - Sustainable Tourism Partnership Program  
\*Advisor of Revealed Word University on International Cooperation and Regional Integration for Africa.  
\*Vice-President of the Board Reveal Word University  
\*Advisory Board Member on Governance, Policy & Advocacy - African Association of Women in Tourism & Hospitality  
Cuthbert is a seasoned Tourism Executive and has held leadership positions within International and Regional Organizations. His mandate at the African Tourism Board is to leverage strategic relationships in the industry and beyond to unify Africa's efforts in positioning herself as a Tourism destination powerhouse.  
Cuthbert has had the honour to share his knowledge in the tourism industry as a Guest Speaker at various Local, Regional & International Conferences.  
A passionate humanitarian, Cuthbert is involved in several community development initiatives in his personal capacity, and enjoys music and a spot of gardening during his free time.

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**African  
Union**



**MoU signing between  
AU and ATB, May 30,  
2023**

**DR. CUTHBERT NCUBE  
PRESIDENT OF ATB**

**H.E. AMB. ALBERT M. MUCHANGA  
COMMISSIONER FOR ECONOMIC  
DEVELOPMENT, TRADE, INDUSTRY & MINING**



The African Union signed a tourism Memorandum of Understanding with the leading African tourism organization, the African Tourism Board which was well attended and witnessed by great leaders in the sector H. E Albert Muchanga, AU Commissioner for Economic Development, Trade, Tourism, Industry and Minerals Hon. Silesh Girma, Min. of State for Tourism, Ethiopia;

H.E Albert Muchanga, AU Commissioner for Economic Development, Trade, Tourism, Industry and Minerals; Hon. Chiza Charles N.Chiumya, Acting Director, Industry, Minerals, Entrepreneurship and Tourism, AU; Hon. Dr. Haile G. Selassie, Ethiopian renowned Marathoner and Founder Haile Silesi Resort and host of other dignitaries from both the private and public sectors including the Executive Board Members from the African Tourism Board and members of the press.





## Hon. Cuthbert Ncube Invites Hon. Najib Balala to ATB's HQS' unveiling in Eswatini as he Visits South Africa - January 2022

Hon. Cuthbert Ncube, the Executive Chairman, African Tourism Board has verbally invited charismatic Hon. Najib Balala, Tourism Secretary, Kenyan Tourism to the official unveiling of the ATB's headquarters scheduled to take place on the 25th February, 2022 in the mountain Kingdom of Eswatini.

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## The Unveiling of ATB's Secretariat Take Place in the Kingdom of Eswatini-March 2022

The Executive Chairman of African Tourism Board, Hon. Cuthbert Ncube has advocated for a united approach in advancing African tourism as a whole and also eulogized the founding fathers, Executive Board Members, the brand Ambassadors, the host country and other stakeholders in the development and attainment of African Tourism Board as the organization progresses.



## **ATB UNVEILLING : Hon. Cuthbert Ncube Calls for a United Approach on African Tourism Advancement, Eulogises Founders, Executives, Ambassadors, Host Country and Stakeholders**

The Chairman further praised Hon. Moses Vilakati, Minister of Tourism and Environmental Affairs, Kingdom of Eswatini and brand Ambassadors of African Tourism Board within Africa and all over the world as well as so many stakeholders who have contributed immensely to the attainment of ATB so far.



## **ATB UNVEILLING: Kingdom of Eswatini on Efforts at Issuing Visa on Arrival as African Tourism Board Opens Office in Mbabane**

The Eswatini monarchy is upbeat on the efforts at issuing electronic visa and visa on arrival to the country in order to increase traffic in terms of tourists arrivals to the mountain kingdom.



## ATB Collaborates with Tengere Cultural Tourism Program and Dulutu Green Foundation on Tree Planting, Webinar to Commemorate Earth Day 2022 - April 2022

The African Tourism Board has Collaborated with Tengere Cultural Tourism Programme and Dulutu Green Foundation in Arusha, Tanzania to celebrate the 2022 Earth Day by planting trees in some secondary schools in Arusha with the aim of making a far reaching contribution to the climate concern.



## ATB Team Meets Equatorial Guinea PM, Presents Future Partnership Projects -September 2022

The Prime Minister of Equatorial Guinea, His Excellency Francisco Pascual Obama Asue received the African Tourism Board Team on behalf of the Vice President His Excellency, Teodoro Nguema Obiang in his office while the team was on a familiarization tour of the country.



## Fam Tour : ATB Leads 29 Delegats from 19 African Countries to Equatorial Guinea

It was a special and above all a breath taking welcoming of the leaders and champions of the tourism, conferencing and events management delegation that arrived in the enchanting Malabo, the capital of Equatorial Guinea, led by the African Tourism Board in its quest at unraveling the best kept tourism secrets of the alluring destination.



## African Tourism Board partner with the Pyne Africa Hospitality and Tourism Award 2022 Nigeria - September 2022

The 5th edition of the Pyne Africa Awards 2022 was a success and African Tourism Board as a partner played a very pivotal role at the event.

Most of our nominations won the awards which took place at the prestigious Eko Hotels and Suites, Lagos last Friday.

Dignitaries from various African countries and beyond attended the event which saw the President of Tanzania, Zanzibar and others being recognized as the tourism top players.

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## ATB Delegation of courtesy visit to H.E. Albert M. Muchanga, Commissioner, Economic, Trade, Industry and Mining Dept (ETIM) - September 2022

ATB Chairman, Cuthbert Ncube  
Congratulates team as AU commissioner  
H.E. Albert M. Muchanga, Commissioner,  
Economic, Trade, Industry and Mining  
Dept (ETIM) and Ministry of Tourism  
Ethiopia State Minister Mr. Sileshe Girma  
in Addis Ababa Welcomes the ATB led  
Delegation - September 2022



## ATB Team Discusses Cultural Issues, Free Movement, African Union Passports Roll Out Among Others with AU Commissioner Cessouma while on the Working Visit to the AU Headquarters in Addis Ababa - September 2022

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**ATB Joins Burundi to Celebrate World Tourism Day 2022 Among the Rural Dwellers - September 2022**



**ATB Joins RWANDA TOURISM WEEK 2022**



**ATB team led by its Executive Chairman, Hon. Cuthbert Ncube, with the Minister of Wildlife Conservation and Tourism, Republic of South Sudan, Hon. Rizik Zakaria**



**ATB Chairman Meets Ethiopia's Tourism Minister as the Country Embarks on New Tourism Infrastructures - October 2022**

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**ATB Holds Bilateral Engagement with Tanzania Embassy in Pretoria**



**ATB partnered with Pearl of African Tourism Expo POATE 2023 in Uganda - April 2023**



**ATB President Calls for More Tourism Collaborations as AU, ATB Sign Historical MoU in Addis Ababa**



**ATB Sign Historical MoU signing in Addis Ababa**



**ATB Delegates at AU High Level Private Sector Forum 2023 session taking place at the Kenyatta International Convention Centre, Nairobi, Kenya.**



**ATB President Calls for More Tourism Collaborations as AU, ATB Sign Historical MoU in Addis Ababa**



**African Tourism Board collaborates with The Taste Of Afrika for 'Cultural Oneness Festival' in the North**



**ATB teams up with Kenya's Ministry of Tourism to boost trade policies and showcase Kenya as a top-notch tourist destination.**



**ATB at East Africa Business Investment and Tourism Expo Conference in Bukoba, Tanzania**



**ATB renew partnership with Legendary Gold Ltd., organiser of Africa Celebrates - a pan-African Festival to be held between 25th-29th October, 2023**



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**GLOBAL TOURISM RESILIENCE CONFERENCE 2023 : Hon. Cuthbert Ncube, ATB President exchanging pleasantries with other panelists after their panel session at the ongoing #GTRCMC in Kingston, Jamaica.**



**ATB teams up with Kenya's Ministry of Tourism to boost trade policies and showcase Kenya as a top-notch tourist destination.**



PROMOTED BY



IN COLLABORATION WITH



HOSTED BY EGYPT



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## Agenda list for African Tourism Board Side Event **African Tourism Sustainability and Investment Forum**

Unlock Africa's tourism potential through  
Intra-Africa trade

November 11, 2023, 9:00 AM – 12:00 PM, Cairo Time

Venue: **Lecture Hall B** Al-Manara ICC, Cairo, Egypt

Follow the link for Live transmitted program of the African Tourism Sustainability and Investment Forum at IATF

2023.[https://www.youtube.com/live/6AdKvb0OSik?si=djuevo84\\_WopUiGS](https://www.youtube.com/live/6AdKvb0OSik?si=djuevo84_WopUiGS)



*The African Tourism Board participated in the 2023 edition of Intra-African Trade Fair (IATF) in Cairo, Egypt where it organised a sideline event tagged “African Tourism Sustainability and Investment Forum” with the theme, “Unlock Africa’s Tourism Potential Through Intra-African Trade” on the 11th November, 2023 at ICC, Cairo, Egypt. where many high-level tourism personalities were in attendance to lend their voices to the whole discourse on Africa’s advancement.*



