

Newsletter

GOVERNMENT

MANIFESTO ON TOURISM



REPORTING ON MANIFESTO COMMITMENT AND OTHER NON-MANIFESTO ACHIEVEMENTS

A. IMPLEMENTATION OF MANIFESTO ACHIEVEMENTS

Manifesto Commitment

Improving Policy and Legal Environment

□ Review and upgrade all tourism-related laws, regulations and policies to ensure consistency with regional and global best practices

Develop a Master Plan for the tourism sector in line with the revised laws and policies

□ Establish a Tourism Information Register (TIR)

Achievements

Dr. Pratt, in her submission also welcomes the idea of working with Susan Carilo and the Malaga city in planning the future of tourism in Sierra Leone.

Madam Susan explaining to the team how they have been able to use new technologies to create opportunities to develop new urban services that improve cities' operational performance, provide greater transparency and more interaction with citizens, and reduce the local environmental impact.

But moreover, Digitalization is technology-driven. Digital innovations are created on the basis of new digital technologies: Therefore, innovative use cases are driven on the one hand by established companies and on the other by start-ups and venture capital. This leads to

digitalization of different speeds and development.

Dr. Memunatu B.Pratt



3rd-5th April 2023

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SIERRA LEONE'S TOURISM MINISTER AND DELEGATION PENETRATE THE SOUTH AFRICAN TOURIST MARKET, MAKING A MORE MUSCULAR APPEARANCE AT THIS YEAR'S WORLD TRAVEL MARKET AFRICA 2023.

By Kai Bockarie-Saquee



"Sierra Leone reached out, faced the market, faced the people, told the stories, changed the narratives, promote, Sierra Leone's tourism potentials." Dr. Memunatu B. Pratt explains tourism dynamics for national development and sheds light on mitigating international tourism barriers.

As Sierra Leone continues to measure the impact of marketing and promotion on the destination, tourist arrivals clear the doubt and ascertain the international marketing approach: as 2022 showed an increase of 114,533 tourist arrivals, that visited Sierra Leone, Spain showing 2,000 tourist arrivals.



Sierra Leone join over 6000 travel industry professionals as Africa's leading and only business-to-business (B2B) exhibition for both the inbound and outbound African travel, hospitality, and tourism markets.

It is sacrosanct, it is the right place Sierra Leone could be, as WTM Africa delivers and shared and proven platform with a composition of Hosted Buyers, Buyers' Club members, Media representatives, tourism stakeholders, pre-schedule appointments, and working, networking with travel trade visitors from South Africa and key potential new markets respectively.

Sierra Leone's tourism minister and NTB General Manager meeting with industry professionals to expand tourism networks, globally reaching regional focus and balance.

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As Dr Memunatu B. Pratt leads the business meetings and networking, it is quite clear that WTM Africa has the cutting edge to create personal and business opportunities, providing Sierra Leone's fine Database with the right customers with quality contacts, and content, as well expand the tourism communities in South Africa.

Sierra Leone, during the three days, was able to meet, network and conduct business with representatives of the tourism industry, allowing the team to make quality contacts and find the right partners on the top-of-the-line appointment and working-in system.

Sierra Leone's tourism team measured the great opportunity to expand the tourism business and network within the African continent.

Sierra Leone stands to gain the opportunity to network and attend sessions from industry leaders about travel trends and innovations from around the world but with focus on Sierra Leone reached out, faced the market, changed the narratives, and promote Sierra Leone's tourism. Dr Memunatu B. Pratt explains the tourism dynamics for national development and mitigating international tourism barriers. WTM Africa welcomes Sierra Leone's delegation to South African tourism markets.

Sierra Leone's tourism exhibition and Display of the country's culture, which exposes Sierra Leone's tourism and culture, heritage, and people.

Kai Bockarie-Saque
Communications and P.R. Officer
National Tourism Board.
EXPLORE FREEDOM

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Dr Memunatu Pratt Joined the Ministerial Roundtable discussions at WTM Africa



Sierra Leone's tourism minister, Dr Memunatu B. Pratt joined fellow tourism ministers as lead panels in strategically mapping out the right road map for Africa's tourism growth using a strategic tourism governance approach.

Discussing the theme: "Developing a sustainable tourism industry in Africa by integrating cultural, environment, good governance."

Dr Pratt centred her introduction around sustainable tourism, which she said is not just about being green - but rather it's about Africa ensuring a long-term smart future for Africans and Africa tourism, which must enshrine genuine; collaboration, and partnerships so that community will benefit support from fair trade.



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She further lamented as a nation and a sector, we are mandated to dedicate in unifying an aligned industry so generations now and further can reap the rewards for years to come rather than decimate our natural resources and habitats for short-term gain.

Milton Nkosi, Chairman, MMN International Consulting /BBC, who served as the moderator, was keen to further ask Hon. M.B. Pratt. What have been the steps so far in Sierra Leone's tourism development.

Dr. Pratt response was clear as she pinned points on the role of government towards tourism development as regarding the several commitments given to tourism so far since her inception in office.

Hon. Memunatu B. Pratt, Minister of Tourism and Culture, Sierra Leone also met

The new Tourism Minister of South Africa Hon. Patricia de Lille. She thanked the Hon. minister of South Africa for the consideration about to given to Sierra Leone in relations to visa waiver for diplomats and service passports holders. However, she further engaged her on the 90-day entry visa for both countries for tourism and leisure purposes

Hon. Edmund Bartlett, Minister of Tourism, Jamaica, also applauds Dr. Pratt and the government for the strategic steps have been taken so far towards tourism and peace. He also dilated the plans of Jamaica and Sierra Leone to collaborate and share values that leverage both countries' tourism development and relationships.

Madam Susana Carillo, First Deputy Mayor, Delegate Councilor of the Urban Innovation and Digitalization Area, City of Malaga, also shared her country's plans in working with countries around the world in city planning using innovations and technology or Ai and Sierra Leone is a consideration.



Ken Osei, Principal Investment Officer, IFC, dropped his fine lines around tourism finance for a sustainable future. Mr. Osei reiterates that tourism should be looked at with a financial lense if countries should make ROI and not just talk about it. He said tourism finance is critical to enhancing nations' wealth in development key tourism structures in creating employment, which happens to be a key catalyst for african nations and her people.

Dr. Pratt ended the session with a lot more contacts and networking with other ministers and top stakeholders in the business of tourism.



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Reasons for trade fair participation for Sierra Leone:

Doing business - boosting sales

Reach new target groups and cooperation partners

Showing presence, building trust, retaining customers

Demonstrating strength

Gaining market share

Personal networking as a door opener

Getting direct feedback on the country's tourism products

Discovering industry trends

Using trade fairs as communication to showcase tourism assets.

World Travel Market Africa is the only event where you can simultaneously...

Generate sales leads - Launch new products - Enter new markets - Raise brand awareness -

Size up your competition - Conduct market research - Command press attention and Develop and maintain relationships.





Version 18 Provisional Programme

ITIC-WTM AFRICA 3-5 April 2023

AFRICAN TOURISM INVESTMENT SUMMIT

Theme: Revitalizing investment in sustainable tourism on the African continent

DAY 1 - 3 April 2023 – INVESTMENT SUMMIT - Venue: CTICC Cape Town - Global Stage

08:45-10:15 OFFICIAL OPENING BY WTM AFRICA – Mark Sham

10:15-11:00 Africa Travel Week Trend Report

11:00am Master of Ceremony for the Investment Summit:

Hon. Nhlanhla Nene, Chairman, Thebe Investment Corporation, Trustee of the Management Board, Old Mutual Superfund and Former Minister of Finance, South Africa

11:15-11:30 Cooperation between the City of Malaga and Africa

Presentation by Jonathan Gómez Punzón, Head of Malaga Tourism Board

11:30-12:30 Ministerial Roundtable

Developing a sustainable tourism industry in Africa by integrating cultural, environment, good governance and social concerns

Moderator: Milton Nkosi, Chairman, MMN International Consulting / BBC

Panellists:

- Hon. Patricia de Lille, Minister of Tourism, South Africa
 - Hon. Philda Kereng, Minister of Tourism, Botswana
 - Hon. Peninah Malonza, OGW, Cabinet Secretary Ministry of Tourism, Wildlife & Cultural Heritage, Kenya
 - Hon. Memunatu Pratt, Minister of Tourism and Culture, Sierra Leone
 - Hon. Edmund Bartlett, Minister of Tourism, Jamaica
 - Hon. Moses M. Vilakati, Minister of Tourism & Environmental Affairs, Eswatini
 - Hon. Rodney M. Sikumba, Minister, Ministry of Tourism and Arts, Zambia
 - Susana Carillo, First Deputy Mayor, Delegate Councilor of the Urban Innovation and Digitalization Area, City of Malaga
 - Ken Osei, Principal Investment Officer, IFC
 - Humphrey Nwugo Regional Chief Operating Officer, AFREXIM-Southern Africa Regional Office
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12:30-13:30 NETWORKING LUNCH

13:35-14:30 Panel Discussion

Overcoming the critical problem of access to finance and investment for Africa's tourism industry

Moderator: Rashid Toefy, Deputy Director General, Department of Economic Development and Tourism, Western Cape Government, South Africa

Panellists:

- Hamza Farooqui, CEO, Millat Investments (Pty) Ltd
- Humphrey Nwugo Regional Chief Operating Officer, AFREXIM-Southern Africa Regional Office
 - Nkem Onwuamaegbu, Africa Regional Head, Multilateral Investment Guarantee Agency, World Bank Group
- Olivier Granet, Managing Partner/Chief Executive Officer, Kasada Capital Management
 - Daniel Trappler, Senior Director Of Development, Radisson Hotel Group
 - Moseketsi Mpeta, Head Tourism and Services, International Development Corporation (IDC)

14:30 -15:15 Presentation of Tourism Investment Projects

14:30-15:00 Revitalised Investment Opportunities in Cape Town's Northern Suburbs by Warren Hewitt, CEO Greater Tygerberg Partnership

15:00-15:15 Investment Opportunities in Botswana by Tafa Tafa, Executive Manager, Investment & Product Development, Botswana Tourism Organisation

15:15-15:30 Networking Break

15:30-16:00 Women in Tourism in Africa

Moderator: Nomasonto Ndlovu, COO, South Africa Tourism

Panellists:

- Hon. Peninah Malonza, OGW, Cabinet Secretary Ministry of Tourism, Wildlife & Cultural Heritage, Kenya
 - Candice Meyer, Partner, Webber Wentzel
 - Sthembiso Dlamini, Chief Executive Officer, Gauteng Tourism Authority
 - Amanda Michelle Mvinjelwa, Key Account Manager Airline and Government Agencies, Airports Company South Africa (ACSA)
 - Corne Koch, Head of the Western Cape Convention Bureau
 - Lee-Anne Singer, Chairwoman, FEDHASA
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16:15-17:00 Initiatives to liberalise civil aviation and boost intra-regional travel and paving the way for the symbiotic regional cooperation in tourism across Africa

Moderator: Milton Nkosi, Chairman, MMN International Consulting / BBC

Panellists:

- Aaron Munetsi, CEO, Airlines Association of Southern Africa.
- Afzal Parambil, Regional Manager Southern Africa, Emirates Airline
- Rui Carreira, Non-Executive Board Member, TAAG Angolan Airlines
- Adebayo Adedeji, CEO, Wakanow.com Limited

17:00- 17:30 Transforming positively the business climate and competitiveness of the African Continent

Moderator: Kojo Bentum-Williams, Voyage Afrique

Panellists:

- Themba Khumalo, Acting CEO South Africa Tourism
- Tshoganetso Carl-Ponoesele, Acting CEO, Botswana Tourism Office
 - Cuthbert Ncube, Executive Chairman, African Tourism Board
 - Harold Goodwin, Responsible Tourism Partnership and Adviser World Travel Market
 - JP van der Merwe, Head of Investment Promotion, Wesgro, The Western Cape's Trade, Investment and Tourism promotion agency

17:30 -17:45 Closing

- Ibrahim Ayoub, Group CEO, ITIC Ltd and Invest Tourism Ltd
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DAY 2 & DAY 3 – Tuesday 4th and Wednesday 5th April 2023

**Networking Meeting and
Presentations of Tourism Projects in need of Investment**

- Tourism Destinations and Developers can meet ITIC team at the WTM Sustainability village to pitch to discuss the investment potential of their projects in need of investment.
- The networking meetings will give access to global & local businesses to promote joint-ventures / partnerships dedicated to accelerating investment in the travel and tourism sector.
- The programme will provide a conducive networking and business environment that will add massive business value to the global/regional/local private sector.
- We will ensure follow-up with the project owners/developers, potential investors after the forum and source, facilitate and structure investments in the selected projects