

Rwanda to host World Tourism Conference

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The Africa Travel Association (ATA) has confirmed that its [41st Annual World Tourism Conference](#) will take place in Kigali next month. The conference that will run from 14- 17 November 2016 will bring together African leaders, international investors and travel professionals to set the tone for how tourism can be utilised as an engine for economic growth and job creation across the continent, through innovative business models, new technologies, and strategic partnerships.



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"The Government of Rwanda is privileged to host the Africa Travel Association's 41st Annual World Tourism Congress," Francis Gatare, the CEO Rwanda Development Board is quoted in a statement as saying.

"Rwanda has excellent infrastructure and an array of iconic tourism attractions that suits ATA's event, and Kigali city has a special fascination to visitors. The Government of Rwanda is committed to working with the Corporate Council on Africa to ensure that the event is successfully hosted."

The conference will also provide a platform to network and explore new tourism markets and products including the promotion and preservation of Africa's rich cultural heritage and wildlife.

"This year's conference will be a learning and networking opportunity, as well as a launching pad for the exciting work we will be doing with our members throughout the year. We have had great success in creating events that generate ongoing

benefits and opportunities and we are pleased to be applying our expertise to the tourism industry," Stephen Hayes, president and CEO of the CCA said in the statement.

The 41st Annual World Tourism Conference will be the first time ATA's flagship conference is hosted under CCA leadership.

African Tourism is a \$44 billion industry according to [Africa Tourism Monitor 2015: Unlocking Africa's Tourism Potential](#), a joint report by the African Development Bank (AfDB), New York University's Africa House and ATA.

CCA, the leading US business association focused on African business and investment, acquired ATA in January 2016. The Africa Travel Association (ATA), a division of Corporate Council on Africa, is the leading global trade association promoting travel and tourism to Africa and strengthening intra-Africa partnerships.

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