

African collective selected as finalist in UNWTO tourism campaign

The Afrika Yetu campaign has been selected as one of 10 finalists out of 150 submissions to the United Nations World Tourism Organisation (UNWTO) Inspiration Africa Branding Challenge. The Challenge invited proposals for a campaign that positions Africa as a destination in the minds of international travellers.



Image via [Gallo/Getty](#)

The Afrika Yetu campaign proposal is the result of a collaboration of tourism roleplayers from seven African countries, including Boundless Southern Africa, Zulu Nomad, Big Ambitions, Hallpax, Bon A267 Creative Agency, Airgift, Congo Conservation Company, Love Africa Marketing, Na-Beat Enterprises and tourist guides – Philani Sangweni, Moïse Awonlonsou and Ally Jape. Bontle Mohlahlane was appointed as the Art Director of the campaign.

"As the Cradle of Humankind, Africa is the beginning of our human story. The diversity of African culture, creativity, biodiversity and landscapes are the vital attributes of a continent that is witnessing its youthful population nurture and grow its heritage to ensure a better future in a fast-changing world," explains Roland Vorwerk, convenor of the Afrika Yetu team.

Afrika Yetu, 'Our Africa' in Kiswahili, speaks to a deeply rooted culture of collective ownership, of the heritage which is celebrated, the confidence in the narrative that celebrates one of the most diverse continents in the world and the custodianship thereof across the African continent.

Embracing Africa heritage

Telling this story, the Afrika Yetu campaign focuses on curating and sharing the inspiring stories of Africans conserving and embracing their heritage to inspire international travel to the continent. The collective aims to work with and empower partners across Africa to create, collate and curate content that showcases 'Our Heritage. Our Future. Our Africa'

The user-generated stories showcasing how the people of Africa are embracing their heritage will be amplified worldwide on platforms of campaign partners such as national tourism organisations and tourism trade, as well as media and social media. "We aim to make it simple for Africans to tell their heritage stories and for our partners to use that content with ease on their respective platforms to amplify the positive messaging about tourism to the continent," says Vorwerk.

The winning proposal of the Challenge will be selected by Jury Members from CNN and UNWTO, and will be announced on 16 October. The benefits of winning the Challenge include being associated with the UNWTO Agenda for Africa, an invitation to form part of the UNWTO Innovation Network and potential matchmaking with partners to develop the proposal further.

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