



UNWTO
World Tourism Organization

OVERVIEW OF GLOBAL TOURISM INVESTMENT TRENDS

The Role of Infrastructure Investment in ensuring the Sustainability and Competitiveness of Tourism Destinations

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Impact of tourism investment

Job creation

Inclusive Economic growth

Poverty reduction



UNWTO Agenda for Africa - Tourism for Inclusive Growth



UNWTO agenda for Africa

Tourism for
inclusive growth

1. **Advocating the Brand Africa**
SDGs 8, 10, 11, 14, 15
2. **Promoting Travel Facilitation (Connectivity / Visa)**
SDGs 8, 9
3. **Strengthening Tourism Statistics Systems**
SDGs 8, 15, 17
4. **Expanding of Capacity Building incl. Training Facilities**
SDGs 4, 8, 10
5. **Promoting Innovation and Technology**
SDGs 8, 9
6. **Fostering Resilience (Safety + Security, Crisis Communication)**
SDGs 8, 12, 13, 16
7. **Unlocking Growth through Investment Promotion and Public Private Partnerships**
SDGs 8, 9, 12, 17
8. **Empowering Youth and Women through Tourism**
SDGs 5, 8, 10
9. **Advancing the Sustainability Agenda (esp. Biodiversity)**
SDGs 12, 13, 14, 15
10. **Promoting Cultural Heritage**
SDGs 8, 16

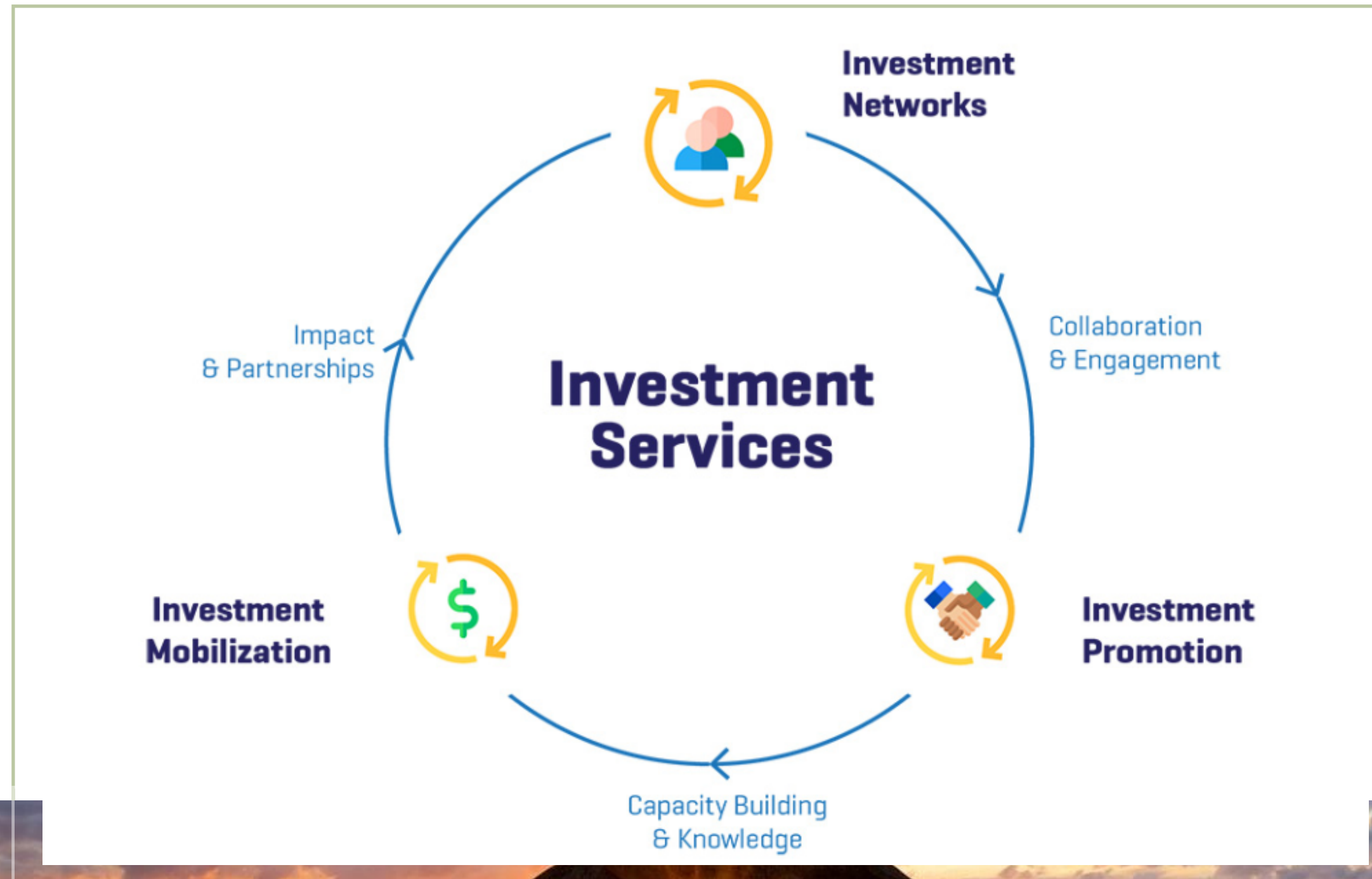
United Nations World Tourism Organisation



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UNWTO Investment Strategy

What we do



UNWTO Investment Strategy

What we do

INVESTMENT FORUMS & EVENTS

INVESTOUR - Tourism Investment and Business Forum for Africa

January 2020 - Madrid, Spain

UNWTO Global Tourism Investment Forum in Africa

February 2020 - Abidjan, Côte d'Ivoire

2nd Edition UNWTO Global Tourism Investment Forum

September 2021 - Sal, Cabo Verde



UNWTO Investment Strategy

What we do

UNWTO INVESTMENT GUIDELINES SERIES

- | | |
|----|--|
| 01 | Enabling Frameworks for Tourism Investments |
| 02 | Travel and Tourism Tech Startup Ecosystem and Investment Landscape |
| 03 | Good Practices and Case Studies on Tourism Investment |
| 04 | Policy Considerations on Tourism Investment |

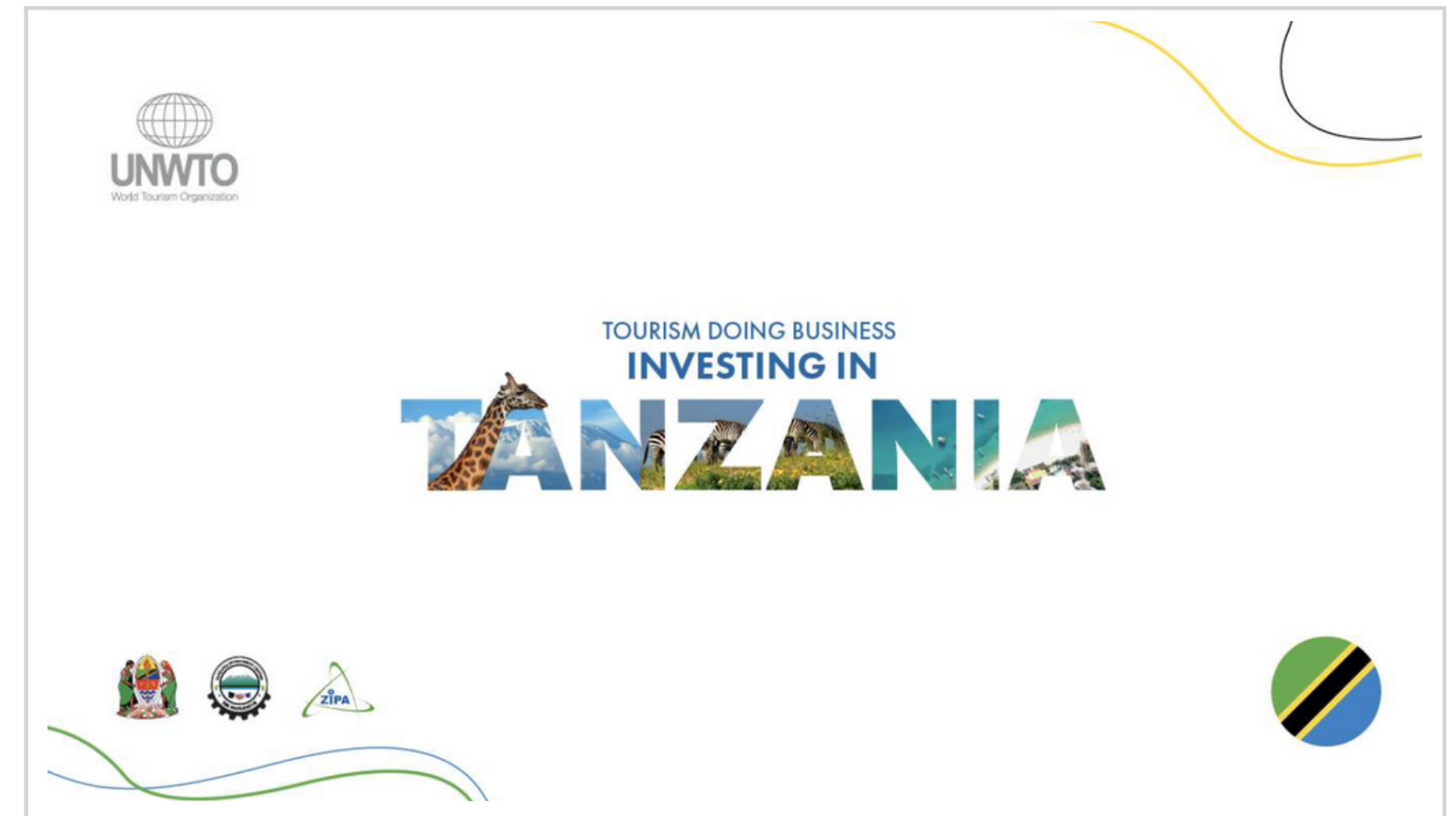


UNWTO Investment Strategy

What we do

Country Investment Guidelines

A continuous series of reports on country's current investment climate and opportunities in its tourism sector



Tourism Investments Insights Africa

Africa Tourism Greenfield Foreign Direct Investments (TFDI)

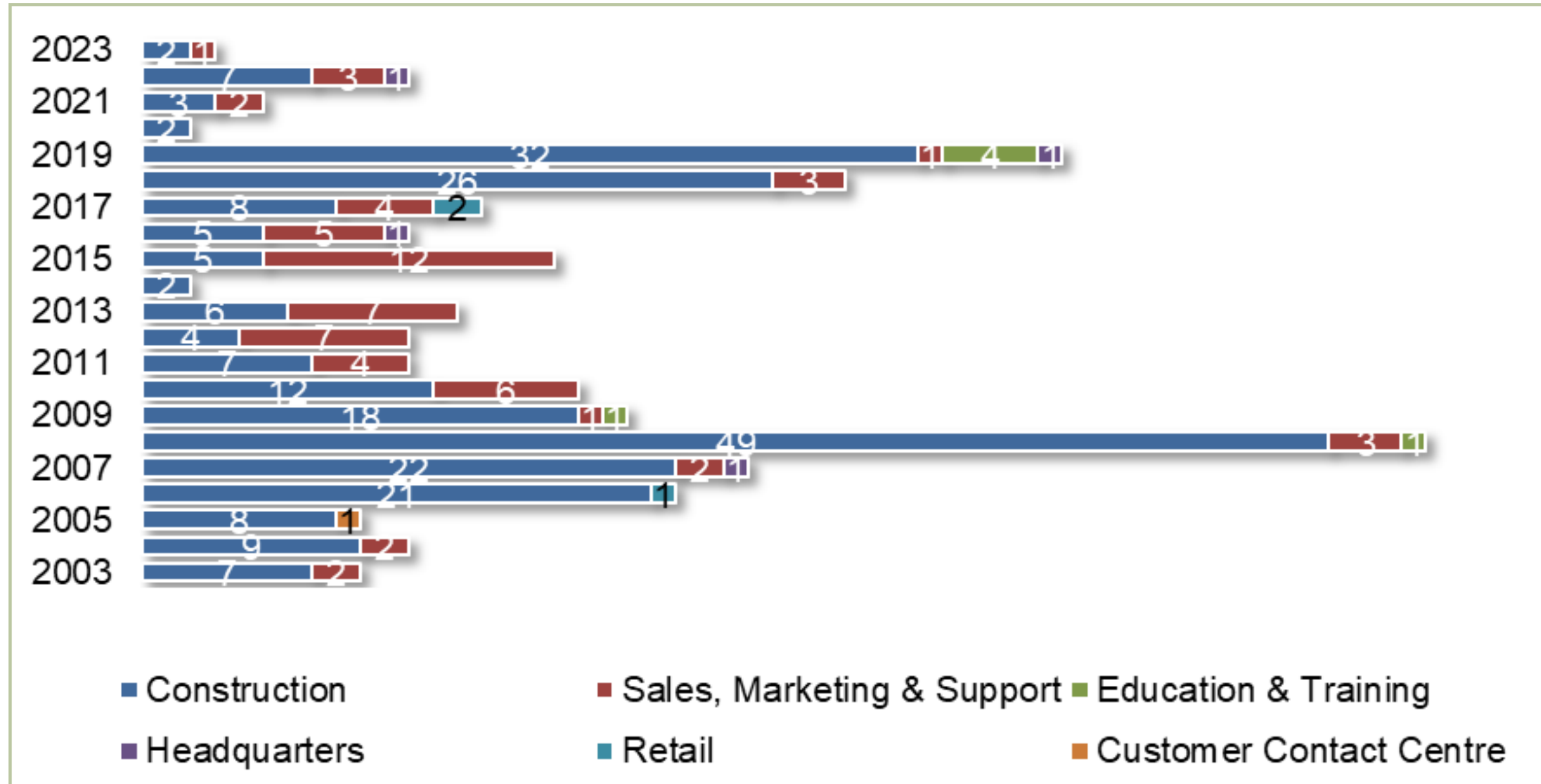
Headline figures (2003-2023)	
No of FDI projects	334
Total jobs created	68,837
Average project size (jobs)	206
Total capital investment	USD 31,797.41 m
Average project size	USD 95.20 m



Overview of the current global trends in tourism investment



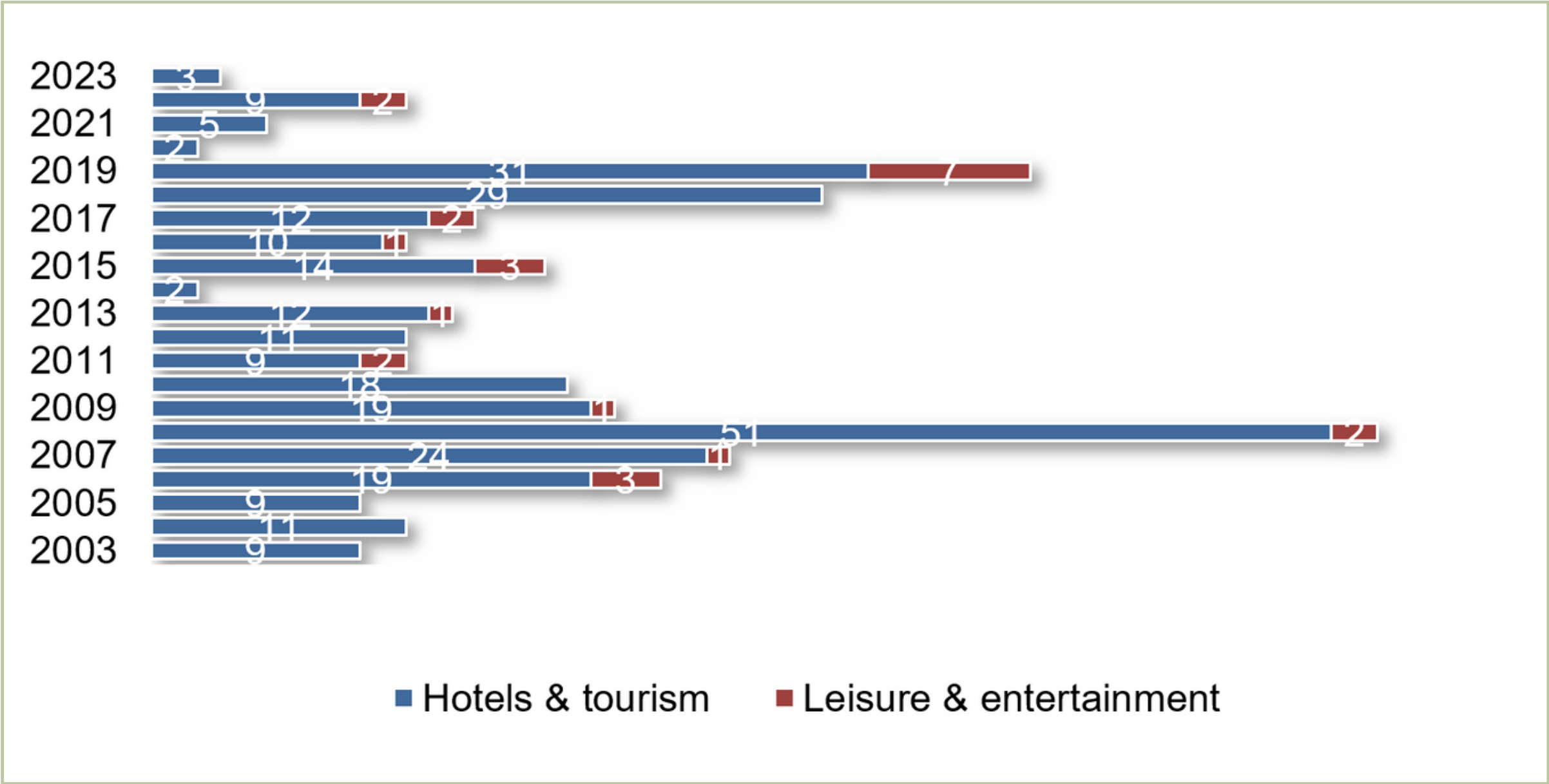
FDI projects by year and business activity



fDi Intelligence from The Financial Times Ltd



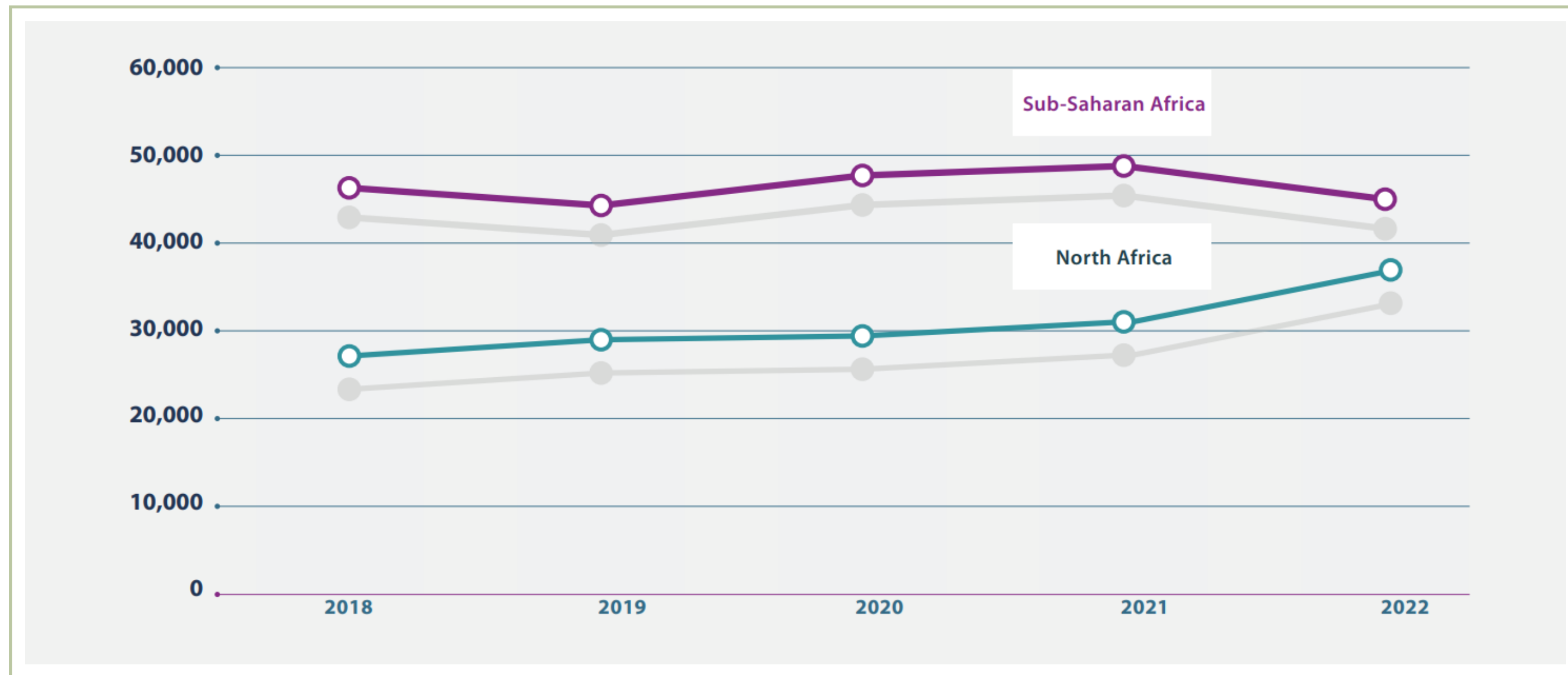
FDI projects by year and sector



fDi Intelligence from The Financial Times Ltd



Hotel Chain Development Pipelines in Africa 2022



Source : W Hospitality Group



Digital Futures for a competitive Tourism industry



Importance of solid regulations and favorable business climate in Africa

Improvement of regulations

Reduction of administrative costs

Fostering open and competitive markets

Lowering uncertainty

Ease of doing business



Importance of solid regulations and favorable business climate in Africa

Top 5 African Countries

FDI attraction 2019	Ease of Doing Business 2020
Egypt	Mauritius
South Africa	Rwanda
Nigeria	Morocco
Congo Republic	Kenya
Ethiopia	Tunisia



How can African nations attract FDI ?

The case of Rwanda



Infrastructure driving competitiveness

The case of São Tomé and Príncipe

The screenshot displays the HBD PRINCE ISLAND website interface. At the top, there are language options (English | Português), the HBD PRINCE ISLAND logo, and navigation links (STAY, EXPLORE, ENGAGE, PLAN). The main content area features three large images: a coastal landscape with a boat, a resort pool area, and a tropical beach. Below the images is a booking form with the following fields: "Book your stay", "HOTEL Sundry Praia", "ARRIVAL 2023-06-06", "DEPARTURE 2023-06-07", and "GUEST(S) 2". A "CHECK AVAILABILITY" button is positioned to the right of the guest count field.





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Thank you