



**MINISTRY: TOURISM
REPUBLIC OF SOUTH AFRICA**

Minister Lindiwe Sisulu attends 24th session of the UNWTO in Madrid, Spain

25 November 2021

Tourism Minister Lindiwe Sisulu will attend the 24th Session of the General Assembly of the UN World Tourism Organisation (UNWTO) taking place in Madrid, Spain from 30 November to 3 December 2021.

More than 500 delegates from around the world, including Ministers of Tourism of UNWTO Member States, international organizations, as well as leaders from the private sector and civil society, will participate in the General Assembly.

Delegates are expected to deliberate on the importance of innovation, education and rural development in rebuilding the tourism sector, while highlighting the urgency of transforming the sector. Annual growth in the tourism sector regularly exceeds that of the world economy and international trade.

“Together, we can overcome the current global challenge, and to do so, we need to join forces and act decisively to restore confidence. Through our initiatives, we will build traveller confidence and promote the structural transformation that is needed to build a stronger, sustainable and resilient tourism economy” said Sisulu.

The organization will also launch its new initiative “Digital Futures Programme for SMEs”, designed to help small tourism businesses take advantage of the benefits of innovation.

South Africa, Zambia, Mozambique, Cabo Verde and Morocco are nominated for the Executive Council for the 2021-2025 period pending approval by the General Assembly. These countries have also expressed interest in hosting UNWTO regional offices.

The Minister's attendance at the UNWTO is testament that South Africa is at front and centre of the tourism global agenda.

“South Africa is open for business and tourism, With all health and safety protocols in place leisure and business travellers, can expect a warm welcome” Minister Sisulu said.

Steve Motale
Cell: 083 7840 719

OR

Mpumzi Zuzile
MLO
Cell: 072 550 9019