



RÉUNION SUR LE DÉVELOPPEMENT DURABLE DU TRANSPORT AÉRIEN EN AFRIQUE

**Antananarivo (Madagascar)
25 – 27 March 2015**

**Marcio Favilla
Executive Director / UNWTO**





UNWTO Membership

- 156 Member States
- 6 Territories
- 2 Permanent Observers
- Over 400 Affiliate Members

Our Mandate

The promotion of responsible, sustainable and universally accessible tourism.

"The fundamental aim of the Organization shall be the promotion and development of tourism with a view to contributing to economic development, international understanding, peace and prosperity"

UNWTO Statutes

International Tourism Arrivals

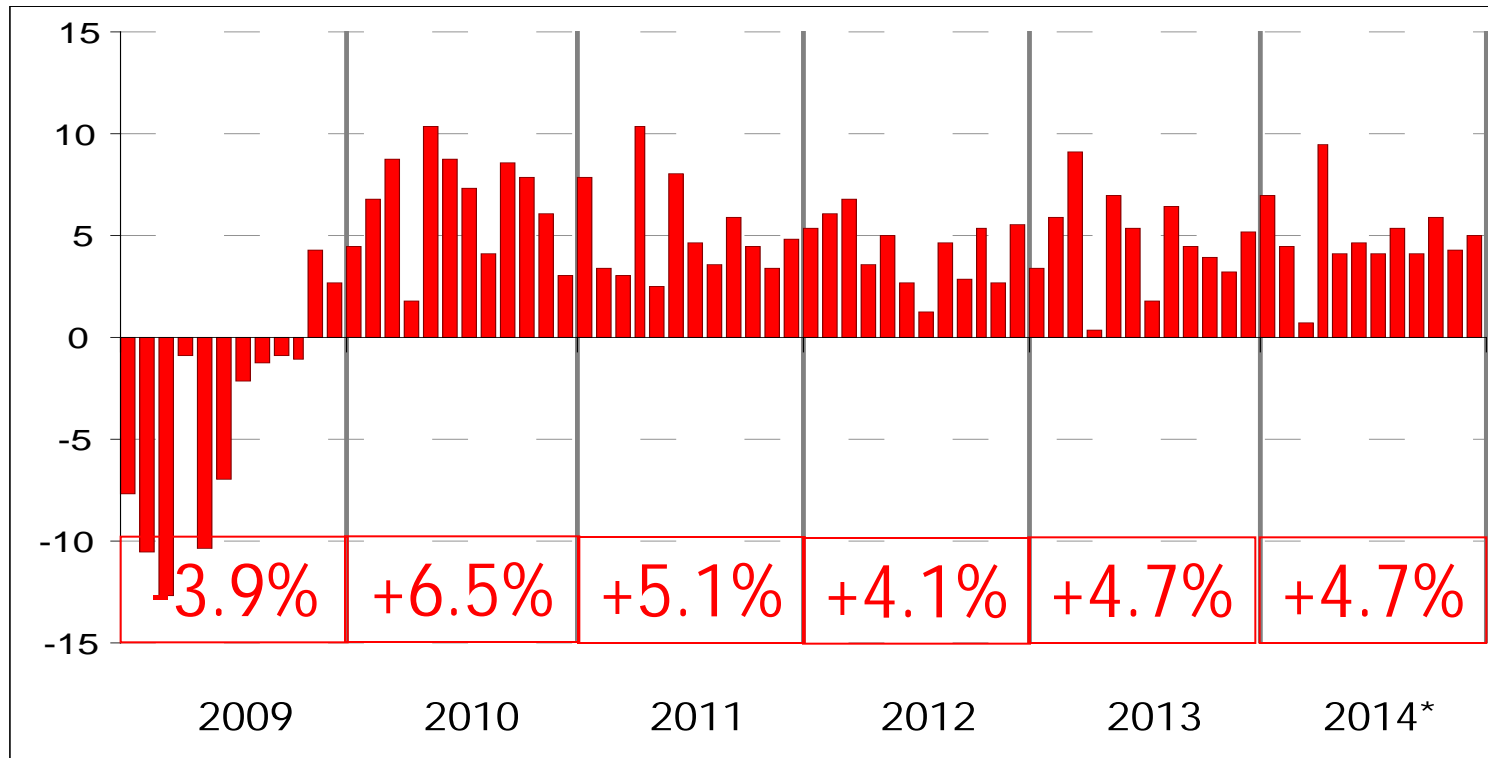


International tourism fifth strong year

International Tourist Arrivals, monthly evolution

World

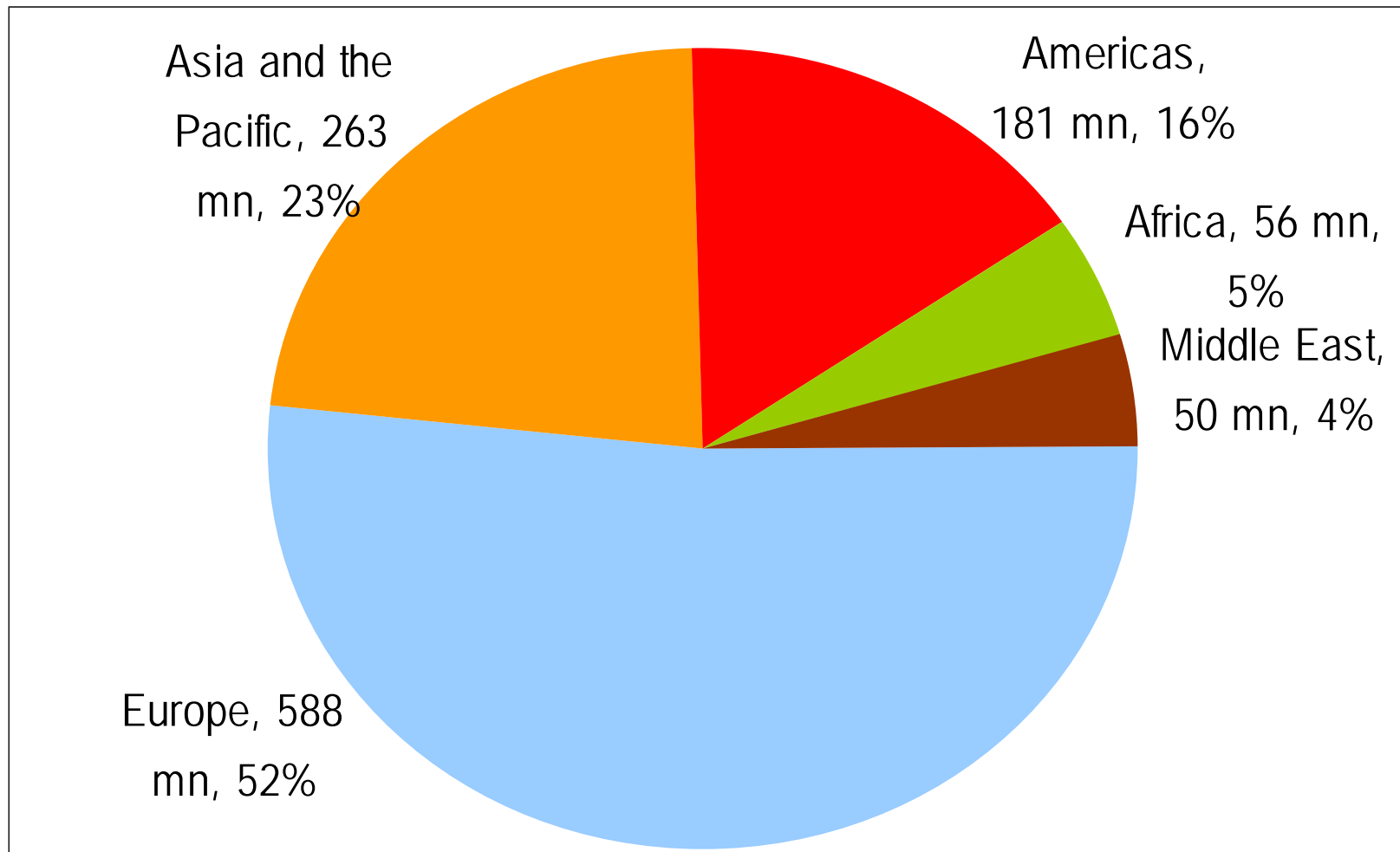
(% change)



Source: World Tourism Organization (UNWTO) ©

Inbound Tourism by region - 2014

World Inbound Tourism: International Tourist Arrivals, 2014* (million)



Source: World Tourism Organization (UNWTO) ©

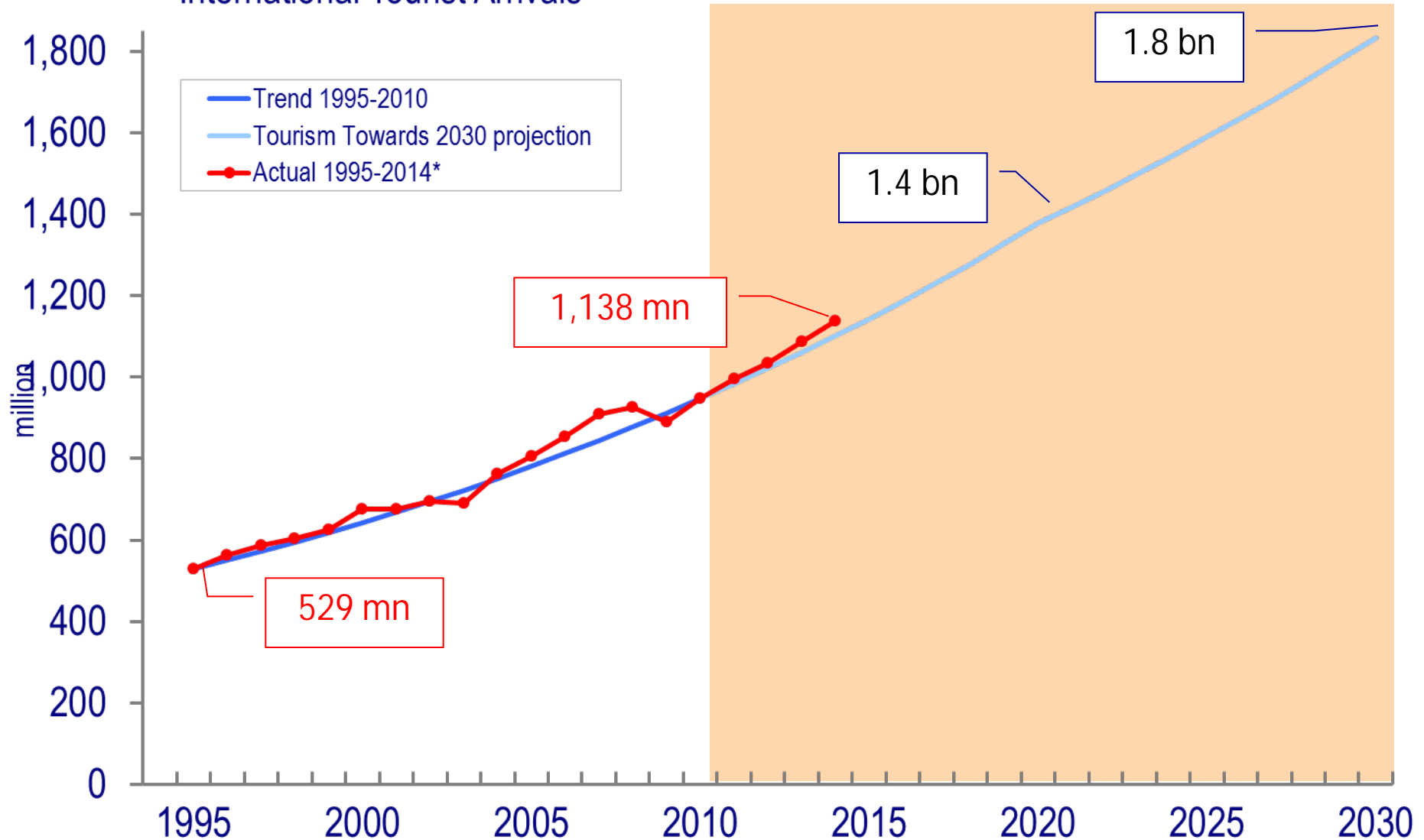
International tourism: projection 2015

	Actual data		Projection 2015
	2014	Average 2005-2013	
World	4.7%	+3.8%	+3% and +4%
Europe	3.9%	+2.9%	+3% and +4%
Asia and the Pacific	5.4%	+6.2%	+4% and +5%
Americas	7.4%	+3.0%	+4% and +5%
Africa	2.3%	+6.2%	+3% and +5%
Middle East	4.4%	+4.6%	+2% and +5%



Actual Trend vs. Tourism Towards 2030 projection World

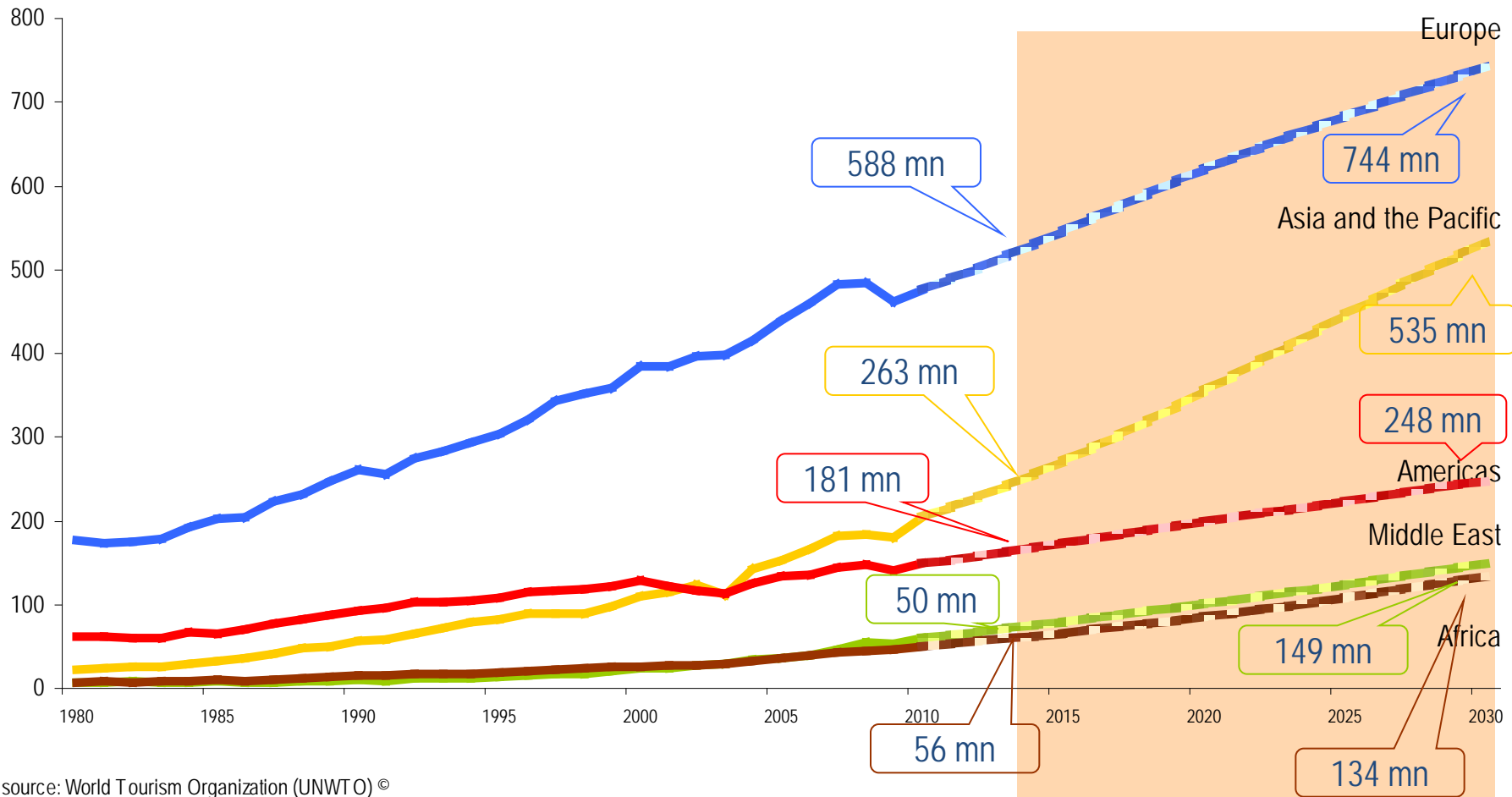
International Tourist Arrivals



Source: World Tourism Organization (UNWTO)

Asia and the Pacific will gain most of the new arrivals

Inbound tourism by region of destination



Air Transport & Tourism: Synergies

UNWTO and ICAO working together ‘ as strategically interrelated sectors that benefit the global society ’

- ∅ Cooperate for the modernization of the air transport regulatory framework**
- ∅ Enhance air transport connectivity (travel facilitation)**
- ∅ Protect passengers, tourists and tourism service providers**



Air Transport & Tourism: Synergies

UNWTO and ICAO working together ‘ as strategically interrelated sectors that benefit the global society ’

- Ø Reduce greenhouse gas emissions (energy, water, waste, biodiversity management)**
- Ø Address air transport issues for tourism development in long-haul destinations, landlocked and island countries**
- Ø Assess the economic impact of taxes, charges, fees, on aviation and tourism**



Air Transport & Tourism: Synergies in Africa

- Ø **Prioritize Aviation & Tourism at the political level**
- Ø **Define an investment and regulatory framework for air transport and tourism services framework**
- Ø **Develop infrastructure (airports, roads, facilities)**
- Ø **Invest in safety and security**
- Ø **Facilitate travel (visa, travel document, info exchange, API / Advancing Borders)**
- Ø **Taxation**
- Ø **Governance and Cooperation**
- Ø **Product development**
- Ø **Branding, promotion**
- Ø **Human Development (knowledge, cb, quality)**



Promote sustainable air transport and tourism development

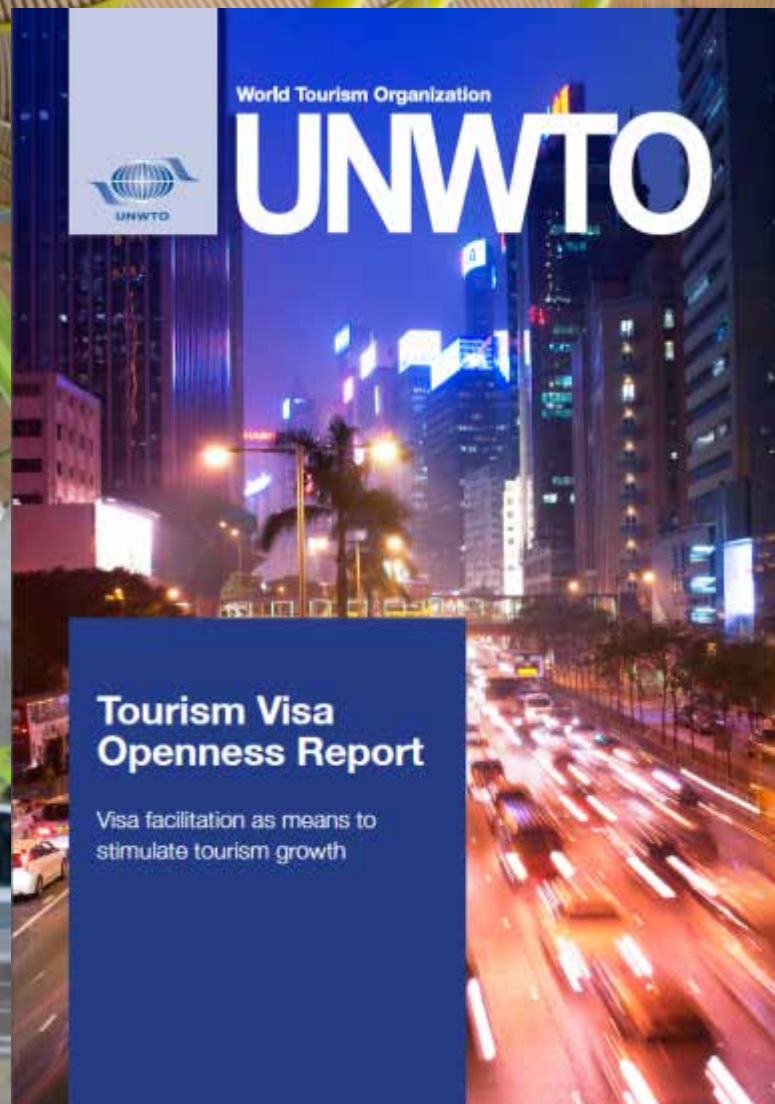




Improve Air Transport and Tourism Competitiveness

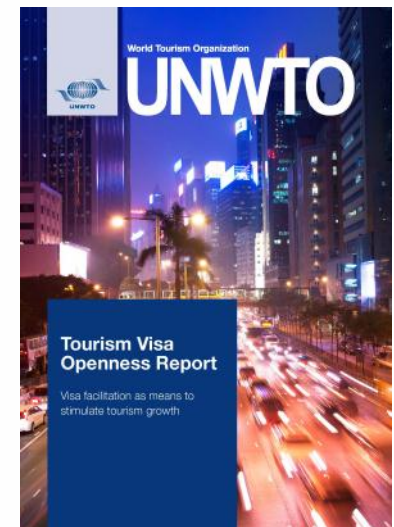
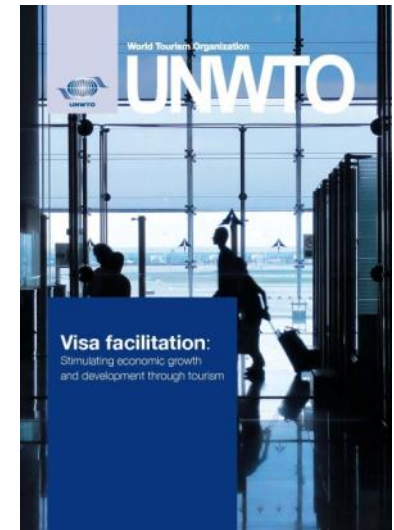


Travel Facilitation

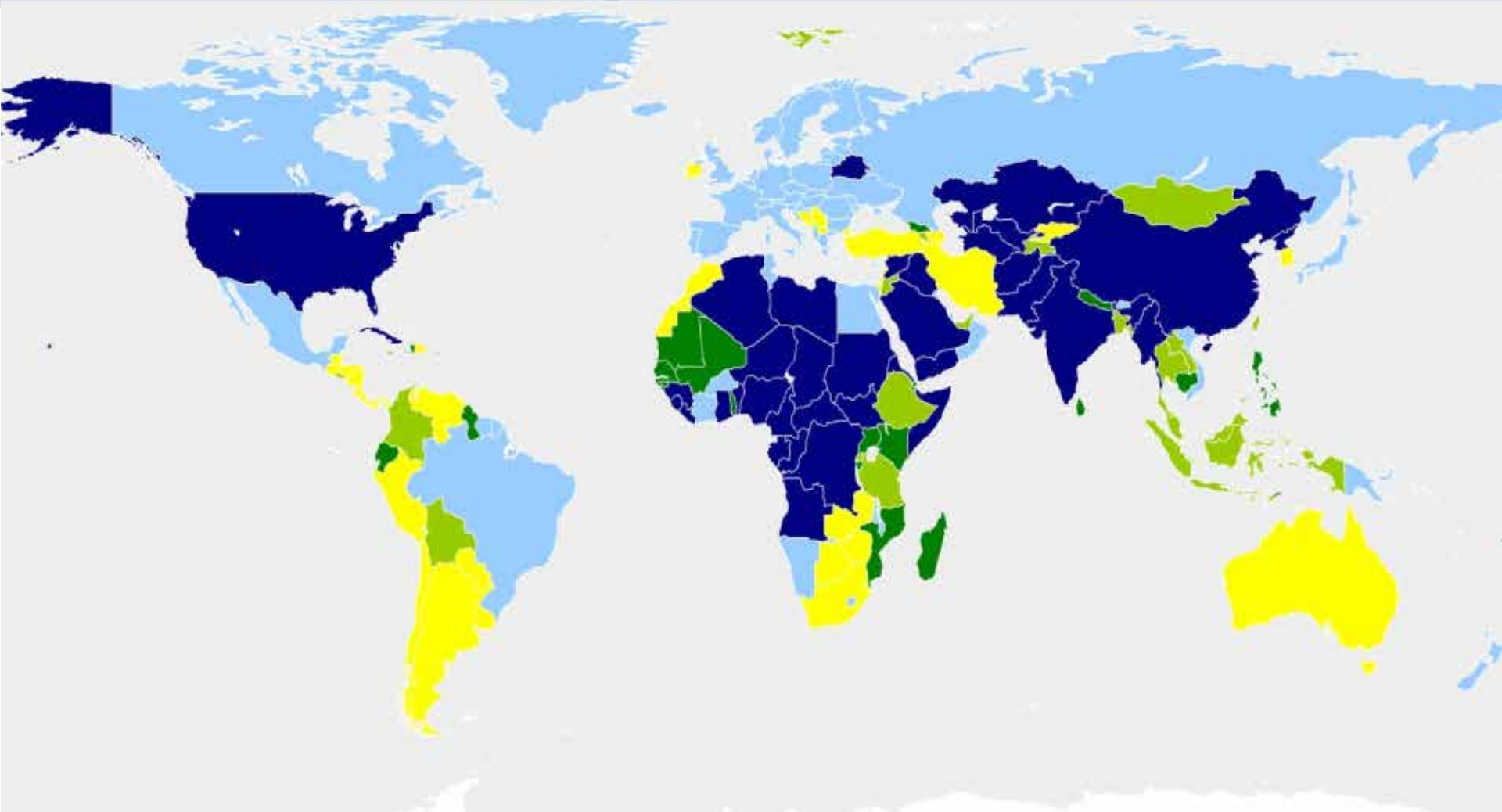


Visa Facilitation

- Visa provide essential functions
 - Immigration Control
 - Security
 - Limitation of duration of stay and activities
 - Application of measures of reciprocity
- However ... visa also act as a constraint to international travel and its economic benefits



2014 Openness Index



Dark blue 0-10, Light blue 11-23, Yellow 24-39, Light green 40-69, Dark green 70-100

Visa Facilitation – Global Summary 2014

- On average 62% of the world's population need a visa prior to departure
 - 19 % without a visa
 - 16 % visa on arrival
 - 3 % eVisa
-
- Between 2010 and 2014, 50 destinations significantly facilitated the visa for citizens of 30 or more countries
 - The most common facilitation measure: 'Visa on arrival' (57% of all change)

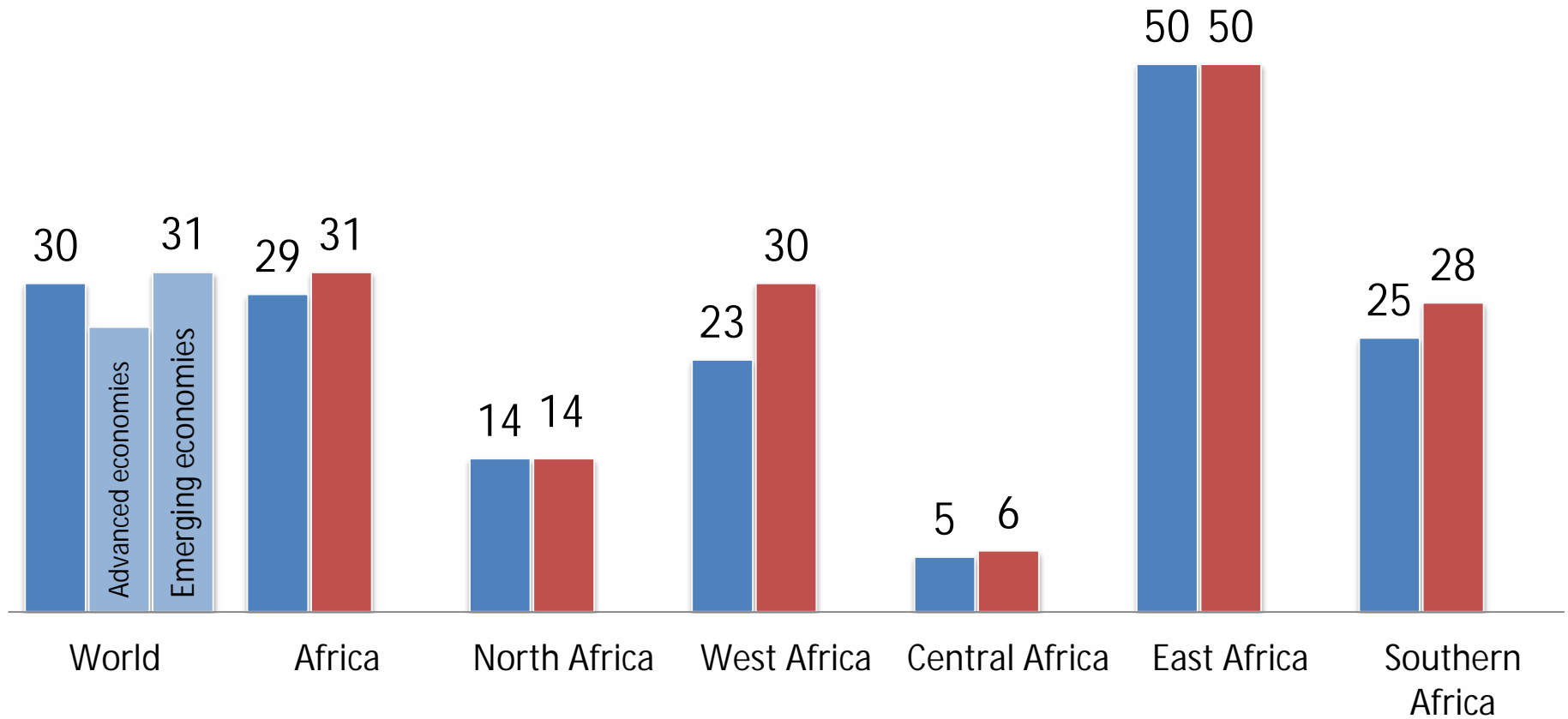


Openness of African countries

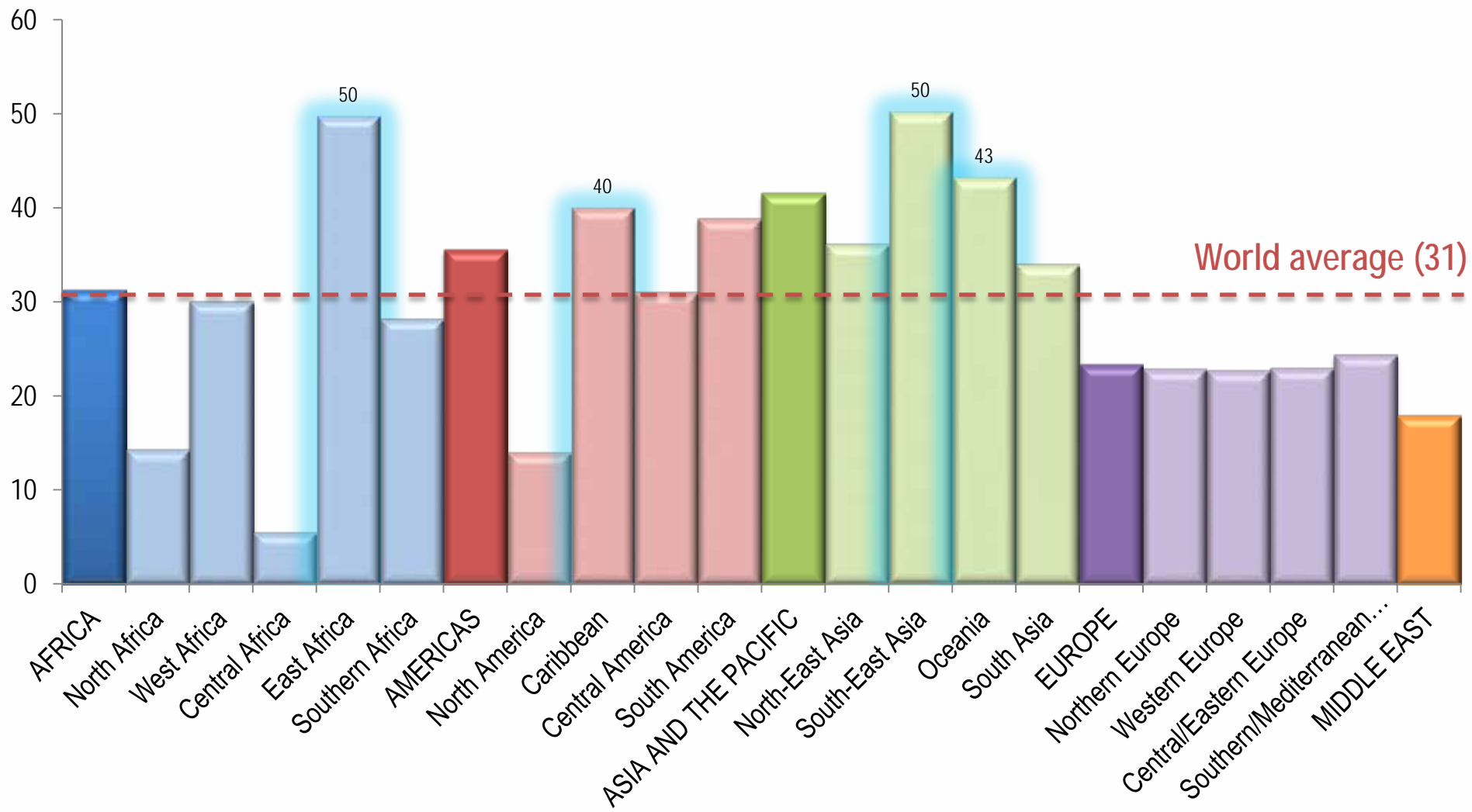
- Ø Africa's openness improved from 11 to 31 between 2008 and 2014
- Ø In comparison, the world's openness improved from 20 to 31 between 2008 and 2014
- Ø Both Africa's and the world's openness index are equally at 31

Openness of African subregions

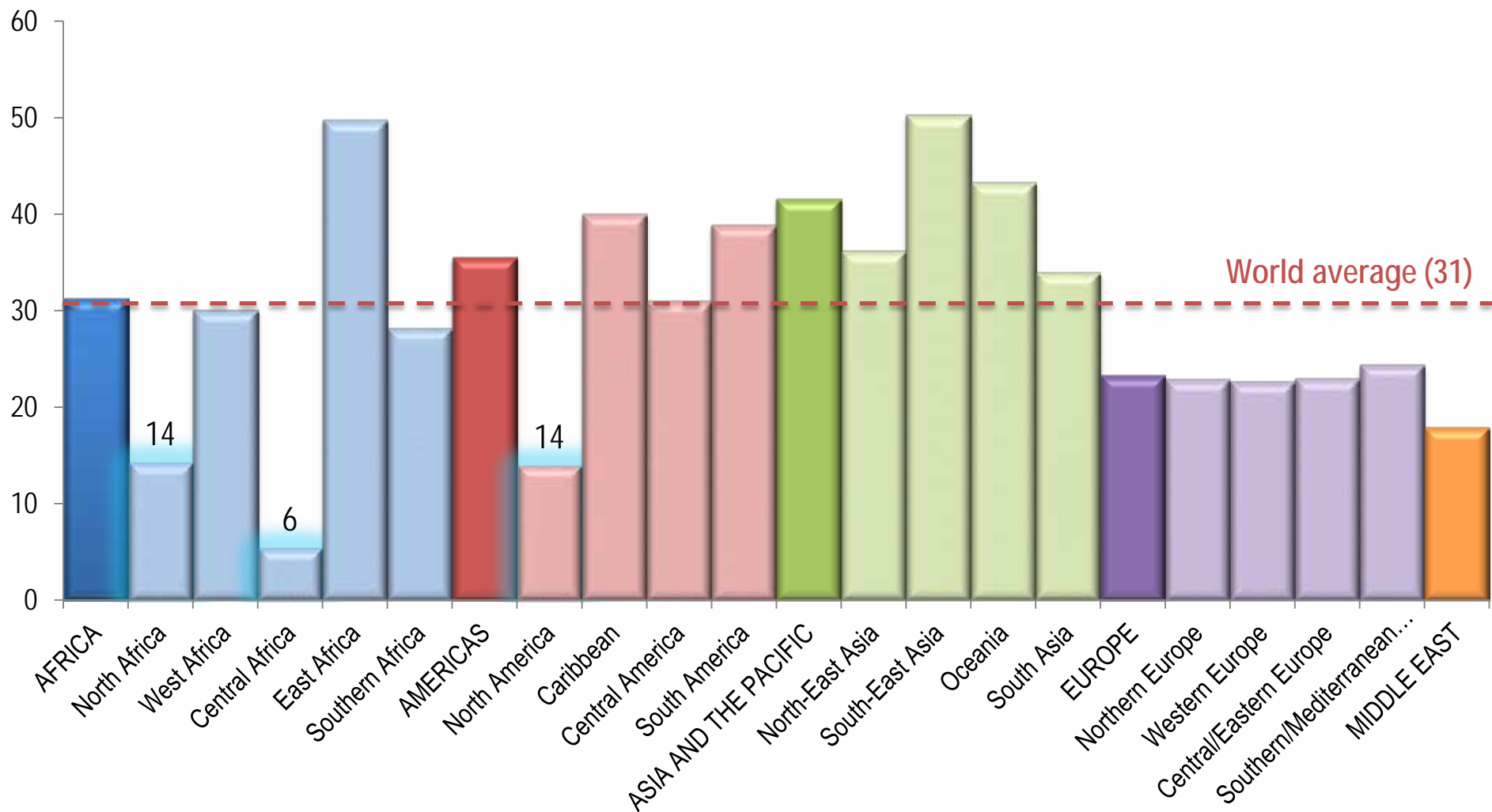
■ 2013 ■ 2014



2014 Most Open Destinations

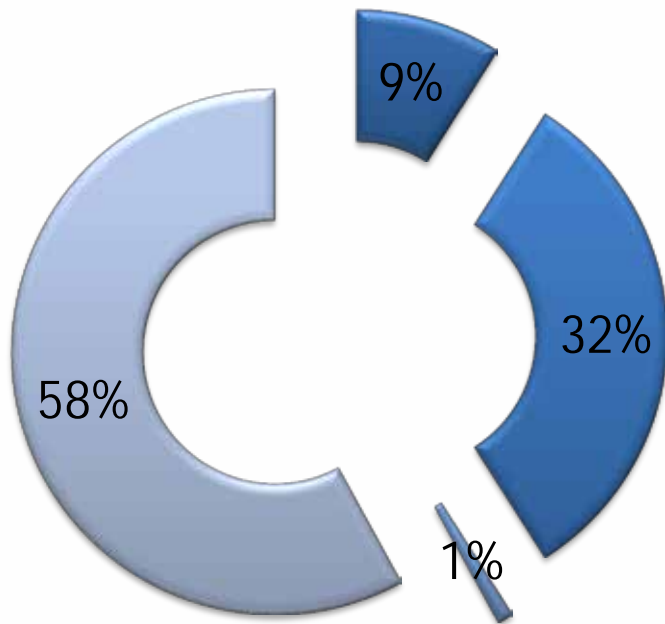


2014 Most Restrictive Destinations

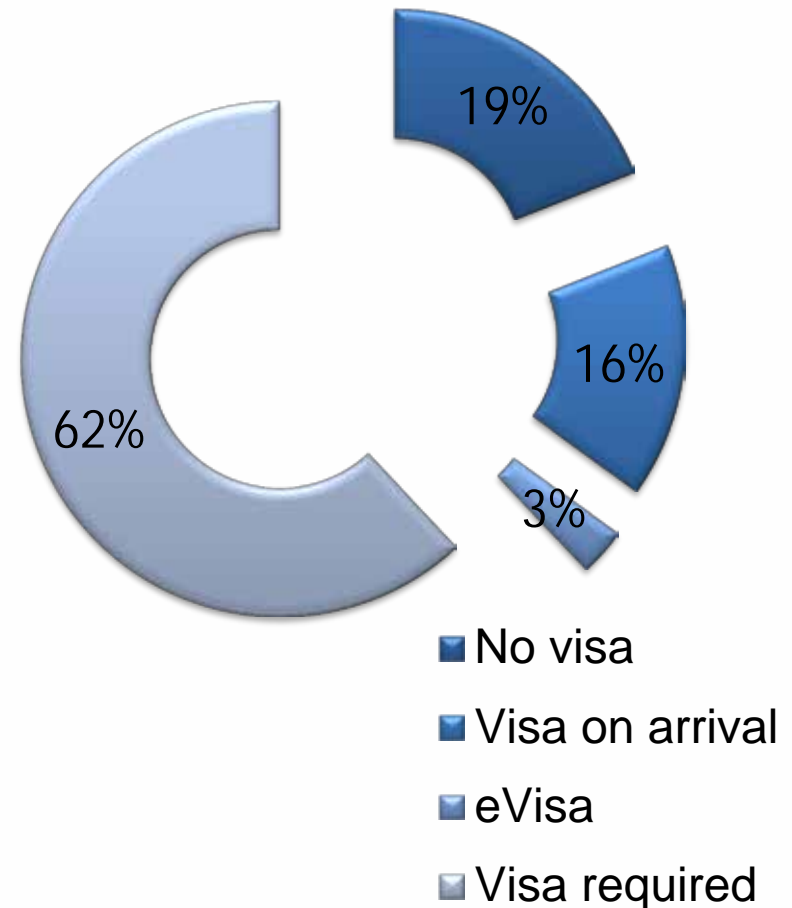


2014: World population affected by...

African countries' policies



Global policies



Recommendations

- Ø **Improve delivery of information** (Availability and reliability – multiple languages, useful information)
- Ø **Facilitate processes** to obtain visas (Reduce bottlenecks, such as personal interviews, needed documents, wait times)
- Ø **Differentiated treatment** to facilitate tourist travel (For means of transportation - e.g. cruise ship passengers - or specified geographical areas or ports of entries)
- Ø **Institute eVisa programmes** (If exempting from entry visa is not possible)
- Ø **Establish regional agreements** (To move freely between member states once admitted by one of the member states)





WHY TOURISM MATTERS

Tourism is economic growth and development

Tourism means Exports





Tourism means Development



Tourism means Cultural Interchange and Tolerance



Tourism can and should mean Conservation and Environmental Protection





Tourism means jobs





Thank you!

UNWTO

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