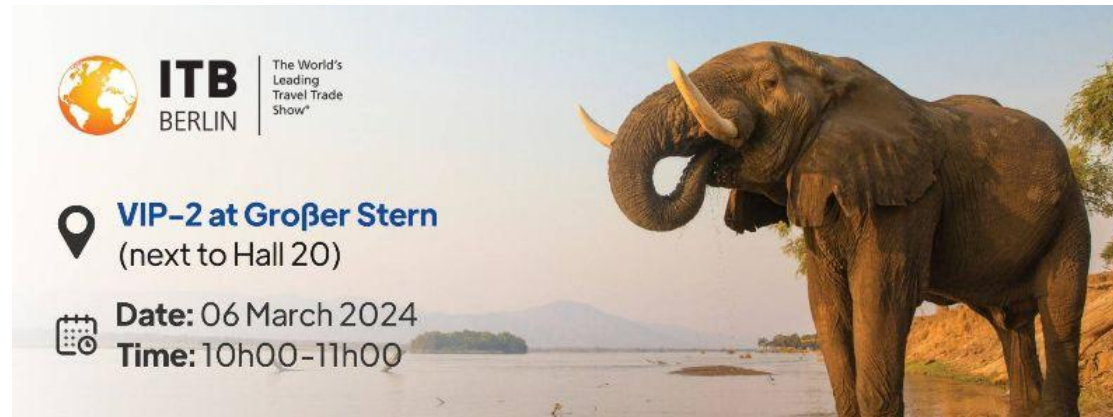


You're Invited: Progress on tourism initiatives across Southern Africa



Dear ITB Delegate

The SADC Business Council Tourism Alliance and Boundless Southern Africa cordially invite you to attend our briefing on the progress of tourism initiatives across Southern Africa.

The session will provide an in-depth look into key programmes guiding regional tourism development and integration under the SADC Tourism Programme 2020 – 2030.

You'll learn about the strategic roadmap focused on stimulating seamless travel across the region, enhancing visitor experience, capacity building and fostering partnerships across borders.

Featured highlights include:

- An update on the SADC Tourism Programme 2020 – 2030 implementation progress:

- The SADC Univisa pilot project
- The establishment of the private-sector Tourism Alliance under the SADC Business Council, and its activities
- Insights into the joint SADC – COMESA Air Access Study
- An overview of marketing efforts for SADC Transfrontier Conservation Areas, with a particular focus on the Kavango Zambezi TFCA.

The session offers opportunities for Q&A, networking as well as collection of program literature, research reports and progress updates across SADC's diverse initiatives. We aim to foster dynamic exchanges on best practices for tourism advancement between public and private actors.

For more information, contact **Martha Leshego**: martha.leshego@gopa-afc.de

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