

UN Tourism - AFRAA Joint Virtual Workshop

on

Connectivity, Travel Facilitation and Tourism Growth in Africa

Theme: “Connecting Africa: Turning Air Connectivity and Travel Facilitation into Tourism Growth”

Wednesday 28 and Thursday 29 October 2026

11:00-13:00 CET/12.00-14:00 EAT

Provisional Programme

Wednesday, 28 October 2026

DAY 1

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| 11:00-11:10 | <p>Opening- UN Tourism AFRAA joint Virtual Workshop on Connectivity, Travel Facilitation and Tourism Growth in Africa</p> <p>Welcome Remarks</p> <ul style="list-style-type: none"> • Ms Elcia Grandcourt, Regional Director for Africa, UN Tourism • Mr Abderahmane Berthé, Secretary-General, African Airlines Association (AFRAA) |
| 11:10-11:30 | <p>Setting the Scene</p> <ul style="list-style-type: none"> • UN Tourism Representative, Linking Air Connectivity and Travel Facilitation to Tourism Growth in Africa TBC |
| 11:30-11:45 | <p>Connectivity Evidence Baseline: Where Are We Today? (EAC case study)</p> <ul style="list-style-type: none"> • AFRAA Representative TBC <p><i>Key Topics:</i></p> <ul style="list-style-type: none"> • Corridor Performance: Overview of direct routes, frequencies, seat capacity, operating airlines, and connectivity gaps across selected EAC corridors. • Cost Breakdown: High-level overview and route-specific breakdown of indicative airfares, passenger levies, and aviation taxes. |
| 11:45-12:25 | <p>Panel 1: Can Better Connectivity Unlock More Intra-African Tourism?</p> |

- **Moderator: AFRAA Representative TBC**

Panellists TBC

Key questions:

- **Connectivity Gaps & Capacity:** Where are the primary regional route gaps, and what prevents airlines from adding capacity?
- **Aviation Taxes & Fees:** How do passenger charges, airport levies, and taxes impact airfare pricing and route feasibility?
- **Tourism Demand & Route Development:** How can tourism demand, destination marketing, and joint cross-sectoral collaboration strengthen the business case for new routes and expanded connectivity?

12:25-12:50 From Evidence to Opportunity: Sub-regional Connectivity Priorities

- **Moderator: Mrs Lydia Bebe Kum**, Programme Officer, UN Tourism
Participants: **TBC**

12:50-13:00 Day 1 Reflections & Day 2 Preview

- **Ms Maureen Kahonge**, Director, Commercial & Communications AFRAA

Thursday, 29 October 2026

DAY 2 Travel Facilitation: From Seamless Borders to Seamless Journeys

11:00-11:10 Recap: What Did the EAC Evidence Tell Us?

- **Ms Maureen Kahonge**, Director, Commercial & Communications, AFRAA

11:10-12:00 Panel 2: From Visa Facilitation to Seamless Travel – What Needs to Change?

- **The SADC Case Study TBC**
Moderator: **TBC**

- **Panel Discussion (40 mins):**
Moderator: **TBC**

- **Panellists:**
TBC

Key questions :

- **Visas & Border Friction:** What are the primary visa, fee, and border processing bottlenecks impeding intra-African traveler mobility?
- **Digitalization & Data Sharing:** How can e-Visas, digital identity, and AI-driven data sharing between agencies accelerate border processing?

- **Cross-Sectoral Governance:** How can immigration, aviation, and tourism authorities establish effective inter-institutional mechanisms to enable seamless regional travel?

12.00-12:50 **Working Session: Building Connectivity & Travel Facilitation Action Framework (EAC/SADC case studies)**

- **Moderator:** AFRAA Representative **TBC**
- **Session Objective:** Co-creating a concrete action matrix to translate baseline evidence into sub-regional priorities.
- **Core Deliverable (Action Matrix Structure):**
Participants will systematically define:
 - **Problem → Evidence Base → Target Intervention → Lead / Responsible Stakeholder → Success Metric → Implementation Timeline**
- **Prioritization Exercise:**
- Ranking proposed interventions based on **impact, feasibility, and stakeholder ownership** to establish immediate action points.

12:50-13:00 **Closing remarks**

- **Ms Elcia Grandcourt**, Regional Director for Africa, UN Tourism
- **Mr Abderahmane Berthé**, Secretary General, African Airlines Association (AFRAA)