



RED CLAY

Communique

**Domestic Tourism and COVID-19:
Trends and paths to sustainable
hospitality, travel and tourism
business in West Africa.**

3 March 2021

**Dr. Adun Okupe
Kojo Bentum-Williams
Moyo Ogunseinde**



Host:
Adun Okupe PhD
Senior Advisor, Red Clay Advisory



Guest Speaker:
Kojo Bentum-Williams
CEO, VoyagesAfric
Media Limited



Guest Speaker:
Moyo Ogunseinde
Executive Director, Uruga
Real Estate Limited

Theme:

Domestic tourism and COVID-19:

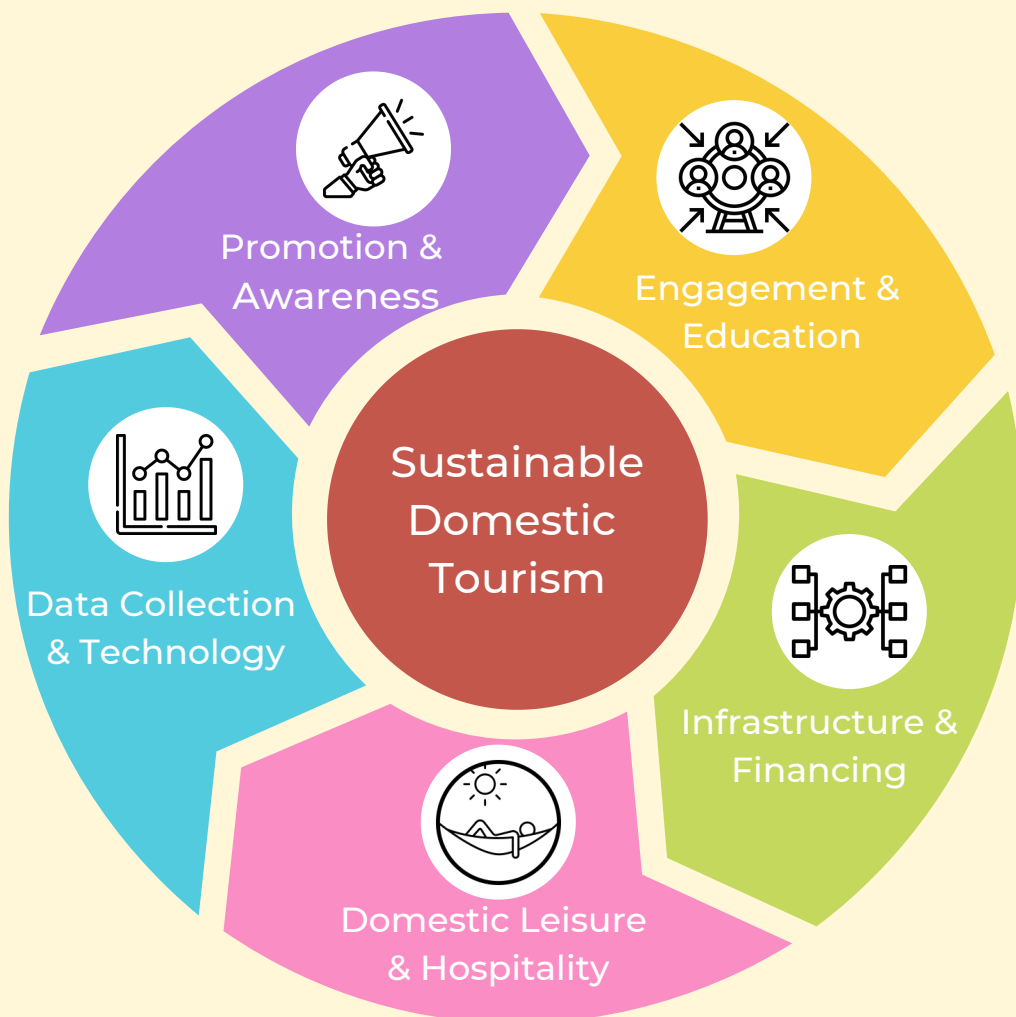
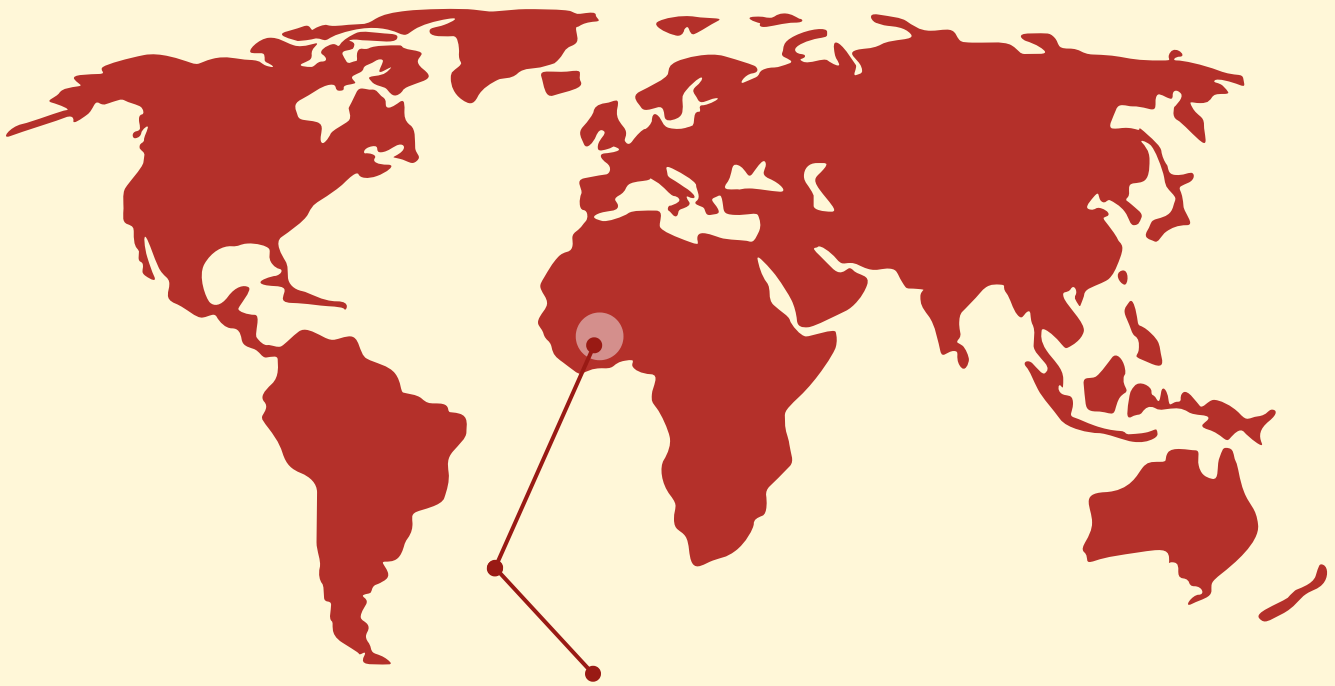
Trends and paths to sustainable hospitality,
travel and tourism business in West Africa

 **March 3, 2021 | 10am**

→ Register here: <http://bit.ly/WATRoundtable1>

Event Partner: 

Recommendations from the maiden roundtable on domestic tourism and COVID-19



Key points from the roundtable breakout sessions

Q: Unpacking the West African tourism economy

1. It is important to professionalize the sector and change its perception from a casual employer of entry-level staff to a serious employer of labor
2. Identification and prioritization of the domestic leisure tourism market for bleisure and weekend activities, as opposed to pre-COVID when the focus had been on the business and international tourism market.
3. Collaboration and tourism clusters across destinations, connecting airports, hotels, cab drivers, traders, host communities and destinations for better tourist experiences.
4. The industry requires mid and senior-level tourism experts across a range of professions including tourism law, tourism infrastructure, tourism financing, hospitality-concept creators, brand managers, and public relations experts.
5. Create entertaining packages and experiences to capture the long-term interests of the local tourism market

Q: What are the key areas of focus for domestic and regional tourism in West Africa ?

1. Tourism practitioners should begin getting actively involved in the political sphere of affairs in order to drive efforts towards the sector since tourism helps to democratize wealth
2. Community inclusiveness and partnerships in tourism activities
3. West Africa needs to emphasize the leveraging on technology and collation of tourism, aviation and hospitality data in order to enable more synergies across all 3 sectors
4. We need to use digital platforms and social media in promoting destination and travel experiences within West Africa
5. Enlightenment across the value chain for communities, leaders and policymakers in the travel and tourism industries on direct and indirect social and economic opportunities of tourism

Key points from the roundtable breakout sessions

Q: What are the opportunities COVID-19 has opened up for domestic and regional tourism in West Africa?

1. Regional tourism branding and marketing to spotlight the beauty of West Africa
2. Re-strategize and focus on the domestic leisure tourism market by providing curative experiences and attractive hospitality packages
3. Standardization of travel, tourism and hospitality best practices and tourism education across West Africa.
4. Upskill tourism professionals in areas such as tourist engagement, destination development, management and designing tourists experiences
5. Create stronger linkages between the public and private sector through active engagement

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Some pictures from the maiden roundtable



Participants:

1. Akin. Nicholas George, CEO, Investas Partners Ltd
2. Belinda Nwosu, Ph.D., Lecturer, Lagos Business School, Pan-Atlantic University
3. Damilola Adepoju, Creative Strategist, Herve Leger, United States
4. Efetobo Awhana, CEO, Avantgarde Tours Ltd
5. Em Ekong, Director, Urban Inclusion Community
6. Femi Lawson, Chief Innovations and Strategy Officer, Skyview Communications
7. Hassan Zakari, Founder, Absolute Africa Tours
8. Idowu Mojeed, Project Manager, PrimeWaterView Limited
9. Josephine Nzerem, Director, Venture and Fellowship, Ashoka Africa
10. Khadijah Junaid, Head of HR, InterContinental Hotels Group
11. Kojo Bentum-Williams, Senior Expert on Communications in Africa, UNWTO
12. Kwame Adu-Appeah, Founder, Encounter Ghana
13. Lola Adefope, Managing Director, Business Travel Management (BTM) Ltd
14. Lucia Ikediashi, Creative Director, Shimmers Productions Services
15. Makinde Adeniran, Chairman, National Association of Nigerian Theatre Arts Practitioners (NANTAP)
16. MOSRON Team
17. Moyo Ogunseinde, Executive Director, Uraga Real Estate Limited
18. Nero Okwa, Digital Product Manager, Travel and Technology
19. Olamide Udoma-Ejorh, Executive Director, Lagos Urban Development Initiative
20. Patrick Koshoni, Director, Patrick Waheed Design Consultancy Ltd, and MILIKI
21. Red Clay Team
22. Sam Adeleke, Founder and Director, TravelWithSamGlobal
23. Sikemi Ifederu, Corporate Social Responsibility Manager, TAMBOLLO Africa
24. Sirili Akko, CEO, Tanzania Association of Tour Operators
25. Teju Abisoye, Executive Secretary, Lagos State Employment Trust Fund (LSETF)
26. Theo Lawson, CEO, Total Consult Ltd
27. Toni Ukachukwu, CEO, Aviators Africa
28. Trevor Ward, Managing Director, W-Hospitality Group
29. Wellington Mpofu, Executive Assistant Manager, Radisson Blu Anchorage Hotel, V/I
30. Willie A. Eselebor Ph.D., Research Fellow, Institute for Peace and Strategic Studies, University of Ibadan

Travel Advisory Levels

1 Exercise normal precautions

2 Exercise increased caution

3 Reconsider travel

4 Do not travel

Next Steps

West African countries should release their travel advisory and be featured on websites and social media platforms

Would you like to join our Creative and Tourism Public Sector Engagement Committee? Please send us a message at research@redclayadvisory.com for more details

Get Involved

Would you like to attend the next edition(s) of our Roundtable Series?

Pre-register now by visiting our website at redclayadvisory.com/roundtable/

About Us

Red Clay Advisory is a boutique tourism advisory practice working to harness the transformative potential of sustainable tourism development in West Africa.

We specialize in tourism strategy development and review, destination development and management, market research and intelligence, policy advisory, and training and capacity development for tourism and hospitality-focused businesses, agencies, organizations, and governments in West Africa.

Contact Us

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