



Madrid, 19 January 2012

SG SPEAKING POINTS

ABOUT INVESTOUR

- Pleasure to welcome so many distinguished participants to the third edition of INVESTOUR.

- INVESTOUR is the results of the joint efforts of:
 - o the World Tourism Organization (UNWTO), in its capacity as the United Nations' specialized agency for tourism and the global leader in this field,
 - o FITUR, in its capacity of UNWTO Affiliate Member and one of the leading tourism fair in the world, and
 - o Casa Africa, the Spanish governmental agency dedicated to Africa

- Furthermore, this initiative is enriched by the support of the main Spanish private sector organizations, such as the Spanish Institute of Foreign Trade (ICEX), the Madrid Chamber of Commerce, the Confederation of Spanish Business Organizations (CEOE), as well as the Canary Islands Government through PROEXCA.

- I am extremely pleased to see that every year there is an increasing participation by African countries, destinations and companies at the International Tourism Trade Fair (FITUR).
- INVESTOUR aims to enrich your participation at FITUR by providing an effective meeting-point, bringing together project designers and potential investors.
- Through this initiative we aim to promote new investments for sustainable tourism development in Africa by opening up its destinations to the Spanish outbound and investment market, fostering the growth of Africa's entrepreneurial fabric and job creation.
- INVESTOUR allows us to:
 - a) Step up the presence and visibility of African countries at FITUR and in the Spanish market.
 - b) Enhance the importance of FITUR as a platform for promoting tourism business and investment in Africa.
 - c) Promote synergies between UNWTO, Spanish Government and FITUR in the area of research into the Spanish generating market for the benefit of African destinations.
- The second edition of INVESTOUR, with Southern Africa as the invited region, took place in January 2011, with the participation of over 250 people. By then 140 projects were

presented and more than 150 pre-scheduled business meetings held.

- Both the feedback from African and Spanish participants was very positive.
- This year, in the occasion of the celebration of the third edition of INVESTOUR, we are pleased to welcome over 200 participants from 25 African countries. And we extend a particularly warm welcome to the African Tourism Ministers who join us in this initiative, and reaffirmed their support in the UNWTO General Assembly held in October 2011 in the Republic of Korea.
- We especially welcome the countries of the invited regions (Central and East Africa) and the representatives of regional organizations such as the Monetary and Economic Community of Central Africa (CEMAC), the East Africa Community (EAC), the West Africa Economic and Monetary Union (UEMOA) and the Common Market for Eastern and Southern Africa (COMESA).

Dear Friends

TOURISM – THE FACTS

- In spite of many challenges including the lingering shadow of economic uncertainty in some major markets, the tourism industry performed very positively in 2010.

- International tourist arrivals rose to approximately 7% to record 940 million as opposed to the 4% decline it suffered in 2009.
- Africa was the only region in the world to show positive figures in 2009, it maintained growth during 2010 increasing international arrivals by another 3 million (+7%) to 49 million.
- In the first eight months of 2011, arrivals were down in the region by 2% as a result of the downturn in North Africa. Sub-Saharan African destinations grew by +6%.
- However, the region presents a mixed picture. While Sub-Saharan Africa posted a double-digit growth of 13%, arrivals to North Africa decreased by 9% under the impact of recent developments in the region (must take the moment to express again our full support to the efforts of our colleagues in Tunisia to bring tourism back and am confident this is shared by all members present here).

CONCLUSIONS

- This forum will serve as a catalyst in bringing the public, private sector and international capitals together to put the right building blocks in place to develop sustainable tourism in Africa.
- It will help Spanish investors better understand the various opportunities offered by the Africa market in tourism investment. We hope the forum will increase Spanish investment in Africa, which traditionally in spite of its

geographical proximity with Africa, have been mainly focused in other destinations.

- As last year's, we expect this event to be interactive, and I wish that you seize this opportunity to exchange your experiences, actively engage in the debates of this morning session, and do a lot of business in the afternoon.

- Finally, I would like to thank the Government of Spain through Casa Africa and IFEMA for their strong support to this initiative.

- I wish you a very fruitful INVESTOUR 2012