

MOST INFLUENTIAL LEADERS OF TOURISM

WHO HAD THE GREATEST IMPACT ON TOURISM IN 2024?

WORLD
TOURISM
FORUM
Institute

GLOBAL TREND SETTERS IN TRAVEL

WHO DROVE INNOVATION, WHO SHAPED POLICIES?



Power 30

AFRICA 2024

Advocating globally for
Egypt's tourism investment
and infrastructure
development

Power 30 Africa List is an annual ranking by
the World Tourism Forum Institute.

April
2025

The logo for the Global Tourism Forum, featuring the words "GLOBAL", "TOURISM", and "FORUM" stacked vertically in a bold, white, sans-serif font. The text is enclosed within a white circular frame that is open at the top and bottom.

**GLOBAL
TOURISM
FORUM**

The background of the entire image is a photograph of several European Union flags waving on tall, dark flagpoles. Behind the flags is a large, modern building with a facade of horizontal slats or louvers, creating a grid-like pattern. The lighting is somewhat dim, giving the image a blueish tint.

Annual Meeting 2025 Brussels - October

The image features a large European Union flag, characterized by its blue field and twelve golden stars arranged in a circle. The flag is waving and is positioned in front of a modern, multi-story building with a grid-like facade of windows and balconies. The lighting suggests a bright, sunny day. Overlaid on the right side of the flag is the text 'WHERE THE LEADERS MEET!' in a large, white, sans-serif font.

WHERE THE LEADERS MEET!

www.globaltourismforum.org



Bulut Bağcı
President of WTFI

Africa's Tourism Vanguard: A Continent of Visionaries

In an era marked by resilience and transformation, Africa's tourism leaders have emerged not just as survivors of a global crisis, but as visionaries redefining the future of travel. Power List 30: Africa 2024 is more than a ranking — it is a celebration of influence, innovation, and indomitable spirit.

This year's honorees span a continent on the rise. From ministers who are reimagining national tourism strategies, to CEOs of airlines and hotel groups driving infrastructure and connectivity, to changemakers in sustainability, conservation, and digital innovation — each figure featured in this edition is crafting a new narrative for African tourism.

The tourism landscape in Africa is undergoing a profound metamorphosis. What was once viewed as an ancillary sector is now recognized as a powerful engine of economic growth, cultural diplomacy, and social empowerment. At the World Tourism Forum Institute, we have long advocated for Africa's central role in global tourism — and this year's list validates that belief more than ever.

Leaders like H.E. Fatim-Zahra Ammor of Morocco, who shattered records with 17.4 million visitors in 2024, or Mesfin

Tasew Bekele of Ethiopian Airlines, who continues to make Addis Ababa a hub for pan-African connectivity, exemplify what it means to lead with both vision and execution. Meanwhile, new powerhouses like Vimbai Masiyiwa are reshaping the narrative around hospitality, blending Afrocentric identity with sustainability and luxury.

But beyond numbers, this list acknowledges the human stories — of resilience, innovation, and pride. It honors those who see tourism not only as an economic lever, but as a cultural bridge, a tool for conservation, and a path to prosperity for local communities.

Africa is no longer waiting for validation. It is claiming its place at the table — not as a periphery, but as a powerhouse. At the World Tourism Forum Institute, we will continue to champion this momentum through global forums, strategic investments, and platforms like Power List 30, which recognize and uplift the architects of Africa's tourism future.

To the leaders in this edition: thank you for your courage, creativity, and commitment. The world is watching — and Africa is ready.



Power 30 AFRICA

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The Power 30 List is the official ranking list by the World
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Power 30

AFRICA

As the global travel industry regains momentum, Africa is asserting its position as a vital and dynamic player in the world of tourism. From visionary ministers to innovative airline executives, hotel developers, conservationists, and tech entrepreneurs, the Power 30: Africa 2024 celebrates the continent's most influential figures shaping the direction of African tourism.

This year's list reflects the growing sophistication and diversification of Africa's tourism ecosystem. It includes public sector leaders who are setting bold national agendas, airline CEOs expanding intra-African connectivity, hospitality pioneers driving investment, and digital platforms redefining the traveler experience. It also recognizes the often-unsung heroes of sustainable tourism and environmental conservation — a critical foundation for Africa's future growth.

The Tourism Power 30: Africa 2024 recognizes individuals and organizations from across the continent — and beyond — who are working

tirelessly to build a more connected, competitive, and sustainable tourism future for Africa. These leaders are not only rebuilding the sector post-COVID-19; they are laying the foundation for Africa to become a tourism powerhouse.

As tourism continues to be a driver of economic growth, employment, and cultural exchange, these power players are at the heart of Africa's rise. From ministers in government halls to CEOs in airline boardrooms and community leaders in remote parks — this list is a celebration of vision, impact, and the promise of African travel.

PARAMETERS

Business Performance

- Financial metrics (e.g., revenue, EBITDA, market share, passenger/customer volume).
- Growth trajectory in key business areas (hotel openings, new routes, expansions, M&A).

Leadership & Strategy

- Vision and strategic direction (e.g., entering new markets, pivoting post-COVID, embracing digital transformation).
- Corporate culture and employee engagement (e.g., DEI initiatives, retention).

Innovation & Technology

- Investment in cutting-edge technology (mobile, AI, data analytics) to enhance customer experience.
- Development of new products/services (e.g., contactless check-in, dynamic pricing, personalization).

Sustainability & Social Responsibility

- Commitments to environmentally friendly practices (e.g., carbon footprint reduction, eco-friendly fleets).
- Community impact (support for local economies, social programs, responsible tourism practices).

Global Tourism Impact

- Influence on global travel ecosystems (collaborations with tourism boards, partnerships across continents).
- Industry advocacy—participation in major associations (e.g., WTTC, IATA, UNWTO) shaping travel policies.

Government & Policy Leaders



H.E. Patricia de Lille

Minister of Tourism, South Africa

She has led South Africa's tourism rebound post-pandemic, with a strong focus on domestic tourism and inclusive economic recovery. Her leadership is helping reposition South Africa as a competitive global destination.



H.E. Rebecca Miano

Cabinet Secretary for Tourism and Wildlife, Kenya

Appointed in August 2024, she brings extensive leadership experience from her tenure as Managing Director and CEO of Kenya Electricity Generating Company (KenGen). Her strategic initiatives focus on unlocking Kenya's tourism potential through policy revamps and product diversification to enhance global competitiveness.



H.E. Angellah Kairuki

Minister of Natural Resources and Tourism of Tanzania

Appointed in 2023, Kairuki has focused on positioning Tanzania as a premier eco-tourism destination and strengthening its global partnerships. Her leadership has emphasized conservation, digital transformation, and boosting international arrivals through strategic promotion and reforms.

Government & Policy Leaders



H.E. Fatim-Zahra Ammor

Minister of Tourism, Handicrafts and Social and Solidarity Economy of Morocco

She has led Morocco to achieve a record 17.4 million tourists in 2024, becoming Africa's most visited destination. Her vision includes expanding air routes, events, and rural tourism access.



H.E. Rania Al-Mashat

Ministry of Investment and International Cooperation

Formerly Minister of Tourism, she continues to advocate globally for Egypt's tourism investment and infrastructure development. Her public diplomacy and international ties are vital for Egypt's tourism diplomacy.



H.E. Sylvestre Radegonde

Minister for Foreign Affairs and Tourism, Seychelles

He has maintained Seychelles' reputation as a luxury and sustainable destination. His focus on resilient tourism models and digital marketing is driving post-COVID tourism gains.

Government & Policy Leaders



H.E. Jane Mkhonta-Simelane

Minister of Tourism and Environmental Affairs, Eswatini

Appointed in November 2023, Minister Mkhonta-Simelane is committed to revitalizing Eswatini's tourism through eco-tourism, cultural heritage, and public-private partnerships. Her focus includes enhancing regional collaboration and increasing the visibility of Eswatini as a safe, welcoming, and unique Southern African destination.



H.E. Nnaniki Wilhemina Tebogo Makwinja

Minister of Environment and Tourism, Botswana

Appointed on September 9, 2024, following the passing of her predecessor, she brought extensive experience from her tenure as Assistant Minister for Basic Education since 2019. Her brief term focused on promoting sustainable tourism and environmental conservation in Botswana.



H.E. Mame Mbaye Kan NIANG

The Minister of Tourism, Culture and the Arts Senegal

Mame Mbaye Niang has been serving as Senegal's Minister of Tourism and Leisure since September 2022. His tenure has focused on revitalizing Senegal's tourism sector through initiatives aimed at enhancing infrastructure and promoting the country as a prime destination in West Africa. Notably, he chaired the ECOWAS Experts Meeting in Dakar to develop digital platforms for classifying tourist accommodations, reflecting his commitment to modernizing the tourism industry.



H.E. Nabeela Farida Tunis

Minister of Tourism and Cultural Affairs, Sierra Leone

Appointed in August 2023, Minister Tunis brings extensive experience in development management, diplomacy, and international relations, having previously served as Minister of Foreign Affairs and International Cooperation. Her leadership focuses on rebranding Sierra Leone as an emerging and compelling tourism destination, emphasizing ecotourism and sustainable development.

Airline & Aviation Leaders



Mesfin Tasew Bekele

CEO, Ethiopian Airlines

He leads Africa's most expansive airline network and continues to grow connectivity across all continents. Under his leadership, Ethiopian Airlines remains a pillar of African aviation success.



Yvonne Manzi Makolo

CEO, RwandAir

She became the first woman to chair IATA and is advancing RwandAir's fleet modernization and global alliances. Her leadership is expanding Rwanda's footprint in global aviation.



Allan Kilavuka

CEO, Kenya Airways

He is steering Kenya Airways through a critical recovery period, enhancing regional routes and financial stability. His reforms are vital to Kenya's tourism access strategy.



Abderrahmane Berthé

Secretary General, African Airlines Association (AFRAA)

He advocates for open skies and regional integration to boost intra-African travel. His leadership supports the harmonization of aviation policies across the continent.



Yehia Zakaria

CEO, EgyptAir

Zakaria is focused on modernization, digitalization, and route expansion of EgyptAir, one of Africa's oldest and most recognized carriers. His leadership strengthens Egypt's aviation-tourism nexus.

Hospitality & Hotel Leaders



James Wilson

CEO, Amdec Group (South Africa)

He leads one of South Africa's most prominent urban developers, integrating hotels into multi-use smart city projects. His developments redefine urban tourism and mixed-use hospitality.



Bani Haddad

Managing Director, Aleph Hospitality (UAE)

He manages independent hotels across more than 10 African countries under global brands. His asset-light model supports local hotel ownership and operational excellence.

Hospitality & Hotel Leaders



Olivier Granet

CEO, Kasada Capital Management

Olivier Granet is the Managing Partner and Chief Executive Officer of Kasada Capital Management, a leading independent real estate private equity platform dedicated to Africa's hospitality sector. With over 20 years of experience at AccorHotels, including serving as CEO for the Middle East and Africa, he brings extensive industry expertise to his role.



Vimbai Masiyiwa

CEO, Batoka Hospitality (Zimbabwe)

She leads a pan-African hospitality brand focused on Afrocentric storytelling and conservation. A Forbes 30 Under 30 honoree, she brings innovation and youth to the industry.

Hospitality & Hotel Leaders



Peter Fearnhead

CEO, African Parks (South Africa)

He oversees 22 national parks in partnership with governments across Africa. His model has redefined how conservation supports tourism, security, and employment.



Kaddu Sebunya

CEO, African Wildlife Foundation (Uganda)

Sebunya is a pan-African conservation advocate engaging governments in sustainable tourism policy. His work focuses on protecting endangered species and biodiversity corridors.



Dr. Winnie Kiiru

Founder, Conservation Kenya (Kenya)

She is a leading elephant conservationist and tourism policy advisor. Her organization integrates community-based tourism with wildlife protection.

Private Investment & Industry Leaders



Julius Mwale

Founder, Mwale Medical and Technology City (Kenya)

His \$2B smart city integrates medical tourism, leisure, and infrastructure. Mwale is also active in positioning Kenya as a technology-tourism fusion hub.



Nicolas Pompigne-Mognard

Founder, APO Group (Gabon)

His media group provides PR for tourism ministries and brands across Africa. He shapes Africa's tourism narrative through global media outreach.



Selim Bora

Owner, Summa Construction (Turkey)

Bora's firm builds airports, hotels, and conference centers across Africa. His construction investments directly boost tourism infrastructure and capacity.



Elcia Grandcourt

UNWTO Regional Director for Africa (Seychelles)

She represents 54 African countries at UNWTO and promotes policy alignment and sustainable tourism projects. Her efforts elevate Africa's voice on the global tourism stage.

Digital & Media Platforms



Go2Africa

Luxury Safari & Online Travel Portal (South Africa)

This award-winning digital agency specializes in tailor-made luxury safaris. It plays a pivotal role in converting global interest into high-value African tourism.



Wakanow

Online Travel Agency (Nigeria)

Africa's largest online travel company, serving millions of customers and the diaspora. It supports pan-African ticketing, tours, and hotel aggregation.



Travelstart

Online Booking Platform (South Africa)

A tech-first platform offering seamless travel bookings across over 20 African countries. Travelstart empowers regional airlines and hotels with e-commerce tools.

Influencers & Changemakers



Joy Ebaide

Travel Influencer & Solo Explorer (Nigeria)

She inspires African women to travel solo through storytelling and travel tips. Her platform breaks stereotypes and empowers underrepresented travelers.

Fronçois Hollande

Former President of France



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World Tourism Forum is one of the most influential organization over tourism. It brings political leaders and investors together all around the world.



Tony Blair

Former Prime Minister of United Kingdom



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I am delighted to speak for this important summit that is organized by the World Tourism Forum Institute.



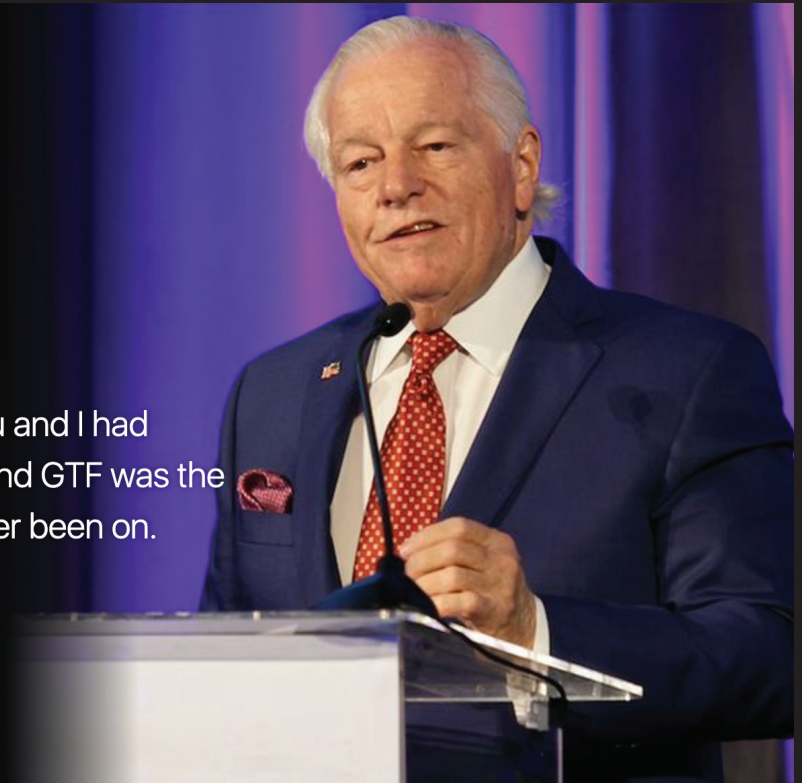
Roger Dow

President and CEO of U.S. Travel Association



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It was a pleasure to be with you and I had hundreds of these speeches and GTF was the most prepared platform i've ever been on.



David Sassoli

President of the European Parliament



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Happy to be a part of this successful organization. The topics which will be covered during the forum and will open new horizons for tourism and travel business.



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