As a destination support organization, we offer diverse support programs suitable for tour operators, hotels and lodges, government tourism departments, tourism and conservation NGOs, Small and Medium Enterprises, Community Based Tourism Enterprises, and much more. Our training portfolio is growing, and we just ventured into training destination hosts. We ventured into training hosts because we are aware that residents in tourism destinations have a unique conviviality that they are interested to package as offers to travelers through diverse tourism products. STTA training helps fulfill this interest in correct and sustainable way, aiming to build entrepreneurship capacity for host communities in tourism, to enable them be actively involved and benefit from tourism.

2020 marks the start of a decade of action for sustainable development. We are mobilizing the tourism sector to take action through bold and informative dialogues at #stas2020.

We got bigger ambition for #sttachangemakers in 2020 and beyond, as we mentor young people to take on leadership for sustainable tourism.

Get your ticket for #stas2020 at events.sttakenya.org
What is cutting at STTA?

Bigger ambition for STTA change makers for 2020 and beyond
We are happy to announce our membership to AMFORHT through our Young Change Makers (YCM) program. This program reaches out to about 500 tourism students in Kenyan Universities annually, allowing them to learn from different tourism practitioners in the public and private sector, and travel across east Africa. The program also connects faculty members from different universities and has inspired new research interests and collaborations. With this membership, we got bigger ambitions for YCM in 2020 and beyond, as we mentor young people to take on leadership for sustainable tourism. #sttachangemakers
AMFORHT is in 66 countries, with membership from hotel schools, Universities, industry professionals, and NGOs.

Change makers 3rd anniversary
We marked the 3rd anniversary of the #sttachangemakers seminar on 25th February 2020. We celebrate all universities who have been part of this program since 2017, when we held the first meeting. Early adopters included USIU Africa, KEMU, Mt. Kenya University, Kenyatta University and Technical University of Kenya.

Today, this program engages 17 universities. End of this month we will be at Chuka University for the 32nd Inter University Seminar on Sustainable tourism. Some things have changed, but the vision has remained the same; To mentor a generation of sustainable tourism leaders

Interested in mentoring young sustainability champions and leaders in tourism?
Talk to us on research@sttakenya.org
Leadership and Winning

We know we are on the right path when different engagements continuously recognize our expertise and our voices make it to global platforms.

Pathways Africa 2020 Conference: Open the door to diverse voices

Communities and the dilemma of progressive conservation.
There are more than 100 community-conserved areas in Kenya. They are conservancies in Kenya. Many wins have been documented with donor funding.

There is also loads of predatory financing. The big question is, “How can conservancies pursue long term value creation agenda in the complex business of conservation, and amidst emerging complex challenges?

6th Sustainable Tourism Africa Summit, 6th to 8th May 2020, Pride Inn, Mombasa, Kenya

Tourism development offers destination Africa potential benefits in terms of its impacts on employment, export tax income generation, and infrastructure provision. Join us at the 6th Sustainable Tourism Africa Summit #stas2020, in Mombasa Kenya, for insights on how to effectively harness this potential. Our speaker list features industry leaders, sustainability professionals and research experts, who will focus on the topic of Sustainability and Optimizing destination Africa. Get your tickets at events.sttakenya.org

#stas19
Highlights
✓ 12 Countries
✓ 112 delegates in main event
✓ 100 delegates in side event
✓ 19 speakers

#stas2020
projections
➢ 15 countries
➢ 150 delegates in main event
➢ 200 delegates in side event
➢ 28 speakers

Together we can achieve much
**Impact**

How did tourism perform in 2019 in terms of growth?

**Global:** Middle East emerges fastest growing region for international tourism arrivals in 2019. The region’s growth rate almost doubles global average at 8%. UNWTO forecasts a 4% increase in international tourist arrivals in 2020. We believe this growth should be managed responsibly. #stas2020 is about optimizing destination Africa in tandem with growth forecasts.

**Africa:** Africa has only 5% of international tourism arrivals despite its diverse tourism attractions. What contributes to low confidence in Africa as a destination of choice? It is time to build tourism for Africa, by breaking down the many walls that exclude many potential African travelers from consuming tourism products and services in Africa. Traditional approaches to growth in tourism are not sufficient to address SDGs. The sector needs disruptive innovations, as developmental challenges are complex. Thus 2020 is the time to transform for tourism. We need people action to optimize tourism in destination Africa.

**Kenya:** Tourism performance in Kenya recorded a growth in 2019; nonetheless, key markets shrunk in this growth. 2016-2017 growth was by 7%, whereas that of 2017 – 2018 was by 1.16%. A way forward would be for the country to strategize on making ground on countries classified as rapid economic growth.

---

Our destinations are never the same if littered with plastic

Join the movement, #STTABYOChallenge, and promote plastic free travel.

Remember to carry your refillable water bottle and map the places you visit in the #STTABYOChallenge.