



Press Release

August 8th, 2024

Inclusion of Angola, Malawi, Mozambique, and Madagascar into Africa's Eden

Following a successful vote at the Africa's Eden AGM on August 7th, Africa's Eden is pleased to announce the expansion of its destination marketing and tourism thought leadership organisation to include Angola, Malawi, Mozambique, and Madagascar. These new members join the original countries—Botswana, Namibia, Zambia, and Zimbabwe. This exciting development broadens the geographical and experiential offerings, adding new dimensions to the unique natural beauty and wildlife experiences that define the region. The focus of Africa's Eden continues to be on regions that align with Africa's Eden's unique identity and objectives.

About Africa's Eden Tourism

Africa's Eden Tourism is dedicated to promoting sustainable tourism practices and fostering regional cooperation among member countries. The mission is to create a unified tourism brand that attracts travellers both regionally and globally, providing them with authentic and unforgettable experiences.

Expanding Horizons: New Members in Africa's Eden

Africa's Eden initially focused on promoting Victoria Falls and Livingstone, later expanding to the Kaza region. The new members, Angola, Malawi, Mozambique, and Madagascar, mark the next phase in its growth, extending its reach from East Africa to South Africa and enriching its collective tourism offerings.

Angola

Angola's recent improvements in air connectivity and its pivotal role in conservation efforts make it a valuable addition. As a key partner in protecting the Okavango Kwando river system, Angola enhances the commitment to sustainable tourism and broadens the experiences available to visitors.

Malawi

Malawi's natural beauty and cultural vibrancy make it an excellent complement to the existing offerings, particularly in conjunction with Zambia. Formal inclusion will strengthen regional tourism cooperation and provide travellers with even more diverse itineraries.

Mozambique

Renowned for its pristine beaches and wildlife reserves, Mozambique offers the perfect "bush and beach" combination, increasingly sought after by travellers. Its integration into Africa's Eden expands the appeal and enriches the visitor experience.

Madagascar

Madagascar's unique biodiversity and cultural heritage present an extraordinary opportunity for eco-tourism and nature enthusiasts. This inclusion will diversify the tourism products, offering new and exciting itineraries that highlight Madagascar's unique ecosystems and attractions.

Africa's Eden Global Travel Trade Show – Swakopmund – 11-13 November 2024

The Africa's Eden Global Travel Trade Show in November in Swakopmund, Namibia, will welcome travel buyers from around the world. Africa's Eden looks forward to having operators from these new member countries exhibiting, showcasing the expanded range of travel experiences now available. Those looking to register for this event can do so [here](#).

Africa's Eden invites all industry stakeholders to celebrate the expansion. The inclusion of these new member countries enriches the collective strength, bolsters regional cooperation, and provides an exciting, unified platform for travellers and the travel trade.

For further information, please contact:

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