

WTMA's Reigniting Africa award still open for entry

Entries are still open until June 30 for *Reigniting Africa*, a new award category in the inaugural WTM Africa Travel & Tourism Awards to acknowledge the most impactful, story-driven Covid-19 campaign.



Nothing Ahead via [Pexels](#)

"Recognising those in the African travel and tourism sector who have worked valiantly to address the impacts of Covid-19, the Reigniting Africa Award will be awarded to the winning story-driven consumer or trade campaign that brought Africa to life," says Megan Oberholzer, portfolio director: travel, tourism and creative industries at Reed Exhibitions.

"We are looking for a campaign that uses an authentic and creative narrative giving the audience a taste of the destination's culture, natural beauty, history, and vibrancy," says Oberholzer. "It must tell the many positive stories about Africa, enticing visitors back to the continent."

Submissions will be judged by an independent panel of industry experts with the criteria focusing on tone, visibility, messaging, and brand perception.

Entries close on 30 June 2021 with the winner being announced at a special awards evening during Africa Travel Week at partner venue, Gold Restaurant, in the host City of Cape Town.

[Participants can download the entry form via WTM Africa.](#)

For more, visit: <https://www.bizcommunity.com>