Destination and Tourism Marketing for African Markets

Sales and Marketing

Course Overview

Destination and Tourism Marketing for African Markets: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and...

What You Will Achieve

- Explain the core principles and current good practice in Destination and Tourism Marketing for African Markets
- Apply practical tools and techniques for Destination and Tourism Marketing for African Markets in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Destination and Tourism Marketing for African Markets in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Setting the scene: Destination and Tourism Marketing for African Markets in today's organisation
2. Key concepts and the language of Destination and Tourism Marketing for African Markets
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Destination and Tourism Marketing for African Markets with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
2 to 6 Nov 2026	Durban	**$1,650**
16 to 20 Nov 2026	Accra	**$1,650**
30 Nov to 4 Dec 2026	Online	**$700**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.