

# LESSONS YOU'LL WANT TO STEAL FROM **EQUAL AFRICA** BRAIN BOXES 2025

LGBTQ+ Tourism in  
Africa is shifting —  
here's how.



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- **You don't need to reinvent the wheel, just get the basics right.** Prioritize inclusion. Eliminate assumptions.
- **Speak with purpose.** Language can either open doors or reinforce barriers.

*THE UNTAPPED POTENTIAL OF LGBTQ+ AFRICAN  
TRAVEL: MARKETING THROUGH A GLOBAL LENS*



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**Inclusive marketing** is more than a *checkbox*, it's a powerful business strategy grounded in **authenticity and respect.**

THE UNTAPPED POTENTIAL OF LGBTQ+ AFRICAN TRAVEL: MARKETING THROUGH A GLOBAL LENS





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- **Allyship isn't a label**, it's a commitment. A daily practice.
- **Intersectionality matters.** No one lives a single-issue life. Our allyship must reflect that complexity.

*EFFECTIVE ALLYSHIP IN LGBTQ+  
AFRICAN TOURISM*



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- **Allyship needs to work both ways.** Marginalised communities can't be expected to be better allies if their needs aren't also considered.
- The strongest allies know when to lead, and when to step back and make space.

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- **Africa's next generation of leaders is here**, and they're visionary, bold, and deeply aware.
- We tackled the power dynamics at play, especially the **influence of external investors on African narratives**, and the urgent need to amplify local, queer voices.

*FUTURE LEADERS: CREATING A MORE  
WELCOMING AFRICAN TOURISM INDUSTRY*



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The future of  
tourism isn't  
just about  
innovation, it's  
about **values,  
representation,  
and justice.**

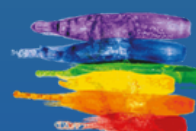
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***BE CURIOUS. BE BOLD.  
BE THE CHANGE.  
GET INVOLVED***



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