



Press Release

Benin showcases its tourism Destination in Brazil at the 2025 Black Travel Summit

Cotonou, September 8, 2025 - Following the recent official visits of His Excellency Mr. Patrice TALON, President of the Republic of Benin, to Brazil, the country will participate in the 2025 Black Travel Summit, taking place from November 13 to 16, 2025, in Rio de Janeiro. This participation is part of the ongoing exchanges established with Brazilian authorities, notably with the Brazilian Tourism Promotion Agency (EMBRATUR). It reflects Benin's commitment to promoting its tourism destination to the Brazilian public, Afro-descendant diasporas, and international tourism stakeholders, while strengthening the ties between the two countries.

The Black Travel Summit: A strategic global platform

The Black Travel Summit is the premier annual gathering for Afro-descendant creators, professionals, entrepreneurs, and investors in the travel sector. Since its inception, it has established itself as a global platform that celebrates, accelerates, and amplifies the impact of Afro-descendant initiatives in international tourism. The event brings together opinion leaders, influencers, and specialized media, offering a unique space to share experiences, promote destinations, and foster sustainable partnerships.

Each edition features a combination of conferences, workshops, networking sessions, thematic panels, and B2B meetings, enabling participants to discuss industry trends and create synergies across continents. For Benin, this showcase provides an invaluable opportunity to highlight its cultural and natural assets, strengthen connections with diasporas, and position the country as a tourism destination capable of attracting international travelers seeking authenticity and diversity.

Benin: A World of Wonders to discover

Since 2016, Benin has placed tourism at the heart of its economic and social development strategy, recognizing it as a key driver for growth and sustainable opportunities. The government has made significant investments to modernize and expand tourism infrastructure while highlighting the country's historical, cultural, and natural heritage. This deep transformation aims to diversify the economy, create lasting employment, and boost related sectors such as hospitality, transport, and leisure.

Benin offers a unique array of experiences: a journey through history with the Royal Palaces of Abomey, a UNESCO World Heritage site; a visit to the stilted city of Ganvié, a living heritage gem; the renowned Esplanade de l'Amazone; the historic town of Ouidah; wildlife and nature exploration in Pendjari National Park; and immersion in Vodun arts, culture, and spirituality.

This richness and diversity have been internationally recognized: Benin was listed among the Top 10 Destinations to Discover in 2024 by Lonely Planet and among the 25 New Must-Visit Destinations in 2025 by the prestigious American magazine AFAR. These accolades confirm not only the country's exceptional appeal but also the relevance and effectiveness of its strategy to make tourism a central pillar of its development.



AGENCE BÉNINOISE POUR LE
DÉVELOPPEMENT DU TOURISME
PRÉSIDENTE DE LA RÉPUBLIQUE DU BÉNIN





A strategic showcase for diasporas and tourism professionals

Benin's participation in the Black Travel Summit also serves to enhance the country's visibility among Afro-descendant diasporas in South America and the United States, while fostering the development of partnerships with investors, tour operators, and international tourism stakeholders. Benin Tourism, the official national agency, will coordinate the country's presence at the summit, promote the destination, and welcome visitors and partners. B2B meetings, networking sessions, and engagements with international media and influencers will be organized to maximize Benin's impact and position the country as a must-visit tourism destination in Africa.

Mr. Sindé CHEKETE, Director General of Benin Tourism, stated:

"Our participation in the Black Travel Summit in Rio de Janeiro is fully in line with Benin Tourism's ongoing efforts to promote the country internationally and assert its position on the global tourism stage. It is a unique opportunity to showcase our destination to Brazilian travelers, while also strengthening our ties with Afro-descendant diasporas by introducing them to Benin's rich cultural, natural, and heritage treasures."

Ms. Anita MOREAU, CEO of the Black Travel Summit, added:

"We are honored to welcome Benin Tourism as a partner for this year's Black Travel Summit. With 'Diaspórica: Legacy in Motion' unfolding in Brazil—a nation deeply connected to Beninese heritage—this partnership speaks directly to the heart of our diaspora community. For many of our attendees, whose DNA and ancestry trace back to Benin, it represents both a reconnection with their roots and a celebration of Afro-tourism as a bridge that unites culture, heritage, and people across continents."

About Benin Tourism

Benin Tourism is the official agency of the Beninese government, responsible for the promotion and development of tourism. With a mission to make Benin a must-visit destination, it is dedicated to showcasing the country's tourism treasures through innovative initiatives and high-quality collaborations. Benin Tourism invites travelers to discover "A World of Wonders", where authenticity, cultural diversity, and Beninese hospitality offer a truly memorable experience.

Press Contact:

Jean-Wilfried KEMAJOU
Country Brand Manager for the Republic of Benin
Email: jkemajou@presidence.bj



AGENCE BÉNINOISE POUR LE
DÉVELOPPEMENT DU TOURISME
PRÉSIDENTE DE LA RÉPUBLIQUE DU BÉNIN

