



Regional Tourism Organization of Southern Africa (RETOSA)

Regional Tourism Organization of Southern Africa (RETOSA) is a permanent institution of the Southern African Development Community (SADC) responsible for tourism growth and development. In part, the aims of RETOSA are to increase tourism to the region through sustainable developments and initiatives, effective destination marketing, improved regional competitiveness and to create investment awareness for tourism development in the region and ultimately, to reduce poverty in local communities. RETOSA works together with the region's national tourism ministries and numerous strategic partners such as UNWTO and ATA to achieve these.