

The Africa Travel Association's
33rd ANNUAL CONGRESS
May 19 – 23, 2008

BRINGING THE WORLD TO AFRICA AND AFRICA TO THE WORLD:
**AFRICA'S COMPETITIVE EDGE IN
TOURISM**

ARUSHA
TANZANIA



CONGRESS PROGRAMME



The Land of Kilimanjaro and Zanzibar



Organized under the auspices of the:

Ministry of Natural Resources & Tourism, United Republic of Tanzania

Sponsors

MINISTRY OF NATURAL RESOURCES AND
TOURISM, UNITED REPUBLIC OF TANZANIA
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PRE- CONFERENCE

SATURDAY, MAY 17, 2008

Arrivals: All pre-registered delegates will be transferred from Kilimanjaro International Airport (JRO) to respective hotels. A Welcome Booth will be available to delegates at JRO by the Ministry of Natural Resources & Tourism of the United Republic of Tanzania

SUNDAY, MAY 18, 2007

11:00 a.m. – 3:00 p.m. & 6:00 p.m. – 8:00 p.m.

DELEGATE CHECK-IN AND CONGRESS REGISTRATION OPENS
ON-SITE REGISTRATION BEGINS

Pre-registered delegates may pick up Congress kits at ATA Secretariat

Location: Arusha International Conference Center (AICC)

3:00 p.m. – 5:30 p.m.

BOARD OF DIRECTORS' MEETING – (CLOSED MEETING)

Location: Arusha International Conference Center, TWIGA Board Room, 7th Floor

CONFERENCE PROGRAMME

DAY 1—MONDAY, MAY 19

7:00 a.m. Registration re-opens, AICC

8:00 a.m. Buses depart from respective hotels to Opening Ceremony

9:00 a.m. – 11:30 a.m. Opening Ceremony

Location: Arusha International Conference Center

WELCOMING REMARKS:

Mr. Edward J. Bergman

Executive Director Africa Travel Association

Mr. Luis Pinheiro

*Director of Hospitality Operations, Africa & Indian Ocean
Dubai World Africa Services (Pty) Ltd. ATA Premier Partner*

Hon. Shamsa Selengia Mwangunga (M.P.)

*Minister for Natural Resources & Tourism
United Republic of Tanzania*

Hon. Oboshie Sai Coffie (Mrs.)

*Minister of Tourism & Diaspora Affairs,
Republic of Ghana, President, Africa Travel Association*

His Excellency Jakaya Mrisho Kikwete

President United Republic of Tanzania

RIBBON CUTTING TO OPEN TOURISM SHOW

12:00 p.m. – 1:30 p.m. LUNCH

2:00 p.m. – 4:00 p.m. **SESSION: "A DECADE OF
PROGRESS: SHOWCASING TANZANIA"**

Chaired and Moderated by: Ms. Blandina Nyoni, *Permanent Secretary,
Ministry of Natural Resources and Tourism, United Republic of Tanzania*

Speaker: "A Decade of Progress in the Hotel Industry in Tanzania:
Opportunities and Challenges"

Speaker: "A Decade of Progress in Sustainable Tourism"
- Representative of Tanzania National Parks

Speaker: "ICT and the Development of the Tourist Industry in
Tanzania: A Decade of Progress" - Professor Faustin Kamauzora,
Mzumbe University

Speaker: Ms. Mira Berman, President, *The Bradford Group, ATA Executive
Director Emeritus*

Location: Arusha International Conference Center

7:30 p.m. - 10:30 p.m.

WELCOME GALA DINNER

Hosted by: Honorable Shamsa Selengia Mwangunga
Minister for Natural Resources & Tourism, United Republic of Tanzania

Location: Ngurdoto Mountain Lodge

DAY 2 — TUESDAY, MAY 20

Location: All sessions & lunches to take place at the AICC

9:00 a.m. – 10:30 a.m. **GENERAL SESSION:
"AFRICA'S COMPETITIVE EDGE IN
TOURISM"**

Introduction: Mr. Edward Bergman
Executive Director, Africa Travel Association

Branding "Destination Africa"

Chaired and Moderated by: H.E. Ambassador Mohamed Dirir
Minister of Culture and Tourism Federal Democratic Republic of Ethiopia

Speaker: Honorable Issifou Okoulou-Kantchati
Minister of Environment, Tourism and Forestry Resources, Republic of Togo

Speaker: Mr. Peter Mwanguo,
Managing Director, Tanzania Tourist Board

Speaker: Mr. Mark Walton
Executive Vice President, Sponsorship & Corporate Development, The Africa Channel, USA

Speaker: *Representative from the Republic of Kenya*

10:30 a.m. – 11:00 a.m. BREAK

11:00 a.m. – 12:30 p.m. **TRENDS IN AFRICA TOURISM**

Chaired and Moderated by: Ambassador Daudi N. Mwakawago,
*Former Tanzanian Ambassador to the United Nations & Former Special Representative
of the United Nations Secretary General to Sierra Leone*

Speaker: Professor Pius Z. Yanda, *University of Dar es Salaam and Joint
Recipient of Nobel Peace Prize 2007 with Former US Vice President Al Gore – "Impacts
of Climate Change in Africa, Challenges and the Way Forward"*

Speaker: Alhaji Munzalli Dantata, *Director General, National Institute of
Hospitality and Tourism, Federal Republic of Nigeria – "Trade Routes Africa"*

Speaker: Dr. Chika Onyeani, *Chairman and CEO, African Telecom. Inc*

Speaker: Mr. Fred Nelson, *Consultant, Center on Ecotourism & Sustainable*

Speaker: Mr. Darol Kubacz, *Founder, Freedom for Life, Organizer of the Uhuru Ascent, USA*

Speaker: Ms. Hana Njau-Okolo, *Public Relations Director, AllSoccer Africa, USA*

Speaker: Mr. Eliseo Neuman, *Executive Director, Africa Institute - AJC*

12:30 p.m. – 2:00 p.m. LUNCH

2:15 p.m. – 3:30 p.m. TOURISM AS A DEVELOPMENT TOOL: THE PRESENT ENVIRONMENT AND INVESTMENT PROSPECTS FOR THE FUTURE

Speaker: Mr. Daniel Saliba, *Senior Analyst, Dubai World Africa Services (Pty) Ltd.*

Speaker: Mr. Willem Dreyer, *Property Director, Dubai World Africa (Pty) Ltd.*

Speaker: Mr. Trevor Ward, *Managing Director, W Hospitality Group, Federal Republic of Nigeria*

Speaker: Mr. Mohamed Abdillahi Waiss, *Director, National Tourism Office of Djibouti, Republic of Djibouti*

Speaker: Mr. Yaw Nyarko, *Vice Provost for Globalization and Multicultural Affairs, New York University / Director, Africa House*

Speaker: Representative from Tanzania Investment Center –
“Investment Opportunities in Tourism Sector in Tanzania”

3:45 p.m. – 5:00 p.m. DESTINATION AFRICA NON-STOP: AIRLINE HIGHWAYS

Speaker: Mr. Ato Busera Awel, *Vice President, Commercial, Ethiopian Airlines*

Speaker: Mr. David Mattaka, *Chief Executive Office, Air Tanzania – “Air Transport and the Development of the Tourist Industry in Africa”*

Speaker: Representative from South Africa Airways

Other Speakers

8:00 p.m. – 10:00 p.m. DINNER RECEPTION

sponsored by the Ministry of Tourism, Environment & Natural Resources, Republic of Zambia

DAY 3—WEDNESDAY, MAY 21

Location: All sessions & lunch on this day to take place at the AICC

9:00 a.m. – 11:00 a.m. GENERAL SESSION: “COMMUNITY-BENEFIT TOURISM”

Introduction: Mr. Edward Bergman, *Executive Director, Africa Travel Association*

MODEL OF COMMUNITY-BENEFIT TOURISM

Speaker: Mr. Robert Karanja, *Southern Africa Regional Director, Aid to Artisans South Africa Trust*

Speaker: Dr. Nancy Scanlon, *Dean & Professor, Hospitality, Resort & Culinary Management, Paul Smith College, USA*

Speaker: Ms. Lena Kasfiki Livanidou, *General Manager, Kilimanjaro Kempinski, Dar es Salaam*

Speaker: Mr. Lelei LeLaulu, *Chief Executive Officer, Counterpart International, Australia*

Speaker: Mr. Selemani Kinyunyuni, *Founder, Offset Africa, Research Analyst, Instant Grass East Africa, Deputy Chair, Tanzania Entrepreneurship Society*

Speaker: Ms. Bertha Mende, *Former District Commissioner, Arusha & Songea, Tanzania*

Speaker: Representative of ATA Young Professionals Forum

11:00 a.m. – 11:15 a.m. BREAK

11:30 a.m. – 1:30 p.m. GAINING A COMPETITIVE EDGE THROUGH THE MEDIA: POSITIVE STORIES

Chaired and Moderated by: Ms. Karen Hoffman, *Senior Vice President, The Bradford Group*

Format: Roundtable with participating international and Tanzania based media

1:30 p.m. – 3:00 p.m. LUNCH

3:00 p.m. – 4:00 p.m. PACKAGING AFRICA: TRAVEL AGENTS' AND TOUR OPERATORS' PERSPECTIVE

Chaired and Moderated by: Ms. Doris Wooten, *President, NY Chapter - ATA*

Speaker: Chief Rev. Margaret B. Idowu Fabiyi, *President, Webisco Travel, Federal Republic of Nigeria*

Speaker: Dr. Gaynelle Henderson-Bailey, *Henderson Travel Services & Africa Diaspora Heritage Trail*

Speaker: Ms. Mariama Ludovic de Lys, *Managing Director, West Africa Tours, Republic of Mali*

Speaker: Ms. Rose Abdallah, *President, Antelope Safaris, United Republic of Tanzania*

Speaker: Ms. Patricia Brown *KTI Express Travel and Tours, Republic of Sierra Leone*

Speaker: Mr. Ben Stasiuk, *General Manager, Operations Africa, G.A.P. Adventures, Canada*

4:00 p.m. – 5:00 p.m. AFRICA'S ACCOMMODATIONS: ISSUES IN HOSPITALITY AND LODGING

Chaired and Moderated by: Hon. Eduardo Jonatao S. Chingunji, *Minister of Hotels and Tourism, Republic of Angola*

Speaker: Mr. Omar Khoso Carrera, *Director, Sales and Marketing, Sheraton Addis, Ethiopia*

Speaker: Marcel D. Andeweg, *General Manager, Benin Marina Hotel, Benin*

Speaker: Vivienne Willison, *Sales Director, Corinthia Hotels International, Malta*

Speaker: Mr. Bugra Berberoglu, *General Manager, Djibouti Palace Kempinski Hotel*

Speaker: Sopa Lodge

Speaker: Mr. Allen Saitofi, *Senior Sales Manager, Movenpick Royal Palm, Dar es Salaam, United Republic of Tanzania*

7:30 p.m. – 10:30 p.m. TANZANIA TOURIST BOARD AWARDS GALA DINNER

DAY 4 – THURSDAY, MAY 22

HOST COUNTRY DAY – SAFARI TO NGORONGORO CRATER

7:30 p.m. – 10:30 p.m.

TANZANIA GALA DINNER

Hosted by: Honorable Shamea Selempia Mwenye...

ATA ANNUAL AWARDS PRESENTATION

OUTSTANDING SERVICE TO THE ASSOCIATION

OUTSTANDING LEADERSHIP WITHIN THE AFRICA TRAVEL ASSOCIATION

OUTSTANDING ACHIEVEMENT IN THE DEVELOPMENT OF RESPONSIBLE TOURISM WITHIN THE CONTINENT

OUTSTANDING ACHIEVEMENT IN THE PROMOTION OF RESPONSIBLE TOURISM TO THE CONTINENT

FOUNDERS AWARD

NEW PARTNERSHIP AWARD

DAY 4 – FRIDAY, MAY 23

9:00 a.m. – 10:00 a.m.

CLOSING CEREMONY

His Excellency Aman Abeid Karume,
President Revolutionary Government of Zanzibar

Hon. Shamsa Selengia Mwangunga (M.P.)
*Minister of Natural Resources & Tourism
United Republic of Tanzania*

Hon. Honorable Oboshie Sai Coffie (Mrs.)
*Minister of Tourism & Diaspora Affairs,
Republic of Ghana, President, Africa Travel Association*

Mr. Edward J. Bergman
Executive Director Africa Travel Association

10:30 a.m. – 12 Noon

ANNUAL GENERAL MEMBERSHIP MEETING

Co-Chaired by: Hon. Oboshie Sai Coffie (Mrs.)
*Minister of Tourism & Diaspora Affairs, Republic of Ghana,
President, Africa Travel Association*

Mr. Edward J. Bergman
Executive Director Africa Travel Association

INTERNATIONAL BOARD OF DIRECTORS ELECTION

Facilitator: Ms. Patricia Brown

CHAPTER REPORTS

Facilitator: Ms. Doris Wooten

A special community benefit initiative will be announced by Miracle Corners of the World (MCW), an NGO working in Tanzania facilitating youth and community development, on the occasion of the 33rd Annual Congress of the Africa Travel Association

All Conference Delegates are invited to visit the MCW Dr. Herman Wrice Youth Community Center in Majengo, Arusha. Please contact the ATA Secretariat for direction.

A group site visit will be planned and announced during the Congress

SPECIAL THANKS

THE BRADFORD GROUP / Tanzania Tourist Board USA
MR. KHALID ELACHI, Administrative Intern (U.S. ATA Headquarters)
MS. SHARON HAKAKIAN, Graphic Design Intern (U.S. ATA Headquarters)
MR. RONALD WRACKY, Africa Consult Group & ATA Board Member
MR. FELIX NYAKATALE, Miracle Corners of the World (MCW) Country Coordinator & Artist
MS. SHARON ROLING, Consultant to the Executive Director (U.S. ATA Headquarters)

HOST COUNTRY COMMITTEE

Ezekia Maige – Deputy Secretary Ministry of Natural Resources and Tourism
Slandira Nyoni – Permanent Secretary Ministry of Natural Resources and Tourism
David Mwakawago – Chairman – Organizing Committee
Peter Mwangus – Managing Director T.T.B.
Mara Mnari – Director of Tourism



T.T.B. ANNUAL AWARDS DINNER RECEPTION

MAY 21, 2008

ARUSHA

TANZANIA