

2009 U.S.-AFRICA TOURISM SEMINAR

FOCUS ON SPORTS, ADVENTURE, AND DIASPORA TOURISM

Schedule of Events*

DAY 1: Thursday 19, 2009

8:00 - 9:00 am

Registration

9:00 -10:15 am

Opening Session: **Unleashing Possibilities on US-Africa Tourism – Tourism Policy Choices for President Obama and the New Administration**

10:15 -10:45 am

Break

10:45 -12:00 pm

Workshop 1: **Destination Africa: Branding & Marketing Strategies in a Challenging Economic Climate**

12:00 -1:30 pm

Lunch Break

1:30 - 2:45 pm

Workshop 2: **Sports Tourism – Opportunities in Africa**

2:45 - 3:15 pm

Break

3:15 - 4:15 pm

Workshop 3: **Access to Africa – Airline Routes to and within Africa**

4:15 – 5:15 pm

Workshop 4: **Market Realities: Selling Africa's Adventure Travel Products**

6:00 – 8:00 pm

NETWORKING EVENING RECEPTION (off-site)

DAY 2: February 20, 2009

8:00 - 9:00 am

Registration

9:00-10:15 am

Workshop 5: **New Directions: Emerging Trends in US-Africa Tourism**

10:15 -10:30 am

Break

10:30 -11:45 pm

Workshop 6: **Africa's Diaspora Tourism Products: Bringing the African Diaspora to Africa**

11:45-1:15 pm

Lunch Break

1:15 - 2:15 pm

Workshop 7: **Responsible Tourism – Social Innovators in Africa's Tourism Industry**

2:15 – 2:30 pm

Break

2:30 – 3:30 pm

Workshop 8: **Africa: Opportunities in Entrepreneurship, Finance and Investment in the Travel and Tourism Industry**

3:30 – 4:00 pm

Closing Session: **Creating a Strong Commitment to Promote US-Africa Tourism: Next Steps**