

## FOR IMMEDIATE RELEASE

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### **Destination Egypt Road Show Coming to Three Cities to Promote Africa Travel Association's 34<sup>th</sup> Annual Congress in Cairo**

**New York, NY, January 6, 2009** – Get ready for the Africa Travel Association's Destination Egypt Road Show in the United States with stops in Chicago, Atlanta and Los Angeles. The tourism promotion event will showcase Egypt as a top African destination and host of ATA's 34<sup>th</sup> Annual Congress, to be held in Cairo from May 17-21.

"I am honored to work with ATA to bring travel and tourism experts and enthusiasts across the U.S. to Egypt," said Egyptian Tourist Authority Director ElSayed M. Khalifa. "Egypt is home to the world's most ancient and modern sites, attracting travelers and tourists from around the world since the beginning of time. Egypt continues to be one of Africa's top travel draws and I look forward to inviting the US travel market to experience the eye-opening country."

In each city—Chicago, Atlanta and Los Angeles—an evening cocktail reception for travel specialists interested in tourism to the African continent and specifically the Northern African destination Egypt will be held. Brief presentations of Egypt's diverse travel products and ATA's annual hallmark event will be given at the networking event.

Egypt Air, the country's flag carrier airline and the Official Congress Carrier, will raffle one round-trip ticket from New York to Egypt at each event to be used for the congress.

"ATA has longstanding ties with Egypt. We held our 8<sup>th</sup> Congress in Cairo in May 1983 and our 16<sup>th</sup> in 1991," said ATA Executive Director Edward Bergman. "We hope the 2009 Congress will help Egypt reach its target of 16 million tourism arrivals by 2014, with an increase of arrivals from the U.S. and Africa".

Partnering with the ATA Chicago Chapter, Adventures in Travel Expo Chicago and the American Society of Travel Agents-Midwest Chapter, ATA will organize the first reception in Chicago on January 9, from 6-8:00 pm at Petterino's restaurant, located at 150 North Dearborn. To RSVP, email [Ebayley@africatravelassociation.org](mailto:Ebayley@africatravelassociation.org).

The Atlanta event, co-hosted by the ATA-Atlanta Chapter and the American Society of Travel Agents (ASTA)-Southeast Chapter, will be held at the Crowne Plaza Hotel, located at the Atlanta Perimeter at Ravinia at 4355 Ashford Dunwoody Road on January 26<sup>th</sup> from 6-8:00 pm, following the Atlanta Travel Expo Show. To RSVP, email [Ebayley@africatravelassociation.org](mailto:Ebayley@africatravelassociation.org).

The final stop on the Road Show will be Los Angeles on February 16. Co-hosted by SoCal-ATA, the Southern California ATA chapter, the dinner event will be held at the Marriott Hotel at 6336 Bristol Parkway in Culver City. To RSVP, email Sylvia at [clubtrvl@aol.com](mailto:clubtrvl@aol.com).

**About the Africa Travel Association (ATA)**

The Africa Travel Association is the premier global travel association promoting tourism to Africa and intra-Africa travel and partnership since 1975. ATA members include ministries of tourism and culture, national tourism boards, airlines, hoteliers, travel agents, tour operators, travel trade media, public relations firms, students, NGOs, individuals, and SME's. For more information, visit ATA online at [www.africatravelassociation.org](http://www.africatravelassociation.org) or call +1.212.447.1357.

**About ATA's 34<sup>th</sup> Annual Congress in Cairo, Egypt**

The Congress, to be held at the Cairo International Conference Center (CICC), will run for five days, engaging participants in working discussions on a range of topics, such as intra-African industry cooperation, infrastructure development and investment opportunities. Roundtables for ministers, suppliers, travel agents and tour operators, alongside special networking events, a marketplace expo, and ATA Young Professionals events, will also be held. ATA will also organize networking opportunities for Africans living in the Diaspora as part of its Africa Diaspora Initiative. Congress delegates will stay at the Fairmont Heliopolis Hotel. For more information, visit <http://africatravelassociation.org/ata/events/ac.html>.

**About Egypt Air**

For more information on Egypt Air and to check departures and arrivals, visit <http://www.egyptair.com/English/Pages/default.aspx>.



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