

## **ATA EGYPT CONGRESS PROFILE**

**Name:** Omar Carrera

**Title:** Executive Assistant Manager, Sheraton Addis, Starwood Hotels & Resorts, ATA Board Member

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**Location:** Addis Ababa, Ethiopia

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**Why did you come to the Congress?**

Opportunity to develop tourism to Africa.

**What are the biggest challenges you face in bringing people to Africa**

Infrastructure – flights, accommodation, accessibility (mobility).

**What do you see as Africa's most valuable tourism asset?**

Diversity, both physical & culture

**What travel trends are prevalent today and could potentially have the greatest impact on tourism in Africa?**

Generation Y, differentiated products

**Who do you see as Africa's tourism industry's greatest ally?**

Private Sector with business interests.

**What is tourism industry's role in encouraging cultural exchange and understanding between locals and tourists?**

The Ministry has to package it in a way so that tourists can understand and respect the cultures.

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