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THE AFRICA TRAVEL ASSOCIATION (ATA) INTRODUCES AFRICA MARKETPLACE FOR TRAVEL TRADE BUYERS AND SELLERS

Act Now to Make Appointments to Meet Travel Experts Specializing in Africa and to Register for 34th Annual Congress in Cairo, Egypt

NEW YORK, March 5, 2009 – The Africa Travel Association (ATA) announced today that it will introduce a marketplace for buyers and sellers specializing in Africa at the upcoming 34th Annual Congress in Cairo, Egypt on Tuesday, May 19, 2009. Titled African Bazaar, the marketplace provides a forum for travel trade buyers and sellers to sign up for pre-scheduled, one-on-one appointments devoted to networking and building business linkages.

“A marketplace is the most efficient way for the buyers in the travel industry to really discover the wonderful products of Africa, said Bob Whitley, President of the United States Tour Operators Association (US-TOA). “The one-on-one meetings can result in creating new business for all.”

Suppliers and buyers will have the chance to meet a targeted 24 experts, including hoteliers, airlines, destination marketing companies (DMC's), ground handlers, tour operators, and wholesalers, for 15-minute appointments during the morning and afternoon sessions.

“This is a well-tested and proven format for building business linkages between travel professionals,” said Edward Bergman, ATA Executive Director. “No more chance meetings and missed opportunities. This will be strictly by appointment only and will provide all stakeholders in the future of African tourism with an opportunity to meet.”

In addition to introducing the African Bazaar at this year's congress, ATA will also host the first ATA Tourism Ministers' Roundtable on Monday, May 18. This networking event aims to facilitate direct communication between congress delegates and tourism ministers in three separate one-hour long discussions.

To register for the congress, book an appointment at the African Bazaar, or reserve a place at the Tourism Ministers Roundtable, visit <http://africatravelassociation.org/ata/events/ac.html>. Early bird congress registration is available until March 31, 2009 with rates as low as \$400. For more information, call +1-212-447-1357 or email info@africatravelassociation.org.

About the Africa Travel Association (ATA) The Africa Travel Association is the world's premier travel industry trade 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, NGOs, and small and medium size enterprises. For more information, visit www.africatravelassociation.org.

About the 34th Annual Congress in Cairo, Egypt

The congress will run for four days, engaging participants in discussions on a range of topics, such as intra-Africa cooperation, airline access, tourism infrastructure development, tourism industry investment, branding and marketing, and responsible tourism. A special roundtable for ministers will take place, as well as the first African marketplace for buyers and sellers. The congress also provides a variety of professional networking and business linkage opportunities. On a Host Country day, delegates will explore Cairo with a day-long tour to the Pyramids and a visit to the National Museum. Egypt Air, the official congress carrier, and the Fairmont Heliopolis, the official congress hotel, are both offering special discount rates to delegates.

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