

Opening Session: Thursday, February 19, 2009, 9:00 to 10:15 am

WELCOMING REMARKS: UNLEASHING POSSIBILITIES ON US-AFRICA TOURISM: TOURISM POLICY CHOICES

In these challenging, yet exciting times, ATA's seminar can be a valuable asset to travel industry professionals, providing an opportunity to showcase destinations and to highlight opportunities for investment and business exploration in the industry, particularly in the areas of Sports and Adventure tourism and the role and contribution of the African Diaspora. The opening session sets the stage for the workshops, highlighting issues for exploration and possibilities for cooperation. It will also explore challenges, goals and possible policy choices in the area of travel, transport and tourism development in Africa.

MODERATOR:

Edward J. Bergman, Executive Director, Africa Travel Association (ATA)

INTRODUCTORY REMARKS

John Golicz, CEO of UNICOMM, Adventures in Travel Expo

SPEAKERS:

Richard Cambridge, Adviser to the Vice President, African Diaspora Program, Office of the African Regional Vice President, World Bank

Alice Holmes McKoy, Director, Special Projects, Honorable Diane E. Watson, (CA-33rd)

His Excellency Ombeni Sefue, Ambassador of the United Republic of Tanzania to the U.S.A on behalf of **Honorable Shamsa Mwangunga**, ATA President, Minister of Natural Resources & Tourism, Tanzania

His Excellency Anthony Smith Rowe Johnson, Ambassador of Jamaica to the U.S.A

Workshop 1: Thursday, February 19, 2009, 10:45 am to 12:00 pm

DESTINATION AFRICA: BRANDING & MARKETING STRATEGIES IN A CHALLENGING ECONOMIC CLIMATE

This workshop will open with a capsule overview of the global economic situation as it has affected Africa, followed by a discussion about branding and marketing in this challenging economic climate. When revenues are down and budgets are tight, the questions arise: how can we cut back and still make an impact in the market? Should we refocus and rethink our market targets? How can we make best use of the resources that we have? Speakers will discuss ways to have brand continuity through creativity & market focus.

MODERATOR:

Karen Hoffman, Senior Vice President, Bradford Group and Tanzanian Tourism Board Representative, USA, ATA International Board of Directors Member

SPEAKERS:

Gideon Dean, Executive Vice President, Travel Group, Questex Media

Dr. Hannah R. Messerli, Senior Private Sector Development Specialist in Tourism, Africa Region, World Bank

Jonathan Rekadel, Account Manager, Travel Advertising, *The New York Times*

Gregg Truman, Vice President of Marketing, South African Airways

Mark Walton, Executive Vice President, The Africa Channel

Lunch: Thursday, February 19, 2009, 12:00 to 1:30 pm

SPONSORED BY SOUTH AFRICAN AIRWAYS

Seminar participants will receive a yellow lunch voucher and name badge during registration. To receive lunch, participants must present the voucher in Room 144.



Workshop 2: Thursday, February 19, 2009, 1:30 to 2:45 pm

SPORTS TOURISM: OPPORTUNITIES IN AFRICA

Sports tourism is a growing niche area in which a number of developing and smaller destinations are focusing their efforts. It includes travel for the purpose of competing in or watching a sport event; engaging in a recreational/leisure activity; or attending a sport-related educational or business meeting/ conference. Here, panelists will explore how to leverage the 2010 Soccer World Cup and other sport opportunities to increase tourism in Africa. This workshop will also examine the opportunities of utilizing sport for health and educational programs that also generate travel and professional athletes as tourism "ambassadors." In addition to presenting a number of sports tourism products and case studies, panelists will explore the need for major investment from the private and public sectors and offer best practices and share lessons learned.

MODERATOR:

Professor Lisa Delpy Neirotti, Director, Sports Management Program, The George Washington University

SPEAKERS:

Nichelle Gainey, President, SilverStone International
Tracy Mattes, Director of Global Programs for the World Olympians Association (WOA), Special Representative to the UN World Tourism Organization ST-EP Foundation (UNWTO ST-EP)
Nathaniel Mills, Coordinator, World Sports Commission
Ray Whelan, Represents FIFA as the Official "Hospitality Provider" for the World Cup
Kevin Wynne, NICAL Sports & Media Group
Sthu Zungu, President, South African Tourism, North America

Workshop 3: Thursday, February 19, 2009, 3:15 to 4:15 pm

ACCESS TO AFRICA: AIRLINE ROUTES TO AND WITHIN AFRICA

This workshop will explore a number of current and foreseen challenges facing the airline industry to Africa and its 53 nations from the United States. Topics for discussion among the panelists include the current status of international travel, the inclusion and modernization of African airlines, intra Africa travel, infrastructure challenges, pricing, and marketing to the Africa Diaspora.

MODERATOR:

Marc Cavaliere, Executive Vice President, North America, South African Airways

SPEAKERS:

Gobena Mikael, Director, North & South America, Ethiopian Airlines
Heather Pederson, Director, International Operations, Boeing
Gregg Truman, Vice President of Marketing, South African Airways
Cornelia Wilson-Hunter, Manager, Safe Skies for Africa Program, US Department of Transportation

Workshop 4: Thursday, February 19, 2009, 4:15 to 5:15 pm

MARKET REALITIES: SELLING AFRICA'S ADVENTURE TRAVEL PRODUCTS

Many experts in the tourism industry agree that sun-and-sand tourism has now "matured as a market," with a flat projected growth rate over the next few years. In contrast, adventure tourism—a term relating to more experience-based travel and encompassing eco-tourism, nature, heritage, cultural, sports and community tourism—is expected to grow three times faster than the tourism industry as a whole. Beginning in the 1990s, this sector has grown significantly and could grow to a quarter of the world's travel market in less than a decade.

MODERATOR

Andrea Hutchinson, Director of Sponsorships & Industry Relations, UNICOMM, Adventures in Travel Expo

SPEAKERS:

Marc L. Apter, Associate Vice President, Marketing & Public Relations, St. Mary's College of Maryland

Elizabeth Gracon, Citizens Services Specialist, Department of State – Consular Affairs, Overseas Citizen Services, Africa Division

Angela Reynolds, Brand Manager, Tauck World Discovery & Tauck Bridges

Ogo Sow, Host, OgoSow.com, ATA Advisor on Diaspora Affairs, ATA International Board of Directors Member

Evening: Thursday, February 19, 2009, 6:00 to 8:00 pm

SPECIAL EVENING RECEPTION ON THE OCCASION OF ATA'S US-AFRICA TOURISM SEMINAR

HOSTED BY HIS EXCELLENCY DR. SAMUEL ASSEFA

Ambassador of the Federal Democratic Republic of Ethiopia to the U.S.A.

SPONSORED BY CITIZENS DEVELOPMENT CORPS (CDC)

LOCATION: Embassy of Ethiopia, 3506 International Drive NW, Washington, D.C. 20008
(Tel: 1-202-364-1200)

Seminar participants are responsible for their own transportation to the Embassy of Ethiopia from the Washington Convention Center.



Workshop 5: Friday, February 20, 2009, 9:00 to 10:15 am

NEW DIRECTIONS: EMERGING TRENDS IN US-AFRICA TOURISM

For most US travel consumers, Africa is a new, exciting and exotic destination. For leaders in the US travel industry, Africa represents one of the fastest growing outbound destinations with significant opportunity for further development, exploration and investment over the next ten years. Speakers will explore where and how Africa fits into the global and US tourism markets and highlight travel and consumer trends from tour operators and travel agents, relating to questions such as who is traveling, why are they going, and what are they looking for? The discussion will feature case studies from other regions that also have experienced rapid inbound tourism growth.

MODERATOR:

Sarah Mann, New York University, Partner, Case & Mann Consulting

SPEAKERS:

Ron Erdmann, Deputy Director, Research, US Department of Commerce Office of Travel & Tourism Industries

Jonathan Tourtellot, Director, Center for Sustainable Destinations, & Geotourism Editor, *National Geographic Traveler*

Sthu Zungu, President, South African Tourism, North America

Workshop 6: Friday, February 20, 2009, 10:30 to 11:45 am

AFRICAN DIASPORA TOURISM PRODUCTS: BRINGING THE AFRICAN DIASPORA TO AFRICA

The Africa Diaspora and African immigrant communities in the U.S. contribute significantly to the development of the African continent through a variety of channels, including knowledge exchange, entrepreneurship and investment. The Diaspora also plays a critical role in changing perceptions by helping project a positive image of the continent as a whole and each individual nation. Panelists here will explore innovative ways to involve African Diaspora leaders, entrepreneurs and media to exchange ideas and participate in activities that advance the tourism industry, paying attention to challenges, opportunities and threats.

MODERATOR:

Dr. Chika Onyeani, Publisher & Editor-in-Chief, *Africa Sun Times*

SPEAKERS:

Melvin Foote, Founder, President & CEO, Constituency for Africa

Jacob R. Henderson Jr., Attorney at Law, Henderson Travel Agency, Representative of the Africa Diaspora Heritage Trail Initiative

Rohulamin Quander, Founder & President, The Quander Historical Society

Lamin Sarr, Founder & President, Heritage Revival Project

Ogo Sow, Host, OgoSow.com, ATA Advisor on Diaspora Affairs, ATA International Board of Directors Member

Julialynne Walker, Director of Africa and Diaspora Development Linkages, ATA International Board of Directors Member

Lunch: Friday, February 20, 2009, 11:45 to 1:15 pm

Seminar Participants to purchase lunch on their own. Convention Center cafeteria will be open.

Workshop 7: Friday, February 20, 2009, 1:15 to 2:15 pm

RESPONSIBLE TOURISM: SOCIAL INNOVATORS IN AFRICA'S TOURISM INDUSTRY

Travel and tourism—perhaps more than any other sector—is tied to the well-being of the environment, culture, economy and identity of local communities. For the private sector, Corporate Social Responsibility (CSR) programs enable companies to re-invest in the community and to potentially ensure that the country as a whole benefits from its initial investment. Bringing together CSR and the industry thus makes good business sense. For the non-profit sector, a number of individuals and organizations are pursuing innovative social entrepreneurial projects that are having a measurable and positive impact on thousands of lives. This workshop will reflect how private and non-profit actors aim to positively affect the tourism industry through their programs. Speakers will also reflect how the industry and the tourist can make a difference in the communities they visit.

MODERATOR:

Lelei LeLaulu, Founder & President, Sensible Development Corps

SPEAKERS:

Amadou Gallo Fall, Founder, SEEDS Foundation & Senior Executive, NBA Dallas Mavericks

Dr. Martha Honey, Co-Founder & Co-Director, Center for Ecotourism & Sustainable Development

David Saunders, Co-Founder & CEO of Venue International Professionals

Jeannine B. Scott, Senior Vice President, Africare

Craig Sholley, Senior Director of Development, African Wildlife Foundation

Workshop 8: Friday, February 20, 2009, 2:30 to 3:30 pm

AFRICA: OPPORTUNITIES IN ENTREPRENEURSHIP, FINANCE AND INVESTMENT IN THE TRAVEL AND TOURISM INDUSTRY

As a primary sector for growth across Africa, the tourism industry offers diverse prospects for entrepreneurs and investors. This workshop will present current and potential business and investment opportunities, particularly in the areas of Sports, Adventure and Africa Diaspora tourism. Panelists will also explore the activities of major US development organizations, banks, and international financial institutions in supporting growth in the industry, relating to opportunities, lessons learned, and threats. A few case studies on the experiences of entrepreneurial and small and medium-sized enterprise activities will be shared. Panelists will also be asked to address the current financial situation and to consider how it will affect the industry.

MODERATOR:

Charles Wetherill, Senior Associate, Trade and Investment, The Whitaker Group

SPEAKERS:

Iain Christie, Consultant, Private Sector Development and Tourism

Dave Gibson, Senior Environmental Specialist, Environment & Social Development Department, International Finance Corporation (IFC)

Simon Jones, Solimar International, Global Sustainable Tourism Alliance, George Washington University

James Lafferty, President, Policy Communications Group, Ariel King Foundation

Louis Mazel, Director of Regional & Security Affairs, Bureau of African Affairs, US Department of State

Closing Session: Friday, February 20, 2009, 3:30 to 4:15 pm

CREATING A STRONG COMMITMENT TO PROMOTE U.S.-AFRICA TRAVEL & TOURISM: NEXT STEPS

The closing session sets the stage for the next steps, highlighting issues raised during the seminar, future areas for exploration, and possibilities for cooperation, as well as the role ATA can play in moving forward. ATA will also invite participants to its 34th Annual Congress in Cairo, Egypt from May 17-21 and other upcoming events.

MODERATOR:

Edward J. Bergman, Executive Director, Africa Travel Association (ATA)

SPEAKERS:

Manute Bol, Former NBA Star, Official Spokesperson of Ethiopian Airlines

Richard Cambridge, Adviser to the Vice President, African Diaspora Program, Office of the African Regional Vice President, World Bank

Stephen Hayes, President and CEO, Corporate Council on Africa (CCA)

Special thanks to Ethiopian Airlines for supporting this session.



OTHER EVENTS

*Seminar participants are encouraged to attend the **Adventures in Travel Expo Show** at the Convention Center from February 21-22, 2009. Complimentary tickets will be provided by ATA at registration.*

*Participants are also welcome to attend the **Ethiopian Airlines Journeys Washington Wizards Game** on February 21 at 7:00 pm. For complimentary tickets, contact Myron Goodman at 202-628-3200 ext. 3827 or email mgoodman@washsports.com or speak to an Ethiopian Airlines representative at the seminar.*