



# ATA PASSPORT TO AFRICA™

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## ATA 32nd Annual Congress in Ethiopia Underscores Theme of Branding Africa as a Tourist Destination

Leading tourism industry experts from more than 20 countries in Africa, North America, Europe, and Asia came together in Addis Ababa, Ethiopia from May 6-11 to participate in ATA's 32<sup>nd</sup> Annual Congress. Ethiopia's Culture and Tourism Ministry hosted the event in time for the country's millennium celebrations. Ethiopian Airlines served as the official congress carrier.

Ethiopian President Girma Wolde-Giorgis welcomed delegates at the opening ceremony held at the United Nations Economic Commission for Africa (UNECA) headquarters in Addis Ababa.

"The tourism industry involves the participation of billions of people of all walks of life," he said. "Yet irrespective of Africa's diversified wealth, the continent's world share of receipts from international tourism is below four percent."

ATA Executive Director Eddie Bergman said Africa's 53 nations need to "brand Africa in a way that benefits the continent as a



Photos by Robert Eilets for ATA

whole and each individual country. This will enable the diverse community of nations to present its tourism product with a strong voice, and to put its collective weight behind continental and national priorities."

The five-day program included topics such as branding Africa, emerging growth markets, alongside roundtable discussions, an arts and crafts fair, and an expo. Tanzania, Ghana, Nigeria, Ethiopia and Zambia showcased their countries at sponsored meals at the Hilton-Addis and Ghion hotels, and Ethiopian Airlines sponsored a special event.

Working with the non-profits, MedShare International and Miracle Corners of the World, and the private sector, ATA facilitated the contribution of approximately \$350,000 worth of medical supplies to a hospital in Lalibela. ATA-Tennessee member Patricia Tharpe also facilitated a \$50,000 donation of medical equipment and supplies to Addis Ababa's Black Lion Hospital.

## ATA Participates in Africa Union Summit in Ghana

ATA delegates participated in the Africa Union's Ninth Annual Summit in Accra, Ghana from July 1-3. The summit's theme was "the Grand Debate," highlighting different opinions on integrating Africa, which reflects ATA's commitment to market Africa as one destination.

ATA participated in the opening ceremony, which included an address by AU Commissioner, Alpha Konare, and UN Deputy Secretary General, Dr. Asha-Rose Migiro and made contact with the World Bank Vice President for Africa, Obiageli Katryn Ezekwesili, Tanzanian President, Jakaya Mrisho Kikwete and US Ambassador to the AU, Cindy Courville.

## Djibouti to Host ATA's 11th Annual Symposium

Prior to the AU's Ninth Annual Summit in Ghana, an ATA delegation traveled to Djibouti, arriving on the 30<sup>th</sup> anniversary of the East African country's independence from France. President Ismael Omar Guelleh marked the occasion with a special reception at the presidential palace and invited ATA delegates to attend the event. Djibouti



Photo by Ogo Sow for ATA

(Above, left to right): Djibouti Prime Minister Dileita Mohamed Dileita, ATA Executive Director Eddie Bergman, and Kempinski Hotel General Manager Bugra Berberoglu. (Below): Mati Nyazema, Sandton Convention Center Executive Director.



Photo by Anna Morris for ATA

will host ATA's 11<sup>th</sup> Annual Eco & Culture Symposium from December 3-7, 2007 under the auspices of Djibouti Minister Hassan Farah Miguil of the Ministry of Youth, Sports, Recreation and Tourism. The 5-star Kempinski Palace Hotel will serve as the official Symposium hotel.

## ATA Brings South Africa to New York City

International guests from diplomacy, business, travel, trade and tourism, hospitality, arts, media, and education gathered on June 21 at one of New York's finest restaurants, Aquavit, for a special reception devoted to "Bringing New York to South Africa and South Africa to New York."

Organized by ATA and co-hosted by the Sandton Convention Centre (SCC) and South African Tourism-USA (SAT) in New York, the event showcased South Africa as a business travel destination with a special focus on SCC's world class facilities.

"Meeting with such a high-profile and diverse group of people in New York was the highlight of our trip," said Mati Nyazema, SCC Executive Director. "We are grateful to ATA for organizing this exceptional event and giving us the opportunity to share our center with a new audience."

The Africa Travel Association (ATA) is the premier international travel industry trade association promoting travel and tourism to the African continent and intra-Africa partnership since 1975.

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## ATA Helps Honor Mutombo

NBA All Star and UNDP Youth Emissary, Dikembe Mutombo, was honored for his philanthropic work in his native born country, Democratic Republic of Congo, and on the continent at the Young Professionals for International Cooperation's first annual Friends of Africa Awards Celebration with the UN Association of the USA. ATA co-sponsored the June 21 event, which aimed to promote positive news on the continent.



Photo Courtesy of Ernesto Graphic Design for ATA

## ATA and Africa Channel

ATA and The Africa Channel (TAC) signed a memorandum of understanding (MOU) in May to stimulate interest in travel to Africa. As part of the MOU, TAC documented the Ethiopia Congress and agreed to air a call message encouraging travelers to contact ATA for a list of agents and tour operators. ATA calls on members to contact their local cable or satellite providers to ensure TAC services are offered.

## Official ATA Airline Carrier

Ethiopian Airlines is the Official 2007 Carrier for ATA. With its hub at Addis Ababa, Ethiopian offers extensive pan African and global networks serving 44 global and 30 domestic destinations. For flight information, visit [www.ethiopianairlines.com](http://www.ethiopianairlines.com).



## TRAVEL SHOWS

### 5-City Djibouti Road Show

ATA will organize a 5-city road show in North America in October for Djibouti's Youth, Sports, Recreation and Tourism Ministry and National Tourism Office to promote "Destination Djibouti" to new audiences and attract travel professionals to the December Symposium.

### China Outbound Market

Thanks to Ethiopian Airlines, ATA participated in the China Outbound & Tourism Market (COTTM) Travel Expo in Beijing from May 14-16, when over 200 exhibitors representing 50 countries met with 2,000 travel experts responsible for outbound travel from China. ATA hosted a booth and showcased "Destination Ethiopia" at a special presentation on Africa travel offerings.



Photo by Ron Mracky for ATA

## NBC-4 Travel Expo

ATA-Southern California chapter hosted the Africa section of the NBC-TV Travel Expo at the Los Angeles Convention Center from June 16-17. The event attracted over 20,000 visitors, including travel agents and consumers. On the occasion of Fathers' Day, SoCalATA gave visiting dads a pen from the Kenya Tourism Board.

## The TRADE SHOW

ATA will host a booth at the ASTA Las Vegas TRADE SHOW from September 9-11. "With the addition of ATA to the list of THE TRADESHOW partners, the show now is truly global in scope," said William Maloney, CTC, ASTA executive VP and COO.

## 12-City Road Show

2005 Tanzania Tourism Board Tour Operator and ATA member, Safari Ventures, will organize a 12-city road show in California (October 22-25), New York-New Jersey-Connecticut (November 5-8), and Florida (March 3-6). Co-sponsored by ATA, the show will target travel experts interested in selling Africa as a tourist destination.



## IN THE MEDIA

ATA's Ethiopia Congress was featured in *Travel World News*, *African Press Agency*, *Amsterdam News*, *Travel Daily*, *Africa*

*Travel Magazine*, Ethiopian Airlines *Selamta Magazine*, *Cincinnati Herald*, *Ethiopian Herald*, *Afropop Worldwide*, *Daily Monitor*, *Caribbean Life*, *Harlem Times*, and *Positive Community*; Ogo Sow interviewed Ethiopia's Minister of Culture and Tourism, Ambassador Mohamoud Dirir, Ghana's Deputy Minister of Tourism and Diaspora Affairs, Joe-Baidoo-Ansah, Nigeria's Tourism Development Corporation Director General, Otunba Olusegun Runsewe, and students from Atlanta and Ethiopia on *OgoSow.com*; Sean Barlow interviewed Bergman in US Corporate Council on Africa's issue on "Rebranding Africa"; AAI-ONLINE highlighted ATA's meeting with the Africa American Institute on "South Africa, Sport & Tourism."

## ATA EVENTS

**28 September 2007**  
*2nd Annual Africa Presidential Forum*  
New York, NY

**3-7 December 2007**  
*11th Annual Eco-tourism & Culture Symposium*, Djibouti City, Djibouti

**27-28 February 2008**  
*1st Africa Sports & Tourism Marketing Seminar*  
Jacob Javits Center, New York, NY

**19-23 May 2008**  
*33rd Annual Congress*, Arusha, Tanzania

## INDUSTRY EVENTS

**22 August—1 Sept 2007**  
*Osun Festival, Osogbo*, Osun State, Nigeria

**9-11 September 2007**  
*The TRADE SHOW*, Las Vegas, NV

**25-28 September 2007**  
*PATA Travel Mart*, Bali, Indonesia

**10-14 October 2007**  
*3rd International African Diaspora Heritage Trail Conference*, Nassau, Bahamas

**28-30 October 2007**  
*World Tourism Marketing Summit*  
Beijing, China

**17-18 November 2007**  
*South Florida Travel Expo*, Ft. Lauderdale, FL

**22-25 November 2007**  
*Abuja Carnival*, Abuja, Nigeria

**12-13 January 2008**  
*Adventures in Travel Expo*, New York, NY

**26-27 January 2008**  
*Adventures in Travel Expo*, Chicago, IL

**9-11 February 2008**  
*Adventures in Travel Expo*, Long Beach, CA

**22-24 February 2008**  
*Boston Globe Travel Show*, Boston, MA

**29 February to 2 March 2008**  
*New York Times Travel Show*, New York, NY

**29-30 March 2008**  
*Adventures in Travel Expo*, Washington, DC

**12-16 April 2008**  
*International Destination Expo (ASTA)*  
Lyon, France

## ATA WELCOMES NEW MEMBERS

**ADVENTURES IN TRAVEL EXPO**  
[www.adventureexpo.com](http://www.adventureexpo.com)

**AMERICAN SOCIETY OF TRAVEL AGENTS**  
[www.astanet.com](http://www.astanet.com)

**AVOCET TRAVEL**  
Clarence O. Smith  
[www.avocettravel.com](http://www.avocettravel.com)

**EMILY BAILEY**  
New York University Tisch Center  
[www.scps.nyu.edu](http://www.scps.nyu.edu)

**JANIE BLANKS**  
**TEMITOPE BADA**  
Badabeat Associates

**SANDTON CONVENTION CENTER (SCC)**  
[www.saconvention.co.za](http://www.saconvention.co.za)

**TRAVEL N' STYLE**  
Florence S. James  
[www.travel-n-style.be](http://www.travel-n-style.be)

**MESHELLE STEPHENS**  
Fantasy Memory Getaways

## SAVE THE DATES!

ATA's 11<sup>th</sup> Annual Eco & Culture Tourism Symposium, Djibouti, Djibouti, 3-7 December 2007  
ATA's 33<sup>rd</sup> Annual Congress, Arusha, Tanzania, 19-23 May 2008