



ATA PASSPORT TO AFRICA™

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NEWS

ATA Elects New President from Ghana

At ATA's 31st annual congress in Accra, Ghana, Hon. J. Otanka Obetsebi-Lamprey, the Tourism Minister of Ghana, was elected as the new ATA President. "Minister Obetsebi-Lamprey is a true visionary and respected leader in the travel and tourism industry," said Edward Bergman, ATA's new Executive Director. "Minister Obetsebi-Lamprey has made his mark on the travel and tourism industry in innovative and entrepreneurial ways and with a strong appreciation of public-private partnership."

New Executive Director Appointed

ATA appointed Edward Bergman as its new Executive Director at its Accra congress in May. "I am excited to lead ATA into a new chapter of history and look forward to partnering with all of the global stakeholders," said Bergman. "Our team brings a culture of diversity and a vision of optimism, realism and entrepreneurialism. We are united in our belief that travel and tourism holds great potential for socio-economic growth on the continent." Bergman assumed full responsibilities on July 1st.



Mesab for ATA

Archbishop Desmond Tutu gives Bergman a hand.

Archbishop Tutu Meets ATA

ATA co-sponsored a special luncheon in honor of South African Archbishop Desmond Tutu, a leader of South Africa's struggle against apartheid and leading advocate for national reconciliation in the country. During the lunch in New York, ATA leaders discussed faith-based tourism with the Archbishop, who expressed interest in working with ATA.

Tanzanian President Visits Nasdaq in New York

Leaders and friends of ATA participated in a special luncheon at the Nasdaq Market Site in New York, honoring Tanzanian President Jakaya Mrisho Kikwete.

Incoming ATA Executive Director Bergman introduced President Kikwete. "Having had the opportunity to travel to Tanzania more than 20 times since 2000, I have come to appreciate all that Tanzania has to offer to tourists and businesses alike," said Bergman.

"The diversity and beauty of its land and the warmth and generosity of its people are easily seen by anyone. It is a peaceful, safe African nation with great potential in agriculture, mining, infrastructure development,



Ogo Sow for ATA

ATA's new leadership. (left-to-right) Minister Kabinga Pande, Robert Alsbrooks, Eddie Bergman, and Minister J. Otanka Obetsebi-Lamprey at ATA Congress in Accra, Ghana in May.

telecommunications, tourism, financial services, manufacturing and other industries."

Zambian National Tourist Board Visits New York City

More than 40 guests welcomed the Zambian National Tourist Board, who concluded their trade mission to the U.S. at a special reception co-hosted by ATA and NY-ATA. "We look forward to working with ATA and bringing the world to Zambia—the real Africa," said Charity Chanda Lumpa, Managing Director of the Tourist Board. Representatives from Emirates Airlines, South African Airways and North American Airlines also participated in the New York event.

ATA Opens International Headquarters in New York

ATA has moved into new fifth floor offices, located at 166 Madison Ave, on the corner of 33rd street in New York.

Welcome to the first issue of our newsletter. Each issue will be organized like this one, with news and chapter updates about ATA, industry briefs, ATA press, partner news, and upcoming events. The newsletter will be posted on our website, and distributed via email and in print. We look forward to producing future issues with contributions from ATA members, chapters and partners worldwide. Please send your feedback, pictures, press releases, and newsletters to news@africatravelassociation.com.

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

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CHAPTER UPDATES

New ATA Executive Programs Director Appointed
Robert Alsbrooks of Philadelphia was appointed as ATA's new Executive Programs Director at the Ghana conference. Alsbrooks will focus on building grassroots membership and chapter development. "I look forward to assisting chapter presidents with membership retention, expansion and program development," said Alsbrooks. "I will also aim to improve communication between international headquarters in New York and chapters worldwide and forge stronger ATA relationships throughout Africa."



Ronald Mracky for ATA



Robert Eilets for ATA

(Left) SoCal ATA members staff a double-sized booth at the NBC-TV Travel Expo in Los Angeles. (Right) Members of Zambia's Tourist Board Delegation to the U.S., NY-ATA and ATA meet in New York.

Southern California Chapter Hosts New ATA Leader
ATA Executive Programs Director Rob Alsbrooks visited with Southern California's ATA Board of Directors in an effort to improve communication between ATA's international headquarters in New York and national and local chapters worldwide. Alongside chapter members, Alsbrooks participated in the 4th Africa Achievement Awards & Africa Day Celebrations, presented by the *Africa Times/USA* news journal at the Beverly Hills Hotel in California.

NBC-TV Travel and Leisure Expo Hosts ATA
SoCal ATA marketed Africa travel opportunities to more than 20,000 visitors at the two-day NBC-TV Travel & Leisure EXPO in Los Angeles in June.

ATA Holds Networking Reception in Ethiopia
ATA hosted a special reception in honor of Ethiopian Minister of Culture and Tourism, Amb. Mohamoud Dirir Gheddi, and Hon. Tadelech Dalacho, State Minister, in Addis Ababa in early July. "I am excited about Ethiopia and all it has to offer," said Alsbrooks in his introductory remarks. "It is definitely a country that causes one to smile, because her beautiful people and scenery are smiling back at you. Ethiopia will host our 32nd Annual Congress in May 2007 and I look forward to working closely with Minister Dalacho to ensure that it is a stellar event."

INDUSTRY BRIEFS

Newly appointed Nigerian Minister of Culture and Tourism, Femi Fani-Kayode, pushes for tourism development in **Nigeria** as an alternative to oil (ANDnetwork.com).

In a move to attract foreign visitors, letters of invitation are no longer required for visitors to **Nigeria** (eTN).

Delta Airlines will fly nonstop from New York's JFK International Airport to Accra, Ghana four times a week, beginning in December 2006 (press release).

North American Airlines will launch three weekly roundtrips between Lagos, Nigeria and New York's JFK International Airport, beginning July 17 (press release).

In early July 2006, the Cameroon government announced that **SN Brussels Airlines** (SNBA) had won the bid to revamp the country's airline, **CAMAIR** (www.allafrica.com).

PARTNER NEWS

PATA President and CEO Peter de Jong invited ATA's new leadership to Thailand in August to visit PATA offices, share best practices, and discuss specific projects.

Leaders from ATA and TourismAfrica2006 recently formed a partnership to promote each other's events. ATA will chair the strategic forum on promoting tourism between Africa and America at the September TourismAfrica2006 meeting.

IN THE MEDIA

The on-line Nigerian magazine *Vanguard* quoted Bergman on the need of the African travel sector to focus marketing on the emerging Asian market (www.vanguardngr.com).

Travel Daily, the daily newsletter for the international travel trade market, reported on ATA's new leadership team.

Christian Folly-Kossi, Secretary General of the African Airlines Association (AfrAA), joined Bergman for a roundtable discussion on African air access to and within Africa on *OgoSow.com*.

SPECIAL OFFER

ATA Members Only

Travel World News will donate 30 1/4 page /4-color ads to ATA for \$1800 each. All proceeds will go directly to ATA. To order, send an email ASAP to charlie@travelworldnews.com & eddie@africatravelassociation.org.

UPCOMING ATA EVENTS

Mid September 2006 (tentative)

Africa Presidential Forum on Tourism, New York, New York

15-20 November 2006

10th Annual Cultural Heritage, Adventure & Ecotourism Symposium, Calabar, Nigeria

6-10 May 2007

32nd Annual Congress, Addis Ababa, Ethiopia (Ethiopia's Millennium Celebrations)

UPCOMING INDUSTRY EVENTS

10 September 2006

American Society of Travel Agents, Orlando, FL

10-15 September 2006

TourismAfrica2006, Geneva

12-15 September 2006

PATA Travel Mart 2006, Hong Kong

27 September—1 October 2006

African Diaspora Heritage Travel Conference, Bermuda

March 2007

IIPT 4th Africa Conference (In partnership with ATA, Uganda)

If you plan to attend, please contact ATA headquarters in New York to learn about special membership offers.