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Africa Travel Association Partners with 2006 Africa Diaspora Heritage Trail Conference

NEW YORK, N.Y., August 25, 2006 – Africa Travel Association Executive Director Eddie Bergman announced today that ATA is proud to serve as a partner of the Africa Diaspora Heritage Trail Conference, which is set to take place at the Bermuda Fairmont Hamilton Princess from September 27 to October 1, 2006.

“The opportunity to support this cross-border initiative, which aims to educate people of African descent about their rich heritage, to promote travel opportunities to sites of historical significance, and to support the economic viability of African Diaspora countries, is incredibly important to ATA and our members worldwide,” said Bergman. “We are proud to have been associated with the Africa Diaspora Heritage Trail for many years and are grateful to the Bermuda Department of Tourism and its partners for organizing the special event this year.”

According to Ewart F. Brown, the Deputy Minister of Tourism and Transport, the goal of this year’s conference “to provide a continuing forum for the sharing of philosophies, policies, and resources, strategic models, and cultural expression that will enhance heritage tourism development and stimulate the perpetuation of African Diaspora Heritage Trail destinations, programs and products – all crafted from the perspective of people of the African Diaspora working to conserve the vast achievements of our culture.”

This year, the conference will feature an African Diaspora Trade Expo, with country exhibits showcasing their cultural and heritage sites and venues, and travel products. ATA will host an exhibit, featuring a variety of Africa travel and tourism products and information on the association.

ATA’s Board Member, Gaynelle Henderson-Bailey, is Co-Project Director of the African Diaspora Heritage Trail Project, along with her brother, Jake Henderson. In this role, they have been responsible for working with the Honorable Dr. Ewart F. Brown, M.P., J.P., in planning and managing all aspects of the conference. We are pleased to announce that they are extending the Early Bird registration fee of \$500 to ATA members until September 15, 2006 for ATA members in good standing. For more information and to register, please visit www.adht.net or contact Gaynelle at (301)650-5700 ext. 504.

About ATA

ATA is the premier international travel association, promoting tourism to the African continent and intra-Africa travel and partnership since 1975. ATA members include ministries of tourism, tourism boards, airlines, hoteliers, travel agents, tour operators, media representatives, public relations firms, NGOs, individuals, and small- and medium-businesses actively engaged in promoting travel opportunities to the African continent.

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Gaynelle Henderson-Bailey (Conference Chair for Africa-Diaspora Heritage Trail Conference), Marlene Melton (ATA, First Vice President), and Doris Wooten, NY-ATA, President) accept partnership award on behalf of ATA at the Bermuda conference.