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ATA HELPS NIGERIA LAUNCH NATIONAL TOURISM MASTER PLAN

NEW YORK, October 25, 2007 - Nigerian Minister of Tourism, Culture and National Orientation, Prince Adetokunbo Kayode (San), invited ATA delegates to participate in the launch of the country's Tourism Master Plan on October 19 in Abuja, the capital city. The plan aims to position Nigeria as the continent's leading cultural, historical and business tourist destination.

Minister Kayode said the plan "was borne out of the Government's firm conviction on the opportunities offered by the sector for sustainable development, especially at the grassroots level, its high potential for enhanced foreign exchange earnings and the environment friendly nature of tourism programmes". He emphasized that tourism provides a variety of new opportunities for improving socio-economic conditions, diversifying the economy, and achieving stability.

The long-awaited document provides a road map to diversifying the economy, particularly by calling for the development of quality tourism and travel products and raising awareness of the benefits of tourism. The three-volume plan addresses a number of issues and provides strategic recommendations on policy, governance, development of tourism products, marketing approach, hospitality, transport issues, education and training and legislation, and targets a variety of audiences, including Africans living in the Diaspora, the expatriate community, families, etc.

The Tourism Master Plan commenced in February 2005, under former president Olusegun Obasanjo, with input from the United Nations World Tourism Organisation (UNWTO), the United Nations Development Programme and other major sectoral stakeholders.

The ceremony included the Minister of State for Tourism, Culture and National Orientation, Dr. Aliyu Idi Hong, directors general, tourism practitioners, members of the diplomatic corps, state governors, and ATA members.

Minister Kayode formally invited ATA delegates, Executive Director Edward Bergman, and Diaspora Affairs Special Advisor Ogo Sow, to participate in the event. He also invited Bergman to deliver remarks on behalf of ATA and the international community.

"It was an honor for ATA to join the Nigerian government on this special occasion and to continue to solidify relations between the Nigerian government and our global travel trade association," said Bergman. "ATA remains committed to help Nigeria achieve its tourism development goals."

About the Africa Travel Association (ATA)

The Africa Travel Association is the premier global travel 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, students, NGOs, individuals, and SME's. Upcoming ATA events include ATA's 2nd Annual Presidential Forum on 28 September at New York University in New York; ATA's 11th Annual Eco and Cultural Tourism Symposium in Djibouti City, Djibouti from December 3-7; ATA's first Africa Sports and Tourism Market from 27-28 February at the Jacob K. Javits Center in New York, and ATA's 33rd Annual

Congress in Arusha, Tanzania from 19-23 May 2008. For more information, visit ATA online at www.africatravelassociation.org or call +1.212.447.1357.

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Photo by Ogo Sow for ATA

(Left to right): Edward Bergman, ATA Executive Director, and Nigerian Minister of Tourism, Culture and National Orientation, Prince Adetokunbo Kayode San.