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**ATA OFFERS SPECIAL RATE FOR AFRICA TRAVEL SPECIALISTS TO PARTICIPATE IN  
THE FIRST U.S.-AFRICA TOURISM & SPORTS SEMINAR IN NEW YORK FROM  
FEBRUARY 27-28, 2008**

*Participate in the two-day seminar for \$200. Limited offer: Register by Friday, February 22, 2008. [Click here for more information on the Seminar and to register!](#)*

New York, NY (February 15, 2008)—The Africa Travel Association (ATA) announced that it will offer a special rate for Africa travel specialists to participate in the first U.S.-Africa Tourism and Sports Seminar in the U.S. at the Jacob K. Javits Convention Center in New York.

Global representatives from the public and private sectors and travel industry will convene for two days to discuss Africa as a leading travel destination and to hear from expert panelists at the seminar entitled "Making Africa the World's Next Premiere Travel Destination."

"With the seminar only a few weeks away, we have received incredibly positive responses from key players in the travel and tourism industries," said ATA Executive Director Edward Bergman. "With some of the industry's top leaders signing on to speak at the event, we want to ensure that our members and supporters don't miss out on this unique networking and learning opportunity."

Ghana Minister of Tourism and Diaspora Affairs and ATA President Honorable **STEPHEN ASAMOAH-BOATENG**; Angola Minister of Hotels and Tourism Honorable **EDUARDO J.S. CHINGUNJI**; and Togo Minister of Tourism, Arts and Leisure **ISSUFOU OKOULOU-KANTCHATI** will participate in the event, alongside South Africa Deputy Minister of Sport and Recreation Honorable **GERT C. OOSTHUIZEN (MP)** and **World Bank** Vice President of the Africa Region Honorable **OBIAGELI EZEKWESILI**. Honorable **SHAMSA MWANGUNGA**, Minister of Natural Resources and Tourism of Tanzania, the host of ATA's upcoming 33<sup>rd</sup> Annual Congress, is expected.

**TODD JACOBSON**, Vice President of Community Relations of the National Basketball Association (NBA), will provide remarks at the Sports Tourism workshop, alongside sports experts from the private and public sectors, as well as the sports philanthropy **SEEDS FOUNDATION**.

North America's leading tour operators specializing in Africa, including **G.A.P ADVENTURES**, **HENDERSON TRAVEL** and **METICULOUS TOURS**, alongside **BRIAN KINCADE** of *National*

*Geographic Traveler*, will speak on panels on "Travel Trends," "Experiential Travel," and "Myth and Reality."

**TEWOLDE G. MARIAM**, Chief Operating Officer of **ETHIOPIAN AIRLINES**, and **CHRISTIAN FOLLY-KOSSI**, Secretary General of the **AFRICAN AIRLINES ASSOCIATION**, will provide an update on growth in the field and lead discussions on "Africa Air Service." **JIM SHERMAN**, President of **SHERMAN'S TRAVEL**, a leading publisher of top travel deals and destination advice, will speak on "e-Tourism Strategies." The closing plenary will focus on private sector investment in Africa's travel industry.

To kickoff the two-day seminar, the **SOUTH AFRICA CONSULATE GENERAL** will host a special networking event for participants and special guests. The evening event will celebrate Africa as a leading global travel destination and demonstrate how South Africa—with the 2010 World Cup around the corner—is ripe for investment and business exploration in the travel industry. South Africa Deputy Minister of Sport and Recreation OOSTHUIZEN will deliver the keynote address.

**ETHIOPIAN AIRLINES, KENYA AIRWAYS, EMIRATES AIRLINES** and the **SOUTH AFRICA CONSULATE GENERAL** are official sponsors of the seminar.

**About the Africa Travel Association (ATA)**

*ATA, a non-profit 501(c)(6), 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, NGOs, and SME's. For more information, visit ATA online at [www.africatravelassociation.org](http://www.africatravelassociation.org) or call +1.212.447.1357. [Click here for more information on the Seminar and to register!](#)*

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