



ATA PASSPORT TO AFRICA™

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[2nd Annual US-Africa Tourism Seminar: Focus on Sports, Adventure & Diaspora Tourism](#), Washington, D.C., USA, February 19-20, 2009
[34th ATA Annual Congress](#), Cairo, EGYPT, May 17-22, 2009

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African Ministers from Tanzania, Zambia and Malawi Address Third Annual Presidential Forum in New York

ATA held its Third Annual Presidential Forum on Tourism in NYC on September 26, 2008 at New York University. Hosted by Africa House and sponsored by South African Airways, the theme of the event was "Unleashing Africa's Possibilities." Each speaker presented their country's travel product and spoke about the industry's contribution to their nation's economy, as well as the need to build strategic partnerships devoted to marketing and promoting Destination Africa. Dr. Yaw Nyarko, NYU Africa House Director, moderated the two-hour event, which brought together over 200 participants, from New York University, the South Africa and Angola diplomatic representative offices in New York, the African émigré community, travel trade media, non-profit organizations, and the business community. [READ PRESS RELEASE](#)

ATA Hosts Roundtable on US Travel Promotion in September

ATA organized a roundtable discussion on promoting travel to Africa from the U.S. for Africa's tourism stakeholders on September 18, 2008 at the New York Times Conference Center. Sponsored by the New York Times, the event brought together representatives from airlines, tourism boards, tour operators, and country representative offices serving Africa to explore how they could work together to help increase incoming US arrivals. Egyptian Tourist Authority Deputy Director Mohamed Hegazy and Tanzania Tourist Board representative Karen Hoffman co-chaired the discussion. NYU Africa House Director, Dr. Yaw Nyarko, and ATA Executive Director Edward Bergman served as co-moderators. [READ PRESS RELEASE](#)

ATA to Host Second Annual U.S.-Africa Seminar: Focus on Sports, Adventure and Diaspora Tourism in February

As part of its effort to build the premier Africa tourism event on the east coast of the U.S., ATA will host the second U.S.-Africa Tourism Seminar from February 19-20, 2009, prior to the Adventures in Travel Expo (ATE) in Washington, D.C. Co-sponsored by ATE, the seminar will offer a unique opportunity for travel experts from around the world to showcase sports, adventure and Diaspora tourism, Africa's fastest growing travel sectors, as opportunities for growth and investment. [READ PRESS RELEASE](#)

Asia Pacific-Africa Travel Industry Cooperation Strengthened

PATA (Pacific Asia Travel Association) and ATA renewed an MOU to further strengthen cooperation between the African and Asia Pacific travel industries on August 19. The original partnership between the two associations was formed at ATA's 31st Congress in Ghana in May 2006. Since then, several exchanges and cooperative activities have been held. [READ PRESS RELEASE](#)

Egypt to Host 34th Annual Congress in Cairo in May 2009

Hon. Zoheir Garranah, Egyptian Tourism Minister, and Edward Bergman, ATA Executive Director, announced that the Egyptian Tourism Ministry, in cooperation with the Egyptian Tourist Authority, will host ATA's 34th Congress in the capital city of Cairo from May 17-22, 2009. Under the banner of "Connecting Destination Africa," ATA's hallmark event will be attended by tourism ministers, tourism board directors, leaders from Africa's private sector, travel agents, tour operators, heads of NGO's, scholars, and travel trade media, who will explore challenges and solutions related to increasing tourism promotion to Africa. [READ PRESS RELEASE](#)

ATA Launches New Business Website in August

ATA launched a new website, a one-stop shop for visitors to learn about the global travel trade association and its members, in August 2008. "ATA's new website provides members with a quick resource to find information and news on the association," said ATA Executive Director Edward Bergman. "It also offers a place to get connected to Africa travel specialists in the industry and for our members to communicate directly with each other and with headquarters." To view the site, [CLICK HERE](#). [READ PRESS RELEASE](#)

ATA Delegation Visits Senegal and Benin in July

An ATA delegation participated in an exploratory tour to Senegal and Benin in July. In Senegal, discussions with Prime Minister Cheikh Hadjibou Soumare, Hon.

Aminata Lo Dieng, Minister of Tourism, and tour operators centered around designing a US promotional campaign. In Benin, the team was hosted by Marcel Andeweg, Benin Marina Hotel General Manager and ATA board member, who organized meetings with government officials, including Hon. Soumanou Seibou Toleba, Minister of Culture, Artisans & Tourism, and visits to cultural heritage sites, such as Ganvié, a village built on water. Discussions focused on hosting future ATA events and ATA membership benefits and recruitment.

BCIU-ATA Organizes Investment Conference on Botswana in July

BCIU (Business Council for International Understanding) and ATA co-hosted an Investment Outlook Conference for Botswana in New York on July 17. The event, chaired by ATA First Vice President Doris Wooten, provided a forum to present Botswana's investment opportunities to ATA and BCIU members. The Botswana delegation included Hon. Gobopang Duke Lefhoko, Assistant Minister of Trade & Industry, Dorcas Makgato-Malesu, Chief Executive Officer of Botswana Export Development and Investment Authority (BEDIA), and Myra T. Sekgororoane, Chief Executive Officer, Botswana Tourism Board, as well as Washington, D.C. embassy staff. In her opening remarks, Sekgororoane said she hoped to "renew and rekindle [Botswana's] relationship with ATA."

Togo to Host Eco & Cultural Tourism Symposium in November 2009

At ATA's 33rd Annual Congress in Tanzania in May, Hon. Issifou Okoulou-Kantchati, Togo's Minister of Environment, Tourism and Forestry Resources, announced the government's plans to host ATA's Eco & Cultural Symposium in 2009. The event will bring together over 200 tourism industry experts from around the world to the West African country for a five-day event showcasing Togo as a re-emerging tourism destination. To prepare for the event, to be held in the capital city of Lomé, a site inspection team traveled to Togo in July and was greeted by President Faure Gnassingbe. Meetings were held with Hon. Issifou Okoulou Kantchati, Minister of Environment, Tourism and Forestry Resources and Amb. Charles Twining, Charge d'Affaires of the US Embassy. [READ PRESS RELEASE](#)

Tanzania Hosts 33rd Annual Congress in Safari Capital More than 300 travel industry specialists from around the world gathered in Arusha, Tanzania from May 19-23 to promote African tourism opportunities in the global marketplace. ATA's annual five-day congress, held at the Arusha International Conference Center (AICC), was hosted by the Natural Resources and Tourism Ministry. H.E. President Jakaya Mrisho Kikwete opened the event, highlighting the important role that tourism plays in socio-economic development. Hon. Shamsa Selengia Mwangunga, Natural Resources and Tourism Minister, emphasized the importance of supporting responsible tourism to promote conservation and economic growth. H.E. Amani Abeid Karume, President of Zanzibar, delivered the closing remarks. [READ PRESS RELEASE](#)

DWA Debuts as First Premier Partner in Tanzania

Luis Pinheiro, Dubai World Africa's Director of Hospitality Operations for Africa and the Indian Ocean, delivered an opening address at ATA's 33rd Congress in Arusha. "DWA has long since held in high regard the work that ATA does in Africa and, it is for this reason, that we are proud to be associated to ATA," said Pinheiro. "From day one of the creation of DWA it searched for an organization that continues to promote Africa. ATA is ensuring that the marketing of our beautiful continent is met with the support which our organization can provide through our presence in Africa. That is why we have become ATA's first Premier Partner and we are honored." To view DWA site, [CLICK HERE](#). READ [PRESS RELEASE](#) on the Congress or [PRESS RELEASE](#) on the launching of Premier Partner Program.

New ATA Board of Directors Elected in Tanzania

ATA International Board of Directors elected a new Board of Directors and Executive Committee at the 33rd Annual Congress in Arusha in May 2008. Hon. Shamsa Selegia Mwangunga, Tanzanian Natural Resources and Tourism Minister, was nominated to serve as president for a two-year term. [VIEW EXECUTIVE COMMITTEE](#)

Sierra Leone Vice President Meets ATA Members

Hon. Samuel Sam-Sumana, Sierra Leone Vice President, spoke about the country's emerging business and investment opportunities at New York University in April 2008. More than 100 guests—Africans in the Diaspora, students and faculty, ATA members, and business representatives—filled the auditorium. CNN Senior Business Correspondent Ali Velshi facilitated the panel discussion, which also included Sierra Leone Minister of State, Hon. L.B.A. Koroma, Amb. Daudi

Mwakawago, former Tanzania Permanent Representative to the U.N. and ATA Board Member, Dr. Yaw Nyarko, NYU Vice Provost of Globalization and Multicultural Affairs, and Edward Bergman, ATA Executive Director. NYU's Africa House and Stern in Africa, as well the non-profit Miracle Corners of the World, co-sponsored the event.

Tanzania Tourist Board Visits 3 Cities on Roadshow

The Tanzania Tourist Board sent its largest delegation, including for the first time nine private sector Tanzania-based safari companies, to participate in the New York Times Travel Show and the ATA Promotional Road Show in late February and early March 2008. Peter Mwendu, TTB Managing Director and Amant Macha, TTB Marketing Director, led the delegation. Following the travel show, the Tanzanian delegation, together with the ATA, traveled to Toronto, Canada, Los Angeles, California and Phoenix, Arizona to meet with travel agents and tour operators to promote the 33rd Congress.

ATA Organizes First U.S.-Africa Tourism Seminar

Nearly 100 travel specialists gathered to explore sports tourism and industry investment opportunities at a two-day seminar in New York from February 27-28. Titled "Making Africa the World's Next Premier Travel Destination," the seminar showcased Africa as a global destination, demonstrating how Africa is a ripe location for sports exploration and investment. Participants included ministers from Angola, Ghana, Togo and South Africa, diplomats, hotel and airline executives, industry experts, tourism board heads, tour operators, and sports organization representatives, including the NBA and African Baseball Network. WNBA Legend Teresa Weatherspoon and WNBA Washington Mystics Mactabene Amachree made special appearances. Event sponsors included Emirates Airlines and the New York Times Travel Show 2008. The South African Consulate General hosted a reception on the 2010 World Cup in South Africa with Hon. Deputy Sports and Recreation Minister Gert Oosthuizen. READ [PRESS RELEASE](#)

Djibouti Hosts 11th Eco & Cultural Tourism Symposium

Warm Djiboutian hospitality greeted nearly 200 delegates in the seaside capital of Djibouti City, Djibouti from January 19-23 for ATA's annual symposium. Organized under the auspices of Hon. Hasan Farah Miguil, Minister of Youth, Sports, Recreation, and Tourism, it was ATA's first event in the small Horn of Africa country. Sponsors included the 7-star Djibouti Palace Kempinski Hotel and Daallo Airlines.

CHAPTER NEWS

ATA Mourns Loss of Longtime Members

In memory of Elyse Woods White, who passed away on May 4, a celebration of Elyse's life was held in September at Riverside Church in New York.

Longtime ATA member Ernestine Mann passed away on October 11.

ATA sends its heart-filled condolences to family and friends.

NY-ATA and Safari Ventures Host Tanzania Tourism Board in NYC NY-ATA (New York ATA chapter) and tour operator Safari Ventures co-hosted a promotional event for the Tanzania Tourism Board on Roosevelt Island in February. Nearly 80 people attended the event, including travel agents, government officials, diplomats, and interested travelers, gathering to learn about Tanzania.

IN THE MEDIA

ATA Executive Director Edward Bergman was quoted in *Condé Nast Traveler* in September 2008 issue. [READ](#)

Presse le quotidien, La depeche and Courrier de la Republique reported on ATA's visit to Togo (in French). [READ](#)

ATA's Congress in Tanzania in May 2008 was covered by a wide range of international travel trade and consumer media, including African Sun Times, African

Times, Africa Travel Magazine, allAfrica.com, Angola Press, Canadian World Traveler, Carib News, Citizen, [Daily News](#), E-turbo News, The Guardian, Majira, Mwananchi, [Modern Agent](#), OgoSow.com, [Travel Agent Central](#), Travel Weekly, TraveItalkmedia, [Travel World News](#) in print, on the radio, on-line, and in blogs.

ATA's first US-Africa tourism seminar was covered by African American Golfer's Digest, Amsterdam News, African Sun Times, Black Enterprise, OgoSow Radio, Network Journal, Radio France International, Travel World News, Travel Talk Media, and VOA News.

CALENDAR

[2nd Annual US-Africa Tourism Seminar: Focus on Sports, Adventure & Diaspora Tourism](#), Washington, D.C., USA, February 19-20, 2009

[34th ATA Annual Congress](#), Cairo, EGYPT, May 2009

[12th Annual ATA Eco and Cultural Tourism Symposium](#), Lomé, TOGO, November 2009

4th Annual ATA Presidential Forum on Tourism, New York, New York, USA, September 2009

TRAVEL TRADE SHOW CALENDAR

ATA is pleased to announce that it has formed partnerships with and will promote Destination Africa at the travel industry events listed below. Members are encouraged to participate in these events. For special offers, please contact ATA headquarters .

[SITV Int'l Tourism & Travel Show in Montreal, QC](#)

October 24-26, 2008

[Palm Beach Travel Expo in Palm Beach, FL](#)

October 25-26, 2008

[World Religious Travel Expo & Educational Conference in Orlando, Florida](#)

October 29-November 1, 2008

[NBC TV Travel Expo in Chicago, IL](#)

November 15-16, 2008

[China International Travel Mart](#)

Shanghai New Int'l Expo Center, Shanghai, CHINA

November 20-23, 2008

[Travelers' Philanthropy Conference in Arusha, Tanzania](#)

December 3-5, 2008

[NBC/Telemundo Travel & Recreation Expo in Miami, FL](#)

December 13-14, 2008

[Adventures in Travel Expo in Chicago, IL](#)

January 10-11, 2009

[Atlanta Travel Expo in Atlanta, GA](#)

January 23-25, 2009

[New York Times Travel Show in New York, NY](#)

February 6-8, 2009

[LA Times Travel Show in Long Beach, CA](#)

February 14-15, 2009

[Adventures in Travel Expo in Washington, D.C.](#)

February 21-22, 2009

[Boston Globe Travel Show in Boston, MA](#)

February 20-22, 2009

[Int'l Destination Expo South Africa 2009 in Sun City, South Africa](#)

March 8-12, 2009

[MITT 16th Moscow International Exhibition in Krasnaya Presnya, Russia](#)

March 18-21, 2009

Contact info@africatravelassociation.org with questions or comments.