



Africa Travel Association Convenes in Gambia

Source: TravelPulse.com - May 20, 2010 / © 2010 Performance Media Group

The Africa Travel Association's (ATA) 35th Annual Congress opened on Monday at the Sheraton Hotel Spa & Resort in The Gambia. Under the banner "Discover Africa's Genuine Warmth," the ATA-Gambia event brought together tourism ministers and more than 300 travel industry professionals from across Africa, Europe and North America for four days to explore the latest issues facing the travel trade industry, learn about "Destination Gambia," and advocate for increased resources to the tourism industry.

The ATA announced a joint commitment with the Africa Union to promote travel and tourism to Africa as a means to contributing to the socio-economic development of Africa. The announcement was made at the opening ceremony of the Congress. In a memorandum of understanding the two organizations undertook a commitment to develop collaboration in the area of travel and tourism promotion. In the spirit of the MOU, the African Union Commission through its New Partnership for Africa's Development (NEPAD) program introduced a tourism action plan. The plan addressed a number of areas for possible cooperation, including marketing and promotion, research and development, promoting investment, mobilizing financial resources, and strengthening human resources. For more information, visit www.africatravelassociation.org or www.africa-union.org.

Direct link: <http://www.agentathome.com/Editorial.aspx?n=72047>