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The Gambia has some of the world's best beaches

The Republic of The Gambia will host Africa Travel Association (ATA)'s 35th Annual Congress in the capital city of Banjul in May 2010. The announcement was made by The Hon Nancy Seedy Njie, The Gambia's Minister of Tourism and Culture, and Edward Bergman, executive director of ATA.



Ms Njie. says the Gambian government places great priority on tourism which has 'contributed significantly to our country's growth and stability. We hope that the ATA Congress will help us continue to promote our country in new marketplaces and attract new investment in the sector', www.visitthegambia.gm.

ATA member countries will organize a few evening networking receptions, and ATA's Young Professionals Network will meet with local hospitality professionals and students.

ATA's hallmark international event will be attended by African tourism ministers and industry experts representing tourism boards, travel agencies, ground operator companies, airlines, and hotels. Many participants from the travel trade media and the corporate, non profit, and academic sectors are also expected to attend.

For the second year, the congress will also include a marketplace for buyers and sellers specializing in Destination Africa. Delegates will also have the opportunity to explore the country on pre- or post-congress trips, as well as on the Host Country Day.

The four-day event will engage delegates in discussions on a range of industry topics, such as public-private sector partnership, marketing and promotion, tourism infrastructure development, industry trends, and social media.

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