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Gambia to host Africa Travel Association Congress Tuesday, 11 August 2009

The Africa Travel Association (ATA) announced earlier this week that its 35th Annual Congress would take place in the Republic of The Gambia's capital city, Banjul during May 2010.

The annual congress will stretch four days and be attended by African tourism ministers and industry experts representing tourism boards, travel agencies, ground operator companies, airlines, and hotels.

It will cover topics including public-private sector partnership, marketing and promotion, tourism infrastructure development, industry trends, and social media.

There will also be a marketplace for buyers and sellers specializing in Destination Africa.

Delegates will also be able to participate in pre- or post-congress trips and explore the region.

The Gambia is famous for its luxurious beach resorts, quaint fishing villages and magnificent coastline as well as its eco-tourism, sports fishing, bird watching and safaris, music, dancing and traditional wrestling matches.

"The Gambia has made amazing progress with its travel and tourism industry by building public and private-sector partnerships, where the government creates the conditions for the private sector to invest in the industry" said ATA executive director Edward Bergman.

"ATA is excited to return to Gambia and anticipates that the 2010 congress will help Gambia reach its goal of bringing in more tourists and industry investment"



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