

## **MEDIA ADVISORY**

\*\*\*The Africa Travel Association's Fifth Annual U.S.-Africa Seminar on Tourism in Washington, DC from March 15-16, 2012\*\*\*

“Building Tourism Business in Africa through Partnership”

**Featuring Ambassador Johnny Carson, Assistant Secretary at the Bureau of African Affairs of the United States Department of State**

### **WHAT:**

Co-sponsored by the **Travel & Adventure Show** and organized in cooperation with the **African Union Mission to the USA**, this unique networking and learning event for 100+ African government representatives (dealing with tourism and economic development) and US-based industry professionals (travel agents and tour operators) will be held in Washington DC. The seminar kicks off the annual Travel & Adventure Show, which will take place March 17-18.

### **WHEN AND WHERE:**

Evening Networking Reception – March 15, 2012, 6-8 p.m., Location to be determined  
Learning and Networking Seminar – March 16, 2012, 9 a.m. to 5:30 p.m. (Registration at 8:00 a.m.)  
Washington D.C. Convention Center, Room 150AB, 801 Mount Vernon Place, NW. , Washington, D.C. 20001-3614

### **WHO:**

Attendees to the 2012 event include tourism experts and industry professionals from the U.S. and Africa, particularly travel agents and tour operators, who market, sell and specialize in Africa, as well as tourism ministers, national tourism board heads, diplomatic community representatives, African Diaspora community leaders, and travel trade media. Faculty and students are also invited.

### **WHY:**

With President Barack Obama's recent announcement on the role tourism can play in driving economic growth and job creation in the USA and Africa's continued growth as a destination of choice among US travelers, this year's event couldn't be more timely.

### **CONTACT:**

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For more info on ATA visit <http://africatravelassociation.org/index.html>

For more info on ATE, [click here](#).

***Media registration is open. Media wishing to attend the seminar must apply for media accreditation by March 2, 2012. To receive a form, email [info@africatravelassociation.org](mailto:info@africatravelassociation.org) or visit <http://africatravelassociation.org/events/documents/USSeminar2012MediaCredentialForm.doc>.***