



The Africa Travel Association's Fifth Annual
U.S.-AFRICA TOURISM SEMINAR
Organized in Cooperation with The African Union Mission to USA
Washington D.C., March 15-16, 2012

Building Tourism Business in Africa through Partnership

Goal: The overall goal of the seminar is to advance the platforms of ATA's strategic partners and members, primarily from the USA, to promote travel and tourism to and across Africa. Participants include: US-based travel trade, diplomatic community, including ambassadors, diplomats and bureau heads dealing with economic development, trade and tourism, ATA's current and/or future strategic partners (e.g. AU, NTA, ASTA, etc.), frontline sellers and buyers, US Africa policy makers, NGOs, students and faculty, and travel trade media.

Thursday, March 15, 2012

Location: TBA

6:00 pm – 8:00 pm	<p>EVENING RECEPTION</p> <p>The evening reception is key for showcasing an African Destination for consumers, sellers and buyers in the USA. This Destination will have maximum exposure opportunity to spotlight their product to an audience filled with industry experts and professionals interested in Africa.</p>
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Friday, March 16, 2012

Convention Center, 801 Mount Vernon Place, NW

8:00 am – 9:00 am	<p>On-Site Registration</p>
9:00 am – 10:00 am	<p>Opening Plenary INCREASING TOURISM ARRIVALS AND INVESTMENT FROM THE USA IN AFRICA</p> <p>The opening session highlights issues for exploration during the seminar with a special focus on U.S.-Africa tourism growth. After welcoming and opening remarks from the seminar's co-sponsors and partners, Ambassador Johnnie Carson, Assistant Secretary, Bureau of African Affairs, United States Department of State, will deliver the keynote address.</p> <p><i>Moderator: Edward Bergman, Executive Director of ATA</i></p> <p><i>Welcome remarks from co-sponsor: John Golicz, CEO of UNICOMM (invited)</i></p> <p><i>Welcome remarks from co-organizer: Ambassador Amina Ali, Ambassador Extraordinary & Plenipotentiary, African Union Permanent Representative to the USA (invited)</i></p> <p><i>Opening remarks: Honorable Fatou Mas Jobe-Njie, Minister of Tourism & Culture, The Gambia (invited)</i></p> <p><i>Opening remarks: Stephen Hayes, President, Corporate Council on Africa</i></p> <p><i>Keynote address: Ambassador Johnnie Carson, Assistant Secretary of the Bureau of African Affairs at the US Department of State</i></p>
10:00 am – 11:00 am	<p>Spotlight INTERNATIONAL APPROACHES TO ECONOMIC GROWTH & DEVELOPMENT IN AFRICA</p> <p>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 emergence as a travel</p>

	<p>destination of choice among US travelers, this seminar could not be more timely. Speakers from leading international and US agencies, such as the World Bank, US AID and Millennium Challenge Corporation, have been invited to provide insights on the role different agencies play in promoting economic growth and development across the African continent. The session will wrap up with a presentation on the latest market intelligence related to travel and tourism in Africa.</p> <p><u>Moderator:</u></p> <p>Gaiv Tata, Director of Africa, Finance and Private Sector Development, Africa Region, The World Bank</p>
<p>11:00 am – 12:45 pm</p>	<p><i>Roundtable on Attracting North American Arrivals and Investment to Africa</i> HOW TO PENETRATE THE NORTH AMERICAN MARKET TO GENERATE NEW AND EXPANDED BUSINESS</p> <p>Organized by the National Tour Association (NTA), the leading association for professionals serving travelers to, from and within North America, this interactive “roll up your sleeves” session brings together North American industry specialists and Africa’s tourism board representatives in the USA to explore the ingredients for promoting a successful destination in the North American marketplace. The session opens with an overview of US travel abroad and changing visitors to Africa. Then participants will discuss what has and has not worked. This presentation is an invaluable opportunity to gain insights and collect concrete data on the current and future state of tourism for a country and/or business.</p> <p><u>Moderator:</u></p> <p>Lisa Simon, President, National Tour Association (NTA)</p> <p><u>Opening:</u></p> <p>Ron Erdmann, Deputy Director, Office of Travel & Tourism Industries, International Trade Administration at the US Department of Commerce</p> <p><u>Participants:</u></p> <p>Africa’s national tourism board representatives and travel, trade and tourism experts based in the USA</p> <p>Victoria Isley, Vice President/COO, Destination Marketing Association International</p> <p>John Pittman, Vice President, Industry & Consumer Affairs and Research at The American Society of Travel Agents (ASTA)</p> <p>Robin Reck, Director of Communications, Interactive Travel Services Association</p> <p>Kate Simpson, President, Academic Travel Abroad</p>
<p>12:45 pm – 1:30 pm</p>	<p><i>Lunch</i> (On own)(Possibility of working lunch)</p>
	<p><i>Professional Development</i> AFRICA’S DESTINATION TRAVEL AGENTS AND TOUR OPERATORS FORUM</p> <p>In this interactive forum, travel agents and tour operators serving Africa describe the history and services of their company and address questions, such as what percentage of business is in Africa; what are prospects for 2012; how are travel agents and tour operators selected and by whom; how is Africa promoted to clients and prospects; what are consumers looking for; and why should consumers book with a specific company?</p>

	<p>Participants in this panel are nominated by African embassies and/or tourism boards based in the USA.</p> <p><u>Moderator:</u></p> <p>Karen Hoffman, President of The Bradford Group; First Vice President, ATA International Board of Directors; North American Tourism Representative, Tanzania Tourist</p>
	<p><i>Spotlight on Crisis Management</i> MANAGING TOURISM PRODUCTS AND SERVICES DURING CHALLENGING TIMES</p> <p>This session focuses on steps destinations and companies can take to not only spread good news on Africa, but to also deal with and manage crises effectively when they unfold. Speakers will present their own experiences, sharing lessons learned and best practices, and address questions such as how we respond effectively to crisis situations in real time and how the public and private sectors can work together during challenging times.</p>
	<p><i>Professional Development</i> BRIDGING THE DIGITAL DIVIDE THROUGH TECHNOLOGY AND SOCIAL MEDIA</p> <p>CDC Development Solutions will lead an interactive discussion on how organizations of different sizes use and leverage technology and social media to develop, market and promote their product and services in the e-tourism global market place. E-Marketing and social media experts will present specific examples, highlighting best practices.</p> <p><u>Convener:</u></p> <p>Deirdre White, CEO & President, CDC Development Solutions</p>
	<p><i>Spotlight on Conserving the Environment and Communities</i> SUSTAINABLE TOURISM IN AFRICA</p> <p>Tourism—perhaps more than any other sector—is tied to the conservation of the environment and the well-being of local communities. Tourism activities can be either a point of tension or conflict between governments, communities, entrepreneurs and NGO’s or it can be point of joint cooperation and responsibility. The objective of sustainable tourism is to ensure that the country as a whole benefits from its initial investment in tourism. Individuals and organizations pursuing innovative conservation initiatives will share their stories.</p> <p><u>Moderator:</u></p> <p>Dr. Nancy Scanlon, Associate Professor, School of Hospitality and Tourism Management at Florida International</p> <p><u>Speakers:</u></p> <p>Craig Sholley, Vice President for Philanthropy and Marketing Washington, DC, USA, African Wildlife Foundation</p>
	<p><i>Spotlight on Engaging US Private Sector in Africa’s Tourism Industry</i> OPPORTUNITIES FOR GROWTH, INVESTMENT AND BUSINESS LINKAGES BETWEEN AFRICA AND THE USA</p>
<p>5:25 pm – 5:30 pm</p>	<p><i>Closing Remarks</i></p>