



EGYPT Tourism Authority, during the just hosted luncheon at the Four Seasons on Doheny in Beverly Hills two important business points were made. Number One—Southern California supplies 27% of Egypt’s tourism inflow and Second, the Egyptian Consulate will be opening a full service office in Los Angeles. This will make visa and all other issues much easier to deal with. We’ll keep you posted as to their new address and telephone numbers ASAP. *More reasons to learn how to sell AFRICA and make more sales!*



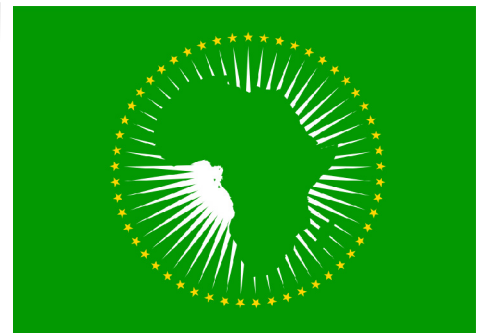
ATA’s New President, elected during the 35th ATA Congress in Banjul, The Gambia is the Minister of Tourism of The Gambia, a charming and charismatic Hon. Fatou Mass Jobe Njie - she succeeds Hon. Mrs. Shamsa S. Mwanguanga, Minister of Natural Resources & Tourism of the United Republic of Tanzania, who has served as President of ATA since 2008. The new President is well schooled and versed in the tourism business, being, prior to her government service in the travel industry.—this will show you that you can aspire to become a Minister of Tourism —*ATA keeps a high-level company and at the ATA Congresses you meet them face-to-face.*



Most Important Development at the 35th ATA World Tourism Congress was the signing of the MOU with the African Union, creating a working alliance between the African Union and the Africa Travel Association. The agreement calls for African Union Commission (AUC) and ATA to work together to advance Africa’s agenda within the NEPAD context of the AUC Tourism Action Plan (*see attached details*). This new responsibility for ATA is designed to crystallize and mainstream tourism into the individual AU States’ economies and encourage greater collaboration between government and industry on marketing, planning and execution of the Africa’s Official Tourism Action Plan. What that means to you as a travel agent or a tour operator is that you as an ATA Member are in the forefront of Africa’s tourism developments — *with ATA YOU become an integral part of building Africa’s tourism and her future...*



Libya has opened her doors to American passport holders, TRAVCOA, which just returned from their exquisite “DC-3 Africa Flying Safari” has resurrected their previously successful Libya tour and the ATA buzz is that most of the other tour operators will be doing the



AFRICAN UNION
COMMISSION



ATA Airline Partners



the ATA buzz is that most of the other tour operators will be doing the same—*keep tuned...the Libya national airline is an ATA Partner!*



Dave Herbert, one of SoCalATA “original” Chapter Presidents and ATA are honored at the UBUNTU Awards.

South African Tourism honored Dave Herbert, President and Managing Director of African Travel Inc. of Glendale and one of SoCalATA early Presidents with the Ubuntu Lifetime Achievement Award. ATA together with APTA were honored for assisting South Africa’s promotion, with ATA award being accepted by Eddie Bergman, ATA Executive Director.



Southern California continues to provide Africa with the largest number of leisure travelers to every one of the 53 African Union nations. Although California has lost its number five standing as the world’s largest economy, with the economy the way it is, we slipped to number eight—**the Africa tour and FIT business is good, strong and profitable.** The Africa portion of California’s travel business keeps growing. In everyone of the Africa destinations Southern California provides the largest percentage of incoming tourists—any where from 25 % to 50% of the U.S. totals (*Tanzania 50+%, Egypt 27%*). Per the “State of Tourism in Africa Report” prepared by the World Bank, Africa House/NYU and ATA, Africa overall realized a 3% increase in 2009, whereas the world tourism picture was down by 4.3%

The most startling revelation within the report is that Africa receives more tourists than the Caribbean, Central America and South America combined. Further, it relates that the tourism industry is growing faster in Africa than the world average and is expected to keep growing. It documents that tourism in Africa has shown greater resilience to the world economic crisis than any other world region.

Another sales and business point to keep in mind is that Africa is a high yield, commission/profit making product. *What this means is that if you are not taking full advantage of the Southern California’s appetite for the adventure of Africa you are loosing out. As an ATA Member you learn about selling AFRICA—and that means more sales and revenue!*



**Consider learning how to sell AFRICA
by joining the
Africa Travel Association
Southern California Chapter.**

Give a call to Sylvia at 818 760-0327 or go to the ATA site:

Emirates

Ethiopian
የኢትዮጵያ

الخطوط الملكية المغربية
royal air maroc

SOUTH AFRICAN AIRWAYS
A STAR ALLIANCE MEMBER
75
Our milestones. Your memories.

Now is the time to start planning and selling the “After-World-Cup Africa”



As you may already know, **with your help** the largest ticket block to the FIFA World Cup Games came from the U.S.

ATA Member NOTE

Please send us your contact updates for the **SoCalATA Consumer Listing Handout** being finalized for the upcoming consumer travel shows and the ATA outreach use Email to:

InfoATA@earthlink.net

