

AFRICA

Travel MAGAZINE

Africa Travel Yearbook

By Jerry W. Bird

The opportunity is in our hands! The ATA members and media at this month's event share a rare opportunity - to showcase Calabar, herald Cross River State's attractions, and become positive ambassadors for Nigeria as a tourism destination. Let our eyes behold, our ears be sharply attuned, and our voices ring out loud and clear. The purpose of this magazine insert is to announce the First Annual Yearbook Edition, a wrap up of 2006 and a perspective for 2007. We congratulate ATA President H.E. Jake Obetsebi-Lamptey, ATA Executive Director Edward Bergman, Rob Allsbrooks, Executive Program Director, and the new board.



Cities in the Spotlight

Africa Travel Magazine's landmark opportunity was the UN Urban Forum 3, which returned to Vancouver, where the idea began 30 year ago. To my delight, African delegates stood out at the podium and at all sessions. After joining Prime Minister Harper and our mayor Sam Sullivan (*with me, above right*) in welcoming the Africans, we seized the moment, interviewing and touring African mayors. The outcome was the birth of our most timely and far-reaching news feature ever - "The Great Cities of Africa."

These "Capitals of Culture" are "Africa's Gateways to

Sustainable Tourism." Since 1976, over 30 African cities have hosted events by the Africa Travel Association. This astonishing support represents 22 different countries. No other travel industry organization even comes close. Today's media spotlight shines on Calabar, Nigeria, proud host of ATA's 10th Ecotourism Symposium. See www.africa-ata.org/cities.htm

Ghana Congress and Tours

The ATA 31st World Congress in Accra, Ghana last May will be reviewed in our Yearbook, and includes the Joseph Project initiated by Ghana's Tourism Ministry. A special appeal is being made to the African Diaspora worldwide, with special homecoming events. Highlights of our Ghana Grand Tour included a visit to Slave River (*photo right*).



Air Highways to Africa

This city focus leads to our second major feature in the Yearbook - "Air Highways to Africa," which reflects a passion of mine, from life in the remote Yukon to the Royal Canadian Air Force - and far beyond. Gateway Airports and Open Skies were our catalyst in the early 90s, working with governments, airports, airlines and private sector sponsors to produce maps and magazines for the traveling public and business community. Targeted distribution was via airport management, who were enthusiastic supporters. We then launched Air Highway Days and the Air and Marine Tourism Conference. Africa's edition follows this same success pattern. So you can see our interest lies in Open Skies and improved access.



Nigeria Fashions Star in Yearbook

by Muguette Goufrani
Our ATA website is #1 on Google for African Fashion, and the person most involved over the years, Chief Margaret Bola Fabiyi (*left*) is not only a top designer of African apparel, but is also a leading travel agent and tour operator. Her Nigerian fashion extravaganza lit up the lives of everyone at our gala dinner - so watch for an eyeful in the Africa Travel Yearbook. A top feature will be our "Nigeria Profile," with photos and stories from exciting activities in

Calabar, followed by a Nigerian Grand Tour with many photo ops, such as the Abuja Carnival, (*below right*). This will give Africa Travel Magazine a treasury of material for our own media, plus copies to other publications and broadcasters on request. A huge benefit that ATA Host Countries enjoy from our presence at any Congress or Symposium is the amount of positive information we generate for the country - as many as 40 pages on the ATA website - accessed by hundreds of thousands worldwide.



To send items for our website, e-mail africa@dowco.com or fax 1-604-681-6595

Photos from top left (1) Editor Jerry Bird with Mayor Sullivan (2) Chief Margaret Bola Fabiyi (3) Gate to Ghana's Slave River Memorial. (4) Abuja Carnival, Nigeria. Front cover photo: Nigeria's Agbani Darego, former Miss World.