

Press Release

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ATA COMMUNICATIONS

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## **SOUTH AFRICAN AIRWAYS NAMED AS OFFICIAL AIRLINE AND SPONSOR FOR THE AFRICA TRAVEL ASSOCIATION'S U.S.-AFRICA TOURISM SEMINAR**

*ATA's 2010 U.S.-Africa Tourism Seminar to be held March 5  
at the Washington D.C. Convention Center*

**NEW YORK, March 2, 2010** – The Africa Travel Association (ATA) announced today that [South African Airways \(SAA\)](#) is the official airline of the travel trade association's upcoming [U.S.-Africa Seminar on Tourism](#), to be held March 5, 2010 at the Washington Convention Center in Washington D.C. The seminar features an evening networking reception on March 4 that showcases The Gambia as a travel destination, followed by a day of tourism and Africa specialist-led workshops and strategy sessions.

“ATA is pleased to welcome back South African Airways as a sponsor at this year's seminar,” said Edward Bergman, ATA Executive Director. “The seminar aims to highlight Africa as a premier destination for American tourists and as a site for growth and development. We look forward to a successful program with plenty of opportunities for networking, learning and linkages.”

As a longtime member and supporter of ATA, SAA has participated in the U.S.-Africa Seminar since 2006, when it was first launched. “South African Airways is excited to once again participate in **ATA's U.S.- Africa Tourism Seminar**,” says Gregg Truman, VP of Marketing. “As the official airline and sponsor, we are proud of the seminar's goals of finding new and innovative ways to help engage the key tourism stakeholders on a variety of issues and hope that the 2010 event will yield great results. Perhaps even more importantly, this one-day seminar is a streamlined approach that allows for wide range of discussions on a myriad of topics, but also allows SAA to promote the destinations we serve in Africa to both public and private sector travel professionals.”

In the past two years, **ATA's U.S.-Africa Tourism Seminar** has become a leading platform for reaching top travel professionals from Africa and North America in the United States. The event attracts representatives from across Africa including Angola, Democratic Republic of the Congo, Ghana, Guinea, Kenya, Lesotho, Libya, Mozambique, Namibia, Republic of the Congo, Senegal, South Africa, The Gambia, Tanzania, Uganda, and Zimbabwe. Travel trade media from Africa and North America will also attend.

Seminar registration is open. To register, visit <http://africatravelassociation.org/ata/atseminar.html>. Advance media registration is also available. Media wishing to attend the seminar must apply for media accreditation. To receive a form, contact ATA at [info@africatravelassociation.org](mailto:info@africatravelassociation.org).

### **U.S. – Africa Tourism Seminar**

At this year's seminar, Ambassador Johnnie Carson, Assistant Secretary, Bureau of African Affairs, US Department of State, will speak about Tourism Policy Choices in Africa for the Administration. Participating travel experts and Africa specialists from Academic Travel Abroad; American Tourism Society, Constituency for Africa; Corporate Council on Africa (CCA); CDC Development Solutions; Export-Import Bank of the United States; National Tour Association (NTA); Sensible Development Corps, South African Airways, Tanzania Tourist Board, US Department of Commerce Office of Travel & Tourism Industries; US Department of State Safe Skies for Africa Program; UNICOMM, Washington DC, Travel & Adventure Show; United States Department of

Transportation; Africa Region, World Bank; World Religious Travel Association (WRTA), will offer the most up-to-date information on Africa's tourism products, participate in on-site workshops and take questions.

### **U.S. – Africa Tourism Seminar Sponsors**

South African Airways is the official airline sponsor of the seminar. The Washington DC Travel & Adventure Show is the premier sponsor. Supporting sponsors include CDC Development Solutions, Emirates, South Africa Tourism and Starwood Hotels & Resorts.

### **About the Africa Travel Association (ATA)**

[The Africa Travel Association](http://www.africatravelassociation.org) (ATA) was established as an international travel industry trade association in 1975 with a mission to promote travel and tourism to Africa, and to strengthen intra-Africa partnerships. As the world's premier travel industry trade association, ATA provides services to a broad range of members including: tourism, diaspora, culture, and sports ministers, tourism boards, airlines, hoteliers, travel agents, tour operators, travel trade media, public relations firms, consulting companies, non-profit organizations, businesses, small and medium-sized enterprises, and other organizations engaged in tourism promotion. For more information, visit [www.africatravelassociation.org](http://www.africatravelassociation.org) or call +1.212.447.1357.

### **About South African Airways**

[South African Airways](http://www.flysaa.com) features daily nonstop service from the U.S. to South Africa with morning departures from New York JFK, and afternoon direct service from Washington Dulles (with a stop in Dakar, Senegal) that offer travel convenience and award-winning service. Travelers in Premium Business Class enjoy 180° fully flat-bed seats, and in economy class enjoy the most legroom versus competitors. Every seat on board offers an individual on-demand entertainment system, plush pillow, warm blanket and amenity kit. SAA's unrivaled network, featuring seamless connections to more than 20 destinations within South Africa, and more than 20 cities across the rest of the continent, makes the airline the savvy traveler's "gateway to Africa." To complement this network, a world of privileges awaits those who join Voyager, [South African Airways'](http://www.flysaa.com) premier mileage program. To sign up, visit [www.flysaa.com](http://www.flysaa.com), and link to the Voyager icon. As a Star Alliance member, South African Airways is able to offer its customers 1,071 destinations in 171 countries and more than 19,534 flights daily, including convenient connections from more than 25 cities in the U.S. through code share service with Star Alliance member United Airlines. Members of United's, Continental's, US Airways' and Air Canada's frequent traveler programs are able to earn and redeem miles on all SAA flights. For more information on South African Airways, please call (800) 722-9675 or visit [www.flysaa.com](http://www.flysaa.com), where travelers can sign up to be notified of other great travel deals and vacation packages. For information about South Africa, visit [www.southafrica.net](http://www.southafrica.net).