

Ghana: A Golden Experience

By Jerry W. Bird

Working closely with ATA Executive Director Mira Berman (right) for almost 11 years has been a special honor we wouldn't change for the world. When you Mira's Executive Report in this issue, you will learn the value of ATA's Global Reach and Influence on the Travel -Tourism scene. In the Summer of 1995 Mira Berman gave us a ground floor opportunity - to design, develop and operate Africa Travel Magazine, and later to create a website that now exceeds 3,000 pages. While our printed magazine reaches the travel industry, plus government and corporate leaders, mainly the USA and Canada, our 'digital portal' is open to the world - anyone interested in travel and doing business in Africa.

Webtrends Statistics plus Google, Yahoo and MSN Searches Tell the Tale

One of my favorite marketing gurus once said, "If you've got it- flaunt it." We adore statistics, especially when they show our site out-scoring huge companies and media groups - even many countries' own websites.

- The ATA Website, www.africa-ata.org is approaching 60,000 hits per day.
- Weekly searches on Google, Yahoo and MSN prove how well we rank as a source for Africa travel and tourism topics.
- Our geographic reach includes USA, Canada, Netherlands, UK, France, Morocco, Austria, Germany and South Africa, in that order. The Middle East, Singapore, Japan, Brazil and New Zealand are moving up the ladder, representing new markets for Africa.
- Our print circulation is enhanced by over a million page views per quarter, 12,000 daily.



•These visitors currently average an astounding 8:20 minutes per session (Webtrends, Mar. 2006).

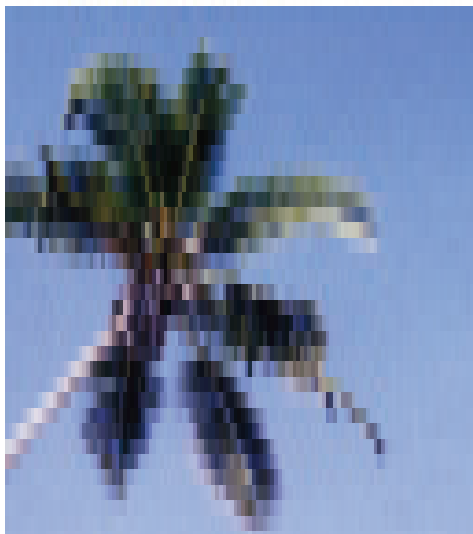
Ghana Post Congress Edition

Our Post Congress Edition will feature photos of delegates and hosts in action, plus scenes from around the country. It's our joyous return to Ghana, the smile of the face of Africa. Would you believe we see Ghanaian smiles every week in Vancouver, with friends like Ben

from Kinko's Copies, whose cultural musical group delighted 400 travel agents at the Africa Travel Trade Show presented by ATA Canada Chapter. An encore event is in the works. Then there's Kumasi's Frey Douglas at Fedex, who makes sure our magazine shipments get to trade shows in New York, Chicago, Los Angeles, Washington, DC, Boston, Atlanta, San Francisco and other cities on our growing agenda.

Smile - You're on TV5

Africa Travel Magazine is proud to welcome to TV5MONDE as an advertiser and ongoing source of news from the Francophone community, a huge factor in Africa. It's another step towards our ATA Media becoming totally bilingual. Also on the global front, Mira salutes the landmark event of 2005, where ATA President H.E. Kabinga Pande (above), Minister of Tourism, Environment and Natural Resources, Zambia, signed a partnership agreement with PATA, opening a bridge to Asia and the Pacific. Combined with ATA's continuing efforts inside China, our Global Reach is a definite reality!



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African Fashion Through the Ages

Coiffure and fashion wear is an expression of individuality and pride for African women. For many centuries Africans struggled to retain their unique traditions, languages and cultures. This was achieved despite wave after wave of outside influence and domination by Arabs and Europeans. One of the features that has remained virtually intact from generation to generation, was the African head wear. This crowning glory symbolizes strength as well as pride in one's self and one's city, village or country of birth. Attractive hats and tie-wraps are a portrayal of femininity and etiquette. Likewise, personal grooming and traditional hair styles of West African women mirrors their social status. African hats and head wraps are identified by their colorful fabrics and distinctive designs. We enjoy every opportunity to explore



"Africa is 5,000 miles away - would you trust yourself to just any travel agent?"

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