

See the following two page spread for a preview of topics in Africa Travel Magazine's special edition for the Ethiopia Millennium.

This new edition will be launched on the internet in December, 2007, followed by the first printed version to be launched at a series of travel industry events in Africa and the USA, starting in late January, 2008.

Unlike previous issues, this edition will be updated throughout 2008. For personal subscriptions or bulk quantity orders for mass distribution per 1,000 copies, please e-mail [africa@dowco.com](mailto:africa@dowco.com)

# LIVING THE ETHIOPIAN EXPERIENCE AND SHARING IT



## Encore Ethiopia!

By Muguette Goufrani

If our two separate visits to Ethiopia in 2000 were a bountiful blessing - the encore seven

years later was what our editor calls a double whammy! Making our stay even more delicious, the return trip happened on the eve of the country's new Millennium - an occasion of special significance for Ethiopians at home and throughout the global diaspora.

### South to Omo Country

Members of our media team at the ATA World Congress in Addis Ababa were unanimous in their desire to explore the enchanting Omo Valley. What's more, I was keen to expand on my previous article which portrayed the variety of tribal customs in several sectors of Ethiopia, so rich in history and varied in cultural backgrounds, lifestyles and languages. *Photos of ATA media team in Southern Ethiopia and the Omo Valley. From top left (1) Muguette Goufrani, Canada, with village youth. (2) Ogo Sow, Mary Ellen Schultz and Sylvia Mracky, USA, with driver Teshome Kebede and local family. (3) Villagers help the ATA media team ford the raging river during a sudden flash flood, which almost submerged our 4wd vehicle. Top- opposite page. Faces of Ethiopia from a new book of photos by Angela Fairbank.*

## Now! Africa Travel Magazine's Yearbook Formula for Success!

By Jerry W. Bird

Most colleagues and fellow travelers who know me as a publisher are unaware of my previous life on the media scene - from a Western Canadian daily newspaper to the full spectrum - media buyer, award winning audio visual producer, trade show operator, advertising agency owner and national association president. Being an innovator, I am quick to spot trends and ride



them to success. It's no secret that today's media scene has changed beyond belief. Old ways are now dead as dirt. To stay a leap or two ahead of conventional media and hungry competitors, one must rethink the mission, mandate, message, purpose and procedures. For years I've been a keen advocate of the "keeper" principle, with Africa Travel Magazine's back issues remaining in demand up to five years after publication. It's all in the presentation - just ask National Geographic, a trusted journal that thrives on this very same success principle. Our Yearbook format extends the life of a special magazine

edition from the usual week or month, to a full year. Then we wrap it up as a hard cover Souvenir Edition each fall. How does it work? We start each new issue as a Preview (pdf) on the internet, followed by an Official Launch Edition targeting big city events, such as the New York Times, Boston Globe, NBC and Los Angeles Times Travel Shows and the Washington, Atlanta and Chicago Travel Expos. We follow with events in Africa (Indaba, ATA World Congress), USA, Canada, Europe and China. During the year new sections are

added to cover special events and breaking news. Our late fall Souvenir Edition is a review of the previous year, plus a forecast for the coming year. This enhanced content, flexibility and increased frequency allows us to provide more variety and secure added circulation orders. Meanwhile back at the ranch, Africa Travel Magazine Online provides hot news, blogs and background 24/7 on screen and on air. *Does it work?*

*Check our #1 results for many Africa topics on Google, Yahoo and MSN.*



# T WITH THE WORLD VIA WORDS AND PICTURES

## Ethiopia Millennium Edition Editorial and Marketing Menu



**1. Portraits of Ethiopia:** Our Countrywide Tour Section will be ATA's best ever in terms of photo images, thanks to several key contributors.

We will review Angela Fairbank's

outstanding book of Ethiopian photos - and Mama Ethiopia's heartwarming story portrays achievement and dedication.

**2. Fashion to Wildlife Safaris:** Our focus on African fashion keeps us #1 on Google, as will our Bird and Wildlife Gallery.

**3. Marketing Ethiopia to the World:** How to market Ethiopia Tourism at trade shows and media opportunities in North America and the global scene. Profile of Ethiopia's Travel Ministry and Tour Operators Association.

**4. Who's Who? Ethiopia Profiles:** Interviews with leaders in travel, trade and tourism from the government and private sectors, plus personal stories of individuals who touch our lives, such as Timkat Wedajo, a man who would rank number one as any country's goodwill ambassador.

**5. Ethiopia Alive On the Internet:** Pro tips on Web Building, Networking and E-Commerce with an African flavor. Why ATA's web site remains #1 on Google for Marketing Ethiopia Travel and Tourism to USA, Canada and Asia. New **Database Directory** of links for Ethiopia trade and

tourism - at home and in target markets.

**6. Events Calendar:** Millennium activities, public holidays and regional festivals.

**7. Ethiopian Business Scene:** A special 12-Page supplement features Midroc Ethiopia Technology Group. Checklist of investment opportunities, banks and foundations. Canada- USA- Ethiopia Trade Missions. Excerpts from the book "Africa: Continent of Opportunity" by David Fick.



**8. The Hospitality Scene:** "New Luxury Hotels Changing the Face of Ethiopia Tourism," by Hon. Tourism Minister Dirir. Profile of Sheraton Addis and new hotel development. Items on the Axum Hotel in Addis Ababa, which opened a new wing during our visit, and the Ras Hotel, an historic landmark in Addis Ababa.

**8. Air Highways to Ethiopia:** Getting here via Atlantic, Pacific and Indian Ocean routes - with exotic Oriental and Middle East stopovers. Profile of Ethiopian Airlines and regional flight options. Airport commerce and development.

**9. Journeys into History:** Photo tour of Ethiopia's museums, monasteries and monuments. Lucy on display across America, plus other hidden treasures from our team's many visits, following the Queen of Sheba's footsteps, from Axum to Lalibela, Gondar, Bahir Dar and beyond. Exploring Omo Valley Country and the route east to Djibouti. .

**10. Homecoming Tours:** An invitation to the Ethiopian Diaspora worldwide. Building an Ethiopian Diaspora Millennium Database.

**11. Ethiopia's Historic Towns and Cities:** Presenting Addis Ababa, the first profile in our "Great Cities of Africa" series. Mayors and Community Leaders speak on issues addressed at the UN World Urban Forum. Introducing Africa in Bloom" - a community beautification initiative.

**Quick Now! Have we forgotten anything?** If so our

editors will be pleased to consider your suggested topic or interview in one of our Yearbook updates. That's the beauty of our Yearbook concept where every issue of the magazine is a keeper - with a life of its own. To reach us please e-mail: [aftrav@dowco.com](mailto:aftrav@dowco.com), fax 1-604 681 0718.

*Photos of Ethiopia lifestyles on this page are courtesy of Robert Eilets, New York, NY, Angela Fairbank and Mugnette Goufrani, Vancouver, Canada. Each has covered the Ethiopian scene in recent years and will continue to tell the country's positive story*

