

# *Air Highways to* **AFRICA**

## **AFRICA TRAVEL MAGAZINE YEARBOOK SUPPLEMENT**

How successful will AIR HIGHWAYS TO AFRICA, our magazine's new color supplement be? Look for it to take off - and soar to new heights. Why? Because our writers tackle questions that travelers and agents should ask, and provide answers they need to know when visiting Africa. In the early 90s, our team printed its first 150,000 Tourism Supermaps plus an Air Highway Journal on prime destination areas. This media combination targeted airline passengers through a network of gateway airports plus Best Western Hotels and Avis locations. We then staged "Air Highways Days" followed by our "Air and Marine Tourism Conference," with top speakers and exhibitors.

The concept was a success from day one - and now is day two. Africa Travel Magazine's Air Highways supplement will continue the momentum with updates on flights, airlines, routes, flying times, security, airport expansion, destinations and gateways. Our 'roving mike' will report on AFRAA and current aviation conferences, while our Flying Gourmet talks about African wines and dining. Watch for Fly-Drive, Fly-Cruise and Fly-Rail tours and Air Safaris in Tanzania and Zanzibar.

For more, please turn the page.



# **Tanzania & Zanzibar**