

Southern Africa Development Community Heads of State and Government Summit.

SADC and ATA - Powerful Partners in Tourism

Dar es Salaam, Tanzania (above) and exotic Zanzibar are prime venues for world class conferences, and both will host major ATA events this year. Zambia, another SADC member, staged a "double header," with both Lusaka and Livingstone serving as sites for ATA's International Congress last May (see 32-page insert). This prestigious event was opened by H.E. Levy P. Mwanawasa, Zambia's President, who later welcomed delegates at the State House in Lusaka. The U.S. Embassy also extended a personal welcome to all. Photo (left to right) H.E. Martin Brennan, U.S. Ambassador to Zambia; Ms. Mira Berman, Executive Director, ATA; Hon. Zakia Hamdani Meghji, Minister of Natural Resources and Tourism, Tanzania, and ATA President; H.E. Levy P. Mwanawasa, President, Republic of Zambia. South Africa and Namibia, also SADC members, have hosted ATA events (see page 6).



Development Bank (DBSA) Plays Key Role:

The Development Bank of Southern Africa has prioritized the tourism sector, as one of its key development thrusts in the 14 SADC nations. In its triple role of investor, advisor and partner, the DBSA combines finance and knowledge to resolve development challenges, recognizing the contribution that tourism can make towards economic and social development, and the alleviation of poverty. Mr. Jacob de Villiers Botha, Executive Director, DBSA, hosted the opening dinner at the ATA 28th International Congress. Photo (from left) Mira Berman, Executive Director, ATA; Hon. Patrick Kalifungwa, Minister of Tourism, Zambia; Mr. Botha, DBSA; Hon. Zakia Hamdani Meghji, ATA President and Minister of Natural Resources and Tourism, Tanzania.



U.S. Students Launch African Computer Lab

A group of eight U.S. students, teachers and other professionals flew to Tanzania in July for a "Peace Journey" to set up a computer lab at Arusha Secondary School. The delegation worked with students and staff, met with community leaders and conducted internet teaching. Later they climbed Mount Kilimanjaro and went on safari to Terengeri, Lake Manyara, Serengeti and the Ngorongoro Crater, before returning to Chicago. Last February, these Chicago students helped raise money for the Tanzania project by climbing an artificial cliff and asking visitors to the International Adventure Travel and Outdoor Sports Show (IATOS) to pledge money for each climb they performed. The money raised contributed towards paying for their travel to Africa.

Photo (right): Chicago students with H.E. Robert V. Royall (center), United States Ambassador to Tanzania, and the headmistress of the Arusha secondary school's Headmistress. Photo credit: Arusha Times



Web Sites:http://operationsavechildren.org/osc_climb.htm
www.peacejourney.com, www.sponsorkids.com
Similar projects are profiled on the official ATA web site:
http://www.africa-ata.org/great_causes.htm



Photo captions: Clockwise from top: Hon. Zakia Hamdani Meghji, Tanzania's Minister for Natural Resources and Tourism. The occasion was the annual Awards Gala at the Africa Travel Association's 28th International Congress in Lusaka, Zambia, May 12, 2003. The honorees in the Tour Operator category were Connecticut-based African Portfolio, Houston-based Absolute Adventure Travel; for Media, travel journalist Tom Verde; and for Airline, British Airways.

During the Awards Night at the ATA 7th Cultural & Ecotourism Symposium. ATA First Vice-President, Dr. Gaynelle Henderson-Bailey presented an award to Simon Newton-Smith and Paula Newton of South African Airways.



ATA - NYATA- Zambia special event in New York, February, 2003. American Express, sponsor of ATA's Annual Award for "Outstanding achievement in the development of responsible tourism within the African continent" was prominent at the venue. From left: Justina Wake, Director of Tourism, Zambia; Pat Gray, Manager, Travel Industry Relations, American Express; H.E. Mwelwa Musambachime, Zambia's Permanent Representative to the UN; Donna Flora, VP, Travel Industry Relations, American Express.



At Indaba 2003, South Africa, American Express Representative, sponsor of the Award; Mary Lwoga, TTB Branch Manager, Arusha, accepting the award on behalf of Team Tanzania; and Executive Director of the Tourism Grading Council of South Africa, Mr. Salifou Siddo.



South Africa hosted a festive dinner and cultural evening at the ATA Congress in Lusaka. Photos: Ndiphiwe Ntuli (left), Chief Director, Tourism Support, and Violet Tsepene (right), Tourism support, Department of Environmental Affairs and Tourism, Republic of South Africa.

ATA International Congress and EcoTourism Symposia

1976 - Nairobi, Kenya
1977 - Abidjan, Ivory Coast
1978 - Sousse/Monastir, Tunisia
1979 - Tangier, Morocco
1980 - Libreville, Gabon
1981 - Lusaka, Zambia
1982 - Lome, Togo
1983 - Cairo, Egypt
1984 - Banjul, The Gambia
1985 - Nairobi, Kenya
1986 - Atlanta, Georgia, USA
1987 - Douala, Cameroon
1988 - Harare, Zimbabwe
1989 - New York, NY, USA
1990 - Casablanca, Morocco
1991 - Cairo, Egypt
1992 - Cote d'Ivoire
1992 - Saly/Dakar, Senegal*
1993 - Lusaka, Zambia
1993 - Best of Africa: USA
1994 - Accra, Ghana
1994 - South Africa*
1995 - Nairobi, Kenya
1995 - Best of Africa USA-Canada**
1996 - Windhoek, Namibia
1996 - Marrakech, Morocco*
1997 - Cotonou, Benin
1998 - Arusha, Tanzania
1999 - Accra, Ghana
2000 - Addis Ababa, Ethiopia
2000 - Abuja, Nigeria*
2001 - Cape Town, South Africa
2001- Yaounde, Cameroon -
2002- Nelspruit, Mpumalanga, SA
1st IIPT-ATA Africa Conference
on Peace Through Tourism,
2002- Conakry, Guinée
2002 - Fez, Morocco*
2003 - Lusaka & Livingstone, Zambia
2003 - Zanzibar *
2003 - Dar es Salaam, Tanzania
2nd IIPT-ATA Africa Conference
on Peace Through Tourism
2004 - Douala, Cameroon
2004 - Addis Ababa, Ethiopia*
2005 - Nairobi, Kenya
2005 - Sharm-El-Sheikh, Egypt*
2006- Accra, Ghana
2006- Entebbe, Uganda*

* The first ATA Cultural and EcoTourism Symposium was launched in 1992, becoming an annual event in 2000. Usually held in early December. ** ATA's Best of Africa Road Show targets major North American cities.

Hands Across the Ocean ...

The Africa Travel Association's Worldwide
Reach and Influence by Jerry W Bird

On many doors in the Kingdom of Morocco, visitors will discover an ornamental hand, commonly known as a sign of welcome. The fingers of each beautifully engraved hand relate to five keys to peace and harmony. What a fitting icon for the Africa Travel Association, with its hands-on approach that's getting results, overcoming media bias and enhancing Africa's image in global travel. These efforts foster powerful industry alliances and point to sharp increases in tourism from North America for Zambia, South Africa, Guinea, Cameroon, Morocco, Tanzania, Ethiopia and other member countries that have hosted ATA congresses and symposia in recent years. The Cape Town Congress in May 2001 led to the launch of three ATA South Africa Chapters the same year. The five keys to future success are: ATA's High Profile, World Class Events, Financial Investment Focus, Multi-Lingual Capacity and ATA Chapters' Business to Business Marketing. Network

Photo (right): Murray Vidlockler, ATA Founder



1: HIGH PROFILE

Just how high profile has ATA become? You can find out in 30 seconds. Open America's favorite search engines, Google, or Yahoo and enter the words for the category "Africa" Travel. "Matched against governments and corporations with unlimited resources and high paid gurus, you'd hardly expect ATA to register a blip, right? Wrong! ATA web pages usually appear at or near the top of the search list. With thousands of page views weekly, ATA visitor sessions that have averaged 11 - 15 minutes some weeks, and millions of hits recorded annually, the results speak volumes. Why such on-line popularity? The answer is ATA's quality content, 1,150 pages of current, positive, factual, upbeat news about Africa. We serve this "good news" in generous helpings. We're more than a web site - we're an **Internet Magazine**, user-friendly, out-reaching and reflecting the quality set by our quarterly printed magazine. Because this site appeals to a world market -- active, upscale adults with a keen interest in travel, our media receive many membership requests. What powerful, selective marketing and recruiting tools. What an influential profile!