

ATA International Congress, Cultural 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!

2. WORLD CLASS EVENTS

A popular link on ATA's website (www.africa-ata.org) is "ATA EVENTS." Having powerful, influential decision-makers at the helm is a prime reason our events succeed. For example, did you know that the ATA's Board of Directors includes eight (8) African Tourism Ministers? That's right - and the current President is Hon. Zakia Hamdani Meghji, Tanzania's Minister of Natural Resources and Tourism.

ZAMBIA. In May 2003, the Republic of Zambia hosted the ATA 28th Annual International Marketing Congress. It was ATA's first ever two venue Congress, hosted by Lusaka, the capital, and Livingstone at Victoria Falls. See our 32-page Zambia section in the center-fold.

ZANZIBAR: From Dec. 2-7, the Spice Island will host the ATA 7th Cultural and EcoTourism Symposium (see page 9).

TANZANIA. From Dec. 7-12, the Second IPT Africa Peace Through Tourism Conference will be held in Dar es Salaam (see page 9). ATA as a founding coalition partner will co-host the program.

SOUTH AFRICA: Success of the 1st IPT Africa Peace Through Tourism Conference in partnership with ATA and the Mpumalanga Tourism Authority, in Nelspruit, Mpumalanga, South Africa, set the stage for the event in Tanzania.

WASHINGTON, DC, USA. The U.S.-Africa Business Summit was a presentation of the Corporate Council on Africa and ATA was well represented. The event was followed by President George W. Bush's tour to Africa, launching several new financial initiatives. More ATA events on page 8.

3. ECONOMIC FOCUS

TANZANIA: On the business front, Tanzanian President William Mkapa and Tourism Minister and ATA President Hon. Zakia Meghji, were keynote speakers at the First Tanzania Tourism Investment Conference in Arusha. The event was organized by the Multilateral Investment Guarantee Agency (MIGA), a World Bank Group. Giving a hand to its African members by attracting capital for tourism infrastructure and promoting business partnerships is another area where ATA shines. (See pages 10, 11)



4. MULTI-LINGUAL

How does ATA reach out to over 22 French speaking African Countries, French Canada, Europe and the Francophone Community? While ATA has staged highly successful events in Africa's French speaking countries with regularity, the association went a step further in 2002. It targeted a vast new readership by publishing its official magazine in both French and English. In time, management expects that the web site will also offer this option to a greater extent, and efforts are currently underway. An important blueprint has been set for the future. At the same time, the foundation of a permanent ATA chapter in French Canada was laid for participation at the 15th Salon International de Voyage in Montréal. Since one third of all Canadians speak French, as do many Africans, the publication's bilingual move was a natural.

How does ATA benefit Travel Agents?

Being a full-fledged association with solid connections and a successful track record allows ATA to offer a diverse menu and many benefits:

- **Fatter Paychecks:** Discover new ways to profit from higher commissions of long-haul travel and longer stays.
- **Attend Africa-Oriented Seminars that target special interest markets.**
- **Focused Networking:** Enjoy many opportunities year round to develop your Top 100 circle of business contacts.
- **Powerful Industry Alliances.** Get to know people from tourist boards, hoteliers, airline officials and ground operators. Many will be fellow members.
- **Real Life Travel Experiences:** See more of Africa's exotic culture, history and customs first hand.
- **Education and Training:** You will learn about Africa's many fascinating travel destinations and tourism products.
- **Marketing Savvy:** Learn how to target and develop specialized markets, such as African Americans, seniors, corporate travel groups, educational and adventure travel.
- **Social Networking:** Broaden your horizons by attending congresses and symposia in Africa, plus chapter functions in your area.

ATA memberships is available to any person or organization in the travel, tourism or hospitality industry. Visit our web site - www.africa-ata.org or tel. (212) 447-1926, fax (212) 725-8253 or email: africatraso@aol.com

