



Africa Travel Magazine

BULLETIN FOR ATA 35TH ANNUAL CONGRESS IN BANJUL, THE GAMBIA

Behold! The Africa Travel and Nature Library!

by Jerry W. Bird, Editor

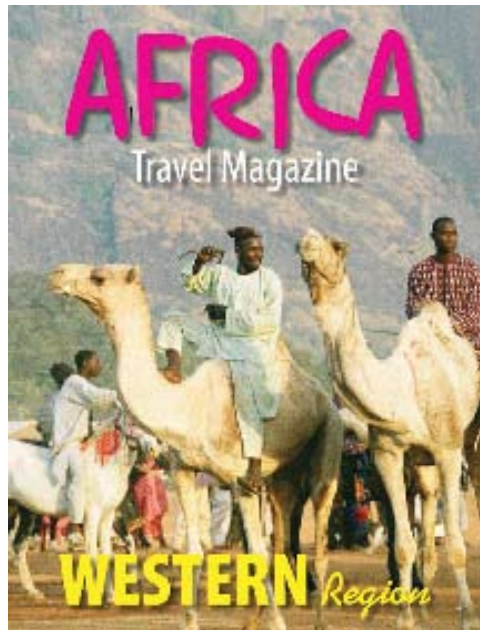
This brief issue salutes the Africa Travel Association's 35th Annual Congress and our 15th year as the positive voice of Africa Travel, Trade and Tourism worldwide. It also marks ATA's happy return to The Gambia after 26 years and introduces a library of marketing and learning resources for the travel trade - in print and enhanced electronic format. The project is based on a "Nature Library" I developed several years ago for a Canadian government client. As the series is introduced worldwide we expect even greater success. Over 24 editions are in progress, the first being Africa's Big 5 Regional Yearbooks:

Western Africa Edition

This issue profiles 17 countries, from Mauritania to Nigeria and provides a photo review and commentary on the The Gambia and ATA 35th Congress. Thanks to special permission we will include an entire chapter from "To Timbuktu for a Haircut: A Journey through West Africa" by Rick Antonson of Vancouver- with supporting tours to the areas covered in Rick's book. Read the glowing comments on page 7.

Northern Africa Edition

This issue profiles 7 countries, from Western Sahara to Egypt and Sudan. Following the ATA 34th Congress in



Cairo, Egypt and a Nile Cruise from Aswan to Luxor, we devoted the balance of 2009 creating the Africa Travel and Nature Library, from a villa near Essaouira, Morocco. From here we explored many tourism areas not covered in our earlier visits during ATA Ecotourism Symposia in Marrakech and Fes.

Eastern Africa Edition

This, our largest edition profiles 19 countries, from Eritrea to Madagascar and the exotic islands of the Indian Ocean. It also includes personal interviews with tourism superstars, such as President Jakaya Kikwete, and Tourism Minister Shamsa Mwangunga of Tanzania, who participated in the Africa Travel Association's USA-Africa Forum at New York University.

Southern Africa Edition

This issue profiles 5 countries, from Namibia to Swaziland. With South Africa hosting the 2010 World Cup, our recap will feature the host cities, their magnificent new stadia, new tourism attractions and photos of the football finals. Send your stories of activities during the games to airhwy@smartt.com

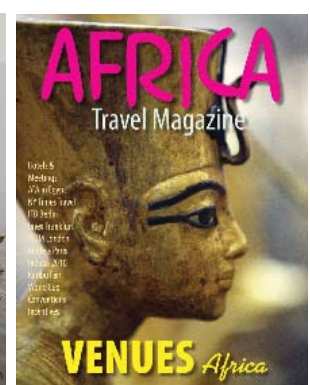
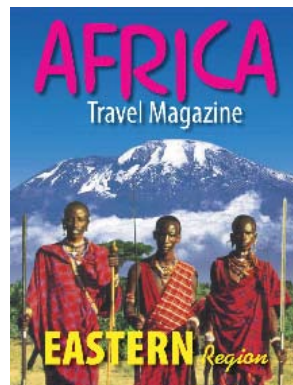
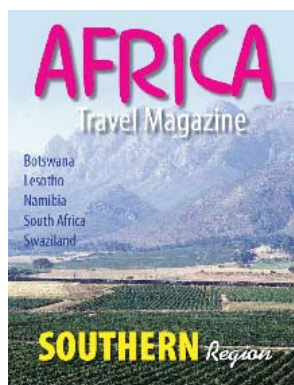
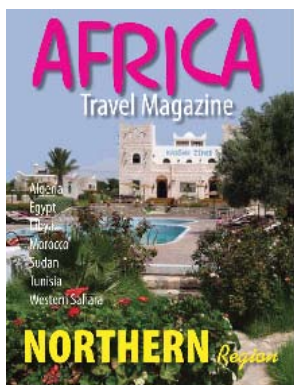
Central Africa Edition

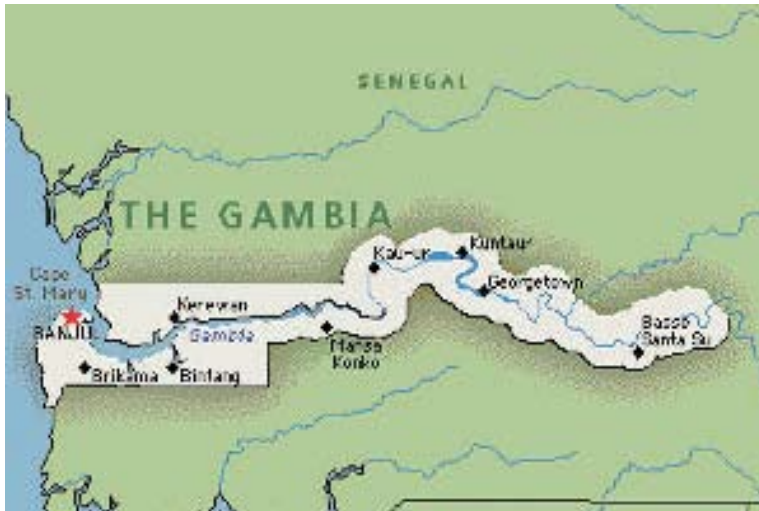
This issue profiles 9 countries, from Chad to Angola, which we describe as the "land of diamonds" in one of our feature stories. Having traveled extensively in Cameroon, our writers expand their commentary on the cultural attractions and potential of "Africa in One Country." On the agenda are further in-depth interviews with Hon. Baba Amadou, Minister of Tourism.

Venues Edition

During a 15 year partnership with the Africa Travel Association, we have participated in dozens of successful events, developing sound partnerships with travel show management. We plan to do the same with Cultural Festivals in Africa and the African Diaspora. Recent venues in the USA, Canada, Africa and Europe are showcased in our Global Venues Edition - a testament to the power and lasting benefits of face-to-face marketing and networking.

To advertise or subscribe to the editions on this page and others to be announced, e-mail airhwy@smartt.com and visit www.africa-ata.org/mag.htm





THE GAMBIA SPEAKS OF “HAPPY RETURNS” FOR ATA MEMBERS

Most ATA delegates will be seeing The Gambia up close for the first time... so to set the stage the editorial team decided to let our host country speak for itself.

I am The Gambia

I am proud to be host country of the Africa Travel Association 35th Annual Congress. I occupy a narrow area on the Gambia River, surrounded by Senegal to the north, east and south. My western boundary along the Atlantic Coast offers visitors some of Africa’s most beautiful beaches with warm coastal waters and a tropical climate that is warm and humid year round. A former British colony, I became independent in, 1965. As President, H.E. Yahya AJJ Jammeh, stated recently concerning my promising future,

“We want to transform The Gambia into a trading, export oriented agricultural and manufacturing nation, thriving on free market policies and a vibrant private sector, sustained by a well educated, trained, skilled healthy, self reliant and enterprising population and in so doing bring to fruition this fundamental aim and aspiration of Vision 2020.”

My Ethnic Roots

Many Americans know about me thanks to Alex Haley’s bestseller and epic television docudrama “Roots,” which tells the story of Kunta Kinte and his ancestral homeland of Juffureh. My population of 1.5 million includes the Mande, rural Mandinka and Atlantic peoples - Wolof and Fulani. They live harmoniously in mixed

communities, freely exercising their religious and cultural traditions. My people are also widely recognized for their genuine friendliness and hospitality. While English is the official language, Wolof and Fulani are spoken in towns and Mandinka in rural areas. About 85% of my population is Muslim, with a fairly large Christian minority. My capital, main port and commercial center along the River Gambia is Banjul (300,000 population).

My Economy

Tourism and Agriculture account for 23% of my gross domestic product and employ 75% of my workforce. In 2000, around 100,000 tourists visited me, providing an estimated 10,000 Gambians with stable employment.



Gateway to Success

Fishing and manufacturing industries offer opportunities for expansion, with plastics and confectionaries as key products. I am an important entry point for goods to be distributed to neighboring countries - the logical “gateway” into West Africa for the trans-shipment of imports and exports. .

My Rich Heritage

The World Heritage Committee Inscribes 24 New Sites on the World Heritage List, including the West African Republic of The Gambia. New natural sites include James Island and related locations, which present a testimony to the main periods and facets of the encounter between Africans and Europeans along the River Gambia,

a continuum that stretched from pre-colonial and pre-slavery times to independence. The site is particularly significant for its relation to the beginning and abolition of the slave trade. It documents early access to the interior of Africa.

For more details online visit www.visitthegambia or e-mail info@gta.gm Tel. (220) 446 2491 (220) 446 24 or visit Africa Travel Magazine’s Website: www.africa-ata.org/mag.htm

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"A Journey Through West Africa."



Our Post Congress Editions will include selected chapters from the new travel book ... "To Timbuktu for a Haircut: A Journey through West Africa," created by

Author Rick Antonson, CEO of Tourism Vancouver and a leader in our industry. His outstanding book is available from www.amazon.ca and www.chapters.indigo.ca. These unique and timely book selections will be appearing in our Western Africa Yearbook and Global Venues Editions of Africa Travel Magazine - first as enhanced digital issues and later in printed format. To celebrate this innovative project, escorted West African tours inspired by Rick Antonson's book will begin following the Africa Travel Association's 35th Annual Congress in Banjul, The Gambia. Hosted by ATA

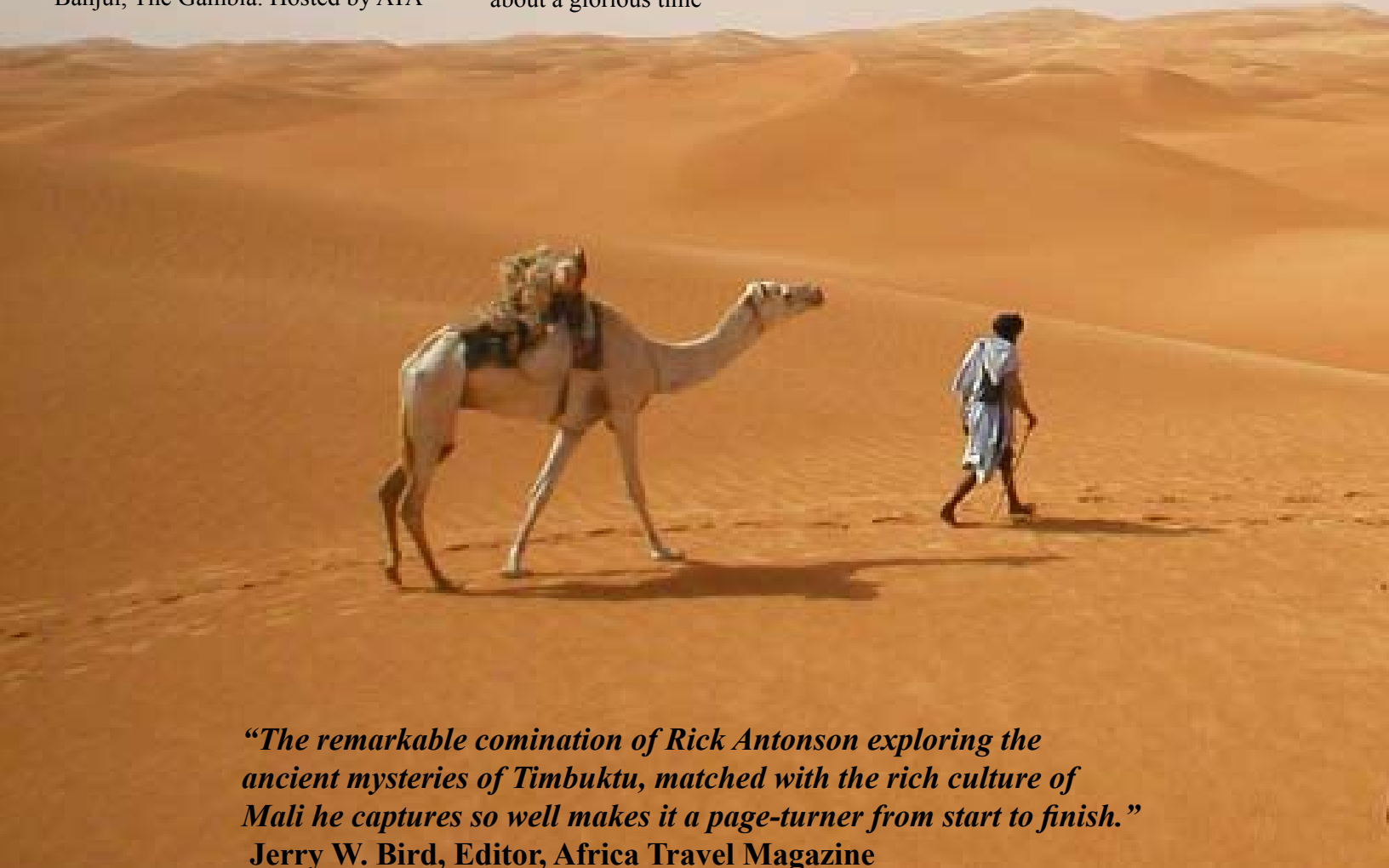
tour operator member Mariama Ludovic de Lys of Bamako, the tours are detailed in coming issues and on Africa Travel Magazine's Website - www.africa-ata.org/wa_tours.htm

Here is a brief excerpt about the priceless Timbuktu Manuscripts (right)

"Endangered, too, are the rarest of writings; pieces of history on paper that form one of the world's great treasures, the Timbuktu manuscripts. Many crumble at the touch of a well-meaning hand; others wither simply because of their exposure to air. Without them, we will know immeasurably less about a glorious time

for Africa, some six hundred years ago. The manuscripts provide a portrait of life, of religion and science, of law and architecture, and of a society that thrived like none other at that time. Before leaving on my journey, while researching Timbuktu's fourteenth-century history

and its extensive libraries, I was disheartened to read about thousands of ancient manuscript pages that today lay tattered and unattended in mud homes and deserted buildings. Images of ancient books and furled pages falling apart for lack of care provided a powerful incentive for visiting Timbuktu."



"The remarkable combination of Rick Antonson exploring the ancient mysteries of Timbuktu, matched with the rich culture of Mali he captures so well makes it a page-turner from start to finish."

Jerry W. Bird, Editor, Africa Travel Magazine

Historically rich, remote, and once unimaginably dangerous for foreign travellers, Timbuktu still teases with “Find me if you can.” Rick Antonson, an internationally respected tourism executive, coaxes the reader with charm and knowledge into joining his personal quest in West Africa.

As Antonson travels in Senegal and Mali by train, four-wheel drive, river pinasse, camel, and foot, he tells of fourteenth-century legends, nineteenth-century explorers, and today’s endangered existence of Timbuktu’s 700,000 ancient manuscripts in what scholars have described as the most important archaeological discovery since the Dead Sea Scrolls.

Think Eric Newby’s A Short Walk in the Hindu Kush or Redmond O’Hanlon’s Into the Heart of Borneo and you begin to see what kind of writer Rick Antonson is. To Timbuktu for a Haircut combines wry humour with shrewd observation to deliver an armchair experience that will linger in the mind long after the last page is read.

Over the centuries, ignorance has impeded the preservation of the 700,000 Timbuktu manuscripts. A continued lack of awareness facilitates their slow disappearance — the loss of history’s book one page at a time. Without these paper treasures we will know immeasurably less about a glorious time for Africa some six hundred years ago.

Literally, it is a race against time to save these irreplaceable riches, which in this book are described as “Islamic pamphlets covered with sand ... scholarly pages a phase away from dust.” A portion of the author’s royalties from To Timbuktu for a Haircut will be donated to the Timbuktu Educational Foundation to assist its Preserve-a-Manuscript Campaign.

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CAMEROON'S FESTIVALS CELEBRATE ITS CULTURAL DIVERSITY

Cameroon's theme, "Africa in One Country," says it all

Cultural variety is combined with pageantry, panoramic scenery, and wildlife in its natural habitat. There's a pleasant surprise around every bend in the road, from Mount Cameroon and the balmy beaches of Kribi and Limbe, to Waza National Park and Lake Chad in the far north - at the doorstep of Africa's Great Sahara desert. Cameroon is the home of colorful festivals year round.

The Ngondo Festival in Douala

Cameroon's largest city hosts this event annually for 10 days, ending in early December. In the photos two tribal experts collect and read a message from the water spirits. The main photo features a 65 man dug-out race canoe, 30m in length. The canoe portrayed is the winning entrant from 2005. The smaller dugout carries divers, about to descend into



the Wouri river waters to retrieve a message from the spirits. The spirit message, after being interpreted by the experts, is then delivered to a group of chieftains from Douala and area, sitting under a special canopy.



The Ngoun Festival

Held every 2nd year in December. The Sultan-King of Bamoun sits on an ornate throne, framed by huge elephant tusks. E-mail airhwy@smarrt.com . www.africa-ata.org/cameroon.htm

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THE MANTA RESORT, PEMBA ISLAND, ZANZIBAR



Recent Developments

During the period of April to August, the Manta Resort has gone through a major facelift, with new guest rooms and public areas. At the heart of the resort you will find Oxygene Pemba, a PADI 5 star Dive Center, offering a combination of diving, snorkelling, fishing and water sports.

- In the front there will now be six Seafront Villas, dedicated to comfort and romance. The honeymoon market as well as guests that demand elevated levels of service is a growing segment of business.
- Air conditioned, large bathrooms, private sea side verandahs - all the trimmings.
- The brand new Village are ten cottages nicely set in the gardens with wooden floors, mosquito net covered king size beds, lamu screen floored en-suite bath rooms, and a makuti-thatched verandah – all with views overlooking the Pemba channel.
- The sea side Kipepeo Spa offers all customers soothing massage treatments that have become an expected service in boutique lodges.

- A watersports centre, a swimming pool, and a beach lounge will form the hub of the clients' social life during the day.
- Dining facilities have been increased, as well as the main bar and lounge relaxing area, overlooking the amazing views of the Pemba channel. The Manta Resort has the potential to become the most unique ocean product in the world.

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TANZANIA

Message from Hon. Shamsa Mwangunga, MP, Minister of Natural Resources and Tourism



Dear Travel Agents, In this special ATA Congress edition of Africa Travel Magazine, we want to take this opportunity to introduce you to a part of Tanzania few

people know about, the Gems of the South – Ruaha National Park, the Selous Game Reserve, Pangani, Tanga and Songea. Even if you have not yet been to Tanzania, most of you are familiar with some of our famous icons and World Heritage sites, Kilimanjaro, the tallest mountain in Africa, Serengeti National Park, famous for the great wildebeests migration, as well as the Ngorongoro Crater, which is often called the 8th Wonder of the World. But in the south, with fewer tourists, the experience is different, some say even more authentic. Ruaha National Park is now the largest park in East Africa and the second largest national park in all of Africa. The Selous Game Reserve is the largest in the world. Now, as the air connections between North and South expand with Coastal Aviation offering scheduled flights between the Serengeti and Ruaha National Parks starting June 2010, and as the choice of accommodation increase in the South, your clients can have a diversified safari experience all in one destination – Tanzania. Let us also not forget the opportunities for total relaxation on the miles of white sandy beaches along the Indian Ocean. Marine parks, water sports and world class diving sites are found off the shores of mainland Tanzania, its coastal islands like Mafia,

as well as on the exotic spice islands of Zanzibar. The most frequently heard comment from first time visitors to Tanzania is “I came for the wildlife, but took home the memories of the warm hospitality of the people.” Tanzania’s Cultural Tourism Program, Visit the People, which currently comprises 26 villages in the North, offers visitors a rare opportunity to meet the local people and participate in a diverse range of daily activities such as cooking, fishing and making handicrafts We look forward to saying Karibuni Tanzania (welcome to Tanzania) to you and your clients.

TREASURES OF THE NORTH, GEMS OF THE SOUTH

Tanzania, the largest country in East Africa, is focused on wildlife conservation and sustainable tourism, with approximately 28 % of the land protected by the Government. It boasts 15 National Parks and 32 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt.

Kilimanjaro; The Serengeti, named in October, 2006, the New 7th Wonder of the World by USA Today and Good Morning America; the world acclaimed Ngorongoro Crater, often called the 8th Wonder of the World; Olduvai Gorge, the cradle of mankind: the Selous, the world’s largest game reserve; Ruaha, now the second largest National Park in Africa; the spice islands of Zanzibar; and seven UNESCO World Heritage Sites. Most important for visitors, the Tanzanian people are warm and friendly, speak English, which together with Kiswahili, are the two official languages; and the country is an oasis of peace and stability with a democratically elected and stable government.

TREASURES OF THE NORTH

Tanzania is most famous for the icons of what is known as the Northern Circuit. Arusha, the Safari capital of Tanzania, is the jumping off point for the North. International flights to Arusha fly into Kilimanjaro Airport, most domestic and safari flights are from Arusha Airport.

Ngorongoro Crater

A visit to the world renowned Ngorongoro Crater is an integral part of any first time Safari to Tanzania. But too often it is just an overnight, where visitors only come to see the Ngorongoro Crater, which in fact is only one of eight craters, and miss the excitement and diversity of the entire Ngorongoro Conservation Area. There is so much to experience beyond the Ngorongoro Crater that we encourage visitors to incorporate at least two or three night stays in the NCA. It is one of the World’s most unique ecosystems because it is the only conservation area where man and wildlife co-exist in harmony and one of the reasons that NCA was accorded the status of a World Heritage Sites and listed as one of the International Biosphere Reserve by the UNESCO’s Man and Biosphere Reserve Program.

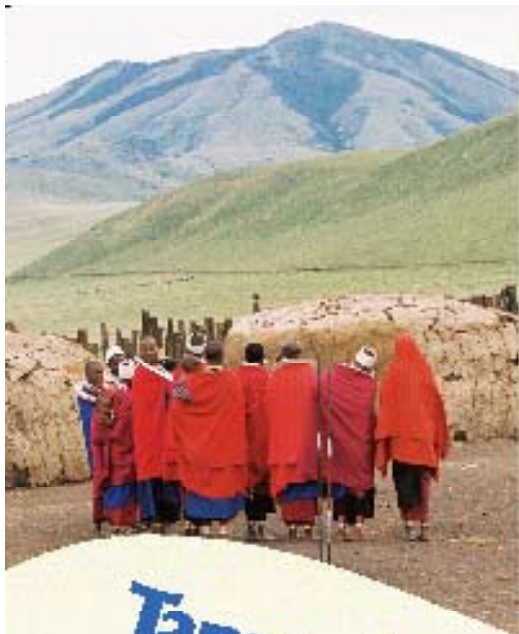
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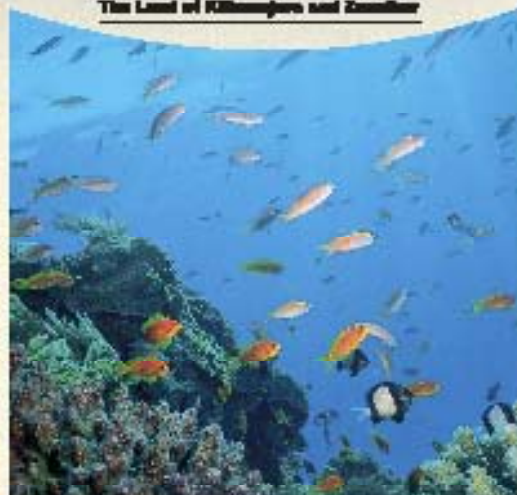
Tanzania The Land of Kilimanjaro and Zanzibar

It is a land of superlatives and contrasts, something for everyone: from the majestic Mount Kilimanjaro to the fabled Islands of Zanzibar. The largest and most diverse wildlife concentrations on Earth including the matchless Serengeti plains, Ngorongoro Crater, Katavi and the mighty Selous Game Reserve. The Legacy of the ancient Swahili civilizations, such as Kilwa Ruins once a city of

the Arabian Nights. Wonderful places for swimming, snorkeling, scuba diving, fishing off thousands of kilometers of Indian Ocean coastline and around the Africa's Great Lakes. And then there is Tanzania's greatest asset: its friendly people and cuisines. The country is among the world's leaders in Cultural tourism. This indeed is AUTHENTIC AFRICA.



TANZANIA
The Land of Kilimanjaro and Zanzibar



DOUG PITT TANZANIA'S GOOD WILL AMBASSADOR IN USA



H.E. Jakaya Mrisho Kikwete, President of the United Republic of Tanzania, appointed Doug Pitt as Tanzania's Goodwill Ambassador in the US at a special ceremony on April 19, at New York's Plaza Athene Hotel. Among the Tanzanian officials joining the President to honor Mr. Pitt were Hon. Shamsa S. Mwangunga, Minister of Natural Resources & Tourism, Hon. Jumanne Maghembe, Minister for Education and Vocational Training, H.E. Ambassador Ombeni Sefue, Tanzania Ambassador to the US, and H.E. Dr. Augustine Mahiga, Tanzania's Permanent Representative to the UN. In making the announcement, President Kikwete said Mr. Pitt's mission as Tanzania's Goodwill Ambassador would be "to promote tourism and other developmental and humanitarian causes."

Pitt played a key role in Tanzania

Hon. Mwangunga in her speech at the ceremony said that Mr. Pitt was already well known in Tanzania for his passion and commitment to the country and in making a difference in people's lives. "Doug Pitt has played a significant role in achieving improved outcomes in education, clean water, technology advancement and health. His numerous projects have been a source of hope and happiness for many Tanzanians including school children, people with disabilities, women and the elderly. His on-going initiative in agriculture has had an enormous impact in the renewed growth of cocoa production, among other crops in Tanzania. Pitt's work as a photo journalist has already made an impact on the promotion of the country in the US." The Minister added "As our Goodwill Ambassador, Doug Pitt will continue to strengthen the friendship and cooperation of the People of our two Countries, the United States of American and Tanzania, as well as put his unparalleled experiences, skills and charisma to work on behalf of Tanzania in the vast American network



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of business, technology, academic, entrepreneurship, philanthropy and entertainment communities.”

Doug Pitt spent much of his career as the owner of ServiceWorld Computer Center in Springfield, Missouri. Currently Doug has a real estate development company and is involved in both residential and commercial developments. For over a decade many of Doug’s works as a photo journalist have been published and displayed in numerous galleries. Seeing a water well drilling operation on his first trip to Africa opened his eyes. “It is the obvious first step to release people from dire poverty. Clean water must come first.” Doug is a director of Africa 6000 International and is involved with non-profit WorldServe International.

About Tanzania

Tanzania, the largest country in East Africa, is focused on wildlife conservation and sustainable tourism, with approximately 28 % of the land protected by the Government. It boasts 15 National Parks and 32 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. Kilimanjaro; The Serengeti, named in October, 2006, the New 7th Wonder of the World by USA Today and Good Morning America; the world acclaimed Ngorongoro Crater, often called the 8th Wonder of the World; Olduvai Gorge, the cradle of mankind; the Selous, the world’s largest game reserve; Ruaha, now the second largest National Park in Africa; the spice islands of Zanzibar and 7 World Heritage Sites.



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Kilimanjaro – “The Roof of Africa”

Kilimanjaro is the highest mountain in Africa. The ultimate in adventure travel, scaling the peak of Mount Kilimanjaro is a heavy challenge, more from the rigors of altitude than the actual difficulty of the hike itself. The climb, which takes on average five days, takes hikers through thick forests and alpine grasslands, desolate rockface and brilliant white glaciers.

Serengeti National Park

Serengeti National Park is easily Tanzania’s largest and most famous park because of the annual animal migration of over one million and a half white bearded wildebeest and zebras; it has 5,700 square miles of protected area. Large prides of lions laze easily in the long grasses, plentiful families of elephants feed on acacia bark and trump to each other across the plains, and giraffes, gazelles, monkeys, eland, and the whole range of African wildlife is in awe-inspiring numbers. One of the highlights of the Serengeti National Park is the opportunity to take a hot-air balloon safari, organized by Serengeti Balloon Safaris. The journey takes off flying low over the plains as the sun comes up and turns the grasslands from blue to gold. After landing, guests have a champagne breakfast complete with crystal glasses and white linen tablecloths in the middle of the African bush, as zebra and antelope graze nearby.

Lake Manyara National Park

Lake Manyara National Park offers varied ecosystems, incredible bird life, and breathtaking views. It is a great place to spot Manyara’s legendary tree-climbing lions and impressively tusked elephants. Its ground water forests, bush plains, baobab strewn cliffs, and algae-streaked hot springs offer incredible ecological variety in a small area, rich in wildlife and incredible numbers of birds. Canoeing excursions in Tanzania are an active option for the visitor with a few days to spend exploring the northern lakes. Excursions on the shores of Lake Manyara involve canoeing past thousands of pink flamingos in the shallow waters

Tarangire National Park

Tarangire National Park has some of the highest population density of elephants anywhere in Tanzania, and its sparse vegetation, strewn with baobab and acacia trees, makes it a beautiful and special location.

TANGA REGION

Coming soon on the Tanzania tourist map, the Tanga region, just north of Dar es Salaam. Situated along the Indian Ocean, Tanga boasts sun drenched beaches, beautiful vistas of the Usambaras Mountains, whispering rivers and lush green vegetation. Until recently, Tanga has not been part of the larger Tanzania tourism picture. However, the region is now more accessible than in the past -- by tarmac road from Dar es Salaam, by air and with speed boats from Dar es Salaam as well as Zanzibar. □□ Four areas of Tanga are the current focus for tourism development.

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