



OUR BEST OF AFRICA SERIES SALUTES THE 14TH

The Best of Africa Magazine Series now available for downloads from the internet in advance of publication, owes its success to a program that began years ago.

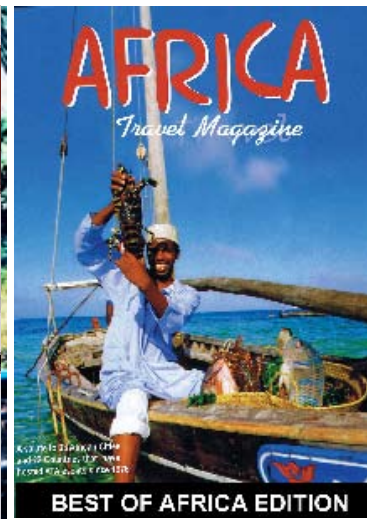
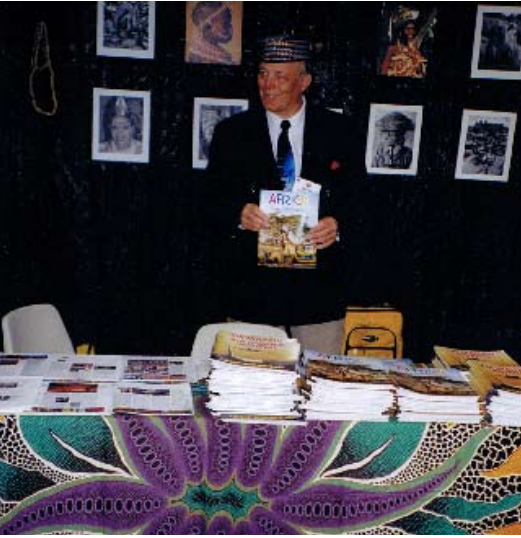
Did you know that our Best of Africa premiere occurred in 1995? It was the first event of its kind ever held in Canada, and launched a long and successful partnership with the Africa Travel Association. ATA is based in New York, and is represented by chapters in North America and Africa. Staged in Vancouver, BC, our show was honor of ATA's Our first Best of Africa Road Show by a visiting delegation from Ghana; our second included a group of safari and tour operators from Kenya, led by Peter Muiruri. We have returned the compliment several times since, when the Ministry of Tourism from both of those member countries hosted the ATA's International Congress. In the first venue, on short notice we prepared an outstanding agenda, and were thrilled with



the turnout of travel agents, media, local dignitaries and members of Western Canada's African Diaspora. Entertainment included a Ghanaian band and Egyptian belly dancers.

Land, Sea and Air

Later we hosted our first Air and Marine Tourism Conference, plus Air Highway Days, with a full roster of top speakers and exhibitors, travel trade seminars, films and awards. One of our main speakers at the time, Rick Antonson, Tourism Vancouver CEO, has just completed an exciting travel book called, "To Timbuktu for a Haircut - Journey Through West Africa." Copies of Rick's book will be among many prizes at our Best of Africa Awards Night. Chapter Building



ANNIVERSARY OF AFRICA TRAVEL MAGAZINE

In Print, Online and On Air

One of our duties as publishers of Africa Travel Magazine is to develop regional chapters of the Africa Travel Association, which we represent for Canada, and have recruited members in Vancouver, Toronto and Montréal. Another key responsibility is the ATA Website, which has been developed into a full scale magazine of the internet, with 4,000 pages and photo galleries representing many of Africa's 54 countries. We update this huge website daily thanks to hundreds of press releases we receive by e-mail and a wealth of stories from our regular trips to Africa in which we tour the host country and often its neighbors. This page presents a brief capsule of our experience learning about and enjoying the Best of Africa. Thanks to Corporate Press Display, we will make copies of the Best of Africa Series and the Africa Travel Business Library available to an even more mass audience. Their powerful site is the World's Largest Magazine and Newspaper kiosk, representing USA Today, among others. Regular users of Press Display are many Fortune 500 companies and libraries across the USA.

Photos from top left: (1) Editor Jerry W. Bird visiting the tall ships, an inspiration for the Air and Marine Tourism event. (2) Main auditorium at the UN World Forum in Vancouver, where we met

many African mayors and initiated our "Great Cities of Africa" magazine series, now part of the Best of Africa Awards. (3) Scale model of famous rock-hewn church at Lalibela in Northern Ethiopia. We were special guests at the Houston International Festival and worked closely with the Ethiopian Tour Operators Association, Ethiopian Ministry of Tourism, Ethiopian Airlines and other delegation members during this exciting event.

(4) Editor (left) with Karen Hoffman and former ATA Executive Director Mira Berman at a gala event in Africa. (5) Mr. Bird and Ms. Muguette Goufrani, Editors of Africa Travel Magazine receive ATA Founders Award in Cape Town, SA. (6) Park Rangers near Arusha, Tanzania receive copies of our 1998 edition saluting their country. The next will be Best of Africa Tanzania Edition. (7) Africa Travel Magazine exhibit at travel show in Orlando, Florida. We have since participated in many travel trade and consumer events across the USA, Canada and Africa. There's much more to come with the new Best of Africa series. (8) Participation at Karibu Fair 2008 in Arusha, with Amant Macha of TTB. (9) Muguette Goufrani at Out of Africa Show, Houston, Texas. (10) Cover of coming issue in Best of Africa series.