



The mission of the Africa Travel Association's Young Professionals Program (YPP) is to engage tourism and hospitality students and young industry professionals in Africa's tourism industry and to cultivate future ATA membership. To achieve this mission, YPP offers two programs that serve young people at different points in their education and professional development: (1) The ATA Student Union; and, (2) the ATA Young Professionals Network.

Through these two programs, YPP aims to help future industry leaders gain access to tourism professionals focusing on Africa in order to help them build the relationships and networks now that will serve the industry and ATA later. By encouraging the exchange of knowledge, ideas and interests and by providing opportunities for training and travel to Destination Africa, YPP also connects a new generation to ATA and its members who are accomplished tourism professionals.