

AFRICA

Travel Magazine



Kenya turns on the Magic at the Africa Travel Association 40th World congress

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Zambia " The Sleeping Giant of Africa Tourism"
one of last true wilderness Safari destination



Kenya turns on the magic for ATA's

By Jerry Bird

Karibu! before adding our personal comments, let the Magic begins, and set the stage by having the host country speak by itself.

I am the Magical Kenya, the Hollywood Darling, thanks to "Out of Africa Film". A Land of Beauty that holds great hope in the many avenues of travel, tourism and hospitality. Proud again to be the host country of Africa Travel Association's 40th Annual Congress in Nairobi Kenya. My country lies on the equator and overlies the East African Rift covering a diverse and expansive terrain that extends roughly from Lake Victoria to Lake Turkana and further South-East to the Indian Ocean. It is bordered by Tanzania to the South, Uganda to the West, South Sudan to the North-West, Ethiopia to the North and Somalia to the North-East. Kenya covers 581,309 km² and had a population of approximately 45 million people. The 8 provinces are divided into district, locations and sub location. The city of Nairobi is the capital with a population of 4 millions inhabitants. It is famous for having the Nairobi National Park, the world's only game reserve found within a major city.

It's an astonishingly beautiful country full of vibrant colours, confident, courteous and indomitable people. Kenya is marketing itself as the ultimate holiday destination. Famous for its classic savannah safaris, Kenya is a country of dramatic extremes and classic contrasts. Deserts and alpine snows; forests and open plains; the metropolis of Nairobi and colourful tribal cultures, freshwater lakes and coral reefs. My country is East Africa in microcosm. Activities includes wildlife safaris, tracking Mount Kenya, ballooning over the Masai Mara and snorkelling in Malindi on the Indian Ocean.

I am unique, my country when it comes to natural beauty has 29 national parks including 4 marine parks (Malindi, Watamu, Kisite and Mombasa) and 22 game reserves. There are also

five marine reserves located in Kisinga, Malindi, Mombasa, Watamu and Mpunguti and a national sanctuary in Maralal. The top ten parks and reserves in Kenya are the Masai Mara National Reserve, the Lake Nakuru National Park, the Mount Kenya National Park, Amboseli National Park, Tsavo National Park, Aberdare National Park, Lewa Wildlife Conservancy, Nairobi National Park, Samburu, Shaba and Buffalo Springs National Reserves, Kisite-Mpunguti Marine National and Reserve. The rich natural resources add to the beauty of my country. Wildlife in its natural habitat has made Kenya synonymous with word "safari" and the abundant water resources provide sufficient water related tourism. The world's second largest forest water lake is in Kenya: Lake Victoria situated in Western Kenya. The Great Rift Valley from Jordan cuts across Kenya with wonderful lakes along it within the country. Lakes Bogota, Naivasha, Nakuru, Turkana, Baringo and Elementaita are known for their rare pink flamingos. The natural Kalamaga forest in western Kenya, and Arabuko Sokoke forest in the Coast are well known attraction for bird watching, snake watching, nature walk and adventure tourism. Undoubtedly, Kenya will amaze you with diversity of its landscapes, and wherever you go, you will witness outstanding panoramas that only Africa can offer even the most demanding visitor.

A former British colony and Protectorate, I became independent in 1963. As Tourism Minister H.E. Phyllis Kandie stated concerning my promising future "that Kenya's partnership with ATA is very important as the U.S. remains a significant source market for the "MagicalKenya". The 40th ATA Congress November 2015 was held at a time when tourism is ranked among the top destination for both beach and safari, noting that my country has succeeded in securing major position among tourist destination, it is a continent tech unofficially referred to as "Silicon Savannah" and a popular location for film production in Africa. A destination with huge tourism potential which is still undiscovered.



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40th annual World Congress in Nairobi

MY ETHNIC ROOTS

Many Americans and Europeans know about Kenya thanks to authors: Isak Dinesen, Beryl Markham, Elspeth Huxley, Bro Blixen, Mary Lovell, Sara Wheeler, Frances Osborne, James Fox, Ngugi Wa Thiongo, Mark Seal and Dame Daphne Sheldrick. My country has over 70 distinct ethnic groups. The 5 largest ethnic groups are the Kikuyu, Luhya, Luo, Kamba and Kalenjin. Non-indigenous groups are Arabs and Indians. The majority of Maasai people are originated in the Upper Nile Valley. For many westerners, the Maasai are Hollywood's "noble, savage, fierce, proud, handsome, graceful of bearing, and elegantly tall. Although the official languages are Swahili and English. The African languages come from three different language families - bantu, Nilotic, Cushitic and Asian languages. The predominant religion in Kenya is christianity. Other faiths practised are muslims, Baha, Buddhism, hinduism, and traditional religions

MY ECONOMY AND CAPITAL TOURISM RESOURCES

Agriculture is the major contributor of the Kenyan economy. It is the leading economic sector, accounting for 25% of the gross domestic product (GDP) Major industries include: agriculture, forestry and fishing, mining and minerals, industrial manufacturing tea, coffee, sisal, fish, fresh fruit and vegetables, nuts, dairy products, honey, cut flowers, handcraft, tobacco, skins, woven, textile, cement livestock textiles, aluminium, iron & steel, precious stone, quality accommodation from Rusinga Island to Lamu, exotic lodges from Aberdares, Mt Kenya, Amboseli and Masai mara, Hotel and Hospitality Industry, Kenya Utalii College, highly trained tour operators, flying doctor service and Tourist police services have been instituted to make Kenya one of the safest tourist destinations in the world.

MY INDUSTRIES

The most important sectors are furniture, batteries, textiles, agricultural products, horticulture, oil refin-

ing, aluminium industries, steel industries, cement industries, commercial ship repair, leather goods and assembly computer components, meat and fruit canning, wheat flour, corn and fish farming. Oil and gas sector shows impressive performance. My country may become the East African community's first oil exporter by 2016, Tullow and its partner, Canada-based Africa Oil Corp explore the South Lokichar basin, where they have found an estimated 600 million barrels of crude.

MY RICH HERITAGE

Kenya is among 37 African countries that has World heritage Sites. As of June 2015, Kenya has 6 UNESCO World Heritage sites namely: Mount Kenya National Park and Natural Forest, Fort Jesus, Old Town Lamu, Kenya Lake System in the Great Rift Valley, the Sacred Mijikenda Kaya Forest and Turkana National Park.

My country is rich in Cultural heritage: the Swahili sailors of the coast, the thorn-enclosed village of the Maasai in the South, Malinda celebrations in Lamu, Mombasa Carnival, fishing with the Luo, master fishermen of Lake Victoria and the spectacular beaches along the coast. Travelling is always about discovery. But there is a greater value in cultural tourism. At a time when racial and religious conflicts threaten the world, it is only through a better understanding of human cultures and beliefs that the global community will come together and achieve lasting peace. There's no better way to bond than to travel with friends and family. The thrill of seeing the world, the delight in sharing exceptional experiences that leave a footprint on your soul, and memories to last a lifetime.

For more information visit: <http://www.magicalkenya.com/ktb.go.ke>



Kempinski, Kenya



KENYA'S NATURE AND RESORTS ARE A PROUD EXAMPLE OF ECOTOURISM IN ACTION



1. Photos: Amboseli National Park
2. Masi mara Lodge
3. Mount Kenya Monkey
4. unit of MWCT Rangers
5. Dhow racing Lamu.
6. Carisia Camels
7. Balloun Safari
8. Mahali Mzuri Safari Lodges.



By Magical Kenya

JAMBO ! BIENVENUE AU KENYA

Le Kenya ne manquera pas de vous émerveiller. Laissez vous guider par une aventure hors du commun au sein du plus majestueux théâtre de la vie sauvage. Terres rouges de la savane, plages paradisiaques, sommets enneigés du Mont Kenya... le Kenya offre une grande diversité de paysages, et un environnement naturel unique au monde qui plaira à tous les voyageurs. Savanes infinies, forêts équatoriales, volcans éteints, lacs d'eau douce et salins, déserts, glaciers, grottes... C'est au Kenya que l'on peut admirer une telle diversité de panoramas. En un seul voyage, vous aurez la possibilité de réaliser un safari dans l'un des 56 parcs et réserves du pays, de photographier de près les flamants roses et autres oiseaux migrateurs dans les lacs de Vallée du Rift, d'admirer ou de faire l'ascension du majestueux Mont Kenya et vous détendre sur les plages de sable blanc et eau turquoise qui bordent l'Océan indien. La côte kenyane offre un décor ensoleillé et tropical idyllique qui invite à la détente et à la relaxation: plages de sable blanc, palmiers et agréable brise marine caractérisent les 500 km de côte le long de l'océan indien. Les plages du sud de Mombasa, véritable paradis pour les amateurs de soleil et farniente, sont renommées pour leur sable particulièrement fin et blanc. C'est un des lieux les plus exotiques et les plus romantiques du monde qui a su conserver une nature sauvage et une atmosphère hors du temps. Pour les amateurs de sensations fortes et d'activités nautiques en tout genre, vous pourrez vous adonner à votre passion favorite : plongée bouteille ou masque-tuba, kayak en mer, kitesurf, voile... Un large choix d'activités vous seront proposées tout au long de votre séjour sur la côte kenyane. Grâce à la diversité du pays, la gamme de sports et activités est presque inépuisable. Ceux qui veulent s'envoler peuvent pratiquer du

parachutisme, flotter doucement au-dessus de la Vallée du Rift en parapente, ou même sauter à l'élastique au-dessus d'une rivière : des sensations fortes garanties. Si vous êtes plutôt attiré par une expérience plus proche de l'eau, il est possible de pagayer sur les rivières kényanes et même de les descendre en rafting. Le Kenya est également réputé pour les sports motorisés : le plus célèbre est sans nul doute le légendaire "Safari Rallye" qui se déroule annuellement depuis 1953. Enfin, lorsque l'on parle du sport et du Kenya, un sujet revient inmanquablement : aucun autre pays au monde n'est aussi connu que le Kenya pour ses coureurs de fond, depuis que des athlètes légendaires comme Tegla Loroupe, Kipchoge Keino et Henry Rono ont remporté de nombreuses médailles et battu des records du monde.

IMMERSION DANS LA CULTURE KENYANE

La population locale est toujours prête à faire découvrir son mode de vie et ses traditions aux voyageurs en quête de rencontres et d'expériences culturelles. Vous pourrez ainsi vous initier à certaines danses traditionnelles, découvrir leur habitat et la base de leur alimentation mais aussi la façon dont les femmes fabriquent leurs magnifiques bijoux traditionnels... Ne râtez pas une belle occasion de partager des moments uniques et inoubliables à leur côté.

GASTRONOMIE

La cuisine kenyane reflète la diversité culturelle et ethnique du pays. Les nombreuses influences –européenne, anglaise, indienne, africaine et swahili– ont donné naissance à une des cuisines les plus riches et variées d'Afrique de l'Est. Si vous séjournez sur la côte, vous pourrez également déguster les meilleurs poissons et les crustacés (langoustes, crabes, tilapia...) du Kenya. A Nairobi comme à Mombasa, vous trouverez certainement une table à

vos goûts. Parmi les nombreux restaurants que compte le Kenya, « le Carnivore », classé dans le Top 50 des meilleurs restaurants dans le monde, propose un menu de viandes exotiques grillées. A Mombasa, faites l'expérience d'un dîner à bord du « Tamarind Dhow », un des plus somptueux bâteaux d'Afrique de l'Est où vous pourrez déguster des mets délicieux à base de fruits de mer ou de viandes grillées sur le pont du bateau. Saviez-vous que le mot « safari » signifie « voyage » en swahili ? Ce terme désormais courant, trouve son origine chez les grands aventuriers qui parcouraient l'Afrique de l'Est à l'époque coloniale, à la recherche de trophées de chasse. Aujourd'hui, le Kenya compte plus de 50 parcs et réserves nationaux et une fascinante diversité de la faune animale. En véhicule motorisé, à pied, à dos de chameau ou à vélo, en montgolfière ou même en combinaison de plongée, toutes les occasions sont là pour découvrir l'unique vie sauvage africaine.

Mille et un safaris sont possibles au Kenya !

L'extrême diversité et splendeurs des paysages kényans font sans conteste partie des ingrédients incontournables à la réussite d'un voyage au Kenya.





KENYA HOST ATA WORLD JOURNALISTS AND DELEGATES WITH AN EXCITING ARRAY OF BUSINESS, EVENTS AND ACTIVITIES



1. Karen Hoffman (Bradford Group), Jose Barreiro (Lonely Planet), Cathy Brown (Matador Network), Stephane Tellier (Evasion Tv), Juergen T. Steinmetz (E-Turbo News), Ian Livingston (JohnnyJet.com), joe Yogurts (CNN Travel) 2. Hon.Phyllis Kandie (Ministry of Tourism) 3. Peter Greenberg (CBS News USA) 4. William Ruto (Deputy President Kenya) 5. Muriithi Ndegwa (Kenya Tourist Board) 6. Lake Nakuru 7. Myrna White Hartsfield-Jackson (Atlanta Airport), Yves Guibert (Kenya Airways), Gregg Truman (Air Promotion Group-USA), Sally Osure (IATA), Kotil, CEO (Turkish Airlines).

Credit Photos: Make it Kenya



KENYA, Nairobi: Delegates listen as Kenya Deputy President William Ruto addresses the Africa Travel Association (ATA) 40th Annual World Congress at the Kenyatta International Convention Centre (KICC) in Nairobi. The Congress provides a unique networking, learning, and agenda-shaping platform for Africa Tourism stakeholders with the 2015 program includes a line-up of educational and professional development sessions. In attendance were African Tourism Ministers and hundreds of International Travel Industry Delegates including Destination Representatives, Travel Agents, Tour Operators, Airlines, Hotels and Travel Media.

During the Congress, delegates explored wide range of Topics : Spurring Growth: Attracting investment for the Hospitality and Tourism Sector, Tourism Ministers' Roundtable: Focus On Destination Perceptions and Crisis Management, Africa Hotel Innovations & development, Africa Tourism trends: Presentation of the 2015 Tourism Monitor, African Aviation: Increasing Accessibility, Affordability, and Safety. Wildlife Conservation & Preservation: Safeguarding Africa's Jewels, Demystifying the Online Travel Marketplace, Media matters: telling Africa's Story, Africa Tourism Talks: TED-Style Presentations, Professional Development Breakout Sessions.

"ATA members and supports have shown that we are truly committed to promoting tourism to Africa as a means to promoting socio-economic development, we know that when we return to our home countries, we will continue to work in partnership with tourism stakeholders in the public and private sectors to promote the industry and inspire others to follow our example." Photo credit: Make it Kenya/Stuart Price

Information: [http:// www.africatravelassociation.org](http://www.africatravelassociation.org) /<http://www.magicalkenya.com>

By Andrea Papitto

ATA Executive Director Edward Bergman is quoted to saying: 'On the occasion of ATA's 40th anniversary, we were delighted to bring together the public and private sectors, travel industry, and media to participate in the Congress. This also comes at an important time to showcase Kenyan tourism to show that Kenya is an incredible destination, is open for business, and deserves our attention. We encourage the travel industry to stand with Kenya and support tourism.'

The Africa Travel Association, dedicated to exclusively promoting tourism to Africa, held its 40th Annual World Congress in Nairobi, Kenya between the 09th and 14th of November. The international tourism meeting was hosted by the Kenya Ministry of East African Affairs, Commerce and Tourism. Known as Magical Kenya, the country offers an abundance of opportunities to watch wildlife in its natural environment, as well as offers visitors an astonishing diversity of landscapes and cultures. As the East African hub for aviation, business and technology, the country is known for its excellent domestic travel infrastructure and the wide range of tourism activities and services it provides for its visitors. From tropical forests and beaches to vast deserts and majestic mountains, tourists in Kenya can experience a different safari every day.

The ATA Congresses provide a unique networking, learning, and agenda-shaping platform for Africa tourism stakeholders. The 2015 program will include a line-up of educational and professional development sessions, a Tourism Ministers' Roundtable, sessions to Meet the Ministers, Meet the Media, and Africa Meets the World, where buyers and suppliers will meet. The congress will also offer participants visits to Nairobi's top sites and a range of networking events, including a Kenya Culture Night and the ATA Awards Ceremony, receptions, working lunches, and a gala dinner.

As the early founding members of the association, the Kenyan government shares a special connection with ATA. The first ATA Congress in Africa was hosted in Kenya in 1976 and the Kenyan Govern-

ment has fostered a tradition of hosting the ATA Congress every ten years.

ATA Congress delegates include African tourism ministers, industry professionals representing tourism boards, destination representatives, travel agents, tour operators, ground operators, airlines, hotels and accommodations, service providers, NGO, academic sectors and travel, hospitals students and of course key players from the global travel media.

Overall, ATA's 40th Congress was a resounding success, and the Kenya Tourism Board did a sterling job in showcasing the country's tourism attractions, both during the event and in hosting of the 20 invited media journalists on post-events FAM trips.

The 41st ATA Word Congress will be held in Rwanda during 2016. See you there.

For more information visit <http://www.africa-ata.org.events.htm> / <http://www.magicalkenya.com>





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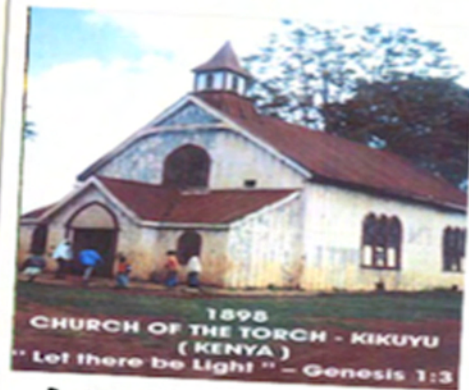
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Beach



and

Bush



photos courtesy of the MAS gang

Some things go together perfectly. Peaches and Cream. Fish and Chips. Beach and Bush.

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Tanzania promotes Treasures of the North, Gems of the South and West



Hon. Juhanne Maghembe
Minister of Resources & Tourism

By Karen Hoffman

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 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 since June 2010, and as the choice of accommodation increase in the South, your clients can have a diversified safari experience 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 home the memories of the warm hospitality 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: 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. 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.

GEMS OF THE SOUTH

Southern Circuit! The sheer vastness of southern Tanzania, still undiscovered by many, makes for some spectacular game viewing and opportunities off the beaten track. Dar es Salaam, the commercial capital of Tanzania, is the jumping off point for the South. Ruaha National Park Ruaha, which boasts 10,000 elephants, the largest population of any East African national park, protects a vast tract of the rugged semi-arid bush country that characterizes central Tanzania. Its lifeblood is the Great Ruaha River which courses along the

Eastern boundary of the park. A fine network of game-viewing roads follows follows the Great Ruaha and its seasonal tributaries, where, during the dry season, impala, waterbuck and other antelopes risk their life for a sip of life sustaining water. The risk is considerable with prides of 20 plus lions lording over the savannah, the cheetahs that stalk the open grassland and the leopards that lurk in tangled riverside thickets. Ruaha is also home to over 450 bird species and now includes the Ihefu Wetland, the natural water reservoir for the Great Ruaha River.

The Selous Game Reserve

The Selous Game Reserve is Africa’s largest game reserve and covers more than 5% of Tanzania’s total area. Its rivers, hills, and plains are home to roaming elephant populations, the area’s famous wild dogs, an some of the last black rhino left in the region. Due to its natural diversity and untouched state, the Selous Game Reserve was proclaimed a World Heritage Site in 1988 and today continues to live up to its esteemed status. The Selous offer tourists the added attractions of boating safaris on the Rufiji River and walking safaris.

Katavi National Park

Isolated, untrammelled and seldom visited, Katavi is a true wilderness, providing the few intrepid souls who make it there with a thrilling taste of Africa as it must have been a century ago. Tanzania’s third largest national park, it lies in the remote southwest of the country, within a truncated arm of the Rift Valley that terminates in the shallow, brooding expanse of Lake Rukwa.

Saadani National Park

Saadani is where the beach meets the bush. Located on the Indian Ocean beachfront, it is the only marine/bush national park in East Africa. The beach possesses all the attributes that make Tanzania’s tropical coastline and islands so popular with sun-worshippers. Yet it is also the one place where those idle hours of sunbathing might be interrupted by an elephant strolling past, or a lion coming to drink at the nearby waterhole! About a three hour drive from Dar es Salaam, it is also a popular day trip from beach resorts scattered along Tanzania’s northern coast.



Serena Serengeti Safari Lodge



Africa Kids Fashion Show Ghana, Nigeria & Benin 2016

Mbeya Region

The city of Mbeya, near the Zambian deep in the southern an border highlands, is the major agricultural capital in the country’s southwest region. The Mbeya mountain range lies to the north, and the Poroto mountain range lies to the south-east. Lake Nyasa, that serves as a boundary for Tanzania and Malawi, is among the leading tourist attractions in the southern highlands. The 800-metre deep lake and shore-line offer pristine beaches for water sports and sun bathing. The lake is the third largest body of water bordering Tanzania, 500 kilometres long and 50 kilometres wide. From the Lake Nyasa Shores, are the Uporoto Ranges, Kipengere and Livingstone mountain ranges and the Rift Valley features; all of which the Tanzania Tourist Board (TTB) and the Tourism Division in the ministry of Natural Resources and Tourism have identified for development and marketing. At the Chimala and Matamba escarpments, a road with 52 hair-pin bends (sharp corners) has been constructed and a thrilling, panoramic and breathtaking offers drive as it snakes through nine kilometers of spectacular waterfalls.

Songea

Songea town in Ruvuma region has been declared a historical tourist site in southern highlands of Tanzania. Ruvuma region has been identified for its rich tourist attractions, mainly cultural heritage, historical sites and scenery. Among such attractions are the Matongo Forest Reserve, Luhira Game Reserve, the German Boma, originally built in Songea town in 1902 and the Maji Maji warriors hanging place. Since the end of infamous Maji Maji rebellion in 1906, a festival to commemorate the Maji Maji heroes hung in Songea takes place every February. The new Maji Maji Memorial Museum was inaugurated during the 2010 Songea Festival .

Visit Online: <http://www.tanzaniatouristboard.com>



By Muguette Goufrani

Jerry Bird and I had met many Ghanaians and found them to be one of the most outgoing, friendly races of people on the planet. During the historic ATA-WTO World Congress in 1999, we were impressed by the way Accra prepared for the millennium, with an infrastructure of wide highways, overpasses and boulevards, plus buildings, a new sports stadium and convention facilities of which any nation would be proud. Among our many purchases in Ghana were multicoloured Kente caps, with attract attention at home or away, especially at the travel trade shows we exhibit in across North America. We could have sold those Kente caps and shirts many times. What we saw en route, on the highways and byways was a story in itself. Small wonder we kept running out of film for the cameras.

Lets set the stage by having the host country "Land of Smiles" speak by itself.

AKWABA! Welcome to Ghana, the Word's Top Travel Destinations 2016. Many travellers call me "The smile of the face of Africa," Ghanaians living, working and traveling overseas have been my warm and friendly ambassadors, spreading the good word about my many charms. I have had the pleasure three times of hosting the Africa Travel Association delegates from the USA, Canada and Africa. My tourism community awaits one day your happy return and its members will be rolling out the carpet; woven in traditional Kente cloth naturally. My blessings, beauty and bounty are well known to members of ATA who had visited my sunnyshores, but for others an exciting surprise awaits.

LAND OF GOLD

My country is your West African Dream for exciting adventures, rich and unique culture and world heritage. Ghana is located in West Africa between Cote d'Ivoire, Togo and Burkina Faso and its border the Gulf of Guinea. For the lover of nature, peace and serenity, the countryside offers a kaleidoscope of beautiful scenery made up of mountains, waterfalls, and green vegetation rich in fauna stock such as monkeys, birds and butterflies of different species, elephants duikers, reptiles of all kinds and other

games. You may go hiking, cycling, mountain climbing, cruising on lakes and rivers and living with local people in the village. A lot more awaits the adventurous visitor to Ghana. Some of the interesting areas include Cape Coast Castle, Elmina, Mole National Park, Kakum National Park, Boating-Fiema Monkey Sanctuary, Wli Waterfalls, Kintempo Falls, Bunso Arboretum, Wechiaou Hippo Sanctuary, Paga Crocodile Pond, Busia Beach Resort and Butterfly Sanctuary. Crocodile Pond, Busia Beach Resort and Butterfly Sanctuary.

COLORFUL FESTIVALS, ENCHANTING VISTAS

Ghana features some amazing cultural festivals and enchanting vistas that give you an unforgettable experience: Koforidua and the colorful Durbar ceremonies, Motor coach trip along the Cape Coast, Kakum National Forest, with its six swinging bridges, Historic Kumasi with its King's palace and weavers famous Kente cloth.

LOOKING BACK WITH PRIDE

A darker era saw many of Ghana's people, and those of other african lands, leave Ghana's shores for the plantations of America and the Caribbean creating the biggest diaspora the world has ever seen. Today, citizens of many states around the world still acknowledge and treasure their family links with Ghana, returning to explore those links and to experience the soul of their motherland. Ghana's celebrations, with great durbar of chiefs in full regalia, full of dancing and drumming reverberate with images of our rich cultural traditions and reflect the passage of nature's calendar, so important in the preservation of our culture. Throughout the year our people love to celebrate and the great sights and scenes reflected in these festivals create for every visitor a memory to be cherished. Do you know that my country's tourist industry is said to have a growth rate second only to South Africa and Namibia!

Ghana is definitely worth a visit!

For more information visit <http://www.ghana.travel/>
<http://www.motcca.gov.gh>





I am Zambia, The “Sleeping Giant of Africa Tourism” and my name is derived from the Zambezi River, which forms my southern boundary, and flows down my Northwest border with Angola. My other neighbours are Congo, Tanzania, Malawi, Mozambique, Zimbabwe, Botswana and Namibia. My three great natural lakes are Lake Tanganyika, second deepest natural lake in the world, plus Bangweulu and Mweru. Lake Kariba on my southern is the largest man made lake in Africa, and flows from the historic, spectacular Victoria Falls described as Mosi-oa-Tunya, “the smoke that thunders”. My generally high elevation provides a more pleasant climate than that experiences in most tropical countries. My capital is Lusaka and other cities include Kite, Ndola, Livingstone and Kabwe.

Here some comments from Africa Travel Magazine Publisher Jerry Bird during his visit in my country: Mighty Mosi-O-Tunya, “the smoke that thunders,” was an awesome sight, and our travels on the Zambezi river beyond Victoria Falls by canoe safari, motor launch, car ferries and the African Queen, left an impression we will remember vividly and talk about for years. We have become lifetime ambassadors, eager to spread the good news at every opportunity. Example: Africa Travel Magazine’s Zambia Congress Edition, with Victoria Falls on the front cover, was a prime circulation in North America, Africa and beyond. A huge opportunity occurred when the Zambia’s Edition was inserted as part of Africa Travel Magazine “SADC 14-Nation Heads of State Summit” Issue - the official magazine for all delegates at the SADC Summit in Dar es Salaam, Tanzania. In November 2003, it was an official magazine for the African Wildlife Foundation Symposium in Washington, D.C. sponsored by the Corporate Council on Africa (CCA). These are just a few of the ways. ATA benefits its host countries and advertisers by extending the reach influence and prestige of the Magazine. Mugnette Goufrani our Editor echoes my sentiments about Zambia, when she says, “From all the mails at Africa Travel Magazine and keepsakes from my career as travel professional in Africa and around the world, one beautiful engraved invitation has special significance. It was from the Zambian Embassy inviting Suzanne Mineur, my mother and I to attend the country’s official independence ceremonies. We were living in Cote d’Ivoire at the time, I worked for Air Afrique and my mother was with the

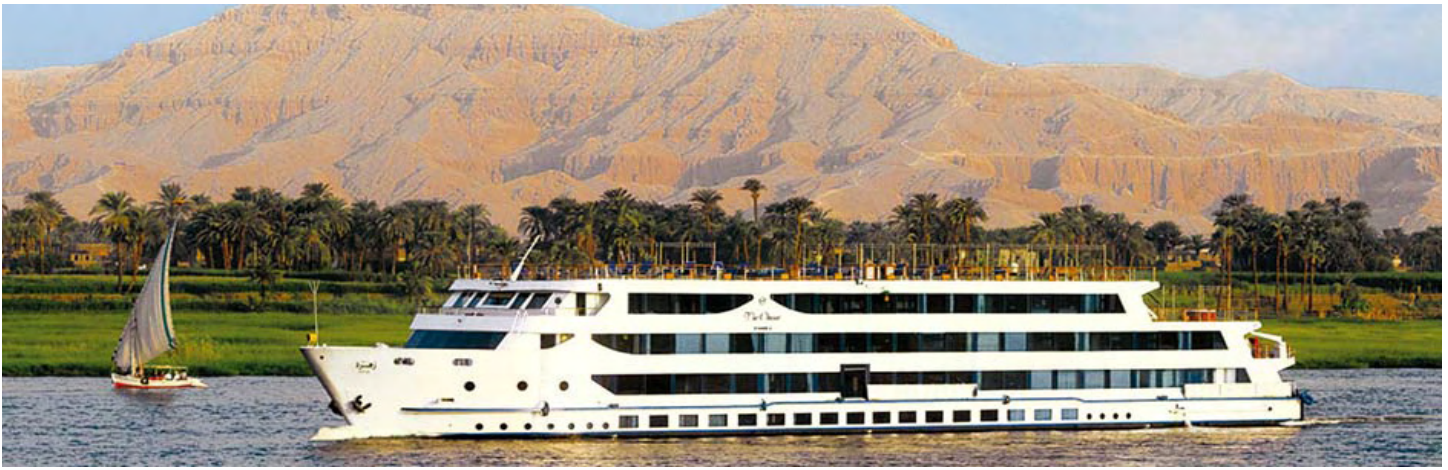
U.S Embassy. We gratefully accepted Zambia’s invitation and helped celebrate that landmark history”.

My country is host to some of Africa’s greatest 19 National parks. South Luangwa National Park, Kafue National Park and Lochinvar National Park are home to the continent’s biggest wildlife sanctuaries. South Luangwa National Park holds the greatest wildlife population in the world. Kafue National Park offers viewing of the major species of the continent and is the largest African Game reserves. Lochinvar National Park is home to 400 species of birds and is a popular destination for bird-watching safaris and offers many safari options for visitors who want a great variety of African wildlife. Zambia is one of the upcoming African Safari destinations in Southern Africa and one of the seven natural wonders of the world. The wildlife is superb. Blessed with 17 waterfalls including the spectacular Victoria Falls which it shares with its neighbour Zimbabwe, Zambia holidays are filled with adventure, scenic beauty, pulsating wilderness. Its’ a land of the legendary African walking safari, the Victoria falls, the wild Zambezi River, breath-taking lakes abundant wildlife and raw, a wide range of hi-action activities from safaris deep in the wilderness, to rafting, fungi jumping into the deep gorge below the Victoria Falls abseiling, canoeing down the Zambezi, Elephant back trails and walking with lions. All largest water resources in the whole of Southern Africa with 5 massive lakes and plentiful rivers offering excellent tiger and fly fishing, house boating holidays, kayaking and river surfing and daily spectacular watery sunsets. In Livingstone and along the Zambezi River you will find some other finest all inclusive accommodations Zambia has to offer, luxury Lodges and traditional Lodges one such is Chiawa Lodge with some breath-take views of African wilderness.

I greet you and invite you to explore my terrific African destination, one of the safest countries in the world, blessed with awe-inspiring natural wonders, abundance of wildlife, huge water bodies and vast open spaces. A destination where tourists can experience one of the last true wilderness safari destination.

To know more about Zambia please contact: www.zambiatourism.com/zambia-tourism-board/ or www.zambiatourism.com





Egypt

CRUISING THROUGH THE LAND OF THE PHARAOHS

By Habeeb Salloum

The River Nile has been the lifeblood of Egypt, flowing majestically through its desert landscape and sustaining the people for a couple of millennia. Having the opportunity to glide down the waterway is an unforgettable experience, as it gives a sense of power and connection to the country's main source of basic needs. Surrounded by thick flora and miles of desert beyond, the environment is a unique look into ancient past and a thriving culture today.

Luxor and the scenic Nile

For two days we had toured the ancient Egyptian ruins at Luxor - both in the 'City of the Living' and the 'City of the Dead'. Amid the fascinating remains of a people who had laid the basis for future civilizations, I admired the pharaonic contributions to humankind. These breathtaking monuments were still on our minds as we relaxed atop our cruise ship, Oberoi Shehryar, on our way to Aswan.

All around me, the white sails of the Egyptian feluccas, dotting the tranquil Nile, appeared to be huge proud swans as they criss-crossed the river, seemingly bidding us adieu. Beyond were dozens of cruise ships docked or, like us, beginning on their journey to Aswan.

Wandering on the top deck of the Shehryar, our home for the next four days, I watched the late afternoon sun shimmer on the surface of the blue waters as we made our way up river. Keeping us company were a few of the 200 cruise ships which navigate the Nile. However, soon cruise ships and feluccas were forgotten as we watched the colours of the sunset turn the Nile into a panorama of hues. By the time it was dark, we had passed through a lock in a dam across the Nile and were anchored in Esna, about 64 kilometres south of Luxor.

Esna and its Khnun Temple

Meals on the ship were delightful and enjoyed even more with new companions at the table. Like many cruises along the Nile and all over the world, communal dining allows passengers to indulge in forming new travel relationships while bonding over exotic culinary experiences.

The next morning, guides led the groups of tourists from at least a half dozen ships, streaming down the dusty streets of Esna, crowded with merchants trying to entice us with their wares. The visitors making their way to the Esna Temple seemed to saturate this agricultural town.

The Temple's grandeur

Dedicated to Khnun, the ram-headed god who modelled people on his potter's wheel, the Temple is a Ptolemaic building with pharaonic, Greek, Roman and Coptic elements. It took 400 years to build, but its major section was erected in the 2nd century B.C.

At one time, the Temple, completely covered with inscriptions, was almost totally concealed with debris and sand. This kept the hypostyle hall with its forest of 24 columns, each a dozen metres high, topped by capitals of flowers and plants in almost perfect condition.

Although fascinating, I was glad when we were again on our ship sailing through the upper Nile - edged by lush ribbons of vegetation between bare desert hills. In places, the green strips on both sides of the Nile were so thin that one could hardly believe that over 82 million Egyptians could make their living along its banks.

Cruising the Nile

As our cruise ship sailed up the broad loops of the Nile, winding its way through the desert, we passed village after village whose homes were built from mud-brick. All around them, the intense green of the palms and sugar fields made for a serene countryside. The romantic Nile and its edging emerald fields continued until we reached Edfu, north of Aswan.

Visiting Edfu

This idyllic aura of the villages changed for me the next day as we rode a horse-drawn carriage through the dusty streets of Edfu. It was hot and a little rough around the edges, but it was interesting seeing these small communities up close.

From the carriage, we walked with thousands of other tourists to the best preserved of Egypt's many temples which were built to honour some 750 gods. The sand that for centuries had covered the temple and was responsible for its preservation was removed in 1860, by Auguste Mariette, the great pioneer archaeologist who was the founder of the Egyptian Museum of Antiquities.

Exploring Horus Temple

A huge temple only exceeded in size by Karnak Temple in Luxor, it is built in pure Ptolemaic style and dedicated to the falcon-headed god, Horus, the most famous deity in Upper Egypt. Built between 237 and 57 B.C., it is covered with mythological and religious decorations as well as hieroglyphic texts.

The facade of the Temple rises up in all its majesty with two splendid pylons. Inside, I stopped awhile in the courtyard lined on three sides with impressive columns - their capitals each different from the

other. Moving further within, we passed through hypostyle halls and offering chambers, a few retaining some of their original colours. At the inner sacrum which once housed the image of the god, Horus, I took a break to rest. The throngs of tourists covering every inch of space seemed to bring the massive temple back to life - almost to the time it reverberated with the prayers of priests.

Cruising through New Nubia

Back on the ship, I sunned myself around a swimming pool as the vessel purred forward in the middle of a thin line of green. Soon I was passing through 'New Nubia' where 100 thousand Nubians were re-settled after the building of the 'High Dam' near Aswan. Being hard workers, they turned the desert into a sea of sugar cane, dotted with fruit and vegetable fields. Amid this greenery, they built their villages, carrying the names of those they had abandoned to the Dam's rising waters.

At the afternoon tea, the discussion of our group turned to the morals and dignity of the Egyptians. Some mentioned how the Egyptians were honest and how safe it was to live in the country in spite of some of the unwarranted stigmas.

Touring Aswan

The pharaonic and other monuments in Aswan are many but during our two day visit we only had time to visit a few. From among these were: the unfinished Obelisk - a monument left by the ancients; the reconstructed Philae Temple; and the High Dam - a structure of which the pharaohs would have been proud.

In between our visits to the monuments, we explored the souks, full of oriental colour, then strolled the Corniche along the Nile. The edging mighty river was very appealing.

Enjoying Aswan

Aswan, like many destinations in Egypt, has much to offer. It has been a favourite winter resort since the beginning of the 19th century. For Europeans and North Americans, it is a perfect place to get away from it all, especially during the colder months back home. Spending time immersing myself in its scenic views and its monuments was a delightful climax to the cruise through Upper Egypt, land of the pharaohs.

For More Info on Egypt:
<http://www.egypt.travel>



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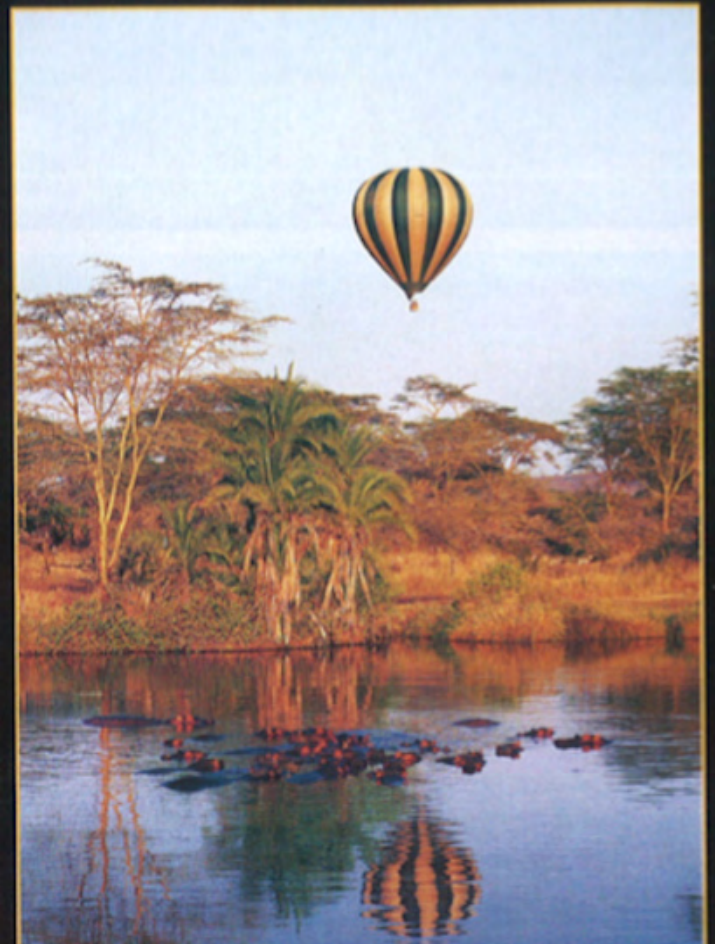
Clockwise- from top left: Giraffes in Waza National Park, Ngondo Festival on Wouri River-Douala, Fantasia in Northern Cameroon, Tea Plantation, Face Painting, Bamenda Castle, Trekking- Mt, Cameroon, Kapsiki Region, Lobe River Excursion, Cameroon Chief in Costume, Limbe Botanical Garden, Western Region Dances, Giant Sea Turtles at Ebojie, Lobe Waterfall, Ngondo Festival. So much to see and do.

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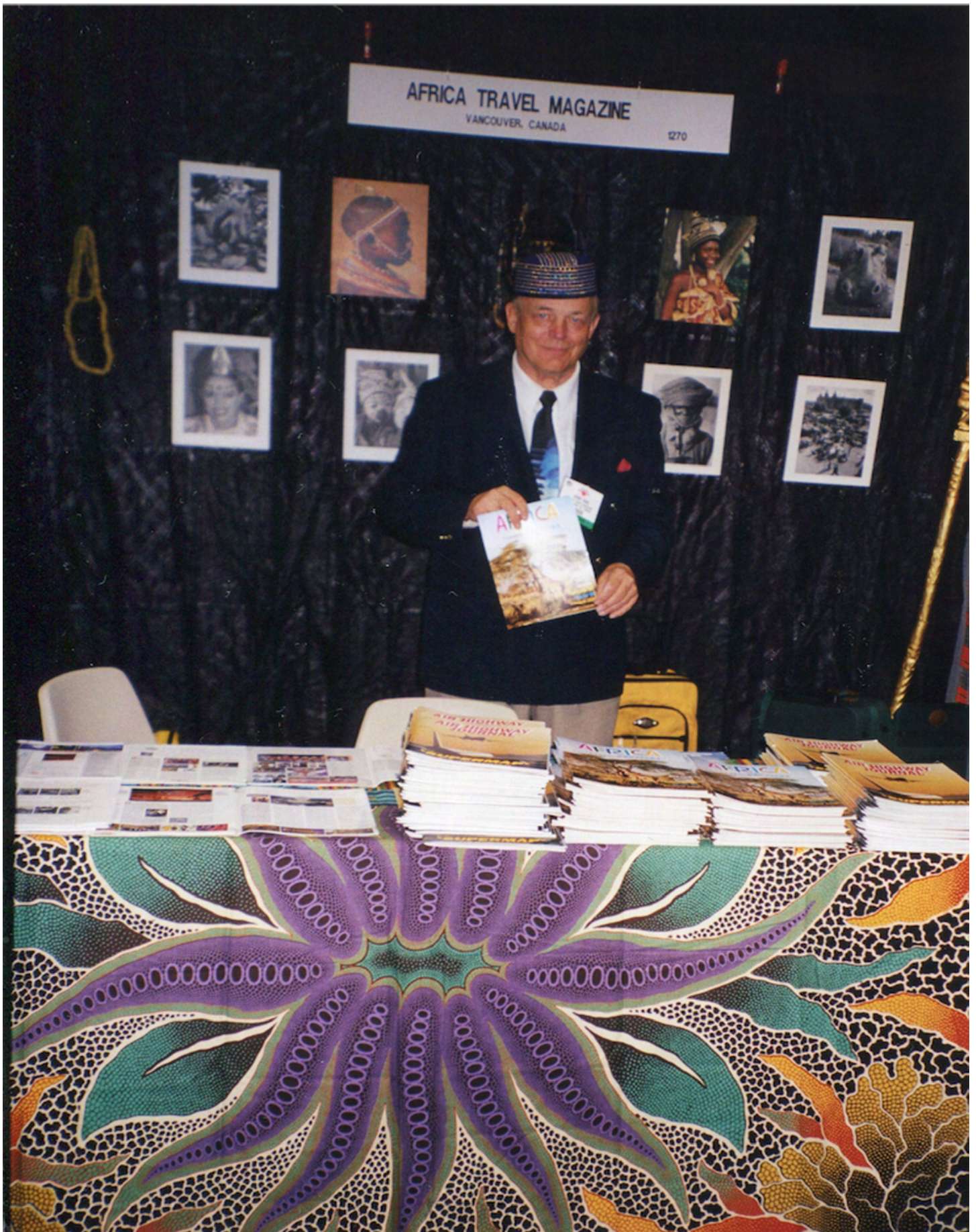
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Jerry W. Bird, Editor & Publisher Africa Travel Magazine at Travel and Adventure Show, Travel Expos U.S.A. Who is most often charged with storytelling and creating impact on tourist perceptions? THE MEDIA.



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