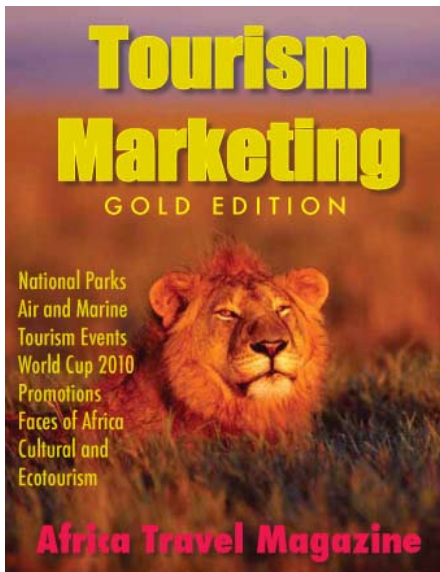


News Release

Africa Travel Magazine Launching 1st Tourism Marketing Gold Edition

Morocco Base a Key to Greater Global Reach and 24/7 Frequency



Essaouira, Morocco, Sept. 7, 2009: To mark its 15th year in the world of tourism media, Africa Travel Magazine has moved its operations to the African Continent. The first Gold Edition to be produced in Africa is now underway for launch in November, 2009. "Being based in Morocco, our editors and broadcasters can access more of Africa, more often, with less cost and greater convenience," said Publisher Jerry W. Bird. "We will also establish more key contacts in Europe, the Mediterranean and Middle East, as we have for years in the USA and Canada. Another huge advantage will be the opportunity to participate regularly in regional events, such as the Moroccan Travel Market, Indaba, Ghana Panafest, East Africa Karibu Fair and others. This move will allow our magazine to sponsor speaking tours, road shows and seminars in Africa and stage our Air & Marine Tourism Conference at strategic African locations on the Atlantic, Indian Ocean, Mediterranean or Red Sea Coast. We've had a strong presence at travel industry events in North America - now's the time to widen, even double the magazine's global reach and influence."

Internet Searches Solidify Magazine's Role: Search after search on top Internet sources reveals one dominant fact - the publication's key role is Marketing. "A way to prove this point," says Publisher Jerry W. Bird, "is to click on Google and enter the words *Marketing Africa to the USA*. Our magazine has been #1 and #2 on Google and Yahoo on this topic for months. Add the words *travel, trade or tourism*, or change the target area to *Asia or Europe* - and the results are similar. Corporate Press Display includes Africa Travel Magazine in the world's largest publications kiosk. Their subscribers include Fortune 500 companies, investors and major libraries. So it stands to reason that if one plans on selling any of Africa's 54 tourism destinations, a resort hotel, a piece of property, an investment, an airline, a cruise or safari, this magazine should be on your list for advertising and promotion."

Global Marketing Statistics: Webtrends, Inc. of Portland, Oregon provides analytics related to marketing intelligence the magazine relies upon for decision-making. Scanning the reports day after day, the feedback on Africa Travel Magazine shows many new countries moving up in the top 100 list of hits, pages read and frequent visitors to the magazine's website. This month for the first time, three African countries - Morocco, South Africa and Kenya - appear in the top seven. China occupies now sixth place, an interesting trend to watch and consider. Statistics also show which articles and topics get the most hits, and the magazine's editors fine-tune their menu accordingly. For example, an Africa Fashion supplement now underway is the result of Webtrends and search engine statistics. The magazine constantly ranks #1 for *African Fashions and Designers* and *Africa Travel Fashions* on Google and Yahoo.

Working with African Exhibitors in USA and Europe: "We decided on a change of direction after spending a month in Europe," said Mr. Bird. "At ITB Berlin and Salon de Tourisme, Paris we worked with African exhibitors and were aware of their need for effective media support. An extra bonus was the number of African Tourism Ministers who attended and met with us. African exhibitors and their special guests, viewing the printed magazine for the first time, applauded its appearance, impact, marketing flavor and positive content. These in-depth encounters set the stage for our Best of Africa World Editions and the Africa Travel and Nature Library now in progress."

More ...

Green and Gold Publications : “With 54 African countries to promote year round and worldwide, we decided to focus on 5 Sub Regions - Northern, Southern, Eastern , Western and Central Africa,” said Mr. Bird. “Regional issues form the backbone of our Green Editions - available to thousands 24/7 via the Internet. Our Printed Gold Editions have an extended shelf life and targeted distribution, with several hot destinations added as Self Cover Supplements. Africa Travel Library editions will feature a hard cover, gold embossed. I call such issues ‘keepers’ - magazine’s that are prized and saved for their contents, such as. National Geographic. Our Africa Travel Association World Congress editions have enjoyed a similar demand, as we proved at major events in Africa, Europe, the USA Canada.”

Mother of All Facebooks: *Faces of Africa*, a Who’s Who of Africa Travel and Tourism, appears on the magazine’s home page. Behind each face is a positive story about Africa and Africans. Our Voices of Africa section includes our own radio and TV interviews, plus broadcasts from colleagues worldwide, such as Sandy Dhuyvetter of TravelTalk Radio and Mister Africa Ogo Sow.

Information on Tourism Marketing Edition: The issue debuts November 9-12 at World Travel Market, London, UK. Topics include Africa’s National Parks and Conservation; 2010 World Cup in South Africa; Air Highways to Africa; Adventure, Educational, Cultural and Ecotourism - for starters. Any one of 5 Green Editions will be available free with advertising in a Gold Edition.

Publisher’s Activities

- Represented Africa Travel and Tourism at major events in North America and Europe.
- Participated at ATA Congresses and Symposia in Benin, Namibia, Tanzania, Ghana, Ethiopia, Morocco, South Africa, Guinea, Cameroon, Zambia, Kenya, Nigeria, Zanzibar, Angola, Uganda, Djibouti and Egypt (several host countries twice). Produced magazine issues for each of these destinations and events.

1990 and Prior

- U.S. Awards for Creative Excellence in Audio Visual Production.
- Nature Library established in Western Canada.
- Railways of the World” Travel Magazine series launched.
- Radio and TV Programs on travel and current events.

1991 - Highway Supermap program for Best Western Hotels and Avis.

1992 - Gold Coupon program for Budget Rent a Car.

1993 - Supermap of Airports, Airlines and Routes.

1995 - Launched Air Highways Magazine with Transport Canada.

1995 - Launched Africa Travel Magazine with ATA.

1995 - Organized ATA Canada Chapter.

- Hosted road show in Vancouver for ATA Ghana

1996 - Staged Air and Marine Tourism Conference.

1995 - Participated in our first ATA event in Africa - Marrakech

1995 - Published first ATA Congress Edition, Windhoek, Namibia

1997 - Hosted road show in Vancouver for Kenya Safari Operators

2001 - ATA Founders Award, Cape Town, South Africa.

2003 - Tanzania Tourist Board Award, Livingstone, Zambia

2009 - Founded Africa Travel and Nature Library.

- Announced move to Morocco at ATA 34th Congress.

North American office in Vancouver will remain active.



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