

AFRICA

Travel Magazine.

ATA 34TH ANNUAL
WORLD CONGRESS
CAIRO, EGYPT
MAY 17-22, 2009

Best of Africa World Edition :
ACTIVITIES & EVENTS



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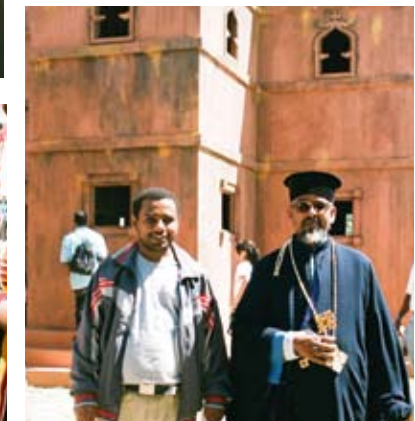

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Africa Travel Magazine has been active in staging its own events, plus working with the Africa Travel Association in North America and Africa - and providing magazines at Adventures in Travel Expos, ATTA World Adventure Summits, ASTA's TheTrade Show and many more. The following and others to come are featured in this World Edition:

- 4-5 Houston International Festival, Texas
- 6-7 Abuja Carnival, Nigeria
- 8-9 Arusha, Tanzania - Convention Capital
- 10-11 Zanzibar Music Festivals
- 12-13 Adventures in Travel Expos, USA
- 14-15 East Africa Karibu Fair
- 16-17 ATA 33rd Annual World Summit
- 18-19 Leon H. Sullivan Summit
- 20-21 Travelers Philanthropy Conference
- 22-23 Events in Vancouver, Canada
- 24-25 ATA 34th World Congress, Cairo, Egypt

MORE PAGES AND DOUBLE PAGE SPREADS WILL BE ADDED TO THIS ONLINE VERSION OF OUR WORLD EDITION PRIOR TO PRINTING.



HOW WE SHOWCASE AFRICA TRAVEL, TRADE AND TOURISM

By Muguette Goufrani

We welcome every opportunity to circulate Africa Travel Magazine, having great success at ASTA's Las Vegas Show, Adventure Travel Summit, near Vancouver, ATA Congresses in Ethiopia and Tanzania, plus its Eco Cultural Tourism event in Djibouti. Our biggest audience ever was "Out of Africa" at Houston's International Festival, as massive outdoor extravaganza that covers 16 acres of parks near City Hall. High-ranking government dignitaries and corporate leaders were on hand, plus over 300,000 of the public from Texas and neighboring states.

Out of Africa Theme

Texans know how to host a giant event, and this was a marvelous, celebration of Africa and Africans from the Diaspora. as we savored the rich culture and heritage that has been such a huge contributor to the American mosaic. Most prominent among the African countries represented was Ethiopia, honor its Millennium. Mr. Bird and I flew from Seattle via Denver, arriving in Houston in time for the opening luncheon, where the keynote speaker was Ambassador Andrew Young. We met this popular humanitarian leader two months later at the Leon H. Sullivan Summit in Arusha, Tanzania.

Ethiopian Contingent

To launch this prestigious event, Ethiopia sent a large contingent led by H.E. Mrs. Tadelech Dalacho, Ethiopia's State Minister of Culture and Tourism (above right) plus our colleagues from Ethiopian Airlines, City of Addis Ababa and the Ethiopian Tour Operators Association, led by its President Mrs. Kidan Ghiorgis.

Ethiopia On the Cultural Stage

Showcasing Ethiopia was a dazzling array featuring traditional arts and crafts, textiles, food, music and fashions. Ethiopia is recognized worldwide as the birthplace of coffee, which was available for visitors to sample and purchase. Ethiopia's National Theater Company thrilled the packed audiences at each performance. Likewise the impressive Ethiopian Designer Fashion Show. Houston's International Festival was designed to create an opportunity for Ethiopians to introduce their products to people at all levels and learn how to be competitive in the North American market.

America's 4th Largest City

In mid week, we joined the Ethiopian delegation for a visit to the Museum of Natural Science, where Ethiopia's Lucy has been the star attraction. Others from our party were guests at the National Air and Space Administration complex. The week's highlight, was



"TEXAS STYLE" AT HOUSTON'S INTERNATIONAL FESTIVAL

the Mayor's Gala Dinner, a grand affair, where, among others, we were introduced to the President's brother, Neil Bush. Houston is America's fourth largest city and a hub of international commerce.

For years its leaders have focused their attention on making their city not only a great place to live, but an outstanding place to visit. Houston is a vibrant international city that heartily enjoys its tradition of being a place of firsts. General Sam Houston, the city's heroic namesake, was the first president of the Republic of Texas.

Ethio- American Activities

For many years we have worked in close touch with Ethiopia's High Commissioner in the USA, Mr. Gezahgen Kebede, founder of the The Ethio-American Trade and Investment Council (EATIC). Based in Houston, it is a non-profit, non-partisan, tax-exempt organization dedicated to strengthening and facilitating trade and investment between Ethiopia and United States of America. For over 15 years EATIC has played an active role in getting many American business communities to view the Ethiopian investment and tourism opportunity first hand.

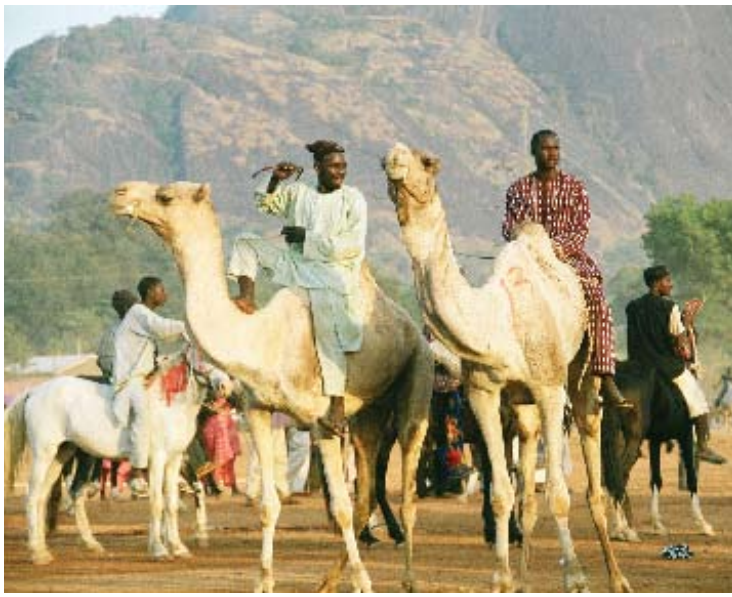


Mr. Kebede invited Ethiopian private and public business sectors to participate, and extended an invitation for Africa Travel Magazine's Publishers to cover the exciting activities on behalf of the travel and tourism industries. It was a sincere pleasure and a great honor. This event was timely, since Ethiopia is the first country to featured in our Best of Africa Library of books and magazines.

Ethio -American Trade and Investment Council

9301 Southwest, Freeway, 250
Houston, Texas 77071, Tel. 713-271-7567.
Web: www.eatic.org

Houston International Festival
4203 Montrose Blvd., Suite 200, Houston, Texas 77006
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ABUJA CARNIVAL: NIGERIA'S CAPITAL SWINGS AROUND

By Jerry W. Bird

I am Abuja, capital of Nigeria, Africa's most populous country. I am confident about my future as a world center and as a magnet for cultural, adventure, educational and leisure tourism in all of Nigeria. My broad, well maintained paved streets, attractively landscaped boulevards and modern overpasses keep the traffic flowing smoothly, morning, noon and night. With my wide, cinematic vistas in every direction, you won't feel hemmed in by gridlock. Being in Nigeria's heartland, I am adjacent to Kogi, Niger, Kaduna and Nassarawa states. Carnival week in late November showcases the culture of all 36 states, with rhythmic, pulsating music, exotic tribal dances, durbars on horseback and camels from the far Sahara. It's an unending kaleidoscope of colorful regalia, fun activities, parade floats, tribal masks and costumes unique to various states. Born in 1976, I am considered a model city for all of Africa, and one of the world's handful of totally planned cities.

I am proud of my position as a magnet for world class meetings and events. For example I just finished receiving visitors from over 60 countries, including heads of state, at the Africa- Latin America Summit.

Visitors Comments

Here are some current comments about my lifestyle and attractions from a variety of U.S. visitors and residents from other countries:

"Originally from France, I have lived and taught school in Abuja for five years, and appreciate the easy going lifestyle and friendliness of the people. Here, we enjoy a comfortable year round climate and really appreciate the absence of mosquitoes and similar insect pests. It's good to know that this city is virtually malaria free."

"I was very impressed by the recent renovations that were being made at Nnamdi Azikwe International Airport and was pleased to learn that the Nigerian government was really serious about improving the infrastructure of its airports for incoming tourists and business people."

"Your exciting Abuja Carnival rivals those in Rio de Janeiro, Brazil and Mardi Gras in New Orleans." Many say, Latin America's carnivals and music originated here in Nigeria."

"My impression of Abuja was that it is truly a 'City of the Future' set in a scenic environment." "Located approximately one hour by air from Lagos, Abuja has excellent conference and accommodation facilities."

"Throughout Abuja there is much construction going on and the



THE CLOCK IN A ROLICKING WEEK OF FESTIVITIES

people truly exhibit an excitement about living in what is perhaps the most modern city in Africa."

"We were quite surprised at the relative ease in our processing through immigration and customs. Much to our pleasure, we were told that both the Ministry of Aviation and the Ministry of Tourism have done an excellent job in alleviating the extreme bottlenecks that travelers were accustomed to experience upon arriving in Nigeria."

Excerpts from *The Guardian (Nigeria)* by Andrew Iro Okungbowa and Stella Agbala *"Here in this country where we have well over 350 ethnic and linguistic groups, diversity of culture, diversity of language, diversity of foods, and unity in diversity. We owe it a duty to ourselves, the rest of Africans and to African in Diaspora to showcase what is authentically Africa and what is authentically ours."*

Former President Obasanjo said, *"In the next four days, you will see the different forms of art, dances, different aspects of our way of life, boat regatta, masquerades, that would be breathtaking in one spot."*

Referring to the unique nature of the carnival, he added, *"We have*

come together, all as Nigerians, in one spot; we have brought together what will take anybody who has to go over Nigeria days and even months in a space of few days."

Dream Becomes Reality

The Carnival debuted in 2005 as part of the Government's dream to promote Nigeria as a tourist destination and to expose Abuja, the Federal Capital Territory (FCT) to the world as a promoter of tourism as well as showcase to the world the cultural beauty and business opportunities that abound in the country. Last year's celebration was almost marred by outcries and criticisms by some Nigerians, especially religious organizations, which saw the event as fetish and profane. But the President addressed these charges when he informed the nation that among others, it was meant to promote Nigeria and her people to the global community. With nothing short of joy and excitement, the President said the carnival is to be entrenched as a yearly celebration that would give people room to explore Nigeria. [Visit www.africa-ata.org/nigeria.htm](http://www.africa-ata.org/nigeria.htm)





ARUSHA, TANZANIA, THE WORLD'S SAFARI CAPITAL,

African Fashions and Designers Win World Acclaim

By Muguette Goufrani

Africans are painting the world in a kaleidoscope of bold, vibrant color combinations and dazzling patterns. Their rich fabrics and endless selection of turbans and other festive headgear, plus bright scarves, colorful wraps, wearable art and elegant gowns brightened our days and lit up our nights in many African destinations. In our 14 years as publishers, we've met many of the brightest stars in Africa's fashion galaxy, and welcome others to contact us.

Focus on Fashion

As I've learned, in many African societies, the choice of colors and textiles has special significance to the wearer. While I have lived and worked in several North and West African countries on behalf of airlines and tour operators, my media involvement brought the topic of African fashion into sharp focus. Our magazine's love affair with fashion started in Arusha in 1998 at the Africa Travel Association Congress, where



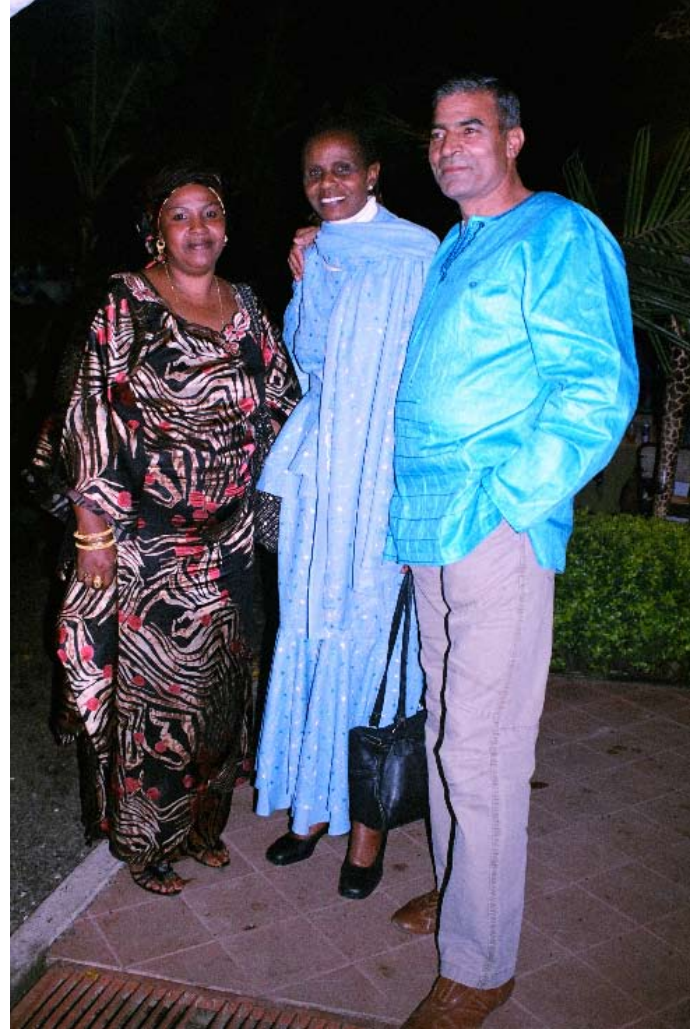
a Fashion Show at the Impala Hotel featured ATA members as models. We enjoyed an encore in 2008, with two similar events in Arusha, one by Hilu Bara, a well known Tanzanian fashion designer, who was very active in the Miss Arusha program. Being the Safari Capital of Tanzania and the world, Arusha's Maasai culture stands

out in many areas, namely art for display as well as the wearable kind. Thanks to Hilu and her friends we were introduced to Edward Mollell, a Maasai artist whose heritage is expressed in batik tapestries. Batik artists use etching, stencils and various tools for waxing and dyeing fabrics. They work with silk, cotton, wool, leather, paper, wood and ceramics. We fell in love with a beautiful tapestry of wildlife with Mount Kilimanjaro as a backdrop. This large batik will make a bold statement at our travel show exhibits in the USA and Canada.

Kanga-who?

African designers like to make a distinct fashion statement. To create a lasting impression and stand out from the humdrum world, you should consider kanga fabrics, available in dazzling, eye catching colors. A kanga is pure cotton, with a border wide enough to cover you comfortably. It usually features a strong, central design or theme, such as fertility signs, mountains and landmarks, Plus entertainers and sports stars. Many African ladies wear a kanga over their skirts while working in the fields in

SHANGA



MAKES ITS MARK IN FASHION, ART AND DESIGN

order to control the dust. A kanga makes a perfect family gift that is popular throughout Africa thanks to its multiple use as a matching or contrasting head-wrap. Kanga is derived from a Swahili proverb that includes a description for “guinea fowl.” Why? Because the original kanga were brightly colored Portuguese handkerchiefs intended for gentlemen traders and officials. These cloths were then sewn together by Africans to create a piece large enough to be worn from head to toe. They are called kangas because their brightness reminded Africans of guinea fowl. As village folks say, “kanga nenda na urembo, shani urembo na shani”-“the kanga struts in style. Kanga cloth is a lightweight loose weave fabric that is versatile and easy to care for.

What's a Kikoi?

The kikoi, woven from the finest cotton grown in the region, is a rectangle of pure cotton, with a work of art inspired by the vibrant colors of East African Swahili Coast. The traditional way of wearing a kikoi is simply wrapping it around the lower part of your body and tucking it in at the waist. Inspired by a multitude of colors and shapes,

kikoi are woven in thousands of different ways. For more details, visit our website : www.africa-ata.org/fashion1.htm or e-mail africa@dowco.com

Photos: Clockwise from top left. (1) (2) Fashion designer Hilu Bara at Miss Arusha Contest. (2) Nick Gosling of Travel Talk Radio (left) and friends at Gala Fashion Show. (3) Hilu in her booth at the Karibu Fair. (4) Shanga exhibit at Arusha International Conference Center trade show during the ATA 33rd Congress and Leon H. Sullivan Summit in Arusha (5) Trio at Fashion Show during ATA gala dinner. Maria Mmari, Ministry of Tourism, Marketing Director (middle), Djibouti

tour operator Ali (right). (6) Owner of Motherland Creations directing her staff. (7) Batik tapestry of Maasai village scene. (8) Mr. and Mrs. Mollel showing batik of wildlife near Kilimanjaro. Below: (1) the Mollels in Maasai robes. (2) Maasai women's exhibit.





ZANZIBAR SWINGS YEAR ROUND, WITH ITS ART, FESTIVALS,

Quick now! What are the facts about Zanzibar?

- Zanzibar is popularly known as the “spice islands.”
 - Zanzibar is located about 30 K off the coast of mainland Tanzania in the Indian Ocean.
 - Zanzibar is actually an archipelago with the two main Islands of Zanzibar (also known as Unguja, the larger one) and Pemba (the smaller of the two).
 - Zanzibar was incorporated into the United Republic of Tanzania in 1964.
 - Zanzibar, which in 1992 had only 723,300 people, does have its own democratically elected president and government that run the internal affairs of the Islands.
 - Zanzibar’s Serena Inn on the Stone Town waterfront is a splendid example of the careful preservation of historic buildings. This project undertaken by the Aga Kahn Fund for Economic Development, owner and manager of the Serena Hotels, involved the restoration and rehabilitation of two historic buildings , the Old Extelcoms Building and the Chinese Doctors’ Residence.
 - Zanzibar has the largest number of carved doors in East Africa.
 - Zanzibar’s Stone Town has 50 mosques and four Hindu temples.
- The House of Wonders is one of the first buildings in East Africa to have electricity and Stone Town’s oldest existing building. In 1987, the Stone Town Conservation Authority was created to provide strict guidelines for architectural design and materials used in all renovations of public and privately owned buildings.
- Zanzibar is the world’s oldest functioning Swahili city.
 - Zanzibar has seen an influx from the

British, Dutch, Portuguese, Egyptian, Phoenicians, Assyrians, Indians, Chinese, Persians, Arabs and Sumerians at various times in its history.

- Zanzibar offers the visitor a variety of pristine beaches and stunning coral reefs.
- Zanzibar’s Muslim worshippers, during daylight hours of Ramadan lunar month, may not eat, drink, smoke or have sex. Exempt only are the sick, young children and travelers .

The earliest visitation to Zanzibar was in the 8th century, when the Arab traders arrived.

- Zanzibar’s oldest remaining building is the 11th century mosque at Kizimkazi .
- The name Swahili comes from the Arab word sawahil which means ‘coast’.
- Zanzibar named Best Island Destination in Africa and Middle East
 - Zanzibar, the “spice islands” of the Indian Ocean, and part of Tanzania, was named by the Travel+Leisure Magazine’s readers as the highest-ranking Island in Africa and the Middle East in the World’s Best Awards Readers’ Poll.

Zanzibar lures the American traveler, not just because the name itself conjures up a mystical and romantic image, but also because it is known as a peaceful, stable and hospitable island, just like mainland Tanzania.

Festivals Zanzibari Style

“Zanzibar,” the name itself conjures up a mystical and romantic image, consists of Unguja (known as Zanzibar Island), Pemba



and some 50 smaller surrounding island and islets. Already popular for its beaches, water sports, scuba diving (using environmentally-friendly equipment), underwater photography, reef watching, dolphin watching and snorkeling, Zanzibar is now focusing on promoting its many year-round festivals showcasing the diverse cultures and history of Tanzania’s Swahili coastal islands.

“What makes Zanzibar’s

festivals unique and popular with visitors is that they are for the local population as well as for the tourists,” says Mohammed Vuai, Executive Secretary of the Zanzibar Tourism Commission. “There are events and activities that take place in the local communities throughout the islands.”

Swahili Music & Culture

For many years, our editors and colleagues in the Africa Travel Association have been impressed by the Busara Swahili Music Festival in Stone town. So, to answer your question in advance - who is Busara? For the record, Busara Promotions, organizers of the festival, is a non-governmental, non-political, non-profit cultural organization based in Zanzibar. The above photos illustrate the quality of presentation at its popular events.

Mission and Vision

Established in 2003, the company’s mission is as follows: “To promote and develop opportunities for local and international music



CULTURAL TREASURES, SPICES AND SWAHILI HOSPITALITY

and performing artists within the East African region, work to strengthen the local arts infrastructure and build networks internationally, for the social, cultural and economic growth of Africa and the dhow region” Busara’s vision is for Zanzibar to become internationally recognized and valued as a cultural epicentre for Africa and the Indian Ocean region. This is in the context of a broader cross-regional network which links festivals, venues and promoters, performing artists, music institutions and related organizations around Africa, the Indian Ocean and beyond. Busara Promotions’ main event is the Sauti za Busara Swahili Music Festival, held annually in Stone Town, Zanzibar each February.

Swahili Encounters

Another of Busara’s principal activities is the Swahili Encounters project. The mission of Swahili Encounters is “to encourage audiences to celebrate pluralism of cultural and religious diversity; to promote and develop opportunities for musicians and performing artists along the Swahili coast and islands to connect, learn and perform together; and to develop regional artistic cooperation, for the social, cultural and economic growth of East Africa and the Swahili region.” Keep in touch with events and activities in Zanzibar on www.africa-ata.org/zanzibar.htm

SOUNDS OF WISDOM (Sauti za Busara)

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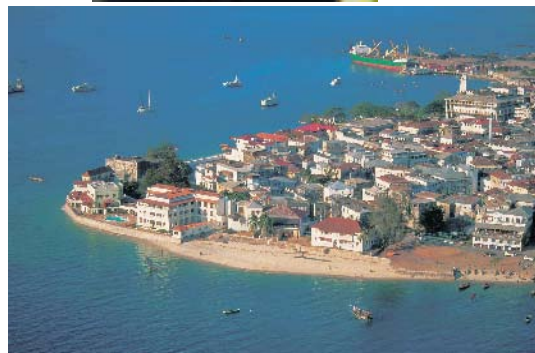
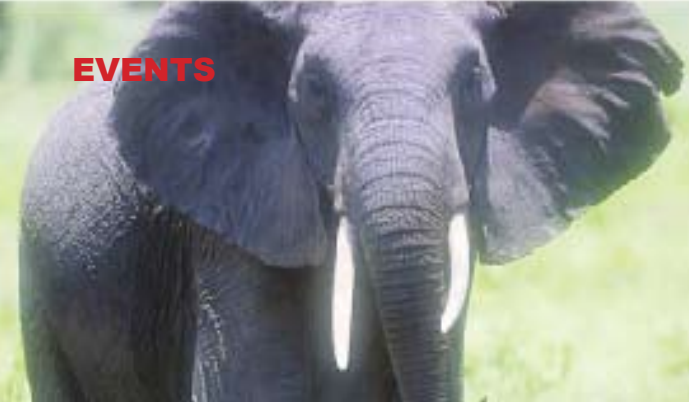
236 Hurumzi
"Heaven Is a Hotel"
Time Magazine

Tower Top Restaurant
"One of the most romantic spots on the planet"
Time Magazine

Kidude Cafe Restaurant
"Simply the best lunch in Zanzibar"
Condé Nastre

La Opala
Fine Jewelry & Tanzanite

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"MEET THE BEST OF AFRICA ACROSS AMERICA AT THE

Seattle's Washington State Convention Center

Africa Travel Magazine editors and ATA Chapter members continued their support of the Adventures in Travel Expos, this time in the heart of downtown Seattle, September 13 to 14, 2008. Our magazine editors were a top attraction at the ATA booth, which anchored the Africa Section. Supported by the Seattle Times, the Adventures in Travel Expo targeted one of America's largest, most affluent markets, famous as the home of industry giants Boeing Aircraft Company and Microsoft. The area is America's gateway to Asia Pacific markets, Alaska and Western Canada. We expect more North American travelers to consider the Pacific route to Africa, with connections in China and Japan when planning future trips.

2009 Series Starts Early

The 2009 series begins in January with Adventures in Travel Expos in New York and Chicago, followed by Los Angeles, Washington, DC and the next Seattle event.. "Seattle represents a market that research shows will be very receptive to our show - an exciting arena filled with a wealth of interactive exhibits from around the globe. We look forward to experiencing the same success as we have in other markets," said John Golicz, CEO Unicom LLC.

Powerful media support

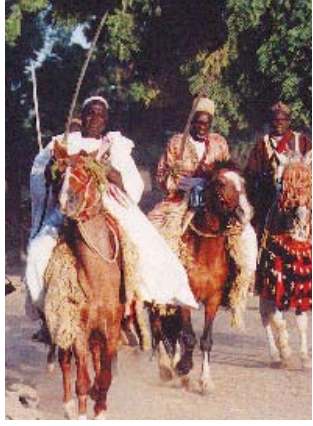
Part of this success can be attributed to the quality of media partners that the company has assembled over the years, such as the Los Angeles Times, New York Post, Chicago Tribune, and

National Geographic. Unicom is an independent business-to-business communications company specializing in originating and managing world-class trade shows and conferences. Located in Milford, Connecticut, Unicom is led by a seasoned management team possessing over 50 years of events



industry experience and an impressive track record of dozens of successful show launches and hundreds of event productions.

Contact: Andrea Hutchinson
Adventures in Travel Expo 203-878-2577 ex 117 e-mail: ahutchinson@adventureexpo.com



E ADVENTURES IN TRAVEL EXPO SERIES FOR 2009"



Africa Photos on this two page spread:

- (1) Elephant from Adventures in Travel website.
- (2) Scuba diver meets a Whale Shark near Djibouti.
- (3) Fantasia in Northern Cameroon.
- (4-5) Scenes from Tanzania's Swahili Coast.
- 6) Herd of zebras at the Ngorongoro Crater near Arusha, Tanzania.
- 7) Drill Ranch at Calabar, Nigeria.
- (8) Lions at Queen Elizabeth Park, Uganda.
- 9) Maasai ladies welcome visiting delegates to their village on the Massai Mara, Kenya.
- (10) Stone Town, Zanzibar.
- (11) Snows of Mount Kilimanjaro. (
- 12) Elephant at Ngorongoro Crater.
- (13) Octopus drying in the sun, Zanzibar.
- (14) Crater lake at Ngorongoro.
- (15) View the spectacular annual migration of wildlife herds from the comfort of a balloon when you visit the Serengeti.
- (16) Zebras running, Northern Tanzania.
- (17) Africa section group at the ATA booth, Adventures in Travel Expo, Seattle.
- (18) Visitors attending the Adventures in Travel Expo at the Jacob Javits Center, New York City, NY.



KARIBU FAIR IN ARUSHA, TANZANIA IS EAST AFRICA'S

by Jerry W. Bird

East Africa's Indaba

While East Africa's popular Karibu Fair celebrates its 10th Anniversary June 4-7, 2009, the most recent version could not have been held at a more opportune time - on the heels of two major events that brought the world to Arusha. We arrived on the scene in mid May to cover the Africa Travel Association's 33rd World Congress, with its focus on Marketing Africa Tourism

Karibu means Welcome

Following the ATA Congress and Leon H. Sullivan Summit, we scored a "triple whammy," by covering the Karibu Fair for three exciting days. Karibu is Swahili for "welcome" and the Karibu Fair has become a powerful magnet of travel, trade and tourism, attracting visitors from near and far. Among the several hundred exhibi-

tors are entries from the entire East Africa region, plus Southern Africa and Europe, almost all of whom are connected to the safari industry. The fair operates in close association with our friends at the Tanzania Tourist Board and the Tanzania Association of Tour Operators. Having completed its ninth successful show, Karibu is one of only two such events held in Africa, the other being Indaba in Durban, South Africa. Now recognized as the major travel trade event in all of East Africa, Karibu has expanded from a local show to regional status, with ample room to grow, once media like ours spread the good word.



Fly-In or Drive to Karibu

The travel agents and tour operators we met or were reacquainted with during our stay, feel very much at home during the Karibu weekend. They can network and conduct business and in an ideal atmosphere, away from the hustle, bustle and gridlock of city traffic. Another contributing factor we like about the Karibu Fair is its location at the Arusha Airport. Being active in publishing Air Highways Magazine and staging Air and Marine Travel Shows in Canada since the early 90s, it was a joy to watch a variety of small craft coming and going overhead adding spice to the action. On hand were several familiar names and faces from our visit to Arusha in 1998, includ-



SHOWCASE OF TRAVEL, TOURISM AND HOSPITALITY

ing Bobby's Tours of Arusha. Bobby not only drove us to the event, we joined him for lunch at Peppis with two Russian tour operators who specialize in safaris. Our ATA colleagues Peter Mwenguo, CEO and Amant Macha, Marketing Director of the Tanzania Tourism Board made sure we were introduced to the right people. The Zanzibar Association of Tourism Investors (ZATI) gave us a fond Karibu farewell by inviting us to a hospitality hour in their large Zanzibar section.

Solid Foundation

Based on the theme "Get Connected," the Karibu Fair's goals are as follows: Raise the show's regional profile by promoting East African tourism to the global marketplace; Produce the premiere travel and tourism trade fair in East Africa; Bring all key industry stakeholders in East Africa

together in one place, at one time; Create opportunities for international visitors and overseas tour agents to meet and network with members of the East African tourism industry; Bring new destinations, facilities and products to the attention of overseas tour agents; Facilitate opportunities for overseas tour agents to visit the national parks and properties; Generate direct spending in the local economy, including hotels, restaurants, transportation and parks; Create employment, directly and indirectly, by assisting development of small and medium enterprises; Build alliances with neighboring East African countries and key tourism stakeholders, through combined efforts to promote regional tourism.

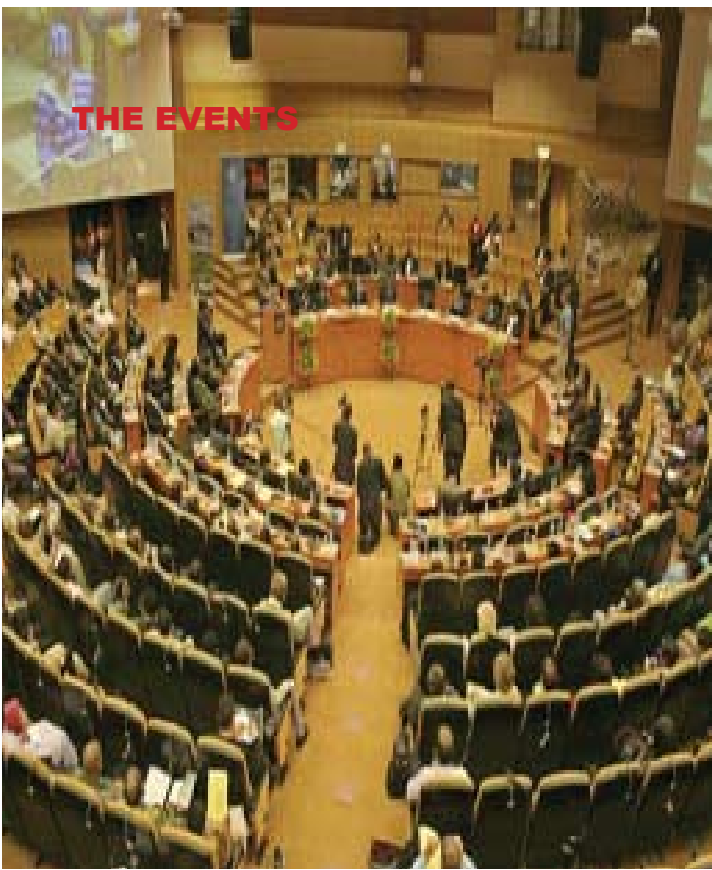
What's Next for Karibu?

Karibu Fair provides a venue for local and regional tourism products and services.

You will not experience it all in a few short hours. We spent most of an entire day - and returned TWICE for an encore. Among the exhibitors are tourist boards, camping and safari companies, tour operators, air and land transport providers, mountain climbing outfitters, wildlife lodges, hotels, camping and equipment manufacturers. We at Africa Travel Magazine are impressed with the Karibu Fair and will give it global coverage through our award winning website and our magazine, which is distributed in North America, Africa and around the world.

For more information, visit www.africa-ata.org/bulletins.htm or visit the Karibu Fair website - www.karibufair.com

THE EVENTS



ATA 33RD CONGRESS BROUGHT THE WORLD TO TANZANIA,

by Jerry W. Bird

The World's Safari Capital, Arusha, Tanzania, has undergone an amazing transformation since the city hosted the ATA 23rd ATA Congress in 1998. Some writers call Arusha the "Geneva of Africa," thanks to its record of success in attracting international events. To get a complete handle on this magical change of fortune, our editorial team spent an extra 3 weeks, getting to know the community by participating in several Rotary functions, the Miss Arusha Contest, Leon H. Sullivan Summit and East Africa's Karibu Fair. We expect to return this winter for the Travelers Philanthropy Conference.

ATA Shines in Tanzania

The Africa Travel Association's 33rd International Congress was a resounding success, for which we congratulate the Tanzania Tourist Board, Ministry of Natural Resources and Tourism, plus an enthusiastic group of volunteers. Who attended? Over 300 tourism industry experts including tourism ministers and boards, hotel and airline executives, travel agents, tour operators, international and local business. They came from Angola, Belgium, Benin, Bermuda, Cameroon, Canada, Central African Republic, Chad, China, Congo, Ethiopia, Ghana, Kenya, Madagascar, Malawi, Malta, Nigeria, Rwanda, Sierra Leone, South Africa, Sudan, Tanzania, Togo, Uganda, the USA,

Zambia and Zimbabwe.

Outside the Arusha International Conference Centre, we visited one of the best ATA Trade Shows in our 14 years with the Association. The African fashions and fabrics were outstanding and Africa's active tourism industry was well represented. We returned to the trade show often to purchase crafts, clothing and wearable art.

Africa's Competitive Edge

Inside the spacious conference centre a varied program kept the delegates in their seats, with topics such as "A Decade of Progress: Showcasing Tanzania," "Africa's Competitive Edge," "Tourism as an Investment Tool," "Packaging Africa," "Africa's Accommodations," and much more. Marking the importance of this event on the national scene, proceedings were opened by Tanzania's President H.E. Jakaya Kikwete, and closed by Zanzibar President Hon. Amani Abeid Karume.

Land of Many Contrasts

President Kikwete called Tanzania a land of many contrasts, pride of African heritage, rich and diverse natural and cultural resources. He stated that close to 25 percent of the land has been set aside for conservation of wildlife and forests. This vast area includes the Serengeti National Park, where the annual migration of wildebeest draws visitors from near and far. Picturesque Mt Kilimanjaro, the Roof of Africa, is the only permanently snow capped peak in

the tropics and is the highest mountain on the continent. On Arusha's doorstep is the Ngorongoro Crater, world's largest intact caldera forming a natural enclosure for a wide variety of wildlife. With the Olduvai Gorge, and the 3.6 million year-old-human foot prints at Laetoli, all adjacent to it, the Ngorongoro Conservation Area is indeed the Cradle of Mankind and the crater is the Eighth Wonder of the World.

President Kikwete mentioned the spice island of Zanzibar, the ultimate paradise in the Indian Ocean, with clear waters, unspoiled beaches, and historical heritage. Throughout Tanzania, there are game reserves, archaeological, historical and cultural sites, plus unexplored pristine southern an western parks, each offering an uncompromising and unique experience."

Jobs Through Tourism

President Kikwete said that tourism has provided more than 250,000 jobs, and according to the Ministry of Natural Resources and Tourism, the need for more employment in the area is so huge that out of 4325 jobs the ministry advertised only 225 had been filled. He said, "The number and size of protected areas have expanded, and their ecological values are still intact. Tourism and tourism related investments are also growing steadily and the opportunity for further growth is still available. These improvements have been made possible by our sound political and economic policies as well as programs and plans that are spe-



LAND OF KILIMANJARO, ZANZIBAR AND THE SERENGETI

available. These improvements have been made possible by our sound political and economic policies as well as programs and plans that are specifically tailored to engender fundamental transformation and modernization of the tourism sector in Tanzania through harnessing existing potentials sustainably.”

New ATA President

Among the many high profile persons was Hon. Shamsa Selengia Mwangunga, Tanzania’s Minister for Natural Resources and Tourism, recently elected ATA President. The Minister referred to Arusha as “gateway to the world’s finest wildlife areas.” To expand on this statement, she said, “Trends indicate that tourists are searching for destinations with unspoiled natural tourist attractions, rich cultures and adventures. These trends, coupled with the friendly and warm hospitality make Africa the most ideal destination for this millennium. This year’s theme of Bringing the World to Africa and Africa to the World has come at the right time. During your stay in Arusha you will have an opportunity to visit some of our spectacular tourist attractions, including the visit to Ngorongoro Crater. When you arrive back home you will be our good ambassadors to your countries.”



Partners in Tourism

ATA Executive Director Edward J. Bergman emphasized the close ties between the ATA and Tanzania - a partnership that has gained momentum since the Association’s first visit in 1998. Bergman paid tribute to the tremendous effort

by Tanzanians, stating that travel and tourism to Tanzania is booming. He noted that in recent years, Africa has become the leading region in terms of growth in international tourist arrivals, averaging seven percent growth annually since 2000. He expects Africa’s position to continue in the same direction due to improving infrastructures, advances in technology and communications, a growing private sector, more direct long-haul flights, and an expanding choice of tour and travel experiences..

Bringing the World to Africa and Africa to the World

Those of us who were at the Arusha International Conference Centre in May, 1998, when Tanzania hosted its first Africa Travel Association World Congress, were in for a pleasant surprise. In one decade, Arusha has grown from a quiet village to a vibrant, booming city with a growing list of amenities. At the same time, Tanzania’s Tourism sector has forged ahead by leaps and bounds, setting an example for all of Africa - and earning a favorable spot at

the top of the economic ladder - as the country’s number one employer and money earner. Revenue from tourism is expected to top one billion dollars (U.S.) by year end, replacing agriculture as Tanzania’s leading economic contributor.

What’s equally astounding is the fact that the United States has gained international recognition as the leading single source of tourism trade to this fascinating country.

Icing on the cake

During two gala evenings, delegates enjoyed fashion shows by Arusha designer Hilu Bara (above right) and Chief Margaret Bola Fabiyi of Nigeria. Host Country Day included a visit to Ngorongoro Crater, while the Media Post Tour featured a visit to Arusha National Park. Both attractions are an easy drive from Arusha, an important reason for its popularity as Safari Capital. Hats off to Wayne Keefer and the East African All Suites Hotel staff, who made us feel so completely at home for over three weeks. With such a spectacular setting, framed by a mountain backdrop, little wonder Tanzania was selected to host the ATA 33rd Annual International Congress. The event was a world-class affair with delegates and guests from over 40 countries participating in a wide range of activities. For 2009 ATA Congress dates, location and program visit: www.africatravelassociation.org

Photos by Muguette Goufrani, Dean Mac Kasasa and Nick Gosling.



THE LEON H. SULLIVAN SUMMIT IN ARUSHA, TANZANIA

Following the ATA 33rd World Congress in Arusha, the city was buzzing with talk about the Leon H. Sullivan Summit, one of the largest gatherings of high profile leaders ever held in Tanzania. We saw a grand array of presidents, ministers and dignitaries from Africa and the Diaspora, plus key figures from the USA. Staying at the East African All Suites Hotel, we met Ambassador Andrew Young, a close friend of Martin Luther King, as well as Rev. Jesse Jackson, Hope Masters (daughter of Leon H. Sullivan) and her husband Carl. All four were prominent at the Summit, being its main organizers and speakers. We also spent some quality time with the Tourism Ministers of Namibia and Zambia, among others. The Summit lived up to its generous advance billing in the local media, and we valued every minute of each session we attended at the Arusha International Convention Center, *Photo of Mr. Young (above right) with Manager Wayne Keefer and East African Hotel staff.*

The Geneva of Africa

Tanzania's President, H.E. Jakaya Kikwete opened the event with an uplifting message. "In 2000, when visiting Arusha, President Bill

Clinton christened this city the *Geneva of Africa*. I hope you already understand why. I thank the African Heads of State and Government and their representatives for accepting our invitation. I also thank all our guests from the United States, the Caribbean, Africa and elsewhere on this globe for honoring us with your visit. I would like to make very special mention of Secretary Kempthorne, the U.S. Secretary of the Interior for joining us. The fact you are here representing President Bush is highly appreciated. It is very reassuring indeed.



What President Bush has done for Africa has surpassed any other US President. For Tanzanians, to receive so many people from the United States of America just four months after a colorful visit to our country by His Excellency George Bush.

Our relationship has never ever been so good."

Well Earned Praise

The President spoke highly of summit leaders including Ambassador Andrew Young. "You are the philosopher behind this whole enterprise. You are the one who made it all happen. You have been the inspiration and the moral authority that kept everybody together. Last but not least I would like to thank the Tanzania national preparatory committee, and other subcommittees, for doing a sterling job. Mr. Philemon Luhanjo, the Chief Secretary, who chaired the committee, played a pivotal role. We thank you, as we do to Ambassador Patrick Mombo, the Permanent Secretary in the ministry of Foreign Affairs and staff in the ministry for a job very well done. I was very happy to note the involvement of local companies in support of the Summit. Vodacom Tanzania Limited and CRDB Bank. Tanzania chose to give this Summit an East African character and Arusha is the headquarters of the East African Community, our regional economic grouping that brings together five East African nations of Burundi, Kenya,



ENCOURAGED INVESTMENT IN SUSTAINABLE TOURISM

African nations of Burundi, Kenya, Rwanda, Uganda and Tanzania.”

Marketing Tanzania Tourism

The President then got down to the business of travel and tourism. “As we all know, one of the important themes of this Summit is tourism development in Africa. Arusha is the hub of our tourism. The famous snow-capped Mount Kilimanjaro, which astrides the equator, is only 50 miles (80 km) away from Arusha. Besides that, world renowned nature and wildlife reserves such as the Serengeti National Crater Conservation area are close by and can easily be accessed from Arusha. The Serengeti National Park, recently named the eighth new wonder of the world is famous for the wildebeest migration, a spectacle nothing like it on this planet. The Ngorongoro Crater is a unique caldera 30 km wide and 600 deep, formed by volcanic processes which took place about 2 millions years ago is home to thousands of wild animals on its floor. The other significance of the Ngorongoro Conservation Area is that is indeed the Cradle of Mankind. In 1959 a the Olduvai Gorge a 1.75 million years old skull of the closest ancestor to modern

man was discovered by a British - Kenya archeologist couple, Dr. Louis and Mary Leakey. Latter in 1978, Dr. Mary Leakey made another important discovery of foot prints of humans estimated to be 3.6 million years at Laetoli, in the Western arm of Olduvai Gorge some 50 km away from where the skull was found. And the ultimate paradise in the Indian Ocean, the beauty Zanzibar.”

Our Time of Challenge

He then spoke of the road ahead. “What we need do to overcome this challenge of our time is not just to come together on an ad-hoc basis as ha happened in the past. We need to create strong institutional links and mechanisms that join Africa and the Diaspora in addressing the challenges that have affected either or both of us. We need to create a mechanism that will leverage our strengths in numbers and human capacity for shared prosperity.”

African Diaspora

The President was emphatic about a key area, so vital to this summit. “Africa is very proud of the achievements of its Diaspora in all spheres - politics, academia, business, entertainment,

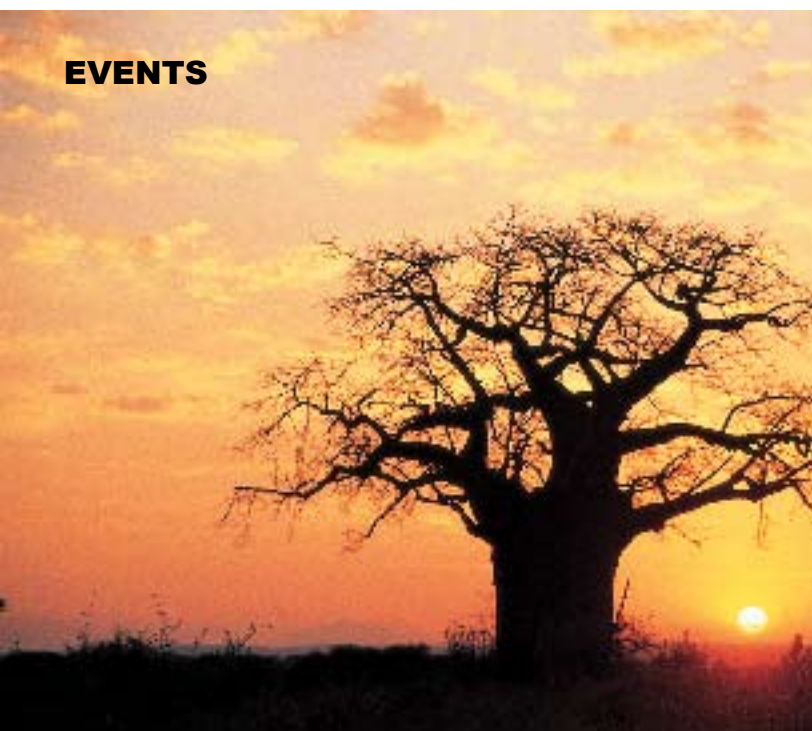


sports and media. We look to the Diaspora for three kinds of support. The first is financial resources, in the form of investments and remittances. I am told together

they own some 750 billion U.S. dollars of investable financial resources. We also look to the Diaspora for human resources, in the form of transfer of skills and technology. The theme of the 8th Sullivan is Tourism and Infrastructure Development. ”

Speakers at the Summit, such as Rev. Jesse Jackson and Former Presidents Obasanjo of Nigeria and Patterson of Jamaica, (photos above) will be profiled in this magazine. For more information visit www.thesullivanfoundation.org/summit/





TRAVELERS PHILANTHROPY CONFERENCE IN THE HEART OF SAFARI COUNTRY,

December 3 to 5, 2008 marks Africa's first-ever Travelers' Philanthropy Conference, rounding out a landmark year for Arusha, Tanzania, the world's Safari Capital. Africa Travel Magazine had the privilege of full participation and coverage of three prior events earlier in 2008 - and will be on hand to cover the exciting wrap-up. The whole idea of Philanthropy in Tourism excites us, our readers, plus key individuals we talk to - and this one event brings it all together.

"Making Travelers' Philanthropy Work for Development, Business, and Conservation"

Tanzania, a world leader in ecotourism, and Arusha as the gateway to Mt. Kilimanjaro and the Northern Safari Circuit including the Serengeti and Ngorongoro Crater, provide an ideal venue for this conference. The Tanzania conference builds upon the initial international Travelers' Philanthropy conference held at Stanford University in the USA in 2004.

High on the agenda is an exclusive half-day Short Course on how to establish and manage a travelers' philanthropy program and the premier of a new documentary film. The newly released conference program includes 27 workshops on a wide range of current topics as well as plenary sessions. The workshops feature three main streams which include: Travelers' Philanthropy: Contribution to Conservation; Travelers' Philanthropy: Investing in Communities and Development; and Travelers' Philanthropy: Trends and Cross Cutting Issues. Eight optional, pre- and post-conference safaris that combine

game viewing and other tourism activities with visits to community projects supported by tour operators will also be available at a discount for participants, friends, and family.

Doing it right

"This conference marks the most comprehensive examination to-date of travelers' philanthropy; the growing global initiative by which tourism businesses and travelers are helping to support local schools, clinics, micro-enterprises, job training, conservation, and other types of projects in tourism destinations around the world," says Dr. Martha Honey, Co-Director of the Center on Ecotourism and Sustainable Development (CESD) which is organizing the conference. "We have chosen to hold the conference in East Africa both because there are many fine examples of responsible tourism businesses that are practicing travelers' philanthropy and because there are many pressing local and regional social and environmental needs which tourism, done well, can help to address." The keynote address will be given by Nobel Laureate Professor Wangari Maathai, founder and leader of Kenya's Green Belt Movement. Other plenary sessions include a panel discussion on "HIV/AIDS: Responses from the Travel Industry", "Creating a Strong Corporate Commitment & Model: Vision for the Future", and an address on "Benefiting Host



Communities: Lessons from East Africa," by Dr. David Western, former head of Kenya Wildlife Service and founder of the African Conservation Centre.

A Powerful Concept

The specially designed Short Course on the 'nuts and bolts' of travelers' philanthropy, will be held on Wednesday afternoon, December 3, just before the official opening of the conference. "We have created this course because many people are unfamiliar

with the concept of travelers' philanthropy, its different models, and its growth as a new form of development assistance," explains Fred Nelson, CESD's conference coordinator in East Africa. In the course, we will give step-by-step instruction on how to create a travelers' philanthropy program," adds Nelson. The instructors include representatives from leading international and African tour companies and other experts in the field of travelers' philanthropy including the following (a few of which are still being confirmed): Les Carlisle (CC Africa), Dennis Pinto (Micato Safaris), Jane Crouch (Intrepid), Priscilla Macy (Global Sojourns), Len Cordiner (World Hotel Link), Lars Lindqvist (Basecamp Masai Mara), Judy Kepher-Gona (Ecotourism Kenya), Martha Honey (CESD), Bill Durham (CESD), and Laura Driscoll (CESD).



ARUSHA, TANZANIA, THE GENEVA OF AFRICA, NEAR MOUNT KILIMANJARO

Documentary Film

In addition, the conference will showcase a 25 minute documentary on travelers' philanthropy which has been specially commissioned for this event. Two talented young documentary makers from Stanford University, Peter Jordan and Charlene Music, are currently spending several months shooting footage in Costa Rica and East Africa and editing this educational video.

The three-day conference, the first since the 2004 Travelers' Philanthropy Conference held at Stanford University, is supported by a growing list of co-sponsors including tourism businesses, conservation NGOs, and UN and other development agencies. Details on registration, scholarships, and how to apply to be a workshop speaker are provided on the conference website: www.travelersphilanthropyconference.org. Those wishing to speak must submit short abstracts by July 31, 2008. Early Bird registration (\$395) closes August 31, 2008.

About the 2008 Travelers' Philanthropy Conference

The Travelers' Philanthropy Conference is aptly themed "Making Travelers' Philanthropy Work for Development, Business and Conservation." The international conference with a focus on Africa will concentrate on the growing trend among responsible tourism businesses to support local community and conservation projects. For the latest information about the conference, visit www.travelersphilanthropyconference.org or contact conference organizers Whitney Cooper in Washington (wcooper@ecotourismcesd.org) or Fred Nelson in Arusha (fnelson@habari.co.tz).

ecotourismcesd.org) or Fred Nelson in Arusha (fnelson@habari.co.tz).

About The Center on Ecotourism and Sustainable Development

The Center is a non-profit institute based in Washington, DC and at Stanford University whose mission is to design, monitor, evaluate, and improve responsible tourism practices and principles. Its policy-oriented research, field projects, and programs focus on promoting sustainable tourism as a tool for poverty alleviation and biodiversity conservation. For more information on CESD, visit www.ecotourismcesd.org. For more details about CESD's ongoing Travelers' Philanthropy program, see www.travelersphilanthropy.org or contact Laura Driscoll (laura@ecotourismcesd.org).

What is Travelers' Philanthropy?

CESD's Travelers' Philanthropy program promotes Corporate Social Responsibility (CSR) within the travel industry, and encourages individual businesses and their travelers to give "time, talent, and treasure" to support social service and conservation projects in host communities. This is an increasingly important source of development assistance for communities located near tourism destinations. Over the last decade, an increasing number of tourism businesses around the world have, as part of their core mission, begun supporting community and conservation projects in the destinations where they work. By providing staff time, funds and other resources, tourism businesses are assisting schools, health clinics, orphanages, libraries, conservation research

centers, parks and protected areas, and a wide range of other worthy projects. Spearheaded originally by ecotourism businesses, today the number and types of businesses involved in community and conservation projects includes larger resorts, chain hotels, and airlines. And, increasingly, businesses are finding that travelers also want to learn about and provide assistance for projects that address critical social and environmental needs. Indeed, tourists who visit the developing world frequently wish to help the communities they see. Yet, it is often difficult to know whether their financial contributions or their expertise have a positive impact. It is also often difficult for tourists to obtain tax benefits from their donations. The Travelers' Philanthropy project addresses these challenges through an international network of lodges, tourism operators, and other tourism businesses that connect potential donors to projects in the host countries. Travelers' Philanthropy offers a vehicle for tourists to help address local needs by channeling their expertise and providing security and tax-deductibility to their donations.

Contact; Center on Ecotourism and Sustainable Development
1333 H St NW, Suite 300 East Tower,
Washington, DC 20005 Tel: 202-347-9203
Fax: 202-775-0819
450 Serra Mall, Building 50, Room 51D

SEE OUR NEXT PAGE FOR RESULTS OF THIS OUTSTANDING EVENT

Travelers' Philanthropy Conference in Tanzania Exceeds Expectations

Over 225 delegates attended the 2008 Travelers' Philanthropy Conference held in Arusha, Tanzania, making it the largest and most diverse conference ever held on this theme.

The 3-day conference, at which Nobel Laureate Dr. Wangari Maathai, founder and leader of Kenya's Green Belt Movement, gave the opening keynote address, also marked the first time that travelers' philanthropy had been addressed in Africa.

Travelers' philanthropy is a relatively new concept, but it is rapidly growing into a worldwide movement and becoming part of the definition of responsible travel. At its core, travelers' philanthropy is about tourism businesses and travelers 'giving back' to tourism destinations by providing financial support, expertise, and material contributions to local projects and community initiatives. Tourism frequently takes place in biodiversity and culturally rich but economically poor regions of the world.

"We are thrilled with the results of the conference. Not only did more delegates attend than we had expected, but the conference is also generating a number of new educational materials that will help to strengthen travelers' philanthropy initiatives," says Martha Honey, Co-Director of the Center on Ecotourism and Sustainable Development (CESD) that organized the conference and runs the Travelers' Philanthropy Program. "These materials will help provide, for the first time, the tools to help tourism businesses and host communities initiate and effectively carry out travelers' philanthropy projects."

In the wake of the conference, CESD plans to:

Produce a new handbook ("How to Create a Travelers' Philanthropy Program") based on a 'short course' given at the conference. This handbook, which is being produced together

with the Basecamp Foundation, will be launched in March at **ITB Berlin, the world's major travel show.**

Create a CD with the conference proceedings, presentations, photos, and other documents, as well as post them online.

Promote and distribute the first ever documentary on travelers' philanthropy ("Giving Time, Talent, and Treasure") which was premiered at the conference. Launch a new discussion board and blog for conference participants and others interested in travelers' philanthropy.

Expand the Experts Bureau to include more professionals who can work with companies, community organizations, NGOs, and others to develop travelers' philanthropy projects.

Develop a list of 'best practices' for both tourism businesses and travelers involved in supporting projects in the host communities.

Incorporate additional companies and their travelers' philanthropy projects into the Travelers' Philanthropy website which has the capacity to receive online, tax deductible donations.

Participants to the conference, which was held December 3-5, 2008 at the Ngurdoto Mountain Lodge, came from over 20 countries. Nearly half received full or partial scholarships to attend, thanks to funds provided by the Ford Foundation, USAID, the United Nations Foundation, and the United States Institute for Peace.

"The conference provided an important opportunity for the east African tourism industry and local community-based enterprises to engage with developments related to responsible and sustainable forms of tourism, with roughly half of all participants coming from Kenya and Tanzania," says Fred Nelson, the local organizer for the conference.

The conference included 18 workshops on topics such as serving local development priorities through travelers' philanthropy; the responsibility and response of the travel industry to climate change; moving travelers' philanthropy

from a charity model to social empowerment and entrepreneurship; and bad practices and best practices for engaging travelers.

In addition, the conference examined several issues critical to Africa, including the failure of many tourism businesses to adequately address the HIV/AIDS pandemic. At the conference, several delegates pledged that their companies would, within the next year, develop HIV/AIDS policies and programs for staff and visitor education, as well as initiate travelers' philanthropy projects to support HIV/AIDS clinics, orphanages, education and other types of programs in the host communities.

In his keynote address at the conference, Dr. David Western, founder of the Africa Conservation Centre and former director of the Kenya Wildlife Service, described travelers' philanthropy as an effort to "marshal the well intentioned impulses of the traveler" to support needs in the local community. He said it derives from the concept of the Good Samaritan, "the wayfarer who helped even those who he did not know." He added that "Africa wants trade, not aid," and "tourism represents the largest transfer of wealth from the North to the South."

The conference was endorsed and supported by a wide range of sponsors. These include 31 companies, organizations, and development agencies. In addition to CESD, the leading partners in organizing the conference were the Honeyguide Foundation in Tanzania, Basecamp Foundation in Kenya, and the African Safari Lodge Foundation in South Africa.

We thank all of our sponsors for their support of the 2008 Travelers' Philanthropy Conference!

Contact: Whitney Cooper
Phone: 202-347-9203 ext. 414
Email: wcooper@ecotourismcesd.org
www.travelersphilanthropyconference.org

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In addition to the above sponsors, the Travelers' Philanthropy conference is supported by the FORD FOUNDATION. Learn more about the Ford Foundation at www.fordfound.org

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AFRICA TRAVEL MAGAZINE SULLY SUPPORTS THE TRAVELERS' PHILANTHROPY CONFERENCE AND CONGRATULATES THE HOST COUNTRY, TANZANIA



PROMOTING AFRICAN TRAVEL, TRADE & TOURISM AT



Africa's Mayors Are Ambassadors Abroad

What a memorable week.

After 30 years United Nations Habitat returned to the seaport city of Vancouver, British Columbia Canada. as over 10,000 delegates participated in the UN World Urban Forum 3. Since many were from Africa, our editors had the pleasure of taking several groups of mayors from different African countries on a cultural tour - our way to repay the wonderful hospitality we have enjoyed in fourteen years with the Africa Travel Association as its media voice in North America and Worldwide. The twin goals of UN Habitat are "Adequate shelter for all" and "sustainable human settlements development in an urbanizing world. " We carried the message for Africa Tourism and its ability to reduce poverty, enhance the environment and generate long term employment.

African Canadian Heritage

The African Canadian Heritage Association is an African Heritage and language program operating out of a new location at Centennial College Progress Campus (at Markham Rd. and Hwy 401) The ACHA program features African history lessons, arts and crafts, special events for students, who range in age from 5 to 16 years of age. Classes run from September to June. Most notable ACHA special events include : the Youth Retreat (for children 11 Years and older). Entrepreneur's Day and the Black History Challenge.

Africans in Vancouver Area

Africans, estimated at some 20,000 to 30,000 in the BC Lower Mainland, tend to organize themselves into social and cultural groups based on their national origin. However, efforts have been made to organize them under a broader, single association embracing Africans from all over the African continent

without regard to their race, nationality or ethnic or cultural backgrounds. In 1983 the African-Canadian Association of British Columbia was formed. Alberta rancher John Ware, Vancouver icons Joe Fortes and Harry Jerome, jazz pianist Oscar Peterson, and many more. Watch for this special feature.

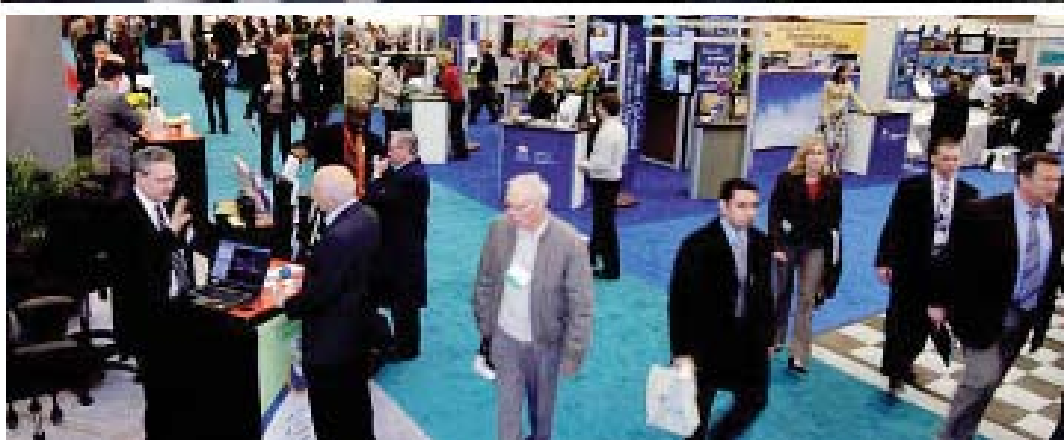
CANADA'S PARTNERSHIP WITH AFRICA

Hon. Peter Mackay, Minister of Foreign Affairs, Canada.

Our presence in Dartmouth today underlines the Coady Institute's international convening power, as well as the importance of microcredit and the integration of women and youth as partners for the future of Africa. The Institute and CIDA's Youth Actions' International Youth Internship Program sponsored 10 young leaders. The goal is to develop and support innovative and effective programs that build a sense of global citizenship and empower and



"Our editors participate in world class events on environment and ecotourism."



EVENTS IN VANCOUVER, BRITISH COLUMBIA, CANADA

inspire Canadian youth to be active in poverty reduction, health, education and social services promotion. This year, Canadian interns worked in places like Kenya and Ethiopia.

Nova Scotia has, of course, a place in African history. It was to Halifax and other areas of the province that former slaves fled from the United States seeking their freedom following the War of Independence. And it was from Halifax in the late 18th century that they set sail to found Freetown, Sierra Leone. Even today you can see the influence of the style of houses, the street names and places in that country.

And here in Nova Scotia, African descendants make up one of the pillars of our society along with Aboriginal, Acadian and European peoples. For a small province, we are rich in culture and diversity tapestry of multiculturalism. Late last year, Her Excellency Right Honourable Michelle Jean, Governor General of Canada, paid her first series

of State visits to five African countries at the request of the Prime Minister of Canada, the Right Honourable Stephen Harper.

Canada's future partnerships, whether diplomatic, security-related, developmental or private sector, will recognize African leadership and African ownership, along with mutual responsibility and accountability. In the spirit of the New Partnership for Africa's Development, which we support, and under the African Union, Africa is increasingly taking charge of its own destiny. Canada has been one of the top contributors to the African Union Mission in Sudan and will continue to provide critical support until a transition to an African Union-UN mission can be accomplished.

Africa to Exhibit at 2009 Montréal, Toronto & Ottawa Travel Shows
Attention Africa Travel Association Members. Contact africa@smartt.com

The Adventure Travel World Summit held at Whistler Resort north of Vancouver
Our editors joined hundreds from the cream of the Adventure Travel world at the Whistler Conference Centre, British Columbia, Canada. The ATTA Adventure Travel World Summit was designed to encourage open dialogue and candid discussions of challenging issues and visionary opportunities. This outstanding success led to the selection of Quebec Province as host of the Adventure Travel World Summit in October 2009. For more information visit our website - www.africa-ata.org/venues.htm or contact the editor and africa@smartt.com /



“THE ROMANCE OF EGYPT BECKONS ATA’S WORLDWIDE MEMBERSHIP TO

Home to the world’s most ancient sites and famous monuments, including the Giza Pyramids, the Great Sphinx, the Nile and Red Sea coral reefs, and Sharm El Sheik resort, as well as the grand Khan El Khalily market, Egypt stands as one of the African continent’s top travel draws.

Egypt to Host ATA 34th Annual Congress, May 2009

The Egyptian Tourism Ministry, in cooperation with the Egyptian Tourist Authority, will host the Africa Travel Association’s 34th Annual Congress in Cairo, May 17-22, 2009. A joint announcement was made by Hon. Zoheir Garranah, Egyptian Tourism Minister, and Edward Bergman, ATA Executive Director. “It is with great pride that we are now working with ATA to welcome the world to Egypt for ATA’s Annual Congress,” said Minister Garranah. “We look forward to welcoming the world to our country.”

Connecting Destination Africa

Under the above banner, ATA’s hallmark event will be attended by African tourism

ministers, national tourism board directors, private sector leaders, travel agents, tour operators, heads of nongovernmental organizations, scholars, and members of the media, who will discuss together challenges related to global tourism promotion to Africa.

“ATA is looking forward to engaging with the world’s leading travel specialists to bring the world to Africa,” Bergman said. “By combining Egypt’s unique capacity to achieve record numbers in tourist arrivals with ATA’s ability to bring diverse industry leaders together to shape Africa’s tourism agenda, this meeting holds tremendous promise for change in the industry and the global marketplace.”

Active in ATA since 1983

ATA held its eighth congress in Cairo; its 16th was held in 1991. Today, tourism is the largest source of foreign currency revenue in Egypt and authorities plan to welcome 16 million tourism arrivals by 2014. “We anticipate that the 2009 Congress will not only help Egypt reach its target, but it will also help the country generate

even more tourism growth from the U.S. and Africa, as well as from Asia and the Caribbean” said Bergman.

The Congress, to be held at the Cairo International Conference Center (CICC), will run for five days, engaging participants in working discussions on a range of topics, such as intra-African industry cooperation, infrastructure development and investment opportunities. Roundtables for ministers, suppliers, travel agents and tour operators, alongside special networking events, a marketplace expo, and ATA Young Professionals events, will also be held. For the first time, ATA will also organize networking opportunities for Africans living in the Diaspora as part of its new Africa Diaspora Initiative.

“Egypt also stands as an example for other African destinations to turn to, especially given that foreign and Egyptian investments helped drive the tourism boom by helping the government target coast regions and build supportive tourism infrastructure, including accommodation stock and better airport services. In fact, ATA delegates will



EXPERIENCE COLORFUL CAIRO AND POINTS BEYOND, MAY 17-22, 2009"

arrive in Egypt's newly opened international airport," said Bergman.

Host Country and Pre Post Tours

Egypt will organize a Host Country Day for delegates, who will have the opportunity to explore some of these tourism spots, as well as many more. Pre and post-country tours will also be offered.

To prepare for the event, ATA sent a delegation to Egypt in August for a site inspection. The team met Hon. Zoheir Garranah, Minister of Tourism, Mr. Amr El Ezabi, Chairman of the Egyptian Tourist Authority (ETA), as well as Mr. Riad Kabil, Secretary General of the Egyptian Travel Agents Association, a 1,600-member association.

The ATA delegation also met Captain Tawfik Assy, Chair of Egyptair Holding Company, and Mr. Ashraf Osman, EGYPTAIR's General Manager of Sales to introduce the association and the congress. of the event.

For more information on Egypt, visit the Egyptian Tourist Authority (ETA) website at www.egypt.travel.

Pharaohs Lure Tourists

Story and photos by Habeeb Salloum

From atop the Cairo Tower, the mighty Nile appears to be overwhelmed by the edging luxury hotels and towering apartment buildings. Beyond, the city with its crowded streets, literally infested with humanity, spreads out to the horizon. In between the avenues with their mass of darting autos, one sees a thousand minarets of new and historic mosques, peppered with a number of Coptic-Christian basilicas.

Cairo a Mixture of East-West

It appears to be an inviting city to explore - a mixture of eastern exoticism and Western sophistication.

Yet, this is not what the millions of people traveling to Egypt want to see. If one turns atop the Tower to the other side, in the distance, a visitor glimpses the outline of the Great Pyramids. Located on a desert plateau on the western edge of the city,

they are the magnets that draw these tourists. It is as if the pharaohs of Ancient

Egypt are still caring for their descendants. Of the millions of tourists who travel to Egypt, the vast majority come to view the monumental vestiges left by one of the greatest civilizations the world has ever known. Europeans and North Americans, traveling in groups, usually stop

in Cairo, the cultural capital of the Arab world, but never in reality see Africa's largest city, milling with some 15 million inhabitants. They spend one or two days visiting the Egyptian Museum of Antiquities and the Great Pyramids, then are whisked southward to see the other eye-bulging works of the ancient Egyptians around Luxor and Aswan. Pyramids and Sphinx, World's Enduring Monuments Perhaps the tour operators have a point when they steer their herds toward these world



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* Above photo is the United Nations Conference Centre in Addis Ababa, Ethiopia, home of the African Union

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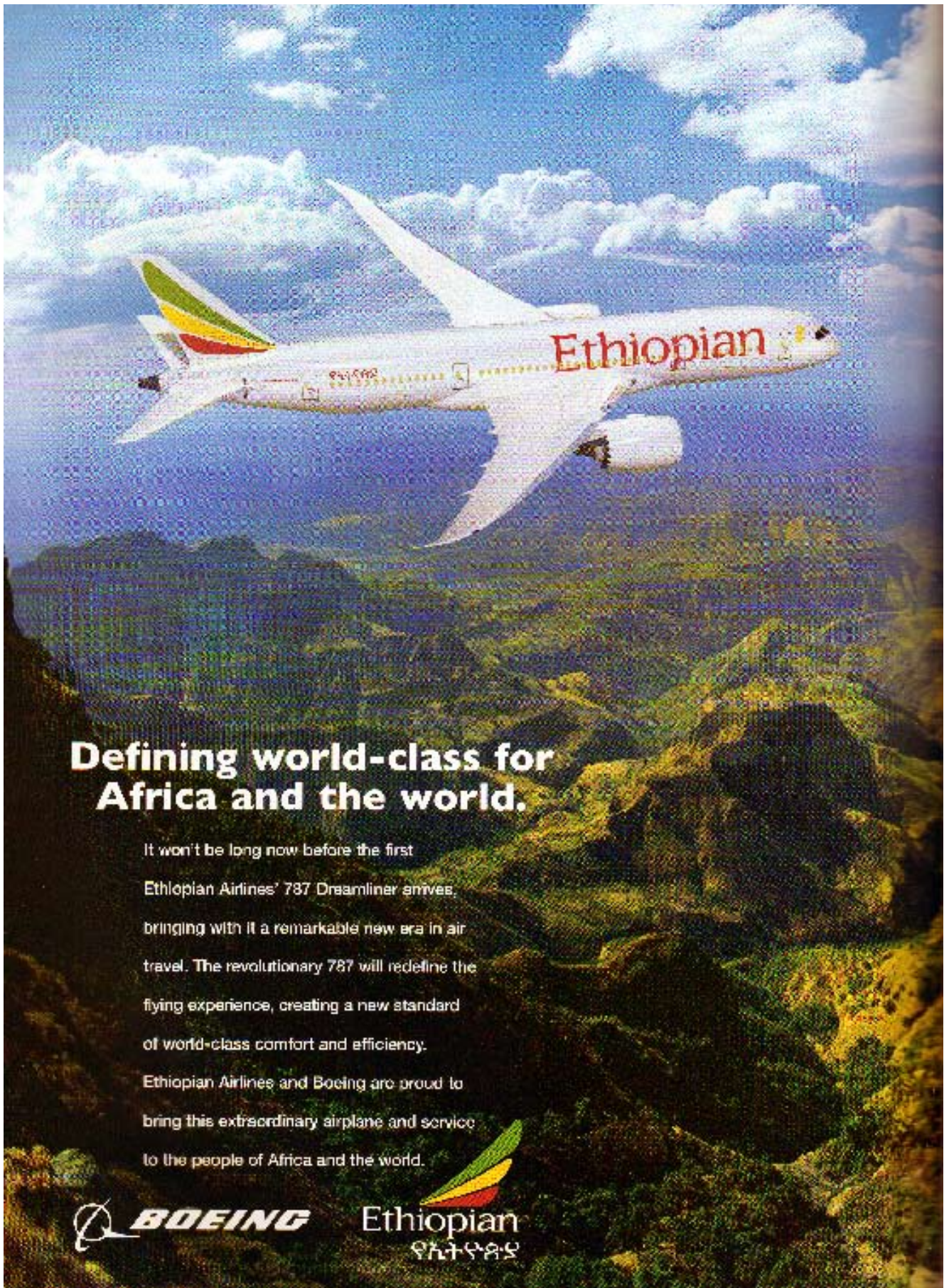
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