SELLING AFRICA TRAVEL AND TOURISM VIA EXPOS, T

Where the Action Never Stops!
by Jerry W. Bird

We are selling Africa 24/7 via the internet and with great regularity in print, from bulletins and event reports to regular editions and our new Yearbook Series, which has proved already proved to be a winner judging by the reaction from advertisers. The main reason why we have scheduled our biggest issue of the year for January is obvious!

Winter is Show Time

Thanks to our partners who operate many of the world's biggest travel trade and consumer travel shows kick off the New Year with a gusto! Our ATA team in **NEW YORK**, NY, USA has its first action Jan. 12 to 13 at the Adventures in Travel Expo in the Jacob Javits Center. Shortly after, Jan. 26 to 27 **CHICAGO** is the venue for the same exciting event. Another event worth considering occurs from January 29 to 30. It's the Annual CRM in Travel Event, **NEW ORLEANS**, LA.

Heading West, our Southern California ATA Chapter based in **LOS ANGELES**, CA welcomes visitors from Feb. 9 to 10 at the Los Angeles Times Travel and Adventure Show in Long Beach, CA, one of America's biggest and best. Continuing with our agenda of top events, from Feb. 22 to 24 the site is **BOSTON** for the annual Boston Globe Travel Show.

From February 27 to 28 we return to **NEW YORK** for the 1st Africa Sports and Tourism Marketing Seminar at the Jacob Javits Center in partership with the Corporate Copuncil for Africa (CCA). It will be part of the New York Times Travel Show, 29 Feb. to March 2. Several of our African ATA members exhibit regularly in **BERLIN**, germany at the ITB Expo, being held this year from March 5-9 Mar.

VANCOUVER, Canada welcomes African, U.S. and other visitors to its world class Globe Business and Environment Expo. From March 13 to16 the big attraction in **PARIS** is Salon Mondial du Tourisme, Paris, France.

Spring Activities Blossom

From March 29-30 Adventures in Travel Expo returns to the capital, Washington, DC for another great event. A new venue on our growing agenda, and a popular one occurs from April 11-13 in **ATLANTA**, GA. It's the Atlanta Travel Expo. Cobb Galleria Centre.
12-16 April . International Destination Expo

(ASTA), Lyon, France
CHINA is playing an ever increasing role in Africa Travel, Trade and Tourism activities thanks to a growing partnership with the Pacific Asia Travel Association (PATA). Following the World Tourism Marketing Summit in October, where Africa shone brightly, we retun to **BEIJING** from April 14 to16 for the COTTM China Outbound Conference. We have been promoting both of these events for the past year

and expect another substantial turnout from Africa.

AFRICA: Every May the spotlight shines on two of top events, Indaba 2008 in **DURBAN**, South Africa, May 12 to 13 and the ATA 33rd World Congress May 19 to 23 in **ARU-SHA**, Tanzania

Summer Road Shows.

We take advantage of the good summer weather to arrange an Africa Caravan to bring the attractions of Africa to communities large and small. Many of these Road Shows can be arranged at the local chapter level. If you are interested in participating e-mail africa@dowco.com

Fall and Year End Events

Since the early 90s our Association has staged a successful Eco Cultural Tourism symposium, hosted by the following countries.

The 2008 selection is yet to be announced. Watch our bimonthly updates in print - or our daily updates via the internet www.africa-ata.org

In November 2007 it's the South Florida Travel Expo in **FORT LAUDER-DALE**. FL and the Abuja Carnival, **ABUJA**, Nigeria. Check our website for information on regional festivals and events throiughout the year in Africa, such as the Ngongo Festival in **CAM-EROON**, Panafest in **GHANA** - and many more! We have found shows and events to be our best means of advancing the good word on Africa as a platform for global distribution of our magazines and further awareness of our website.

CONTACT INFO
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