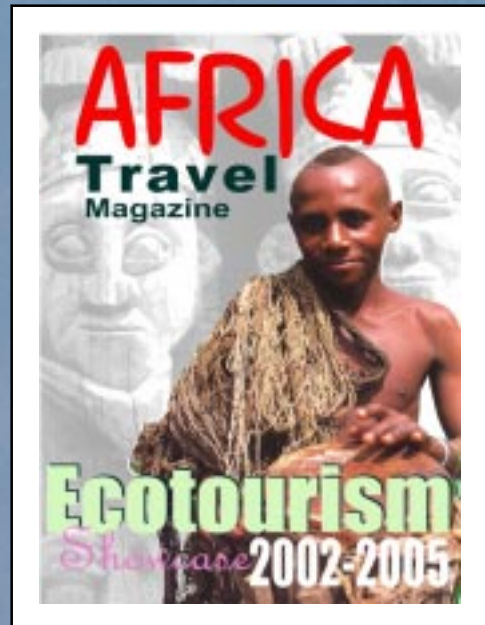
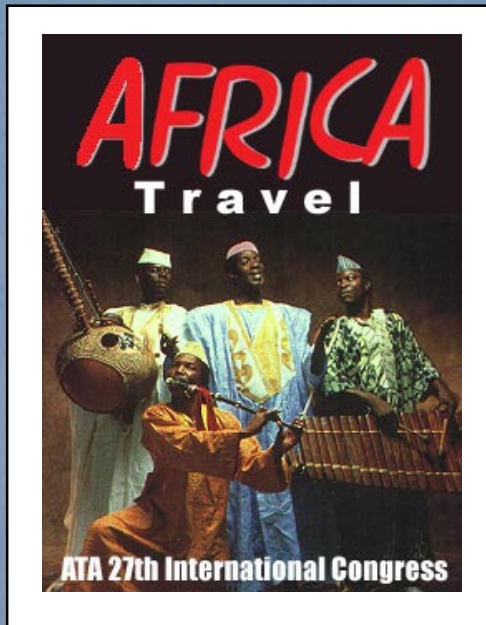


Africa Travel Association 27th International Congress

EDITION



1. Index
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The International Year of Ecotourism

ATA Congress Edition



Conakry, Guinea hosts Africa Travel Association 27th International Congress, April 28- May 3, 2002 Featured exclusively in Africa Travel Magazine

Conakry, Guinea will be the venue for the 27th International Congress of the Africa Travel Association, April 28-May 3, 2002, hosted by the Hon. Sylla Hadja Koumba Diakite (right), Minister of Tourism, Hotels and Handicraft. Mira Berman, ATA Executive Director, said that the dates were made to immediately follow the World Tourism Organizations, Commission on Africa meeting in neighboring Nigeria. The Novotel's Grand Hotel de l'Indépendance will serve as the ATA Congress Headquarters Hotel.

Guinea, situated on the West Coast of Africa, is 245,857 square miles with a population of 7.2 million. French is the official language. It has a tropical climate with the dry season from November to May and the rainy season from May to November. The Capital, Conakry, is a bustling port city on the Atlantic Ocean. The 12 story, seaside, Novotel Grand Hotel de l'Indépendance, has 214 air conditioned rooms and 10 suites, offering a beautiful view of the lighthouse.



Part of UNESCO'S historic "Slave Route," Guinea was the first country to benefit from the program of rebuilding the historic sites on the "Slave Route." On Host Country Day, ATA delegates will have the opportunity to discover Guinea's "unspoiled Africa." The full day tour, sponsored by the private sector, the Office Of Promotion of Private Investment, will take Congress participants on a scenic tour to Kindia, including a visit to Konkoure Falls and a festive luncheon at a private ranch belonging to the sponsor of Host Day, El Hadj Mamadou Sylla. Highlight of the day will be a special performance in the evening at a Gala Dinner, by Guinea's world renowned **National Dance Company, Les Ballets Africains**.

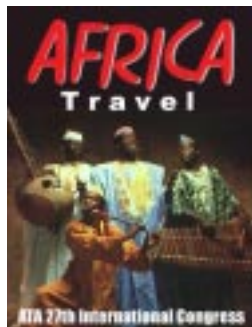
The Congress registration fee, which includes five nights hotel accommodation at the four - star Novotel Grand Hotel de L,Indépendance, breakfast, all meals and activities listed in the congress program and the Host Day Activities, \$725 double (per person); \$925 single. Delegates must be an ATA member in good standing in order to qualify and register for the Congress. Special air fares are being negotiated for delegates. For ATA membership, congress registration, pre/post tours contact ATA headquarters: e-mail africatravelasso@aolcom; tel (212) 447-0027 or fax (212) 725-8253.

Advertisers contact **Muguette Goufrani** at (604) -681-0718 fax (604) 244-8944, E-mail africa@dowco.com or visit www.africa-ata.org.

Editorial Menu

Section A

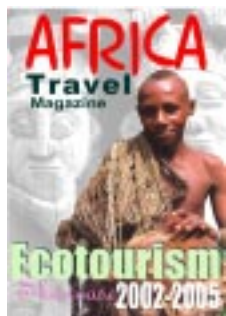
ATA Congress Showcase



- Tourism Profile of Guinea, Host Country 2002
 - Africa Regional Showcase
 - Pre- Post Congress Tours
 - Marketing to 32 Million African Americans through ATA
 - ATA Congress Activities
- Congress Speakers and VIP Guests
 - Why Africa is today's Shopper's Paradise
 - Where to Stay? Hotel and Resort Guide
 - Who's Who? Africa's Tour and Safari Operators
 - Airlines, Airports and Travel Options
 - Travel Association Links and Partnerships

Section B

Ecotourism Showcase



- ATA Ecotourism Symposium Highlights Yaounde, Cameroon
 - Globe 2002- Eco Solutions for Africa
 - International Year of Ecotourism
 - Africa's Festivals and Events 2002-2005
 - World Ecotourism Summit: Québec
 - Peace Thorough Tourism: South Africa
- Africa in Bloom Projects
 - Africa Caribbean Diaspora Heritage Trail
 - African Cultural Mosaic, Music and Fashions
 - Treasures of Africa and Historic Landmarks
 - Maps of Wildlife Reserves and National Parks
 - Ecotourism On-line- Direct from Trade Shows



Section C

Should time and budget permit, we will include our Air Highway Supermap of Gateway Airports and Airline Routes serving Africa. However we will then include it in our update for the ATA Ecotourism Symposium in Morocco.

Exclusive Editions

With assured advertising support or a local co-op plan in place, we will produce one or more editions of Africa Travel magazine dedicated to a specific destination or event. For example, we have 7 back issues which are scheduled for updates in the near future.

Advertising Rates

Closing Date: Spring Issues- March 31; Fall Issues - Sept. 31

Unit (US funds)

2 Page Spread

Covers II, III, IV

Full Page

2/3 page

1/2 page

1/3 page

1/4 page

page

1/9 page

Classified and

Column Inch

Note to Advertisers

For our 2002 Display Advertising Rates Card, showing frequency and agency discounts, special print runs and other information specific to advertisers and marketers for travel and tourism, please send us a request in writing on your company or organization's letterhead.

The above information will also include advertising rates for our Web Sites.

The new Classified Advertising Column inch rate is \$75

Options: When purchasing ads by the column inch, choose any combination of columns and inches; then multiply by \$75 up to a maximum of 3 columns wide x 10 inches deep.

Advertorial Pages: Special rates are available for custom editorial or advertorial pages and sections. This has proven to be a very effective format for advertising in our magazines



Specialty Printing:

Inserts, Fold-out Maps, Coupons and Postcards. Special rates are available for inserts, shrink wraps, CDs and other merchandising features. Ask for an estimate well in advance of publication date.

Mail to:

Africa Travel Magazine

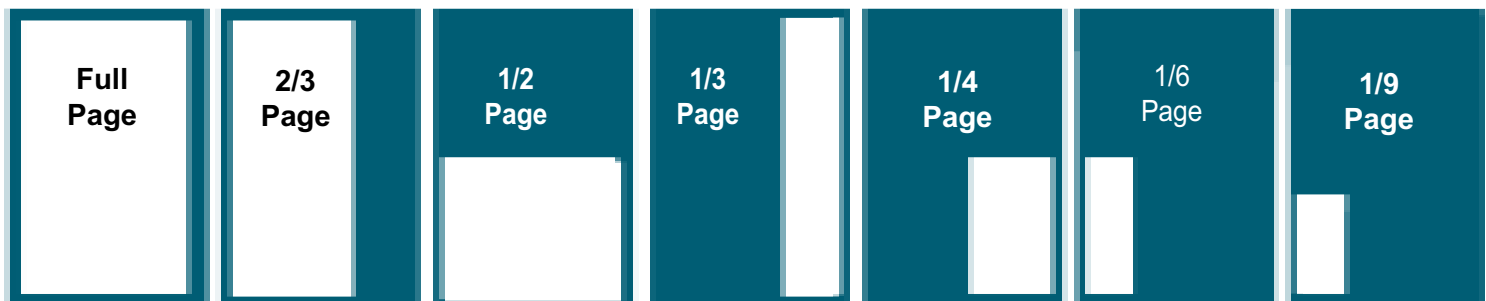
43 Powell St. #403

Vancouver, BC V6A 1E9,

Canada, tel. 604-681-0718

fax 604-244-8944 ,

e-mail: africa@dowco.com



Production: Printed offset and saddle stitched. We charge a nominal amount for layout, mechanicals and artwork.

Sizes and shapes not shown above, include island, double page and half page spreads.



Marketing

By Jerry W. Bird, Editor and Publisher

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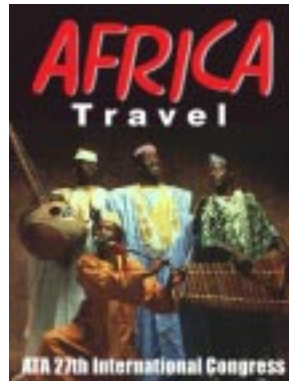
David J. Saunders

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Jane Thompson

Education and Training

Helen C. Broadus



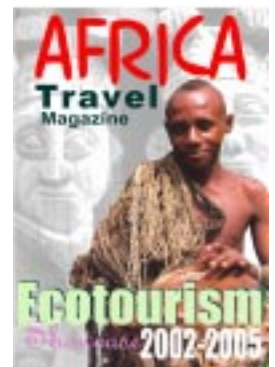
Our **ATA 27th International Congress Edition** will be a surefire winner because as is commonly known, "good things come in threes."

(1) By printing in **French and English**, we expect to attract the largest delegation of US, Canadian and Caribbean Travel Agents ever to attend an ATA event. At our 27th International Congress in Conakry, they will join hundreds more enthusiastic, supportive people from Africa's travel industry, government and business community. As usual, many VIPs, including African Tourism Ministers will participate. Our circulation's focus is on 'decision makers,' people who influence large groups, even entire countries.

(2) **The International Year of Ecotourism** is ATA's golden opportunity to target highly influential sources, such as World Ecotourism Society members and corporations, by representing Africa at the World Ecotourism Summit in Québec. We'll be front and center at Globe 2002 in Vancouver, ASTA Travel Congress and London's World Travel Market. Africa's 1st Peace Through Tourism Conference in South Africa, Best of Africa USA Tour and ATA's 6th Ecotourism Symposium in Morocco, round out our Road Show agenda.

(3) Africa Travel Magazine offers **2 full color sections**, giving our readers even more reasons to keep their copies for years to come. Both advertising sections close March 31, so please call now: 1-604-681-0718, fax 1-604-244-8944 or e-mail: africa@dowco.com.

Africa Travel Magazine stands alone, targeting agencies and groups who sell travel to all of Africa. We reach this market at year round events, by mail, via airlines (in-flight), airports, travel agencies, tourism offices and a powerful voice on the Internet (over 2 million hits annually). We invite you to join us and share in the action.



Yours truly

Jerry W. Bird

Reach / Influence



Now! Africa Travel Magazine is printed in French and English



by Mugnette Goufrani

Africa Travel Magazine has doubled its reach overnight. We currently target North America and the Caribbean, including member agencies representing the 32,000,000 African American market. This year, ATA's Board of Directors wisely agreed to print our magazine in both French and English. This will enhance our competitive edge by appealing to the Francophone Community, representing 51 member states, of which 28 have French as the official language.

A sign in the window of our local French Club in Vancouver reads, "One out of every 3 Canadians speaks French." That's a good fact to know when marketing to North Americans. Yet did you realize that almost half of Africa speaks French? Africa Travel Magazine's new format opens the door to opportunities in travel, tourism and investment. And to prove the point, our ATA 5th Ecotourism, Commerce and Investment Symposium was in Yaounde, Cameroon, and 3 of the year's top events will be held in French speaking cities:

Apr. 28- May 3	ATA 27th International Congress, Conakry
May 19-22	World Ecotourism Summit, Québec, Canada
December	ATA 6th Ecotourism Symposium, Morocco

Africa Travel Magazine's editorial team will be at each of the above events, and also the Francophonie Conferences. La Francophonie members include: Algeria, Andorra, Canada, Cape Verde, Central African Republic, Chad, Comoros, Congo Democratic Republic, Congo Republic (Zaire), Cote d'Ivoire, Djibouti, Dominica, Egypt, Belgium, Benin, Burkina Faso, Burundi, Cambodia, Cameroon, France, Gabon, Guadeloupe, Guiana, Guinea-Bissau, Equatorial Guinea, Haiti, India (Pondicherry), Italy (Val d'Aoste) Jersey Island, Laos, Lebanon, Luxembourg, Madagascar, Mali, Mayotte, Morocco, Mauritius, Mauritania, Moldova, Monaco, New Caledonia, Niger, Reunion Island, Rwanda, Saint Lucia, Sao Tome and Principe, Senegal, Seychelles, St. Pierre & Miquelon, Switzerland, Syria, Tahiti, Tunisia, Wallis & Futuna, Vanuatu, Vietnam, Macedonia, USA (Louisiana). Africa Travel Magazine expects many new subscribers and web site viewers from the above destinations, thanks to our French language features.

About Mugnette Goufrani: Mugnette's family has operated a tour company in Casablanca, Morocco for many years. Since graduating from college in Paris, she has worked in four Francophone African Countries, with airlines, automotive and travel agencies. Her editorial topics include items on Benin, Cameroon, Central African Republic, Cote d'Ivoire, Gabon, Mali, Mauritius, Morocco, Togo, Djibouti, Senegal and Tunisia. She has toured South Africa, Ethiopia, Ghana, Tanzania, Kenya, Namibia, Zimbabwe, Madagascar, Burkina Faso, Mauritius, Reunion, Seychelles and other African destinations. To promote your African destination in the Americas or Europe, Mugnette has solid credentials. Phone her at 604-681-0718 or e-mail africa@dowco.com



Promotion/Events

Selling Africa Travel "On the Air" ... "In the Air" and "On the Road."



Our Africa Travel Magazine Road Show tours 'showcase' Africa around the world -- at events and on the web; networking, providing travel brochures, media interviews and magazine copies.

Here's our 'prime time' agenda for 2002:

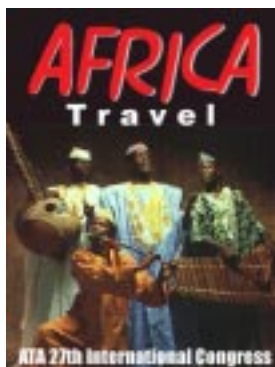
- **SOUTH AFRICA - March, 3-7**
Africa's 1st Peace Through Tourism Conference: Nelspruit, Mpumalanga
- **CANADA - March 13-15**
Globe 2002: World's Largest Business & Environment Conference: Vancouver, BC
- **GUINEA- Apr. 28- May 3**
ATA 27th International Congress, Conakry
- **SOUTH AFRICA- May 11-14**
Indaba 2002, Durban

- **CANADA - May 19-22**
World Ecotourism Summit, Québec
- **BERMUDA - May 25-28**
African Diaspora Heritage Trail
- **USA: Best of Africa Tour - June- Sept.**
Road Show Tour of 10 Cities with ATA Chapters
- **USA - November Tour**
ASTA World Travel Congress
- **UK- November Tour**
World Travel Market, London
- **MOROCCO - December**
6th ATA Ecotourism Symposium

Contact: Africa Travel Magazine
Head office, 347 Fifth Avenue, Suite 610, New York, NY 10016, Tel: (604) 681-0718, Fax: (604) 233-8944
E-Mail: africa@dowco.com .

Shows and Speakers

DVD Movies and Internet features, produced by Africa Travel Magazine, will be displayed on state-of-the-art Macintosh computer systems and screens at events. There will be direct reports to our web sites, from selected venues, such as our New York team did for ASTA World Travel Congress in New York.



Value Added: Advertising contracts includes bonus links, banners, hosted pages and advertorial features on www.africa-ata.org and our air travel magazine site www.airhighways.com

Alliances: In 27 years, ATA has made great progress and is reaching new heights internationally, thanks to our magazine, web site, our members' dedication - and alliances with partner organizations whose logos appear on this page.

