

## **ATA36th Annual Congress News & Views**

### **ATA CONGRESS NEWS & VIEWS**

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#### **Welcome to ATA Congress News & Views – A Multi-Media Approach to Tourism to Africa**

We are pleased to bring you *ATA Senegal Congress News & Views*, the multi-media e-newsletter of ATA's 36<sup>th</sup> Annual Congress held in Senegal from May 25-29, 2011. This e-newsletter, as well as other online content on the Congress, was prepared by the ATA Communications Team led by [Robyn Deutsch](#) and [Sharon Roling](#).

For the third year in a row, ATA used a multi-media platform to bring

you news and views of African Destinations— Egypt , The Gambia and now Senegal . This year, we used **Facebook**, **Twitter**, alongside our **ATA Blog** and **YouTube** to ensure that all of you who were not able to join us this year could stay updated and experience the Congress as we do.

This year we welcomed new media journalist **Roni Weiss** to the team. Roni took the lead with Tweeting and ATA's YouTube Video Journals. **Andrea Pappito** joined us as a blogger. She also kept everyone up-to-date in real time by posting pictures on our facebook page. **Julia Firestone** also wrote some blogs and contributed pictures. **MI atthew Andrea**, an ATA member from our Mid-Atlantic Chapter assisted the media team by providing pictures.

Thank you for letting us share exciting news with you about Destination Senegal, ATA and tourism to Africa . As usual, we welcome your feedback and look forward to seeing you at our next event.

### ***Senegalese Prime Minister Opens ATA's 36<sup>th</sup> Annual World Congress in Dakar***

May 25 – Honorable **Souleymane Ndéné Ndiaye**, the Prime Minister of Senegal, opened the Africa Travel Association's 36<sup>th</sup> Annual Congress this afternoon at Le Méridien President hotel in Dakar . Senegal is the host of ATA's hallmark event dedicated to bringing together tourism leaders and professionals to shape the present and future of Africa 's travel industry.

[Read full story](#)

### ***Visitor Arrivals to Africa Continue to Grow at Higher Rate than Overall Arrivals Worldwide***

May 25 – ATA announced the forthcoming release of the second edition of the *State of Tourism in Africa* report, prepared by Africa House- New York University , the World Bank and ATA. The report, which uses facts, figures and stories to show the potential and impact of tourism across Africa, will be officially released at ATA's upcoming Presidential Forum on Africa Tourism in September, parallel to the

meetings of the United Nations General Assembly.

Citing UNWTO data, among other sources such as WTTC, China Tourism Academy, World Economic Forum, and Expedia, Inc., the report presents the preliminary finding that Africa's tourism arrivals grew from 37 million in 2003 to 63 million in 2010 and that arrivals to Africa continued to grow at a higher rate than overall arrivals in the world in 2010. In addition, according to the China Tourism Academy, Africa received 730,000 visitors from China in 2010, making it the smallest, but fastest growing continental destination with a growth rate of 90% in comparison to 2009.

[Read full story](#)

[Photos](#)

### ***Largest Young Professionals Program Delegation Convenes at Congress***

May 25 – ATA hosted the largest delegation of students and young professionals to date at its 36<sup>th</sup> Annual World Congress in Dakar Senegal from May 25-29, 2011.

[Read full story](#)

[Photos](#)

### ***ATA and National Tour Association (NTA) Renew Memorandum of Understanding***

May 26 – ATA and the National Tour Association (NTA), the leading business-building association for travel professionals interested in the North American market-inbound, outbound and within the continent, renewed their commitment to work together to promote travel and tourism to Africa by signing a new memorandum of understanding.

[Read more on ATA's blog.](#)

### ***ATA Hosts a Tourism Ministers Roundtable on the Future of Tourism to Africa***

May 26 – The Africa Travel Association hosted a roundtable discussion with five tourism ministers from Senegal, The Gambia, Ghana, Liberia and Sierra Leone —on the second day of the congress. The Commissioner for Infrastructure and Energy at the

African Union, who is responsible for tourism development, also participated in the forum.

[Read full story](#)

[Photos](#)

### ***The Gambia ATA Chapter and Le Méridien President Sponsor Evening Reception***

May 26 – Delegates enjoyed a light dinner along the poolside of the congress venue Le Méridien President. The special evening event was hosted by The Gambia ATA Chapter under the auspices of ATA President and Tourism Minister Hon. Minister Fatou Mas Jobe Njie, who delivered welcome remarks. Jean-Marc Provis, General Manager of Le Meridien, also welcomed the delegates.

[Photos](#)

### ***ATA Delegates Participate in TICAA***

May 27 – ATA delegates joined hundreds of Africa 's travel professionals and consumers at TICAA (The International Tourism, Cultural Industries and Artistic Crafts Fair) on the third day of the congress. TICAA is the premier international travel and tourism event of Senegal and the larger West Africa region. The fair, held annually in Dakar from May 25-29, 2011, brings together travel-trade professionals working in the Africa tourism industry to develop business opportunities, tourism products, and strengthen markets for tourism in Africa .

[Photos](#)

[Click here](#) to watch Roni Weiss's short video on TICCA.

[Click here](#) to learn more about TICAA.

[Click here](#) to read Andrea's Papitto's blog on TICAA.

### ***ATA Delegates Explore Senegal's Tourist Attractions on Host Country Day***

May 28 – During the congress's *Host Country Day* delegates visited and explored Senegal 's well-known and new tourist attractions, including the Africa Renaissance Monument , Goree Island , and Soumbédiome Market. They also went to a gallery specializing in sand painting, one of the most popular arts in Senegal .

[Read more on ATA's blog.](#)  
[Click here](#) to watch Roni Weiss's video on sand painting in Senegal .  
[Photos](#)

### ***ATA Partners with UCAD at Cheikh Anta Diop University to Off-Set Carbon Footprint***

May 28 – ATA delegates visited Cheikh Anta Diop University in Dakar to plant more than a dozen trees at the university at the end of Host Country Day. Delegates also learned more about the UCAD Green Campus/International Forest program and ongoing green projects on campus. ATA's carbon neutral tradition began last year in The Gambia at ATA's 35<sup>th</sup> Congress. It has since become a permanent fixture of ATA's host country responsibilities.

[To learn more about the project, e-mail \[ucadforet\\\_int@yahoo.fr\]\(mailto:ucadforet\_int@yahoo.fr\)](#)  
[Click here](#) to read Julia Firestone's blog on the tree planning ceremony.  
[Photos](#)

### ***ATA Presents Awards at Congress' Closing Dinner***

May 28 – With only one more day of programming left, Senegal hosted the Congress' Closing Dinner and Ceremony at Le Méridien President. During the ceremony, ATA Executive Director Edward Bergman presented a number of awards to leading travel and trade professionals serving Africa .

[Read full story](#)  
[Photos](#)

### ***Republic of Chad Joins ATA***

May 26 – The Republic of Chad joined the Africa Travel Association as a member country during ATA's 36<sup>th</sup> Annual World Congress in Dakar , Senegal .

[Read full story](#)

### ***Senegal's Wrestling Boom***

Minister Thierno Lo invited ATA delegates to watch a Senegalese wrestling match, alongside thousands of Senegalese fans, at the Demba Diop Stadium in Dakar . Wrestling is Senegal's national sport,

attracting more fans than any other sport in the country. Legend has it that it began centuries ago in the villages, when farmers would pass their time waiting for the rainy season to come to an end with wrestling. As the sport grew in popularity, it developed into a combination of martial arts, boxing, judo, karate and traditional wrestling.

[Photos](#)

### **ATA Delegate Profiles**

Robyn interviewed **Ogo Sow** , a member of ATA's Board of Directors, a radio journalist and commentator, and an advocate of travel and tourism to Africa .

[\*Click here to read Robyn Deutsch 's interview with O! go Sow .\*](#)

Robyn also caught up with NTA President **Lisa Simon** at the congress.

[\*Click here to read Robyn Deutsch 's interview with Lisa Simon.\*](#)

On the first day of the congress, **Pierre Thiam**, a renowned chef and cookbook author born in Senegal , spoke about culinary tourism in Africa , with a special focus on continental culinary delights. Food is an attraction—just like a museum or a historical site—and is something that destinations and businesses in Africa can offer. Roni Weiss caught up with Pierre right after his presentation.

[\*Click here to watch Roni Weiss's interview with Pierre Thiam.\*](#)

On the closing day, Andrea Papitto sat down with **Salif Badiane**, Director General of Africa Connection Tours Senegal and ATA Senegal Chapter President and spoke to him about Senegal as a destination and host of the Congress, as well as future prospects for his travel business.

[\*Click here to read Andrea Papitto 's interview with Salif Badiane.\*](#)

**Eric Anthony** of Alba Travel Service in Togo , gave a presentation about the diversity of tourism products in Togo . Julia Firestone followed up by highlighting Destination Togo and Alba Travel Service.

[Click here](#) to read *Julia Firestone 's spotlight on Destination Togo and Alba Travel Service!*

**END**

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