

ATA's 37th Annual World Congress in Zimbabwe, May 18-22, 2012. Registration is open!

Learn more about what's happening at ATA's 37th Annual World Congress in Zimbabwe, May 18-22, 2012

With little more than a month to go until **ATA's 37th Annual World Congress in Victoria Falls**, the adventure capital of Africa and one of the world's top natural wonders, there's still time for **early-bird registration**: ATA members can register for \$400 until April 30th. After this date, ATA members can register for \$500; non-members can register for \$600. [Register here](#) or at http://africatravelassociation.org/congress_reg.html.

ATA's hallmark event on the African continent will be hosted by the Zimbabwe Tourism Authority (ZTA) under the auspices of Honorable Minister of Tourism and Hospitality Industry, Walter Mzembi. The theme of this year's event is "Africa Tourism: Partnering for the Future."

Learn more about Zimbabwe

Zimbabwe is home to a diverse range of tourist attractions, including its own seven wonders: (1) people and culture; (2) history and heritage; (3) Great Zimbabwe (grand medieval palace); (4) Victoria Falls (Mosi-oa-Tunya); (5) wildlife and nature; (6) Eastern Highlands; and (7) Lake Kariba. Delegates will sample some of these wonders during two half-day **Host Country Excursions**. To experience more of Destination Zimbabwe, ATA members offer pre, post and half-day tours to delegates at special rates. To learn more about these tours, [click here](#) or visit <http://africatravelassociation.org/events/ac.html>.

For pictures of Zimbabwe [click here](#) or visit <http://www.flickr.com/photos/65134942@N06/sets/72157627347763988/>

For a video on Destination Zimbabwe, [click here](#) or visit http://www.youtube.com/watch?v=bDTyfm7Rp1g&list=PL31021CEF78392E1D&index=1&feature=plpp_video

Who's coming:

Among the expected 300 participants are tourism ministers and industry experts representing tourism boards, tour operators and their product development executives, front-line agents, ground operator companies, airlines, and hotels. Participants from the travel trade media and the corporate, non profit and academic sectors are also expected to attend, along with African Diaspora representatives.

ATA's Young Professionals Program

ATA invites students and young professionals from around the world to participate in the ATA Young Professionals Program at the World Congress. Special rates for students are available. To learn more, email ATA at info@africatravelassociation.org with "YPP in Zimbabwe" in the subject line.

Congress Program

To view a draft of the program [click here](#) or http://africatravelassociation.org/events/documents/2012ATACongressexcelprogram_April13.pdf

Media Registration Still Open

Media wishing to attend the congress must apply for media accreditation. To receive a form, email ATA at info@africatravelassociation.org with "Request for Media Credential" in the subject line or download a form at <http://africatravelassociation.org/events/ac.html>.

Official Congress Hotel and Venue

[*Elephant Hills Resort*](#)

Presenting Sponsor and Official Congress Carrier

[*South African Airways*](#)

Official Media Carrier of the 2012 Congress

[*Arik Air*](#)

If you have any questions or require further information, e-mail info@africatravelassociation.org or call +1.212.447.1357.