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Release: May 27, 2015



THE FAMILY TRAVEL ASSOCIATION & AFRICA TRAVEL ASSOCIATION PARTNER TO SUPPORT FAMILY TRAVEL TO AFRICA

NEW YORK, NY, May 27, 2015 – The Family Travel Association (FTA), the premier association encouraging families to travel, and the Africa Travel Association (ATA), the leading travel industry trade association promoting travel and tourism to Africa, have signed a partnership agreement to advocate and support the growth of family travel to Africa.

Under the partnership agreement, FTA and ATA will share reciprocal membership, advocate for Africa as a family friendly travel destination, and showcase Africa's diverse family travel products, services, cultural and natural attractions, and potential.

The two associations will also collaborate on *The Guide to Planning Family Travels in Africa*, an essential guide for the travel industry and consumers interested in traveling to the continent.

"There are places in Africa that offer families some of the most amazing and life-changing experiences found anywhere on earth. We're excited to partner with the ATA to help us gather the information needed to create a resource that simplifies the process for those families who are interested in traveling to the continent."

"We are delighted to work with the FTA to advocate for family travel to Africa. With an abundance of wildlife, nature, culture, and historic sites, Africa is one of the richest destinations for family travel. By collaborating with the FTA, we hope to inspire families to travel to Africa for generations to come," said Edward Bergman, ATA Executive Director.

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About the Africa Travel Association (ATA)

The Africa Travel Association (ATA) is the leading global trade association promoting travel and tourism to Africa and strengthening intra-Africa partnerships. Established in 1975, ATA serves both the public and private sectors of the international travel and tourism industry. ATA membership comprises African governments, tourism ministers, tourism bureaus and boards, airlines, cruise lines, hotels, resorts, front-line travel sellers and providers, tour operators and travel agents, national parks, and affiliate industries. ATA partners with the African Union Commission (AU) to promote the sustainable development of tourism to and across Africa. ATA's annual events in the U.S. and across Africa bring together industry leaders to shape Africa's tourism agenda and to stay up-to-date on Africa's latest tourism products, topics, and trends. For more information about ATA, visit: <http://www.africatravelassociation.org>.

About the Family Travel Association (FTA)

Founded in October, 2014, the Family Travel Association is a coalition of leading suppliers, resources and experts coming together to create a single, collective voice on behalf of the travel industry and those companies serving traveling families. The mission of the Family Travel Association is to inspire families to travel and advocate for travel be an essential part of every child's education. For more information about FTA, visit: <http://familytravel.org>.