



*Best Wishes to Everyone Who Cares and Works for Peace and Better Condition for All.  
Let Us Make 2012 a Better Year Than the Last One.  
It Will Take a Lot of Selfless Hard Work,  
Understanding and Compassion,  
But if All of Us, on Every Level Would Do So—  
We May be Able to Celebrate 2012 as a Year  
Africa Started to Realize Her Dream.*

***This will be a great Travel Year!***

### Very Busy January

Three Major California Travel Shows starting with the Los Angeles Travel & Adventure Show at the Long Beach Convention Center during which SoCalATA will be making special trade and consumer presentations — Saturday and Sunday, Jan. 14 and 15, 2012.

**To register press the ATA logo below** — go to Travel Trade tab and process your no-cost Confirmation Ticket you will need to present at the Registration Center of the Show, plus check out the no-cost travel agent program taking place all day Saturday.



Followed on January 27, 28 and 29, 2012 by the Los Angeles Times Travel Show at the Los Angeles Convention Center. Friday, Jan. 27 is devoted to travel trade only, with morning invitational meetings of the various consortia, followed by a program of lectures and seminars. The program starts 9:00 am through 3:00pm—lunch included at a cost of \$30 per person. You can get a \$5.00 discount when you register on the website. When paying enter code: AFRICA in the discount window.

**Exhibits will be open to all travel agents at no-charge from 3:00 pm to 6:00 pm. — whether you attend the day-long presentations or not.**

Please press the link below to get to the website and registration page and choose the below code for the \$5.00 discount:

Code — AFRICA

**REGISTER TODAY**

Followed by the Bay Area Travel & Adventure Show. SoCalATA

will be at North California Show

on February 18 and

19, 2012 at Santa

Clara Convention

Center.



***SoCalATA will be at all three shows —***

***put the dates on your must-attend calendars.***

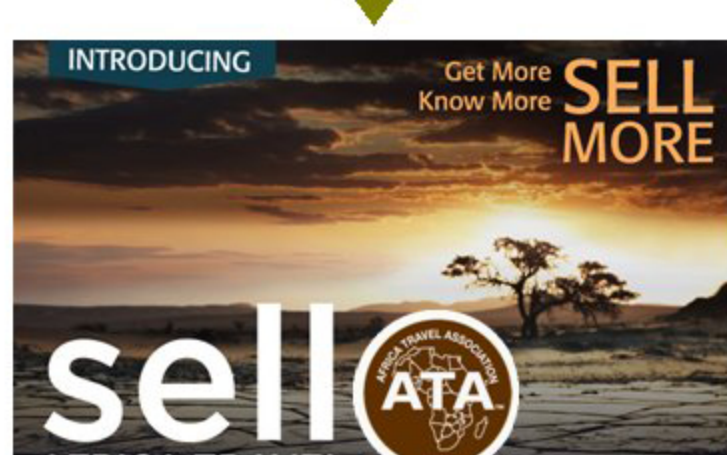
### Big Move in New York

Change your address for the Africa Travel Association New York International Headquarters. The new office is on the corner of Madison and 32nd Street:

The Africa Travel Association  
153 Madison Avenue, Suite 1702  
New York, NY 10016

The telephone and fax numbers remain the same:

T: 212 447-1357 — F: 212 213-4890



**Introducing SellAfricaTravel.com**

**Register Today for Free**

***Sponsored by the Africa Travel Association***, and featuring leading suppliers like ET African Journeys, South African Airways, Sun International, and Sabi Sabi Private Game Reserve.

***SellAfricaTravel.com is your one-stop resource on all things Africa.***



**Save The Date** for the 5th Annual US-Africa Tourism Seminar in Washington D.C. March 16, 2012. will be held at the Washington DC Convention Center. The seminar will kick off with a keynote address by **Ambassador Johnnie Carson**, Assistant Secretary of the Bureau of African Affairs, US Department of State. This is a one-day learning, networking and business building event which provides government leaders and industry professionals from Africa and the USA the opportunity to learn about new industry developments, products and trends, explore innovative marketing and promotional opportunities, and address industry challenges. Government tourism leaders, diplomatic community representatives, African Diaspora community leaders, travel trade, faculty and students are encouraged to attend. For more information on the conference and ATA, visit [www.africatravelassociation.org](http://www.africatravelassociation.org)

***The SoCal travel agent and tour operator community continues to provide the largest number of leisure travelers to every one of Africa's tourist destinations.***

The Africa portion of California's travel business keeps growing. In all of the Africa destinations Southern California provides the largest percentage of U.S. incoming tourists—in most cases from 25 % to 50% of the totals (Tanzania 50+%, Egypt 27%).

***The most startling revelation reported in various industry reports is that Africa receives more tourists than the Caribbean, Central America and South America combined.***

**Consider learning how to sell AFRICA by joining the Africa Travel Association Southern California Chapter**

Call Sylvia at 818 760-0327 or go to the SoCalATA website:

**[www.SoCalATA.Org](http://www.SoCalATA.Org)**



### Destination AFRICA

**54**

**unique nations of the African Union invite you**

Algeria  
Angola  
Benin  
Botswana  
Burkina Faso  
Burundi  
Cameroon  
Cape Verde  
Central African Republic  
Chad  
Comoros  
Congo-DR  
Republic of Congo  
Cote d'Ivoire  
Djibouti  
Egypt  
Equatorial Guinea  
Eritrea  
Ethiopia  
Gabon  
The Gambia  
Ghana  
Guinea  
Guinea-Bissau  
Kenya  
Lesotho  
Liberia  
Libya  
Madagascar  
Malawi  
Mali  
Mauritania  
Mauritius  
Mozambique  
Namibia  
Niger  
Nigeria  
Rwanda  
Sahrawi  
Sao Tome & Principe  
Senegal  
Seychelles  
Sierra Leon  
Somalia  
South Africa  
Sudan  
Swaziland  
Tanzania  
Togo  
Tunisia  
Uganda  
Zambia  
Zimbabwe

### ATA Airline Partners

الخطوط الجوية الأفريقية  
**AFRIQIYAH AIRWAYS**



**ATA Member NOTE**  
Please send us your contact updates for the **SoCalATA Consumer Listing Handout** being finalized for the upcoming consumer travel shows and the ATA outreach. Email to: [InfoATA@earthlink.net](mailto:InfoATA@earthlink.net)



**About ATA:** Africa Travel Association (ATA) is the principal global trade organization 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 is a non-profit 501 (c) 6 professional association. ATA membership comprises African governments, their tourism ministers, tourism bureaus and boards, airlines, cruise lines, hotels, resorts, front-line travel sellers and providers; tour operators and travel agents, and affiliate industries. ATA partners with the **African Union Commission** to promote the sustainable development of tourism to and across Africa. ATA's annual events in Africa and the USA bring together industry leaders to shape Africa's tourism agenda. ATA directly and indirectly generates over \$15 billion annually in tourism receipts as direct contribution to Africa's export earnings.

More information: [www.AfricaTravelAssociation.Org](http://www.AfricaTravelAssociation.Org) — [www.SoCalATA.Org](http://www.SoCalATA.Org)

**SoCalATA UPDATES** are prepared and distributed by **Africa Consult Group** of **The African Times/USA** news journal as an ATA Media Partner and in support of Africa's tourism development.

