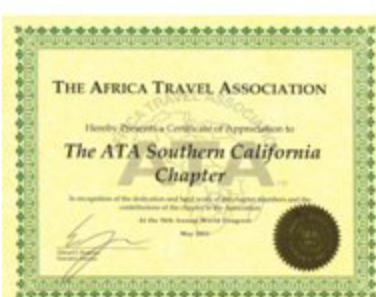




Welcome to the newest African nation, the Republic of South Sudan. After half a century of struggle for independence, the new nation was born this July 09. South Sudan's nationhood was immediately recognized by almost every nation, including the United States and becomes the 193rd nation within the U.N. The African Union inevitably will officially welcome South Sudan as one of its new members, making the AU membership 54. Although tourism is not an immediate priority for the new country, it is a very important socio-economic part of the country's economic plans. For us front-line sellers of Africa, Sudan will ultimately become a strong destination, especially with its **Bandingalo National Park**, which will become one of the largest parks in Africa, with what is the second largest migration spot in Africa, plus one of the largest wetlands, **the Sudd, formed by the White Nile**.

For now we encourage all of us, tour operators, airlines and travel agents to start doing our 'due diligence' of what will ultimately become one of the more important Africa and world destinations to develop and sell.



Special recognition and honor was bestowed on the Southern California ATA Chapter by the ATA International Board. In recognition of the dedication and hard work of the Chapter members and the contributions of the Chapter to the Association and Africa. Certificate of Appreciation was presented by Edward Bergman, Executive Director of ATA during the just-completed 36th Annual World Congress in Senegal

Reminder to keep your January 2012 calendar fairly open. Southern California travel pros and consumers will be attending two big travel shows. January 14 and 15 reserve for the Los Angeles Travel & Adventure Show at the Long Beach Convention Center and on January 27, 28 and 29 plan to be at the Los Angeles Times Travel Show. An important aspect of the L.A. Times show will be the Friday, January 27.. That entire day is being totally reserved for the travel and tour trade only—no consumer. This should provide for some new presentations geared totally to the tourism and travel professionals. SoCalATA will be at both shows—put both on your must-attend calendars.

**LOS ANGELES
TRAVEL &
ADVENTURE
SHOW.**

&

**Los Angeles Times
TRAVEL
SHOW**

The Africa operators should consider exhibiting at these shows and become part of what Southern California is—the **largest long-haul leisure travel market of the U.S.** And if you do, tell the show organizers that SoCalATA send you!

Other Africa shows taking place around Southern California:

SoCalATA has a dinner presentation on Wed. July 20.

SoCalASTA has its 2nd Africa Showcase mini-Indaba Aug. 09.

South African Airways (SAA) has its Southern Africa Showcase coming to Los Angeles on September 15.

News from MOMBASA AIR SAFARI—The recently converted DC3-T-65 will now fly regular flights from the coast to the Mara and, on



demand, also to Samburu, Amboseli and Lamu, as well as being available for special charters and well suited for I.T. groups.

All passengers will receive a complimentary memento to show that they have flown in Africa in a DC3.

ATA on the Facebook To keep "in the know" of what is taking place with tourism in Africa, you should take advantage of ATA's Facebook: <http://www.facebook.com/pages/Africa-Travel-Association/92120452544>

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

Give a call to Sylvia at 818 760-0327 or go to the ATA site: www.AfricaTravelAssociation.org



**Destination
AFRICA**

53

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

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Benin
Botswana
Burkina Faso
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Cote d'Ivoire
Djibouti
Egypt
Equatorial Guinea
Eritrea
Ethiopia
Gabon
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ATA Airline Partners



About ATA: 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 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. For more information: www.AfricaTravelAssociation.Org

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