The 36th ATA World Congress which just concluded in Dakar, Senegal provided an insight to Africa's tourism. The 2011 "State of Tourism in Africa" economic report prepared by the World Bank, ATA and NYU was reviewed and will be officially published as part of ATA's Presidential Forum being held in September in conjunctions with the U.N. General Assembly meetings, provided the themes numbers for 2010 and an enthusiastic outlook for the coming year. The other side of Africa's tourism —primarily the Mediterranean Africa—Tunis and Egypt need all the travel and tourism industry's support to assist in their recovery. Libya was privately discussed, with the hope of resolving the situation that brought tourism to a stand still and continues to affect the regional business.

The SoCalATA Congress delegation was headed by the SoCalATA President Michael Madison, who participated in one of the key seminar/ workshops "Working with Tour Operators on both sides of the Atlantic" and SoCalATA Board Member, Ron Mracky was honored with the ATA's 2011 Founders Award.

Overall, and as at all the ATA Congresses the tourism and travel business matters discussed are paramount to the development of the industry and issues that affect the front-line travel agents, tour operators, airlines, cruise lines, hotel brands and resorts. The Tourism Ministers which are among the attendees and "rub shoulders" and debate and work side-by-side with all the delegates. This is where much work and business is done—new destinations announced, new hotel openings and new upgrades to historical and eco sites propagated. In short—*if you are part of the Africa tourism and travel business, on either side of the Atlantic, you should be attending the ATA World Congresses!*

The Republic of CHAD —During the ATA Congress the Government of Chad has joined and became one of the ATA member countries. This is an initial foray by Chad into the international tourism arena.

NTA— National Tour Association President, Lisa Simon and ATA have signed a joint business agreement MOU to work in alliance in promotion of general tourism and specifically provide the Africa connection to the NTA tour operator members.

Cox & Kings one of the ATA corporate members have moved their corporate offices from Florida to Los Angeles. Now located at 8060 Melrose Avenue, local tel: 324-655-1758. In addition C&K has appointed **Megan Bryant** as their Africa & Indian Ocean Destination Manager.

The AFRICAN SOUND at the Greek Theatre - The legendary Youssou N'Dour, Angelique Kidjo and Vusi Mahlasela play The Greek Theatre in Los Angeles, one night, June 16. Senegal's Youssou N'Dour, "The Man" of Africa's music; "Africa's Premier Diva" Angelique Kidjo, and South Africa's Vusi Mahlasela, known as "The Voice" —together for one incredible evening that anyone who sells travel to Africa should experience. *Looking forward to see you there!*

Where: Greek Theatre
When: June 16 at 7:30 PM
Ticket Prices: $55.00 / $45.00 / $35.00

More info: http://www.greektheatrela.com/events/event_details.asp?id=1999

SAA—South African Airways announced its new **nonstop service** from JFK to and from Jo'burg—see the sched below. As all of the SAA flights, including the Washington, Dulles flight to Dakar, Senegal, the Economy or as we call it the "Main Cabin" clients are served a selection of freshly prepared meals, complimentary beverage and bar service, including some of South Africa's finest wines, plus an amenity kit to refresh during what could be called an "overnight" flights to see the Big Five.

NEW YORK (JFK) TO JOHANNESBURG	JOHANNESBURG TO NEW YORK (JFK)
SA #204	SA #203
Depart JFK: 11:15AM	Depart JNB: 8:35PM
Arrive JNB: 8:40AM +1	Arrive JFK: 6:40AM +1
NONSTOP	NONSTOP

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
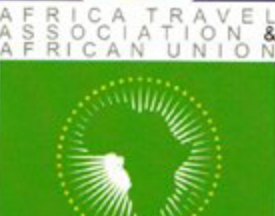

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Djibouti
Egypt
Equatorial Guinea
Eretria
Ethiopia
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The Gambia
Ghana
Guinea
Guinea-Bissau
Kenya
Lesotho
Liberia
Libya
Madagascar
Malawi
Mali
Mauritania
Mauritius
Mozambique
Namibia
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