

ATA and the Africa Travel and Tourism Association (ATTA, Advancing Tourism to Africa) have exchanged reciprocal membership as a step toward working together to promote pan African travel and tourism. ATTA creates the platform for buyers across Europe to meet suppliers of African tourism products at networking events, trade shows and through its links with the media. ATTA also distributes news on tourism across Africa to its membership and acts as an information hub between the news media and the tourist industry in times of crisis.