



ZIMBABWE TO HOST ATA's 37th ANNUAL WORLD CONGRESS MAY 18-22, 2012 VICTORIA FALLS

WELCOME! TIMTAMBIRE SIYALEMUKA! TO A WORLD OF WONDERS

As Editors, we have a great interest in projects relating to Ecotourism and Sustainable Travel. Many things drew us to Africa and its indefatigable spirit.

From our base in Vancouver, B.C. Canada, we are travelled so far through over many countries, in North, West, Central, East, Southern Africa, sampling everything from the lands of Sahara to Safaris, and the beautiful beaches of Africa Islands.

Africa offers an incredibly rich diversity and the best wildlife viewing in the world and it is indisputable. It offers an extraordinary scenic variety. Many delegates find that it is home to some of the friendliest and generous people in the world. Tourism as a result are the force in increasing the well-being of all Africans.

Which is why, we will particularly enjoyed working on Zimbabwe. "the World of Wonders". We started the Magazine since 17 years ago so that we could help you make informed decisions, giving you a look across the continent.

Zimbabwe land of the thunderous Victoria Falls and ruins of Great Zimbabwe is heir to an unparalleled wilderness estate: Gonarezhou, Hwange, the Zambezi River and Matusadona.

The population in Zimbabwe is optimistic about the outcome of the quick recovery of travel and Tourism, the country has the potential to once again be among the top tourist destinations in Africa supported by the vast popularity of Victoria Falls, an astounding geographical site located between Zimbabwe and Zambia.

Perhaps Zimbabwe is still not widely recognized but surely our job is to bring to you a wider scope of what the country has to offer tourists, ministers, delegates, airlines personnel, hotels groups and tours operators.

Tourism also creates personal interactions between cultures that are stimulating and that foster understanding, and we can make balanced decisions to contribute to our world.

There are new development agenda in 2012, new airlines stepping in, new routings, more operators, more new Africa cruises offering clients an opportunity to experience Africa and become acquainted with its culture and the wildlife experience.

We truly believe that if more people travelled there would be less conflict in the world.



This Congress is timed two days following the South Africa's INDABA in Durban May 12-15, thus making the 37th World Congress very convenient for those planning to attend INDABA, the Africa's largest Travel Trade Show. For two years in a row, INDABA has won the award for Africa's best Travel and Tourism show. This award was presented by the Association of World Travel Awards.

We would like to invite you to become a member of Canada ATA Chapter to represent Africa Tourism market. ATA organization is Your organization and offers many marketing and networking opportunities for African and

Indian Ocean Travel and Tourism partners. Their main aim is to help you promote tourism to Africa and the Indian Ocean.

To register and for more information please go to: <http://www.africa-ata.org>



The Africa Travel Association's Fifth Annual U.S.-Africa Seminar on Tourism in Washington, D.C from March 15-16, 2012

"Building Tourism Business in Africa through Partnership"



Dear ATA Friends,

We are proud to share some coverage of our 5th U.S.-Africa Tourism Seminar in Washington, DC on Friday, March 16, 2012. The 2012 event attracted twenty African countries and a record number of industry participants.

Zimbabwe Tourism, Part

1: <http://www.youtube.com/watch?v=yXCTMy8MUjE>

Africa Tourism Part 2: <http://www.youtube.com/watch?v=RL-qPOdITKk>

In part-two of the Africa tourism series, VOA's Ndimyake Mwakalyelye reports on how officials are working on raising the visibility of tourism in Africa.

Africa Tourism, Part 3: <http://www.youtube.com/watch?v=VjnxjGo5Ork>

VOA's Ndimyake Mwakalyelye continues her three-part series on tourism to Africa, focusing on ATA member airlines serving the continent.

For more on the seminar, read the full **press release** at <http://africatravelassociation.org/documents/2012US-AfricaTourismSeminarPostPressReleaseFINAL.pdf>.

You can also **view pictures** from the event at <http://www.facebook.com/media/set/?set=a.10150639510737545.385588.92120452544&type=3>

Thank you all for your participating in the event and for your support in bringing Destination Africa to the world.

We look forward to seeing you in Zimbabwe at our 37th Annual World Congress in Victoria Falls, Zimbabwe. To learn more about this event, visit <http://africatravelassociation.org/events/ac.html>.

The ATA Team



The Tour Operators promoting Africa in Canada brings together the leading Canadians Tour Operators and wholesalers for African Travel. They are dedicated to the growth and quality of travel to and within Africa from Canada by implementing joint marketing initiatives with African tourist boards and suppliers.

The most exciting revelation reported in various industry reports is that Africa and Indian Ocean receives more tourists than the Caribbean and South America combined

Consider travelling in Africa and learn how to Sell Africa by joining the AFRICA TRAVEL ASSOCIATION CANADA CHAPTER

Email: airhwy@smartt.com
Jerry Bird / Mugnette Goufrani

Or go to the Website: <http://www.africa-ata.org/bulletins.htm>



To keep you informed of what is taking place with Tourism in AFRICA

Please, take advantage of ATA's Headquarters Facebook:

<http://www.facebook.com/pages/africaTravelAssociation> or
<http://www.africatravelassociation.org/>



Mission: The Africa Travel Association (ATA) was established as an international travel industry trade association in 1975 to promote travel, tourism and transport to and within Africa, and to strengthen intra-Africa partnerships. ATA partners with the African Union Commission (AUC) to promote the sustainable development of tourism to and across Africa. ATA's annual events in Africa and the United States bring together industry and government leaders to shape Africa's tourism agenda.

Members: As the world's premier travel industry trade association promoting tourism to Africa, ATA provides services to a broad range of members including: African governments, their tourism ministers, tourism bureaus and boards, airlines, hoteliers, travel agents, cruise lines, hotels, resorts, front-line travel sellers and providers, tour operators, travel trade media, public relations firms, consulting companies, non-profit organizations, businesses, small and medium-sized enterprises, and other organizations engaged in tourism promotion.