

37th Annual Africa Travel Association World Congress, May 18–22, 2012 Victoria Falls, Zimbabwe

Africa's yearly tourism signature event providing a networking, learning and agenda-shaping platform for 300-500 travel professionals from around the world. The Congress agenda addresses imperative industry business topics, substantial first-hand professional development opportunities, where the Delegates participate in round-table face-to-face discussions with tourism ministers, their senior staff members and their tourism boards. Additionally the Delegates meet the senior personnel of the airlines, hotel groups and top incoming tour operators.

This year's Congress is timed two days following the **South Africa's INDABA in Durban (May 12- 15)**, thus making the ATA Congress very convenient for those planning to attend INDABA.

We look forward for you to join the Southern California ATA Delegation to represent Africa's largest tourism source market of the U.S.

To register and for further information go to:

www.AfricaTravelAssociation.Org

5th Annual U.S. Africa Tourism Forum Washington D.C.—March 16, 2012



This is an intrinsically important event for those involved with marketing and developing travel and tourism to Africa on all levels—front-line travel sellers to those who oversee structure and finance the development of tourism to Africa. Organized by the Africa Travel Association in cooperation with the African Union Mission to the USA.

All the East Coast industry professionals and those who will be on the East Coast at the time should plan to attend this crucial event. Keynote speaker is Johnnie Carson, the Assistant Secretary of State for Africa, with the Africa diplomatic corps, leading tourism and travel professionals, plus representatives of the financial communities and NGOs addressing sustainable tourism development of Africa, in attendance.

Discussions will center on the practical imperatives of travel to Africa from the United States and how to accomplish the goals articulated by the many of the U.S. tourism professionals, the White House and the U.S. State Departments, plus serve as a preamble to the Zimbabwe 37th ATA World Tourism Congress in May.

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As a start to 2012, SoCalATA was part of two major Southern California travel shows, the Los Angeles Travel & Adventure Show, held in Long Beach with NBC-TV and the L.A. Times Travel Show held at the L.A. Convention Center.

These two shows are part of the SoCalATA consumer community outreach programs, designed to get the traveling public to include AFRICA in their plans and override any hesitations they might hold.

The ATA volunteers passed out Africa itinerary brochures of **Southern California headquartered ATA member tour operators**. As to the front-line travel agents most of them who attended the shows stopped by and replenished their Africa destination brochure sales library and got most of their destination update questions answered.

In addition and at the invitation of the Long Beach show SoCalATA's Ron Mracky and Kagne Asfaw, Director USA & Canada, of the Ethiopian Airlines gave an all-encompassing Africa familiarization presentation as part of the show's educational show portion.



Based on reported figures by the two shows, and our estimate of at least half of the attendees stopping by and talking to ATA volunteers, we interfaced with over 25,000 Southern Californians who now will actively think of Africa as a destination for their next major international trip.



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.

Introducing SellAfricaTravel.com

Register Today for Free

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



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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 — 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.

