

Africa's Eco Cultural Treasures

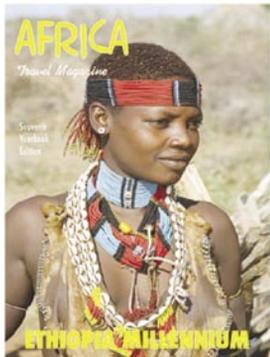
by Jerry W. Bird



Quick Now! When you think of Africa, what image comes to mind? Do you visualize a luxury tented camp near Mt. Kilimanjaro? Do you see an elegant, Orient-Express class railway coach sailing through a grassy sea? Is a world class UN Convention Center and 90 foreign embassies

your idea of Addis Ababa? The state of the art facilities in hotels, resorts, lodges, and meeting places in many African countries shatters the myths and blows away most preconceived notions. So does the trans ocean service of Africa bound airlines. Another monster myth is the price tag. Thanks to fleet expansion and new alliances, getting to Africa from the USA is easier and cheaper than ever. Just ask a member of the Africa Travel Association (ATA) who has flown there lately.

Our Positive Mandate



Since 1995, our editors have represented Africa around the globe, visiting different African host countries twice every year, building long-term friendships. Africa Travel Magazine's mandate is

to tell the positive story of Africa - the news mainstream media usually forget. Our publication maintains a high level of quality and each edition is a keeper.

Yearbooks Extend Our Reach

With new alliances initiated by the ATA executive came an opportunity to extend and enhance our publishing schedule, launching a series of yearbooks, each with a life of its own. Some are sections under one cover, others are self cover inserts. This idea evolved from our ATA World Congress Editions, where the host country - Kenya, Ethiopia, Ghana, Tanzania, Uganda or South Africa - is featured on the cover and first section. Having participated in many travel shows, we saw the need for magazine issues devoted to a single African country, city or event. Two such issues are underway - *The Ethiopia Millennium Souvenir Edition* and *Tanzania-Zanzibar Edition*.

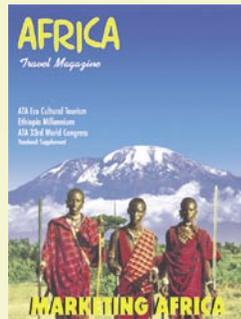
Both will be enhanced by bimonthly updates as required. To advertise visit <http://www.africa-ata.org/advert.htm>

Googled Us Lately?

Another way we spread the good word about Africa is via the internet, scoring #1 on Google, Yahoo and MSN. Surprising statistics, considering that ours is a nonprofit entity, funded by its advertisers. According to Webtrends, we have a sticky site, where up to 78,000 Unique Visitors come monthly. Many average 10 minutes. This 4,000 page web site never runs short of material because Africa Travel Magazine is on the prime mailing list of sources around the world, large and small. We're well known throughout Africa, from national tourist offices, mayors and city administrators to its thriving private sector.

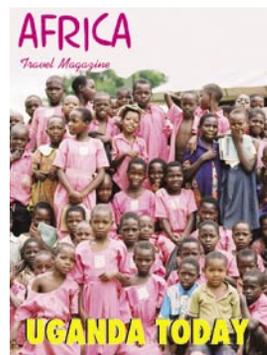
Showtime Agenda Biggest Ever

The third important facet of our media activity on behalf of Africa is Trade Shows, where our exhibit anchors a growing Africa Tourism section. Through an exchange for advertising, we exhibit at four Adventures in Travel Expos, New York Times, LA Times, Boston Globe, World Adventure Travel Summit, SITV Montréal, Canada, THETRADESHOW (by ASTA and partners), World Travel Marketing Summit, China Outbound and others. Visit <http://www.africa-ata.org/venues.htm>



Africa via Atlantic or Pacific?

We live in Vancouver on Canada's Pacific Coast, which is about as far away from Africa as one could get - right?. Yet the interest in Africa and Africans is ripe in our great city. For example, I am currently reviewing new books by close friends who are both well known Vancouverites. Angela Fairbank's book features cultural photos from Ethiopia, Rick Antonson's book is a travel story based in Timbuktu, Mali. Yes, we are keen on Africa, having staged events at Simon Fraser University, Sheraton Wall Centre and Vancouver's classic Library Square. Each event attracted travel agents from near and far to meet



delegates from Ghana and Kenya. In 1990 we were active at PATA's World Conference and in 2006, we hosted African mayors from at the UN World Urban Forum. Being on the Pacific Rim,

Vancouver has another advantage. For years we've flown to Africa via the USA and Europe. This year, allied with PATA (Pacific Asia Travel Association), we're actively promoting flights to Africa via Vancouver, Seattle, Los Angeles, Anchorage and other Western gateways, with exotic Asian stops en route. Wouldn't you say our clients and members are in for some active, exciting and rewarding times?

Africa Yearbook Sections

1. *Eco Cultural Tourism*
2. *Ethiopia Millennium*
3. *Tanzania and Zanzibar*
4. *ATA World Congress*
5. *Air Highways to Africa.*

The World's Major Airlines book review will appear in our first Air Highways to Africa in 2008. Also on the editorial menu are airport and aircraft profiles, fly-drive, fly rail and fly-cruise vacations, African adventures and safaris.

ATA Builds Bridges to Africa

As a nonprofit, nonpolitical organization, ATA's membership is comprised of government ministers, tourist board officials, tour operators, travel agency, hotel, airline, marketing and media executives, educators and group organizers. ATA's mandate is to educate its membership, teaching agents about changing consumer demands, how to market new African

products, packages and destinations effectively, and why cultural, educational and eco-tourism is gaining such popularity in America. Niche markets are foremost - adventure travelers, seniors, families on safari, African-Americans

seeking cultural heritage, budding archaeologists, history buffs, sports lovers, the meetings and incentive trade - you name it. ATA teaches agents how to spot new trends and cash in early.

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