

This sample edition features pages from our 2009 Venues Global Edition - Marketing Africa Travel, Trade and Tourism through events and incentives. The latest edition is in production and a digital version will be available for download following the Africa Travel Association (ATA) 35th Annual Congress, May 17-20 in Banjul, The Gambia.

For your convenience we have limited the size of this sample to under 60 pages

Also for your convenience to avoid constant page turning, we have designed this PDF version in double page spreads, except for the covers. Previews of over 24 other editions can be viewed from our website - <http://www.africa-ata.org/mag.htm>

To turn pages, please use the return key or the forward arrow.

AFRICA

Travel Magazine

Hotels &
Meetings
ATA in Egypt
NY Times Travel
ITB Berlin
Imex Frankfurt
WTM London
Mode a Paris
Indaba 2010
Karibu Fair
World Cup
Conventions
Incentives

VENUES *Africa*

Venues

“The western media needs to focus more on success stories in Africa. We are doing so many good things out here which do not get enough publicity.” President Kikwete, Tanzania,

Testimonials from our supporters around the world are proof that we have heeded President Kikwete’s request by providing positive publicity for the past 15 years. The results are showing up in meaningful, measurable ways, as we move ahead, building a library of books and magazines that showcase the Best of Africa. Our “Faces of Africa” are smiling for good reason - their stories in print, online and on air are many, varied and well received. For over 100 examples visit: www.africa-ata.org/faces1.htm



**THIS IS A SAMPLE ONLY
NOT ALL OF THE PAGES LISTED
BELOW HAVE BEEN INCLUDED
IN THE SAMPLE**

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The Wall Street Journal



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IMEX is the only global exhibition to combine an international hosted buyer programme with thousands of buyers from the German outbound market. The 3,500 exhibitors from across the globe include national & regional tourist offices, convention & visitor bureau, hotel groups, conference centres, cruise lines, airlines, destination management companies and more. "In a word, IMEX has been fabulous - visitors are deadly serious about doing business, meaning that no time is wasted. It's been fun too."

Martin Sirk, ICCA

Business follows IMEX

This year's IMEX was delivered following one of the most uncertain periods in global economic history. Nevertheless, the international meetings, incentive travel and events industry is nothing if not resilient, pragmatic and inherently optimistic. And this was reflected in a strong desire to get down to business and see a return on investment coupled with a widespread belief that business opportunities were still in good supply. Our feedback proves that all of this – and more – was achieved at IMEX this year. Hosted buyer numbers reached a new high of 3,779 (from 60 countries), with buyers representing the long-haul markets increasing by 50%. Over 8,900 visitors. 3,700 international hosted buyers. 4,300 German buyers. 3,500 exhibitors. 157 countries. Contact: Carina Bauer
Ph: +44 (0) 1273 227311
<http://www.imex-frankfurt.com>

About Frankfurt

Situated on the Main River, Frankfurt is the financial and transportation centre of Germany and the largest financial centre in continental Europe. It is seat of the European Central Bank, the German Federal Bank, the Frankfurt Stock Exchange and the Frankfurt Trade Fair, as well as several large commercial banks. Frankfurt Airport is one of the world's busiest international airports, Frankfurt Central Station is one of the largest terminal stations in Europe, and the Frankfurter Kreuz (Autobahn interchange) is the most heavily used interchange in continental Europe. Frankfurt is the only German city listed as one of ten Alpha world cities.



Venues

Events Promoting Africa

OCTOBER 2009

10-11 Adventures in Travel Expo
New York City, NY
www.adventureexpo.com

17-19 Africa City Mayors Indaba
Gallagher Estates, Midrand, Johannesburg, South Africa

25-30 Fifth Annual African Diaspora Heritage Trail Conference
Dar es Salaam and Zanzibar,
<http://www.adht.net>

20-22 Adventure Travel World Summit, Quebec City, Canada
www.adventuretravelsummit.com

23-25 SITV International Tourism & Travel Show, Montreal, Canada,
www.salontourismevoyages.com

28 ATS American Tourism Society and Tourism Cares Conference
Mecklenburg - Vorpommern, Germany

NOVEMBER 2009

1-3 Ecotourism and Sustainable Tourism Conference, Portland, OR,
veronique@travelportland.com .
www.ecotourismconference.org.

1-6 Skat World Congress
Budapest, Hungary

7-11 ICCA Exhibition, Florence, Italy
www.iccaworld.com

9-12 World Travel Market
Excel Centre, London, UK
www.wtmlondon.travel

14-18 NTA Annual Convention
Reno, NV www.ntaonline.com

China International Travel Mart
New International Expo Center,
Shanghai, China . t.b.a.

Travelers' Philanthropy Conference . t.b.a.

DECEMBER 2009

USTOA Annual Conference and Marketplace, Fairmont Hotel,
Banff, Alberta, Canada

JANUARY 2010

9 -10 Adventures in Travel Expo
Chicago, IL www.adventureexpo.com

14 - 17 Moroccan Travel Market Marrakech, Morocco
212 5 22 25 25 13
commercial@mtm.ma

23-24 Toronto's Ultimate Travel Show, Toronto, Canada

FEBRUARY 2010

13-14 Adventures in Travel Expo
Los Angeles, CA www.adventureexpo.com

19-21 Boston Globe Travel Show, Boston, Mass.

MARCH 2010

10-14 ITB Berlin
Phone: +49 (0)30 3038-0
E-Mail: central@messe-berlin.de

Salon de Tourisme, Paris, France
Dates to be announced

13-14 Adventures in Travel Expo
Washington, DC
www.adventureexpo.com

24-26 GLOBE 2020, World's Largest Enviro-Business Expo, Vancouver

MAY 2010

ATA 35th Annual Congress
The Gambia

25-27 Imex, Incentive Travel, Meetins and Events Frankfurt Germany

NOVEMBER 2010

Adventures in Travel Expo
Seattle, WA www.adventureexpo.com

Other events to be announced





I AM THE GAMBIA, HOST COUNTRY FOR THE AFRICA TRAVEL ASSOCIATION 35TH ANNUAL CONGRESS, MAY 17-20, 2010



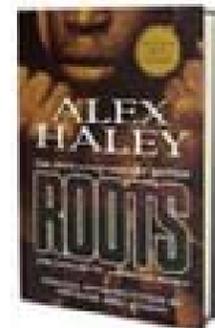
I am the West African Republic of The Gambia, proud host country for the Africa Travel Association 35th Annual Congress in May, 2010. I was named for one the continent's most navigable rivers. I occupy a narrow area on the Gambia River, surrounded by Senegal to the north, east and south. My western boundary along the Atlantic Coast offers visitors some of Africa's most beautiful beaches with warm coastal waters and a tropical climate that is warm and humid year round.

My Vision 2020 Plan
A former British colony, I became independent on February

18, 1965y. My President, H.E. Yaya A.J.J. Jammeh instituted "The Gambia Incorporated" a vision 2020 plan that aims to transform me into middle income status by offering a stable investment environment, an efficient banking sector, and a competitive private sector.

My Ethnic Roots

Many Americans know about me thanks to Alex Haley's bestseller and epic television docudrama "Roots," which tells the story of Kunta Kinte and his ancestral homeland of Juf-fureh. My population of 1.5 million includes the Mande, rural Mandinka and Atlantic peoples - Wolof and



Fulani. They live harmoniously in mixed communities, freely exercising their religious and cultural traditions. My people are also widely recognized for their genuine friendliness and hospitality. While English is the official language, Wolof and Fulani are spoken in towns and Mandinka in rural areas. About 85% of my population is Muslim, with a fairly large Christian minority. My capital, main port and commercial center along the

River Gambia is Banjul (300,000 population).

My Economy

Tourism and Agriculture account for 23% of my gross domestic product and employ 75% of my

workforce. In 2000, around 100,000 tourists visited me, providing an estimated 10,000 Gambians with stable employment.

Gateway to Success

Fishing and manufacturing industries offer opportunities for expansion, with plastics and confectionaries as key products. I am an important entry point for goods to be distributed to neighboring coun-

tries - the logical "gateway" into West Africa for the trans-shipment of imports and exports. .

My Rich Heritage

The World Heritage Committee Inscribes 24 New Sites on the World Heritage List, including the West African Republic of The Gambia. New natural sites include James Island and related locations, which



that stretched from pre-colonial and pre-slavery times to independence. The site is particularly significant for

its relation to the beginning and the abolition of the slave trade. It also documents early access to the interior of Africa.

Photos from top left: Coastal resorts, Map of the Gambia, Arch 22 at the entrance to Banjul, Banjul International Airport, Albert Market, Banjul King Fahad Mosque. Sources - Wikipedia, Sheraton, The Gambia. To learn more about me check out www.visitthegambia

More to come in this edition





ABOUT THE AFRICA TRAVEL ASSOCIATION 35TH ANNUAL CONGRESS

NEW YORK,
NY: Honorable
Nancy Seedy

Njie, The Gambia's Minister of Tourism and Culture, and Edward Bergman, Executive Director of the Africa Travel Association (ATA), today announced that the Republic of The Gambia will host ATA's 35th Annual Congress in the capital city of Banjul in May 2010.

"It is with great pride that we are once again partnering with ATA to invite the world to visit and explore The Gambia," said Minister Njie. "The Gambian government places great priority on tourism, which has contributed significantly to our country's growth and stability. We hope that the ATA Congress will help us continue to promote our country in new marketplaces and attract new investment in the sector."

Smiling Coast

The Gambia, known as the "Smiling Coast of Africa," is famous for its luxurious beach resorts, quaint fishing villages and magnificent coastline, but there is much more to the affordable and safe West African country, including peaceful and friendly peo-

ple, eco-tourism, sports fishing, bird watching and safaris, music, dancing and traditional wrestling matches, and visiting trans-Atlantic slave trade sites.

"The Gambia has made amazing progress with its travel and tourism industry by building public and private-sector partnerships, where the government creates the conditions for the private sector to invest in the industry," said Bergman. "By combining The Gambia's ability to attract tourist arrivals, particularly from Europe, with ATA's ability to engage diverse travel professionals from around the world, particularly in North America and across Africa, the congress holds tremendous promise for turning tourism into a continental economic driver."

ATA's hallmark international event will be attended by African tourism ministers and industry experts representing tourism

boards, travel agencies, ground operator companies, airlines, and hotels. Many participants from the travel trade media and the corporate, non profit and academic sectors are also expected to attend.

The four-day event will engage delegates in discussions on a range of industry topics, such as public-private sector partnership, marketing and promotion, tourism infrastructure development, industry trends, and social media. ATA member countries will organize a few evening networking receptions and ATA's Young Professionals Network will meet with local hospitality professionals and students. For the second year, the congress will also include a marketplace for buyers and sellers specializing in Destination Africa.

Delegates will also have the opportunity to explore the country

on pre or post congress trips, as well as on the **Host Country Day**. The Gambia, the smallest country on the African continent, has an estimated population of 1,600,000. With the

exception of a small shoreline, the English-speaking country is surrounded by Senegal. Approximately 120,000 charter tourists, mainly from Europe, arrive annually. The Ministry plans to attract 500,000 arrivals by 2012, by targeting the US marketplace and "up-market" tourists, and to lengthen the tourist season to all year round. Public-private sector plans to increase the accommodation stock and to build a conference center are currently underway. The travel and tourism economy accounts for sixteen percent of Gambia's GDP.

Encore from 1984

The 2010 Congress builds on the success of the West African country's longstanding ties with ATA. In 1984, ATA held its ninth congress in Banjul, immediately following the association's eighth congress in Cairo, Egypt.

"ATA is excited to return to Gambia and anticipates that the 2010 congress will help Gambia reach its goal of bringing in more tourists and industry investment," said Bergman. "We are especially grateful to our private sector partners, particularly Starwood Hotels, who have been instrumental in bringing the Ministry and ATA together to organize this important continental event." To prepare for the annual event, ATA will send a delegation to Banjul in November for a site inspection. During the visit, the team will meet with representatives from the public and private

sectors and ATA-Banjul chapter members, as well as visit the proposed conference, lodging and entertainment venues. ATA, in cooperation with the Egyptian Ministry of Tourism and the Egyptian Tourism Authority (ETA), organized the 2009 congress at the Conrad Cairo Hotel in Egypt in May 2009. Under the banner "Connecting Destination Africa," the event brought travel specialists and experts to Egypt to help shape Africa's tourism agenda during the global economic downturn. EgyptAir served as the official congress carrier.

About the Africa Travel Association (ATA)

The Africa Travel Association (ATA) was established as an international travel industry trade association in 1975. ATA's mission is to promote travel, tourism and transport to and within Africa, and to strengthen intra-Africa partnerships. As the world's premier travel industry trade association, ATA provides services to a broad range of members including: tourism, diaspora, culture, and sports ministers, tourism boards, airlines, hoteliers, travel agents, 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. For more information, visit ATA online at www.africatravelassociation.org or call +1.212.447.1357.

For more information on Gambia, visit the Gambia Tourist Authority (GTA) website at <http://www.visitthegambia.gm/>.

SAVE THE DATE to meet, network, hear and learn to navigate thru the current economic storm. If you sell or buy FIT, group or bulk travel and hospitality of Africa, you should plan to attend!

AFRICA TRAVEL ASSOCIATION

35th ANNUAL All-Africa/International CONGRESS

**BANJUL, THE GAMBIA
MAY 17-20, 2010**

Hosted by the
**MINISTRY OF TOURISM
OF THE GAMBIA**

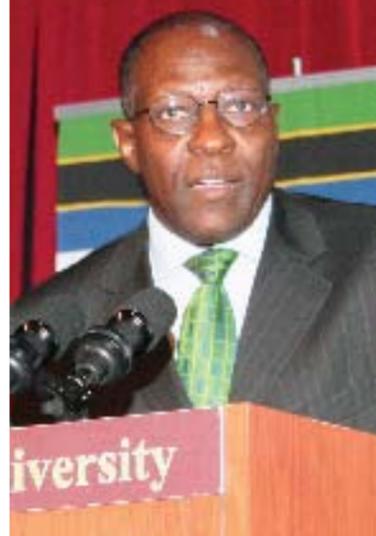
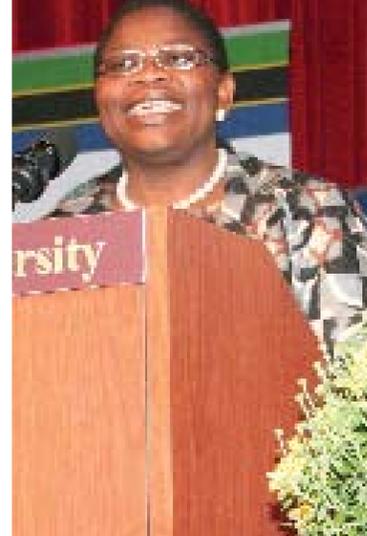
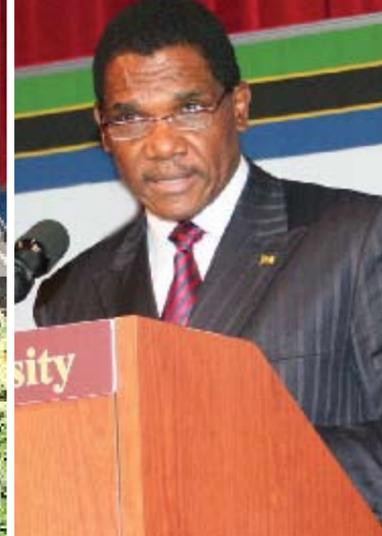


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OR VISIT ON LINE:
www.AfricaTravelAssociation.org



Baloi**Ezekwesili****Hamadou****Lewanika****Kachikho****Mbuende****Suluhu****Sefue**

AFRICAN LEADERS SPEAK IN NEW YORK CITY AT ATA'S FOURTH ANNUAL PRESIDENTIAL FORUM ON TOURISM

The prestigious setting for the Africa Travel Association's Fourth Annual Presidential Forum was New York University (NYU), a private, nonsectarian, research university in New York City at its main campus in the Greenwich Village section of Manhattan. Founded in 1831, NYU is the largest private, nonprofit institution of higher education in the United States, with an enrollment of more than 50,000 students. The University counts 31 Nobel Prize winners and 16 Pulitzer Prize winners, among other achievements. It has proven to be an ideal location for an event of this kind, which provides a platform for the positive story of Africa Tourism and its position on the global stage in the new millennium. *Below: TTB Print Media Award to Journalist Eloise Parker (full story and photo caption on page 8.*

Seven African Leaders from Cameroon, Malawi, Mozambique, Namibia, Tanzania-Zanzibar, Zambia and the World Bank Share Updates on Tourism New York, N.Y., October 6, 2009 - The Africa Travel Association (ATA) held its fourth annual Presidential Forum on Tourism at New York University's Africa House on September 26. Co-sponsored by South African Airways (SAA) and Tanzania National Parks (TANAPA), the forum focused on how tourism can drive economic growth even during challenging economic times.



creation, income distribution and regional development, or even changing perceptions, Africa's tourism industry requires attention, investment and partnership," ATA Executive Director Edward

Bergman said in his welcoming remarks. "With strong public-private partnerships, tourism can yield even greater benefits for each nation on its own and for the continent as a whole."

After Bergman's welcoming remarks, Tanzanian Ambassador to the United Nations, Obmeni Sefue, presented the Tanzania Tourist Board's 2009 Print Media Award to journalist Eloise Parker for her coverage on summiting Mount Kilimanjaro. Speaking on behalf of Tanzania, a country that currently holds ATA's rotating presidency, Ambassador Sefue also spoke about the role ATA can play in improving the state of tourism on the African continent. World Bank Vice President of the Africa Region, Obiageli Ezekwesili

then delivered an opening statement. The remarks set the stage for the panel discussion that followed, much of which centered on introducing each country as a unique travel destination and the role that tourism plays in each nation's economy. Ezekwesili also spoke about the need to build a tourism sector that is driven by economic and social considerations rather than political ones.

Africa House Director Dr. Yaw Nyarko moderated the discussion featuring Dr. Oldemiro Baloi, Minister of Foreign Affairs of the Republic of Mozambique, Baba Hamadou, Minister of Tourism of the Republic of Cameroon, Anna A. Kachikho, MP, Minister of Tourism, Wildlife and Culture of the Republic of Malawi, Samia H. Suluhu, Minister of Tourism, Trade & Industry of the Revolutionary Government of Zanzibar, Dr. Kaire M. Mbuende, Ambassador of the Permanent



Mission of the Republic of Namibia to the U.N., and Dr. Inonge Mbi-kusita-Lewanika, Ambassador of the Republic of Zambia to the U.S.

In three years, the forum has become a high-

light on the diplomatic and travel industry calendars, taking place in parallel to the UN General Assembly meetings in September. In 2006, Tanzania's and Nigeria's heads of state launched the inaugural event; in 2007, Tanzania's and Cape Verde's heads of states delivered the keynote addresses. They were joined by ministers from Benin, Ghana, Lesotho, and Malawi, as well as representatives from Rwanda and the Africa Union. In 2008, ministers from Tanzania, Zambia and Malawi participated.

This year, over 200 participants

from the travel trade industry, media, diplomatic community, African diaspora, business sector, non-profit world, and academia and hospitality studies, participated in the event.

About the Africa Travel Association (ATA)

The Africa Travel Association is the premier global travel trade association promoting tourism to Africa and intra-Africa travel and partnership since 1975. ATA members include ministries of tourism and culture, national tourism boards, airlines, hoteliers, travel agents, tour operators, travel trade media, public relations firms, students, NGOs, individuals, and SME's. For more information, visit ATA online at www.africatravellassociation.org or call +1.212.447.1357.

ATA Communications
Tel: +1-212-447-1357

For a free copy of our Venues World Edition featuring this and other articles on ATA activities, email: airhwy@smartt.com





TANZANIA TOURIST BOARD 2009 PRINT MEDIA AWARD PRESENTED AT AFRICA TRAVEL ASSOCIATION'S FOURTH ANNUAL PRESIDENTIAL FORUM IN NEW YORK CITY CO-SPONSORED BY TANZANIA NATIONAL PARKS

(October 2, 2009, New York, NY) H.E. Ombeni Y. Sefue, Tanzania's Ambassador to the United States, presented the 2009 Tanzania Tourist Board Print Media Award to journalist Eloise Parker at the African Travel Association's (ATA) Fourth Annual Presidential Forum held at the Kimmel Center of New York University on Friday September 25, 2009. Ms. Parker was honored for her first-hand account of summiting Mt. Kilimanjaro which appeared in the New York Daily News print and online edition. Tanzania National Parks (TANAPA), Africa House of NYU, and South African Airways co-sponsored the event. Hon. Samia H. Suluhu, Minister of Tourism, Trade & Industry, Revolutionary Government of Zanzibar, presented a speech on behalf of H.E. Jakaya Mrisho Kikwete, President of the United Republic of Tanzania. Other participants in the forum were the Honorable Baba Hamadou, Minister of Tourism of Cameroon, His Excellency Dr. Kaire M. Mbuende, Ambassador and Permanent Representative, Permanent Mission of the Republic of Namibia

to the United Nations, Honorable Anna A. Kachikho, MP, Minister of Tourism, Wildlife, and Culture of Malawi, Her Excellency Dr. Inonge Mbikusita-Lewanika, Ambassador of the Republic of Zambia to the United States, His Excellency Dr. Oldemiro Baloi, Minister of Foreign Affairs, and the Honorable Obiageli Ezekwesili, Vice President, Africa Region, World Bank, Washington, D.C.

Photos: 1. (L-R) Karen Hoffman, Tanzania Tourist Board USA; Eloise Parker, Journalist and 2009 TTB Media Award Winner; Honorable Samia H. Suluhu, Minister of Tourism, Trade & Industry, Revolutionary Government of Zanzibar; H.E. Ombeni Y. Sefue, Ambassador to the United States for the United Republic of Tanzania; Eddie Bergman, Executive Director, Africa Travel Association. 2. Hon. Samia H. Suluhu, Minister of Tourism, Trade & Industry, Revolutionary Government of Zanzibar, presented a speech on behalf of H.E. Jakaya Mrisho Kikwete, President of the United Republic of Tanzania



Africa Travel Magazine

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Addis Ababa

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AFRICA'S VENUES EDITION SALUTES THE WORLD CULINARY TRAVEL EXPO, MAY 28-30, 2010 IN VANCOUVER, CANADA

The above photos are a small taste of our editors' culinary experiences, from 14 years of travel throughout Africa. From above left (1) The Kempinski Djibouti Palace Hotel, our home for a pleasant two weeks. (2) Governor's Camp, a luxury tented village in the Masai Mara, Kenya. (3) Food shopping at a souk in Morocco, home of our African office. Photos on the opposite page from South Africa, include Cape Town to Pretoria on Rovos Rail, with vintage 1930s dining cars, the finest foods and South African wines. We were served prime rib at the exclusive Kimberley Club, a favorite haunt of Cecil Rhodes and the barons of an earlier era. Cape Town's Conservatory at Table Bay, The Emperor, Johannesburg and other top restaurants would fill this entire edition with taste-tempting images.

Africa and the World Culinary Travel Expo

Our residence, when we are not in Africa, is Vancouver, Canada, host city for the 2010 Olympic Winter Games and voted top city in the Americas by Conde Nast. For the 4th consecutive year, this Pacific Coast city (Canada's banana belt,) will host the World Culinary Travel Expo, May 28th - 30th, 2010. From Vancouver, it's a short drive to Seattle, home of the Boeing Aircraft Company and Bill Gates' Microsoft Empire. Our marketers encourage African Tourism Ministries and many other friends in travel and tourism to attend this event. The exhibit rates are reasonable compared to many others. You will discover why Culinary Tourism should be a key part of your marketing mix for 2010 and beyond. This is an ideal place to market and sell to over 30,000 target culinary visitors face to face, to network and develop

Africa Travel Magazine

new business for your destination. According to the event's organizers you can demonstrate, launch and test market new products and services, generate news coverage by getting on the "media radar" and enhance brand building by creating or raising market awareness and demand for your products and services.

Beehive of activities

This comprehensive 3 day trade and consumer expo has a proven track record of attracting a targeted captive audience that is passionate about food and travel. What's more, there will be opportunities to explore metro Vancouver and rich agricultural area of BC's Fraser Valley and Lower Mainland: Activities can include gourmet food shopping; visits to farmers markets, wineries, orchards and food museums; sampling locally made specialty food and beverages; engaging in Agritourism; attending food,

wine, beer and harvest festivals.

What is Culinary Tourism?

Culinary tourism represents an exciting new niche market that involves traveling to experience a destination through a variety of gastronomic activities. As you may be aware, a country's culinary style reveals its history and culture, of which Africa is well bestowed. Food and travel go together naturally because everyone needs to eat. The culinary experience is a subset of Cultural Tourism, a leisure travel niche market that is capturing a fast-growing segment of the world's travel industry. It is an economic vehicle to drive trade, create sustainable development and add social and cultural value to a community.

It is an innovative approach that can position your products and services, and establish a competitive edge. Culinary can be an important revenue generator for your company and country. Since everyone eats when they travel, experiencing a destination's food is essential to understanding its social structure.

Market Surveys

- Culinary Tourism is emerging as an important component of the rapidly growing cultural tourism market. Canadian Tourism Commission report (2001).
- Culinary tourism today is where Ecotourism was 20 years ago. People are starting to take an interest. World

Travel Market (2006)

- 27 million travelers, or 17% of American leisure travelers, involved in culinary or wine in the near future (60%) is significantly larger than those currently engaged. Tourism Industry Association (TIA) in partnership with Gourmet Magazine and International Culinary Tourism Association. Even though, the surveys were done in Canada, UK and US, the results represent a new and developing trend within the international travel industry. Globe-trotting gourmets are invited to take their taste buds on a world culinary tour.

*To book space or learn more, contact Agnes Chung, World Culinary Travel Expo
Box 233, 101-1184 Denman Street, Vancouver, BC, Canada, V6G 2M9
Tel: 1 604 676-8878 ext. 1
E-mail: culinarytravel@gmail.com*

OUR BEST OF AFRICA EDITION WILL CATCH THE EXCITEMENT AS 'WORLD CUP FEVER' IGNITES THE ENTIRE CONTINENT

By Jerry W. Bird

Growing up in Canada's hotbed of soccer, Vancouver, BC, the world's most popular game became my first team sport. I caught soccer fever overnight and before long was playing for teams in three different leagues in the same season. I just couldn't get enough of it! This passion for soccer continued, yet my experience pales in comparison with that of my oldest son, Ken, who I convinced to try out for the community team in Calgary, Alberta. He didn't fill the nets or set the world on fire the first year, but with good coaching, increased confidence and a sudden growth in size, he gave our family a huge thrill when his team won the Canadian Championship in Toronto. Guess who was the team's captain that year?

World Cup Edition

We have followed the World Cup for decades, but 2010 has a special significance, thanks to our magazine's keen interest in Africa's participation from contending teams, culminating in South Africa's hosting of the FIFA World Cup. We have been planning a World Edition on this topic for several years and will be introducing the issue in digital format following the World Travel Market this November. A Gold Souvenir Edition, with outstanding photos of the games and other activities, will be printed and distributed next summer. Subscriptions and prices will be announced soon.



Fever in Cape Town

We plan to provide timely and useful information about South Africa Tourism plus events leading up to and following the 2010 World Cup to our readers and viewers worldwide. A good example is the impressive Greenpoint Stadium that is becoming part of the skyline of Cape Town with Table Mountain in the background. That was where Associate Editor Muguette Goufrani met Bishop Desmond Tutu, who along with Nelson Mandela is a great booster of the games. We're asking our friend **Daniel Dunn**, an outstanding tour operator, and his colleagues at the Africa Travel Association's Western Cape Chapter, to help with information on the best tours, accommodation, tickets and transportation - for which we will provide links via our two websites - www.africa-ata.org/mag.htm - which features Africa and www.airhighways.com.



com, with information and views from the world. Cape Town's action plan Green Goal 2010 includes 43 projects relating to energy, waste, water, transport, hospitality and sustainable lifestyles. It is aimed at making the 2010 FIFA World Cup™ event

as environmentally friendly as possible. <http://www.capetown.travel/2010/>

Ambassador Radebe

Our new edition features Lucas Radebe, recently appointed as South African Tourism's 2010 Ambassador to the World, a role Radebe is honored, proud and excited to play. "He has the stature and the global credibility this role demands. He is exceptionally well traveled globally, but his heart lies here in South Africa. He loves our destination and our people. He is a champion of South Africa's ability to successfully host the World Cup." said Didi Moyle, acting CEO at South African Tourism.

About the Games

The 2010 World Cup Soccer series is taking place in South Africa from 11 June to 11 July. Our World Edition will tell you how to buy tickets, location of the World Cup Stadiums and what exciting World Cup tours are available. The entire country is involved in staging this great events,

with the outline as follows: Johannesburg (15 games), Cape Town (9 games), Port-Elizabeth (8 games), Durban (8 games), Bloemfontein (6 games), Nelspruit (4 games), Rustenburg (5 games). Soccer is the most widely played sport in South Africa, which won the African Nations Cup on home turf in 1996. Over a billion people are expected to follow what will be the world's biggest sporting event ever, a month long tournament involving the world's top 32 soccer playing nations. It is organized by FIFA (Federation Internationale de Football Association). Over 160 national teams take part in the regional (Continental Zone) rounds to qualify as one of the 32 teams that will take part in finals.

The first world cup soccer match kicked off on July 13th, 1930 with France beating Mexico 4 to 1. The winners since 1982 are as follows - Italy, Argentina, Germany, Brazil, France, Brazil and Italy.

Diski Dance: Appeal to Youth Soccer in the USA

In an announcement appearing on our websites, South African Tourism has partnered with U.S. Youth Soccer (the largest youth sports organization in the United States) and World Cup sponsor Coca-Cola, to spread soccer

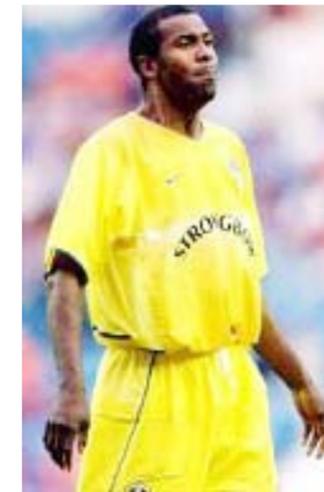
awareness via a fun Web video contest and ultimately bring an American youth soccer team to South Africa. The Diski dance is a new dance based on soccer moves that has been specially created by South Africa for the

Minister van Schalkwyk unveils identity of 2010 Ambassador

"We are extremely proud to have a football star of this stature and a human being of his calibre as our partner," the Minister said. Lucas Radebe was introduced last night by Minister Marthinus van Schalkwyk, the Minister of Tourism, as South African Tourism's 2010 ambassador to the world. Minister van Schalkwyk made the announcement at an event in Sandton where he also launched a Brand

Messaging Book for Tourism for South Africans.

"We are truly privileged that a footballer of Lucas's stature and a human being of his calibre has agreed to partner with us to grow excitement about our destination. We look forward to working with him as 2010 approaches to spread



the message of the anticipation and optimism sweeping our country.

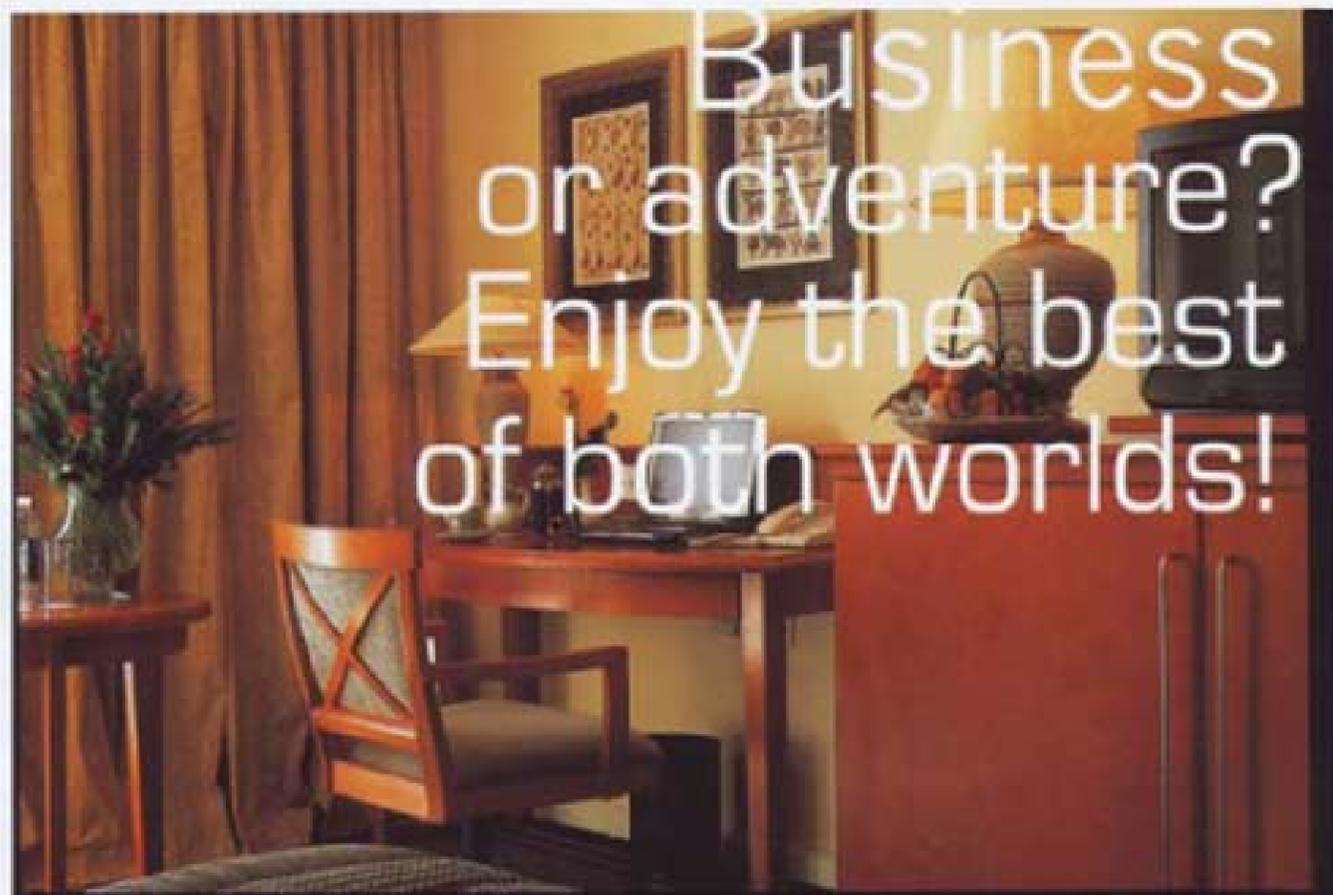
"Now, more than ever, it is important to be an optimistic, dedicated South African with a 'can do'-attitude and few people embody this spirit better than Lucas. He possesses all the qualities demanded of an ambassador. He loves South Africa. He loves travelling in South Africa. He knows our destination well, and he is proud of being a South African. He is truly an inspiration," the Minister said.

Radebe will work with South African Tourism between now and the end of the tournament to help deliver destination messages and to help grow interest in South Africa globally, not only as host of the FIFA spectacular, but also as an awesome and amazing holiday destination.

"We are delighted to welcome Lucas on board," said Didi Moyle, acting CEO at South African Tourism. "He has the stature and the global credibility this role demands. He is exceptionally well travelled globally, but his heart lies here in South Africa. He loves our destination and our people. He is a champion of South Africa's ability to successfully host the World Cup."

Radebe is honoured, proud and





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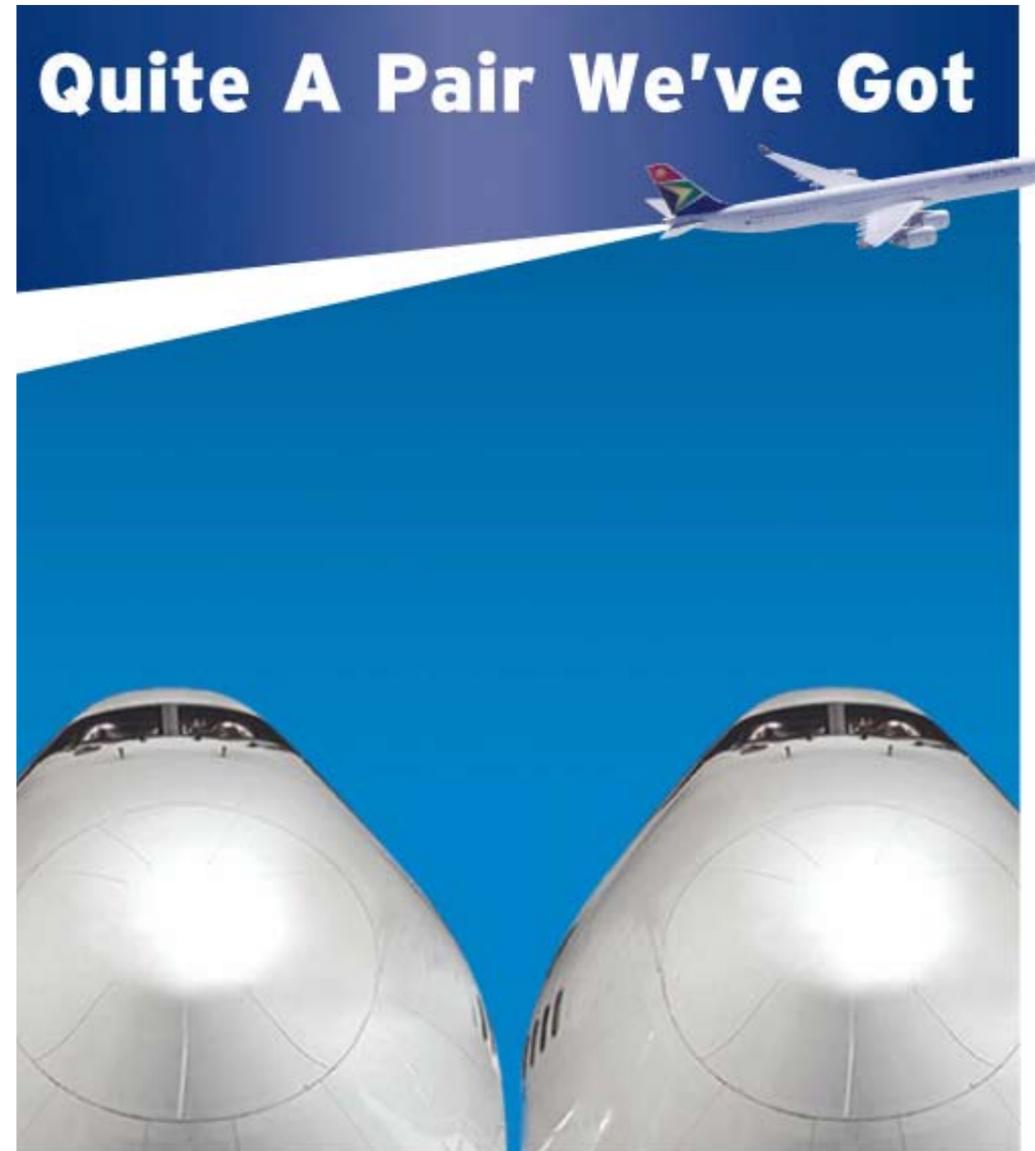
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excited to play this role. "Africa has waited a long, long time for the honour of hosting the world's biggest sporting spectacular. I am excited at the impending reality of welcoming the world's greatest footballers to my homeland. I am proud that South Africa will host hundreds of thousands of fans. I am honoured to be associated with South African Tourism and to be given an opportunity to work with them to raise the profile of my country not only as host of the 2010 FIFA World Cup, but also as the greatest holiday destination in the world."

Ten things you may (or may not) know about Lucas Radebe

1. He was born in Diepkloof, Soweto on April 12, 1969, one of a family of 10 children
2. He spent his young adulthood in the former homeland of Bophuthatswana where he started playing football to help him cope with boredom
3. He made his international debut playing for South Africa against Cameroon on July 7, 1992 and went on to earn 70 caps for South Africa
4. Kaizer Chiefs 'sold' Radebe to Leeds United in 1994 for ?250,000
5. His nickname at Leeds, 'The Chief', was given to him by the fans in acknowledgement of his star defense player qualities
6. Radebe captained Leeds United from 1998 to 2002. He retired from football in 2005
7. Last year a local brewery (near



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8. He counts former president Nelson Mandela and Gary Player among his close personal friends
 9. In December 2000, he received the FIFA Fair Play Award .
- For more on our World Cup Edi-

tion write: airhwy@smartt.com

NOTE: Some of the photographs and advertisements in this advance sample issue are low resolution and appear on this page for position only. New, high resolution images will be provided for our final edition prior to printing or online subscription



HAPPY RETURNS TO MOGADOR FOR FESTIVAL D'ESSAOUIRA GNAOUA, A MUSICAL BANQUET



By Jerry W. Bird

It's been seven years since we first toured Morocco with the Ministry of Tourism as part of the official ATA media team. This time, I am pleased to say, our purpose was to

open Africa Travel Magazine's first office in Africa at Essaouira, a charming, laid back Atlantic Coast city, formerly known as Mogador. A world-class golf course development, with several multi-star hotels is well underway and many other attractions are on the horizon. Since arriving from Paris via Royal Air Maroc, we have visited Rabat, with brief stops at Safi and Al Jaddida, spent several days in Casablanca and several more in Marrakech, greeting old friends and making new ones. Our positive impressions were the new Autoroute and the start of a Tramway system between Rabat and Sale, a large and growing city.

Maurice Goufrani of the Pompidou Centre in Paris joined us for a week in June as we covered **Festival Gnaoua Essouira**, a unique and historical musical experience. This event was high on our agenda and will be featured more

completely in a later edition of **Venues**. Known as the "windy city," Essaouira is Morocco's wind-surfing capital, where from spring to fall and dawn to dusk, the sky is ablaze with multi colored kites. Before I describe our latest activities, it's time to reminisce with my earlier impressions.

Flashback 2002

Here we are, basking in the noonday sun on North Africa's Atlantic Coast at Essaouira, Morocco, following a journey of discovery which began in the Imperial City of Fès and continued via Rabat, Casablanca and Marrakech. In a few days, we will drive south to the resort city of Agadir, with its luxury beach front hotels and lavish casinos, catering to the jet set of Europe, Africa and Mid-



dle East. Most North Americans have yet to really discover Morocco's coastal resort cities - and that's a prime opportunity for our magazine, read by travel professionals and their clients.

We are enjoying a nautical view of Essaouira's historic seaport, once known as Mogador, from our dockside table at "Chez Sam." Highly recommended by locals in the know, this charming waterfront restaurant is surrounded by fishing boats and marine activity. Men repairing fish-nets, shucking shrimp and sorting sardines, looming skeletons of boats under construction add to the scene. The interior of Chez Sam reminds me of Trader Vic's, once a popular hang-out in our home port of Vancouver, and Ivar's in Seattle. The fresh seafood, decor and atmosphere are magnificent and the impressive gallery of celebrity photos; Louis 'Satchmo' Armstrong, Stevie Wonder and others, attests to the fact that the owner comes from the world of jazz. Sam and his huge, jet black dog Nikita joined our table a few days later, and thanks to that rendezvous, I was able to learn the history of this outstanding restaurateur and the origin of the Essaouira (Mogador) seaport's most popular eatery.

Freshness is the order of the day, every day at Chez Sam and also at the many outdoor stalls, perched side-by-side along the dock area. Each offers visitors fresh caught products from the sea to the table and each competes vigorously with its neighbour for our

attention. Barkers, menu boards and tempting displays of fresh catch from the Atlantic is their marketing approach. I enjoyed a generous portion of sole fillet and fresh salad for less than five dollars U.S. My two colleagues split a large crab for a similar tab. Overhead a flotilla of sea gulls was dipping and diving against a background of crashing whitecaps, rocky outcrops and rugged remnants of the centuries old Portuguese fort that marks the city's place in history. Some call this the "city of winds ... and when we visited Essaouira earlier this same week, a minor storm was brewing. Gusts swept the area clear of surfers, bathers, wanderers and beachcombers. A few lonesome camel drivers still



tended their stalls near the far end of the crescent shaped beach, and the waves grew even more fierce as they pounded the shore. But today, near the end of December, the weather is as balmy as any spring afternoon, and the buyers and browsers are out in force, filling the Medina with its dozens of shops and stalls. We found an excellent Cyber Cafe right by the entrance and are getting our dozens of e-mail letters ready to send around the world. It's a great way to stay in touch, which is why we always carry our 'portable office - a reliable Macintosh laptop computer.

Arabian Nights On New Years Eve in Morocco

One of my favorite meeting places in Essaouira is the 5-star Sofitel Mogador, located on the main promenade facing the beach. Here's where we spent one of the most enjoyable New Year's Eve celebrations in years. It started with an invitation to a Fashion Show, which continued into the wee hours. For starters, the hotel's dining room staff were all decked like Aladdin (of the lamp), and the entire ballroom looked like a scene from Arabian

Nights, complete with belly dancers, mariachis with their Spanish guitars, Magicians and special visual and musical effects. The entire evening was unforgettable. We then moved to the hotel's beach side restaurant, where the music was going full tilt. One of local girls modeled Muguette's bottle-green gown with shoulder wrap- one of several gifts we received from our friend and former Tourism Minister, Hon. Sylla Diakite of Conakry, Guinea. The Moroccan Khaftan fashion segment of the evening proved highly popular.

Doors of Hospitality

Another friendly, convenient place to meet is the Hotel des Isles. Next to the Medina and offers a full range of services. Since we spent almost two weeks in the immediate area, we are pleased to recommend a stay in Essaouira to any traveler looking for something different. Photos: Thierry Mareschal and Essaouira Cultural Center.

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MARRAKECH OFFERS A WORLD OF OPTIONS FROM RIADS TO 5 STAR LUXURY HOTELS AND MORE

by Muguette Goufrani



Marrakech will host the **Moroccan Travel Market** from January 14-17, 2010- and it is always a winner of a location with delegates, thanks not only for the many great hotels, but for its wide array

of riads and kasbahs, pictured on this page. While I was born in Morocco and began my career there with my father's tour company and Royal Air Maroc, my return as part of the Africa Travel Association was a true rediscovery. Marrakech was ATA's host city in 1996 and Fez had the honors in 2002. As Morocco's third largest city and a bustling center of commerce, Marrakech is high on our list as an ideal convention site and place to visit. The metropolitan area comprises the Médina, a walled city built centuries ago as a fortification, surrounded by

one of the most modern communities anywhere, with upscale shops, famous name hotels, leafy parks and treed boulevards. I am looking forward to a return visit to **La Mamounia Hotel** (below right) this winter. It's a meeting place of the world, where myself, friends and family spent many happy moments during my earlier career in Morocco. Other great hotels are profiled in our Morocco supplement now in production.

Hidden Treasures

In the shadows of the Atlas Mountain Range on the city's outskirts is a resort of true magnificence, the Amajena (below), which we plan to profile in our hotels supplement. Within the Médina you will find several huge doors, which like the



entrance to Ali Baba's cave, open up to reveal what North Africans call a 'riad.' During a stop in Marrakech enroute to Casablanca, we had the pleasure of staying at the **Hotel Riad Shama**, and visiting several others including the **Hotel Riad Oasis**. Both are operated by the same company and each has its unique attractions - magical Arabian architecture and decor, pools and oriental lounges, spacious bed rooms, cosy fireplaces and luxury bathrooms. Want to enjoy the fresh air of Southern Morocco and a bird's eye view of the exotic surroundings within the Médina? Each riad provides guests with access to a roof terrace or sundeck. How did we know about these two attractive riads? We spent some time learning about them from the general manager herself - during our weeks at ITB Berlin and the

Salon International de Tourism in Paris. After checking in at the **Hotel Riad Shama**, we took a walk through the souk, a huge marketplace with products and services of every description - and plenty of bargains awaiting your pleasure. Close by is Djemaa el Fna, one of the busiest market squares in Africa, with snake charmers, acrobats, story-tellers, dancers, and musicians.

What is a Riad?
A traditional Riad is a Moroccan home or palace, which often includes an interior garden. The ancient Roman city of Volubilis, which we visited in 2002, during our conference in Fez, provides a reference for the beginnings of riad architecture. The design of these courtyard dwellings in the coastal regions of Morocco



were an adaptation and modification of the Roman villa. When the Almoravids conquered Spain in the 11th century they sent Muslim, Christian and Jewish artisans from Spain to Morocco to work on monuments. These artisans brought with them the idea of arranging the rooms of the house around the central open-air courtyard that has become today's riads. The riads were inward focused which allowed for family

privacy and protection from the weather in Morocco. This inward focus was expressed in the central location of most of the interior gardens

and courtyards and the lack of large windows on the exterior clay or mud brick walls. Entrance to these houses is a major transitional experience and encourages reflection because all of the rooms open into the central atrium space. In the central garden of traditional riads there are often four orange or lemon trees and possibly a fountain. The walls of the riads are adorned with tadelakt plaster and zellige tiles. The style of these riads has changed over the years, but the basic form is still used in designs today. Many riads are now used as hotels or restaurants.

Photos from the Riad Shama are on the above page (left) and those from the Riad Oasis are on above page (right). To find out more or to book rooms for yourself or group at either hotel, contact Muguette Goufrani by e-mail: airhwy@smartt.com

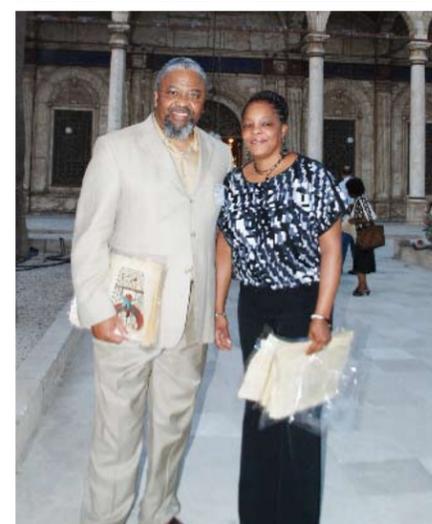


Photo: L – R: Hisham Zaazou, First Assistant to the Minister, Ministry of Tourism, Egypt; Hon. Shamsa S. Mwangunga, Minister of Natural Resources and Tourism, Tanzania and ATA President; Amr El Ezaby, Chairman, Egyptian Tourist Authority; Edward Bergman, ATA Executive Director; and Mohamed Hegazy, Deputy Director Tourism, Egyptian Tourist Office, US and Latin America.



Photo: L-R: Altaf Visram, Sales & Reservations Director, African Mecca Safaris; Gregg Truman, VP in Marketing, South African Airways; Hon. Shamsa Selengia Mwangunga, MP, Minister of Natural Resources & Tourism, the United Republic Of Tanzania; Juliet Kichao, Africa Dream Safaris; and Daniel Yamat, Project Manager for the Enashiva Nature Refuge, Thomson Safaris

More photo captions and several additional pages to come.



AFRICA TRAVEL ASSOCIATION HOLDS 34TH ANNUAL CONGRESS IN CAIRO AS EGYPT'S TOURISM CONTINUES TO EXPAND

Our Egyptian Experience included participation in the ATA 34th Annual Congress at Cairo's Hotel Conrad, luxury accommodation in the heart of a great and historic city. The event was a huge success, with many top speakers, an enchanted evening at Cairo's historic Citadel, with its panoramic view, and a dinner cruise on the Nile aboard the Maxim Floating Restaurant. Host Country Day featured the Egyptian Museum, Giza Pyramids, the Sphinx and Khan el-Khalili market.



radio interviews appears in our Moevenpick Africa Profile online and on air.

Cruising the Nile in Style

After an EgyptAir flight to Aswan, site of the famous High Dam, we boarded the Moevenpick M/S Royal Lily for an unforgettable Nile cruise to Luxor to the north. Fellow passenger and world traveler Barbara Crews from the USA described it as the finest riverboat they had ever been on. Hats off to Mahmoud Farouk

and staff.

ATA Congress Highlights

The 34th Annual Congress of The Africa Travel Association (ATA) held in Cairo, Egypt, May 17 /21 brought together more than 300 travel industry professionals from the US, Canada and Africa including tourism ministers, tourist boards, airlines, hoteliers, ground operators, as well as representatives from business, non-profit and development sectors, to address some of the challenges facing the travel, tourism, transport and hospitality industries across

Africa. Held at the Conrad Cairo Hotel, the ATA Congress was hosted by the Hon. Zoheir Garranah, Egyptian Minister of Tourism and Amr El Ezaby, Chairman, Egyptian Tourist Authority (ETA). In his opening remarks, Amr El Ezaby said that the ATA Congress presented an extraordinary opportunity for people to share information and ideas on developing and marketing the tourism products of Africa. "Until 20-30 years ago, Egypt was a one product destination, the Classic Egypt tour. But in the 1980's Egypt started to diversify its product in order to retain its competitive edge, by developing resort tourism on the Red Sea, desert tourism and cultural tourism. This diversification led to dramatic demand and generated an increase of infrastructure from 18,000 rooms in 1982 to 210,000 rooms in 2008. Today, Egypt is striving to change its image even further by developing high-end resorts to appeal to the luxury market." The success of Egypt's diversification strategy is reflected in the country's continued growth of tourism arrivals despite the challenges of the recent economic climate – realizing a 17% growth

worldwide in 2008.

Powerful Presentations

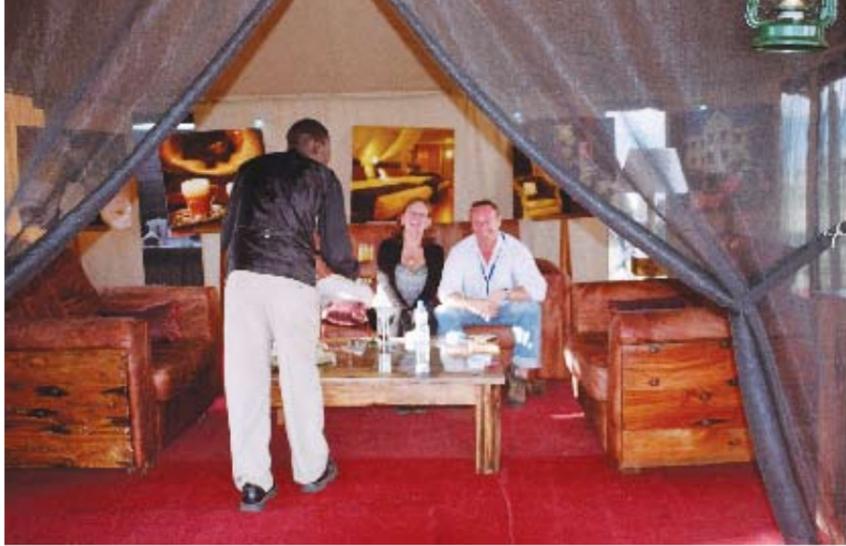
Hon. Shamsa S. Mwangunga, Tanzania's Minister of Natural Resources and Tourism and ATA President, Eddie Bergman, ATA Executive Director also spoke at the opening session of the ATA Congress. Other presenters included among others such high profile Egyptians as the Minister of Tourism, the ETA Chairman, Hisham Zaazou, First Assistant to the Minister of Tourism, and Ahmed El Nahas, Chairman Egyptian Tourism Federation. Ray Whelan, Official Representative for Accommodation, Ticketing, Hospitality and Technology for FIFA World Cups 2010 and Lisa Simon, President, US- based National Tour Association (NTA) were also speakers at the congress representing two major segments, Sports Tourism and American Tour operators respectively. The

Hon. Garranah officially welcomed all the ATA Congress delegates at a festive gala dinner outdoors at the Salah El Din Citadel. Delegates enjoyed a spectacular sunset and panoramic view of the city while they dined on Egyptian cuisine and enjoyed a special Dervish dance and music performance. At the conclusion of the Congress, the Egyptian Ministry of Tourism hosted all ATA Congress delegates on a full-day tour to the National Museum in Cairo and to

the Pyramids that concluded with a dinner cruise on the Nile. More about this event in the Editor's Blog - <http://www.africa-ata.org/comments.htm>

This special feature, which continues in this issue contains highlights of the ATA 34th Annual Congress, plus post congress visits by our editorial team and others throughout the host country. For more, visit www.africa-ata.org/egypt.htm





KARIBU FAIR IN ARUSHA, TANZANIA IS EAST AFRICA'S SHOWCASE OF TRAVEL, TOURISM AND HOSPITALITY

by Jerry W. Bird

East Africa's Karibu Fair celebrated its 10th Anniversary in 2009. Come again in June, 2010.

Having attended this outstanding show two years ago, we highly recommend it to our readers worldwide. The Karibu Fair was held on the heels of two major events that brought the world to Arusha, the Safari Capital of Tanzania. We arrived on the scene in mid May to cover the Africa Travel Association's 33rd World Congress and ended up staying almost a month getting to know the country and area like never before.

Karibu means Welcome

Following the ATA Congress and the popular Leon H. Sullivan Summit, we scored a "triple whammy," by covering the Karibu Fair for three exciting days. The name is Swahili for "welcome" and the Karibu Fair

has become a powerful magnet of travel, trade and tourism, attracting visitors from near and far. Among the several hundred exhibitors were entries from the entire East Africa region, plus Southern Africa and a few from Europe - almost all of whom are connected to the safari industry. The fair operates in close association with our friends at the Tanzania Tourist Board and the Tanzania Association of Tour Operators. Having completed its 10th successful show, Karibu is one of only two major events for the travel trade based in Africa, the other being Indaba in Durban, South Africa. Now recognized as the major travel trade event in all of East Africa, Karibu has expanded from a local show to regional status, with ample room to

grow, once media like ours keep spreading the good word in print, online and on air.

Fly-In or Drive to Karibu

The travel agents and tour operators we met or were reacquainted with during our stay, feel very much at home during the Karibu weekend. They can network and conduct business and in an ideal atmosphere, away from the hustle, bustle and gridlock of city traffic. Another contributing factor we like about the Karibu Fair is its location at the Arusha Airport. Being active in publishing Air Highways Magazine and staging Air and Marine Travel Shows in Canada since the early 90s, it was a joy to watch a variety of small craft coming and going overhead adding spice to the action. On hand were several familiar names and



faces from our visit to Arusha in 1998, including Bobby's Tours of Arusha. Bobby not only drove us to the event, we joined him for lunch at Peppis with two Russian tour operators who specialize in safaris. Our ATA colleagues Peter Mwenguo, CEO and Amant Macha, Marketing Director of the Tanzania Tourism Board made sure we were introduced to the right people. The Zanzibar Association of Tourism Investors (ZATI) gave us a fond Karibu farewell by inviting us to a hospitality hour in their large Zanzibar section.

Solid Foundation

Based on the theme "Get Connected," the Karibu Fair's goals are as follows: Raise the show's regional profile by promoting East African tourism to the global marketplace; Produce the premiere travel and tourism trade fair in East Africa; Bring all

key industry stakeholders in East Africa together in one place, at one time; Create opportunities for international visitors and overseas tour agents to meet and network with members of the East African tourism industry; Bring new destinations, facilities and products to the attention of overseas tour agents; Facilitate opportunities for overseas tour agents to visit the national parks and properties; Generate direct spending in the local economy, including hotels, restaurants, transportation and parks; Create employment, directly and indirectly, by assisting development of small and medium enterprises; Build alliances with neighboring East African countries and key tourism stakeholders, through combined efforts to promote regional tourism.

What's Next for Karibu?

Karibu Fair provides a venue for local and regional tourism products and services.

You will not experience it all in a few short hours. We spent most of an entire day - and returned twice for an encore. Among the exhibitors are tourist boards, camping and safari companies, tour operators, air and land transport providers, mountain climbing outfitters, wildlife lodges, hotels, camping and equipment manufacturers. We at Africa Travel Magazine are impressed with the Karibu Fair and are giving it global coverage through our award winning website and our magazine which reaches out to North America, Africa, Europe and around the world. Register live on the Karibu Fair website. Please click <http://www.karibufair.com/flash/bkstand.swf> to book online. For more information, visit www.africa-ata.org/mag.htm

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Africa in One Country: Cultural Mosaic and Ecotourism Paradise

Cameroon's theme, "Africa in One Country," says it all - cultural variety, pageantry, panoramic scenery, and wildlife in its natural habitat. Serendipity brings a pleasant surprise around every corner, from Mount Cameroon and the balmy beaches of Kribi and Limbe, to Waza National Park and Lake Chad in the far north, on the doorstep of Africa's Great Sahara desert. Cameroon is the home of colorful festivals year round. The Ngondo Festival in Douala, Cameroon's largest city, is held annually for ten days, ending on the first Sunday in December. In the photo (left) two tribal experts collect and read a message from the water spirits. The scene opposite features a 65 man dugout race canoe, 30m in length. The canoe portrayed is the winning entrant from 2005. The smaller dugout carries divers, about to descend into the Wouri river waters to retrieve a message from the spirits. The spirit message, after being interpreted by the experts, is then delivered to a group of chieftains from Douala and area, sitting under a special canopy.



The Ngoun Festival is held every second year in December. The Sultan-King of Bamoun is sitting on his ornate throne, framed by huge elephant tusks. On the page opposite (lower row) the guard's shield features a double headed serpent, which depicts the kingdom's continuing vigilance in keeping its enemies at bay in a two front war. The next photo is of local officials in their colorful regalia. The final photo shows the guards and guests in line with the Bamoun palace in the background.

Venez découvrir le Cameroun: Toute l'Afrique dans un pays - une mosaïque culturelle et un paradis écotouristique

Yaoundé et Douala, deux principales villes du Cameroun, ont déjà abrité les rencontres de l'Africa Travel Association; et le slogan du Cameroun "Toute l'Afrique dans un pays," en dit long. Ce slogan décrit la diversité culturelle, l'apparat, les paysages panoramiques et la faune dans son habitat naturel. Le don de faire des trouvailles vous gratifie d'un plaisir agréable d'un coin du pays à un autre; du Mont Cameroun et des plages douces de Kribi et de Limbé au Parc National de Waza, ainsi qu'au Lac Tchad dans l'Extrême-Nord, aux portes du grand désert africain du Sahara. Notre équipe de rédaction prépare actuellement un tiré-à-part de Africa Travel Magazine, qui présentera la culture camerounaise ainsi qu'un ensemble de photographies sur le festival du Ngoun et sur d'autres manifestations pittoresques qui se déroulent annuellement - c'est une raison suffisante pour laquelle cette édition aura un aspect conservateur.

Africa Travel Magazine



Ngondo Festival Douala
 The Ilimbe Ilimbe Canoe Race
 Pirogue de Course Ilimbe Ilimbe
 Photo- Koffi Joseph





AFRICA TRAVEL MAGAZINE RETURNS TO LAS VEGAS FOR THE TRADESHOW, SEPTEMBER 13-15, 2009

Las Vegas is an outstanding host city for the travel industry, which is why it features THETRADESHOW, one of America's biggest and best. The show moves to Orlando, Florida for 2010 and returns west in 2011. The show attracts participants from many countries, including those on the African continent and offshore islands. Our editorial team joined Ron and Sylvia Mracky two of the most active, outgoing members in our ATA Southern California Chapter. The four of us took turns looking after the exhibit and were joined later by Eddie Bergman, ATA Executive Director from New York head office. We enjoyed interviewing, meeting with and photographing many of the African delegates and exhibitors representing airlines and various regions of Africa and vowed to do our utmost to

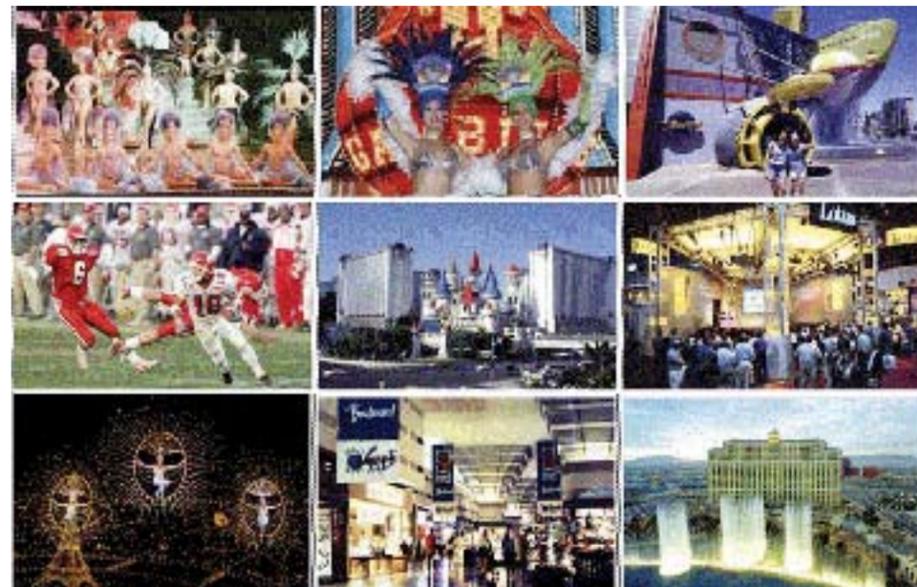
encourage even more African Travel Industry participation in 2010. Thanks to a special arrangement by the Africa Travel Association with Trade Show Management, ATA members receive a discount on exhibit space. Here are some important details about the event.

Facts worth knowing

THETRADESHOW, the #1 travel trade show in North America, connects thousands of travel sellers, destinations and

travel related companies in one convenient and affordable location. As a travel retailer, attending this travel show, gives you the best opportunity to assemble a diverse, dynamic group of travel suppliers and destinations that will give you new, profitable business options to have at your fingertips when the deal is on the line. The 3-day travel show conference program is designed specifically for you. It offers comprehensive education and training to enrich your career and increase your sales.

By attending THETRADESHOW, you will gain the essential knowledge and expertise to make your travel business more profitable.



Show Program

The three-day travel trade show conference program is specifically designed to give exhibitors the greatest amount of time with travel retailers to generate new leads and establish new business relationships.

THETRADESHOW is created and supported by the travel industry's leading organizations. This diverse group of organizers enables THETRADESHOW to attract a large, qualified mix of travel retailers. The expansive travel trade show and unparalleled educational program draws every type of travel retailer including: Retail travel agency owners / managers, Home-based agents, corporate travel sellers, Independent Contractors, International and Canadian travel sellers and more. THETRADESHOW attracts travel retailer members of these worldwide associations in addition to our own Africa Travel Association:

- American Society of Travel Agents (ASTA)*
- Association of Canadian Travel Agents (ACTA)*
- Cruise Lines International Association (CLIA)*
- National Business Travel Association (NBTA)*
- International Gay & Lesbian Association (IGLTA)*
- The Travel Institute*
- National Association of Commissioned Travel Agents (NACTA) plus many more.*

These special partnerships give THETRADESHOW an increased marketing arm, to ensure that exhibitors will meet their target market.

THETRADESHOW features the most expansive trade show floor in North America. The show floor featured 548 booths representing over 450 exhibiting companies in 70 countries. Among the exhibiting companies, visiting travel agents met with representatives from:

- 77 domestic and international tourist offices
- 54 hotel brands/chains/properties
- 28 cruise lines
- 133 travel & tour companies
- 37 technology firms
- 14 publications
- 36 transportation companies (air/rail/car rental)
- 34 other (entertainment, shopping, attractions)



*The show was held at the Las Vegas Convention Center - Hall N1, 3150 Paradise Rd, Las Vegas, NV 89109.
Website: www.thetradeshow.org/splash09.htm
Toll-Free: 1-866-870-9333
Fax: 703-739-8717
Exhibitor information: exhibit@thetradeshow.org
Mail: 1101 King Street, Suite 200, Alexandria, VA 22314*



AFRICA SHINES AGAIN IN 2010 -- AT ITB BERLIN, THE WORLD'S LEADING TRAVEL SHOW, MARCH 10-12



Our 14 year vision for an "Africa Travel Library," that profiles each of Africa's Big Five Sub Regions became a step further in 2009 thanks to our activities at ITB Berlin and Salon de Tourisme in Paris. We are now gearing up

for an encore March 10-14, 2010. Africa Travel Magazine presented previews of our World Editions from Northern, Southern, Eastern, Western and Central Africa. Our "Venues World Edition" is a focus on festivals and events. Why did our editorial team choose ITB Berlin for this debut? The reason is obvious. It has become the top choice of our friends in the Africa Travel and Tourism industry. We were able to fine-tune each World Edition in meetings with the many African exhibitors. As the event organizers say, "The whole world meets at ITB Berlin - people, working in the travel industry and consumers who want to learn more about travel destinations." With 54 countries on the continent of Africa and its offshore islands - there's a wide variety to choose from. ITB Berlin's combination of trade and public exhibition and the biggest professional convention worldwide attracts tens of thousands of visitors, exhibitors and media.



About ITB Berlin

The exposition is located on the fairgrounds of Messe Berlin. With an outstanding program, 100 key events and a roster of highly ranked speakers, ITB is expanding its role as the leading expert think tank of the world's travel industry. On the agenda:

ITB Future Day: The future in the fields of economy, society and travel patterns. Visionaries, lateral thinkers and futurists identify global megatrends and provide suggestions on how the travel and tourism industry should prepare for the challenges.

ITB Hospitality Day: Focus on the hotel industry and environmental concepts affecting the hotel trade.

ITB Aviation Day: Key issues in the global aviation industry. Commercial aviation's its impact on our climate.

ITB Destination Days: Successful destina-

tion marketing.

ITB Tourism and Culture Day: Impact of cultural events on tourism. Cultural Tourism is a key facet of Africa Tourism.

ITB Corporate Social Responsibility Day: Successful implementation of CSR in the travel industry

ITB Experts' Forum Wellness: Tips on how to get well and stay healthy.

ITB Business Travel Days: A platform for Travel Managers and MICE Planners.

PhoCusWright@ITB: Focus on Travel Technologies..

Africa Forum: A look at Zero Footprint Tourism

Do travelers from industrial nations honor zero footprint projects in Africa? What does a zero footprint tourism infrastructure look like? Africa urgently depends on income from international tourism. One concern will be about how to ensure that air travelers can still visit this long haul destination in the face of climate change. Best practice examples from other industries will be highlighted to show that zero footprint tourism is possible in Africa too.

About the Host City

Berlin is the capital city and one of sixteen states of Germany. With a population of 3.4 million within its city limits, Berlin is the country's largest city. Located in northeast-

ern Germany, it is the center of the Berlin-Brandenburg metropolitan area, comprising 5 million people. Berlin was successively the capital of the Kingdom of Prussia, the German Empire, the Weimar Republic and the Third Reich. Following German reunification in 1990, the city regained its status as the capital of all Germany. Berlin is a major center of culture, politics, media, and science in Europe. Its economy is primarily based on the service sector, encompassing a diverse range of creative industries, media corporations, environmental services, congress and convention venues. The city serves as a continental hub for air and rail transport, and is one of the most visited tourist destination in the European Union. Other industries include traffic engineering, optoelectronics, information technology, vehicle manufacturing, biomedical engineering, and biotechnology. The metropolis is home to world-renowned universities, research institutes, sporting events, orchestras, museums and personalities. Berlin's urban landscape and historical legacy has made it a popular setting for international film productions. The city is recognized for its festivals, diverse architecture, nightlife, contemporary arts and a high quality of living. Berlin



has evolved into a global focal point for young individuals and artists attracted by a liberal lifestyle and modern zeitgeist. from the beginning, the two cities formed an economic and social unit. In 1307, the two cities were united politically. Over time, the twin cities came to be known simply as Berlin

Museums

Berlin is home to 153 museums. The ensemble on the Museum Island is a UNESCO World Heritage Site and is situated in the northern part of the Spree Island.

Photos: From top left (1) Brandenburg Gate. (2) Olympiastadion. (3) Exhibit hall

at ITB. (4) View over Central Berlin. (5) The Tanzania Tourist Board at ITB. Amant Macha (second from right), Peter Mwenguo (far right). (6) Congress Hall Alexandeerplatz.. (7) Cover of our Egypt, Northern Africa World Edition. From bottom left. Photos courtesy of the ITB Media Centre: (1) Tunisia (2) Mali (3) Rwanda (4) Mozambique (5) Kenya (6) Ethiopia.

Information: www.itb-berlin.com

www.germany-tourism.de.

ITB Berlin Convention Office

Phone: +49 (0)69 / 247 038 04

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Anika Schweizer: Cell: +49 (0)176 / 50 44

77 55 . anika.schweizer@multivisio.de

For a post ITB report www.africa-ata.org/mag.htm.





AFRICA TRAVEL MAGAZINE PROMOTES ATA MEMBERSHIP PLUS ATA EVENTS IN AFRICA AT ITB BERLIN & SALON DE TOURISME, PARIS

WAP
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 Venue: Tinapa Business Resort & Free Zone, Calabar, Cross River State.

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YOUR GATEWAY TO THE WORLD'S NATURAL WONDERS IN TANZANIA

MT. KILIMANJARO

SERENGETI

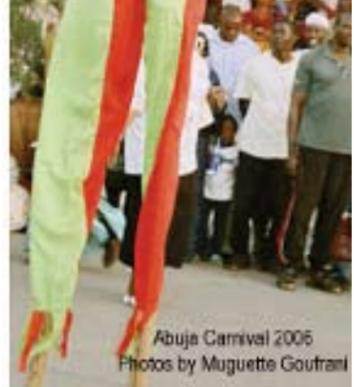
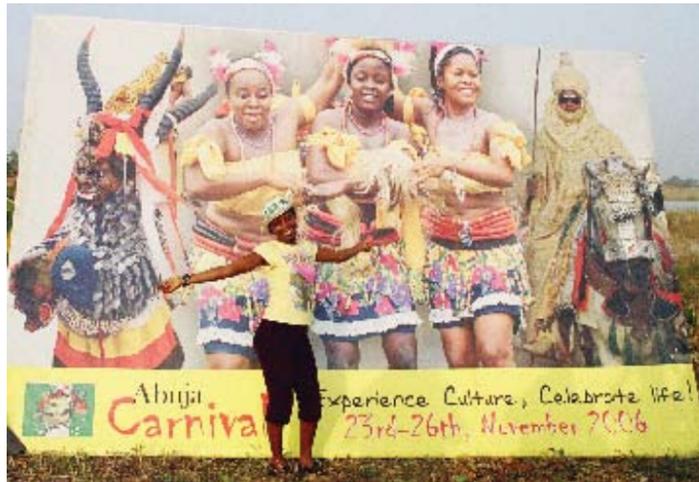
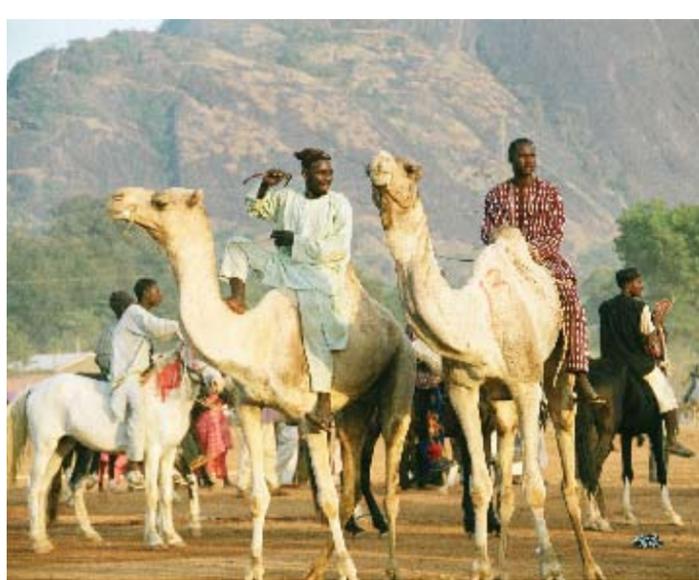
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www.tanzaniaparks.com



ABUJA CARNIVAL: NIGERIA'S CAPITAL SWINGS AROUND THE CLOCK IN A ROLICKING WEEK OF FESTIVITIES

By Jerry W. Bird

I am Abuja, capital of Nigeria, Africa's most populous country. I am confident about my future as a world center and as a magnet for cultural, adventure, educational and leisure tourism in all of Nigeria. My broad, well maintained paved streets, attractively landscaped boulevards and modern overpasses keep the traffic flowing smoothly, morning, noon and night. With my wide, cinematic vistas in every direction, you won't feel hemmed in by gridlock. Being in Nigeria's heartland, I am adjacent to Kogi, Niger, Kaduna and Nassarawa states. Carnival week in late November showcases the culture of all 36 states, with rhythmic, pulsating music, exotic tribal dances, durbars on horseback and camels from the far Sahara. It's an unending kaleidoscope of colorful regalia, fun activities, parade floats, tribal masks and costumes unique to various states. Born in 1976, I am considered a model city for all of Africa, and one of the world's handful of totally planned cities. I am proud of my position as a magnet for world class meetings and events. For example I just finished receiving visitors from over 60 countries, including heads of state, at the Africa- Latin America Summit.

Visitors Comments

Here are some current comments about my lifestyle and attractions from a variety of U.S. visitors and residents from other countries:

"Originally from France, I have lived and taught school in Abuja for five years, and appreciate the easy going lifestyle and friendliness of the people. Here, we enjoy a comfortable year round climate and really appreciate the absence of mosquitoes and similar insect pests. It's good to know that this city is virtually malaria free."

"I was very impressed by the recent renovations that were being made at Nnamdi Azikwe International Airport and was pleased to learn that the Nigerian government was really serious about improving the infrastructure of its airports for incoming tourists and business people."

"Your exciting Abuja Carnival rivals those in Rio de Janeiro, Brazil and Mardi Gras in New Orleans." Many say, Latin America's carnivals and music originated here in Nigeria."

"My impression of Abuja was that it is truly a 'City of the Future' set in a scenic environment." "Located approximately one hour by air from Lagos, Abuja has excellent conference and accommodation facilities."

"Throughout Abuja there is much construction going on and the

people truly exhibit an excitement about living in what is perhaps the most modern city in Africa."

"We were quite surprised at the relative ease in our processing through immigration and customs. Much to our pleasure, we were told that both the Ministry of Aviation and the Ministry of Tourism have done an excellent job in alleviating the extreme bottlenecks that travelers were accustomed to experience upon arriving in Nigeria."

Excerpts from The Guardian (Nigeria) by Andrew Iro Okungbowa and Stella Agbala "Here in this country where we have well over 350 ethnic and linguistic groups, diversity of culture, diversity of language, diversity of foods, and unity in diversity. We owe it a duty to ourselves, the rest of Africans and to African in Diaspora to showcase what is authentically Africa and what is authentically ours."

Former President Obasanjo said, "In the next four days, you will see the different forms of art, dances, different aspects of our way of life, boat regatta, masquerades, that would be breathtaking in one spot."

Referring to the unique nature of the carnival, he added, "We have

come together, all as Nigerians, in one spot; we have brought together what will take anybody who has to go over Nigeria days and even months in a space of few days."

Dream Becomes Reality

The Carnival debuted in 2005 as part of the Government's dream to promote Nigeria as a tourist destination and to expose Abuja, the Federal Capital Territory (FCT) to the world as a promoter of tourism as well as showcase to the world the cultural beauty and business opportunities that abound in the country. Last year's celebration was almost marred by outcries and criticisms by some Nigerians, especially religious organizations, which saw the event as fetish and profane. But the President addressed these charges when he informed the nation that among others, it was meant to promote Nigeria and her people to the global community. With nothing short of joy and excitement, the President said the carnival is to be entrenched as a yearly celebration that would give people room to explore Nigeria. Visit www.africa-ata.org/nigeria.htm





HOW WE SHOWCASE AFRICA TRAVEL, TRADE AND TOURISM “TEXAS STYLE” AT HOUSTON’S INTERNATIONAL FESTIVAL

By Muguette Goufrani

Our thanks to Hon. Taledch Delacho, Ethiopia’s Minister of State for Culture and Tourism and our friend Gezahgen Kabebe, US Consul for bringing us to a wonderful event for Africa, the USA - and the world. Africa Travel Magazine welcomes every opportunity to expand its circulation, having enjoyed outstanding success at ASTA’s Las Vegas Show, Adventure Travel World Summit near Vancouver, Canada, recent ATA events in Egypt, Ethiopia, Tanzania and Djibouti. Our participation with ATA goes back 14 years at major conferences hosted by over 20 African cities. However, the biggest audience we ever experienced was at Houston’s International Festival, a massive two week, outdoor extravaganza that covers 16 acres of parks “deep in the heart of Texas.” High-ranking government dignitaries and corporate leaders were on hand, plus over 300,000 of the public from Texas and neighboring states.

Out of Africa Theme

Texans know how to host a giant event, and this was a marvelous, celebration of Africa and Africans from the Diaspora. as we savored the rich culture and heritage that has been such a huge contributor to the American mosaic. Most prominent among the African countries represented was Ethiopia, honor its Millenni-

um. Mr. Bird and I flew from Seattle via Denver, arriving in Houston in time for the opening luncheon, where the keynote speaker was Ambassador Andrew Young. We met this popular humanitarian leader and colleague of Martin Luther King two months later at the Leon H. Sullivan Summit in Arusha, Tanzania.

Ethiopian Contingent

To launch this prestigious event, Ethiopia sent a large contingent led by H.E. Mrs. Tadelech Dalacho, Ethiopia’s State Minister of Culture and Tourism (above right) plus our colleagues from Ethiopian Airlines, City of Addis Ababa and the Ethiopian Tour Operators Association, led by its President Mrs. Kidan Ghiorgis.

Ethiopia On the Cultural Stage

Showcasing Ethiopia was a dazzling array featuring traditional arts and crafts, textiles, food, music and fashions. Ethiopia is recognized worldwide as the birthplace of coffee, which was available for visitors to sample and purchase. Ethiopia’s National Theater Company thrilled the packed audiences at each performance. Likewise the impressive Ethiopian Designer Fashion Show. Houston’s International Festival was presented to create an opportunity for Ethiopians to introduce their varied products to the travel industry and to people at all levels. By meeting the public in such numbers over two weeks, Ethiopians learn how to be competitive in the North American market.

America’s 4th Largest City

In mid week, we joined the Ethiopian delegation for a visit to the Museum of Natural Science, where Ethiopia’s Lucy has been the star attraction. Others from our party were guests at the National Air and Space Administration complex. The week’s highlight, was the Mayor’s Gala Dinner, a grand affair, where, among others, we were introduced to the President’s brother, Neil Bush. Houston is America’s fourth largest city and a hub of international commerce.

For years its leaders have focused their attention on making their city not only a great place to live, but an outstanding place to visit. Houston is a vibrant international city that heartily enjoys its tradition of being a place of firsts. General Sam Houston, the city’s heroic namesake, was the first president of the Republic of Texas.

Ethio- American Activities

For many years we have worked in close touch with Ethiopia’s High Commissioner in the USA, Mr. Gezahgen Kabebe, founder of the The Ethio-American Trade and Investment Council (EATIC). Based in Houston, it is a non-profit, non-partisan, tax-exempt organization dedicated to strengthening and facilitating trade and investment between Ethiopia and United States of America. For over 15 years EATIC has played an active role in



getting many American business communities to view the Ethiopian investment and tourism opportunity first hand. Mr. Kebede invited Ethiopian private and public business sectors to participate, and extended an invitation for Africa Travel Magazine’s Publishers to cover the exciting activities on behalf of the travel and tourism industries. It was a sincere pleasure and a great honor. This event was timely, since Ethiopia is the first country to featured in our Best of Africa Library of books and magazines.

Ethio -American Trade and Investment Council
 9301 Southwest, Freeway, 250
 Houston, Texas 77071, Tel. 713-271-7567. Web: www.eatic.org

Houston International Festival
 4203 Montrose Blvd., Suite 200, Houston, Texas 77006
 713.654.8808 , contactus@ifest.org

DAR ES SALAAM AND ZANZIBAR, TANZANIA HOST AFRICAN DIASPORA HERITAGE TRAIL CONFERENCE

Tanzania will host the fifth International African Diaspora Heritage Trail Conference, October 25- 30, in Dar es Salaam and Zanzibar, marking the first time it has convened on the continent of Africa. The conference title, "An Africa home coming: Exploring the origin of African Diaspora and transforming Culture Heritage Assets into Tourism Destinations," celebrates the linkages of people of African descent from throughout the world. The Tanzanian government is planning a series programs, events and tours showcasing the vast heritage tourism products and potential of their historic nation.

Ivory and Slave Route

A highlight of the fall conference will be the launch of Tanzania's new heritage trail, "The Ivory and Slave Route". This route provides a first – ever journey to sites, towns and terrain retracing the Arab Slave Trade in Tanzania and East Africa where more than five million Africans were captured, enslaved and shipped to the Middle East, India, Asia and West, many perishing before reaching their final destination. Danny Glover, actor, producer and honorary chair of the ADHT Conference observes: "By convening the ADHT Conference in Tanzania, we will offer a rare glimpse into the Arab Slave Trade of Eastern Africa, a major part of worldwide enslavement of Africans that many of us in the West are not familiar with.

Bagamoyo

From the Slave Markets of Bagamoyo (translated: Point of despair) to the slave chambers of Mwangapwane Beach, our delegates will be able to barbarity of slavery and cerebrate the struggle for liberation that is also a part of Tanzania's rich tradition". The African Diaspora Heritage Trail Conference is open to the public and especially designed for educational, governmental and tourism professional.



The African Diaspora Heritage Trail Conference is pleased to announce the addition of a new partner, the World Conference of Mayors, and the exciting program themes

for the 2009 conference in Tanzania. We look forwarding to welcoming you to Tanzania, and urge you to register for the conference and confirm your discounted air and hotel reservations at www.adht.net soon!

*Sincerely,
Gaynelle Henderson-Bailey, Ph.D.
President, Henderson Travel / Henderson Associates, and Executive Director, ADHT Conference*

WCM New ADHT Partner

World Conference of Mayors, Inc. Founder and Secretary-General, the Honorable Johnny Ford announced earlier this week that WCM would become an ADHT partner, and convene a special set of sessions and workshops for its members during the 5th International ADHT Conference. "On behalf of Mayor Ron Davis, WCM President, our Board and fellow Mayors from around the world, I wish to thank ADHT for hosting this historic conference. I am extremely honored and excited to be traveling to beautiful Tanzania. Though I have been fortunate to travel all over the world and throughout Africa, this will be my first visit to East Africa, the Cradle of Humanity. Tourism development is one of the main objectives of this conference, and as we know Tourism is vital to all municipalities, and directly in line

with our aims of the World Conference of Mayors."

ADHT looks forward to working with Mayor Ford, President Ron Davis and the WCM membership in this important transnational heritage tourism initiative.

Five Exciting Themes Anchor 2009 Conference

- Historical Accuracy and Perspective in Traditional and Contemporary Heritage Interpretation
- Telling the Story: Cultural Education, Expression and Industries Development
- Partnership Creation and Private Sector Participation in Heritage Destination Development
- Identifying Resources for Infrastructure and Heritage Site Development
- Communications: Market-



ing and Networking for Global Visitor Attraction

If you are interested in addressing the conference on any of these exciting topics, please contact Henderson Associates at diaspora@hend.com.

• Karibu Travel & Tourism Fair, Arusha June 5 - 7, 2009 : www.karibufair.com

• 50th Anniversary: Discovery of the Early Man "Zinjanthropus boisei" at Olduvai Gorge, August 17, 2009 : www.zinjanthropus.go.tz

• Zanzibar International Film Festival June 27-July 4, 2009 : www.ZIFF.org
TANZANIA TOURIST BOARD
P.O Box 2485, Dar es Salaam, Tanzania.
Tel: +255 22 2111244/5

For more information on the ADHT Conference, contact ADHT conference headquarters.

Website: www.adht.net

Email: diaspora@hend.com

TOURISM IS NOW TANZANIA'S LEADING ECONOMIC SECTOR

Earning \$1 billion (USD), Tourism Overtakes Agriculture

Growing at a steady rate for the past seven years, Tanzania's tourism is booming. According to the Governor of the Bank of Tanzania, Prof. Benno Ndulu, Tourism, earning \$1 billion USD, now contributes nearly triple the GDP of Agriculture, which has been the leading contributor to the East African country's coffers for most of its history. According to the Honorable Mme. Shamsa S. Mwangunga, Tanzania's Minister of Natural Resources & Tourism, "Estimates are that more than 750,000 tourists are expected to arrive in the country this year, bringing in about \$950 million dollars. We attribute this growth to several factors, not the least of which is that Tanzania has a stable and peaceful environment with a democratically elected government.

The fact that President George W. Bush spent four of the six days on his recent African tour in Tanzania speaks for itself about the safety and stability of the country, as well as about the visionary leadership of his host, H.E. Jakaya Mrisho Kikwete, President of the United Republic of Tanzania.

Increased air access, with many carriers now flying direct to Tanzania, new luxury hotels on the Mainland and Zanzibar, improved infrastructure and tarmac roads on safari circuits are also major factors contributing to Tanzania tourism's success story.

Peter Mwenguo, Managing Director, Tanzania Tourist Board, noted that these improvements together with the diversification of the tourism product adds to the existing allure of Tanzania's unsurpassed wildlife, seven World Heritage Sites, the cultural richness and friendliness of Tanzania's people ... *continued*

This edition is under construction. Many of the photos and ads will be replaced by high resolution images.

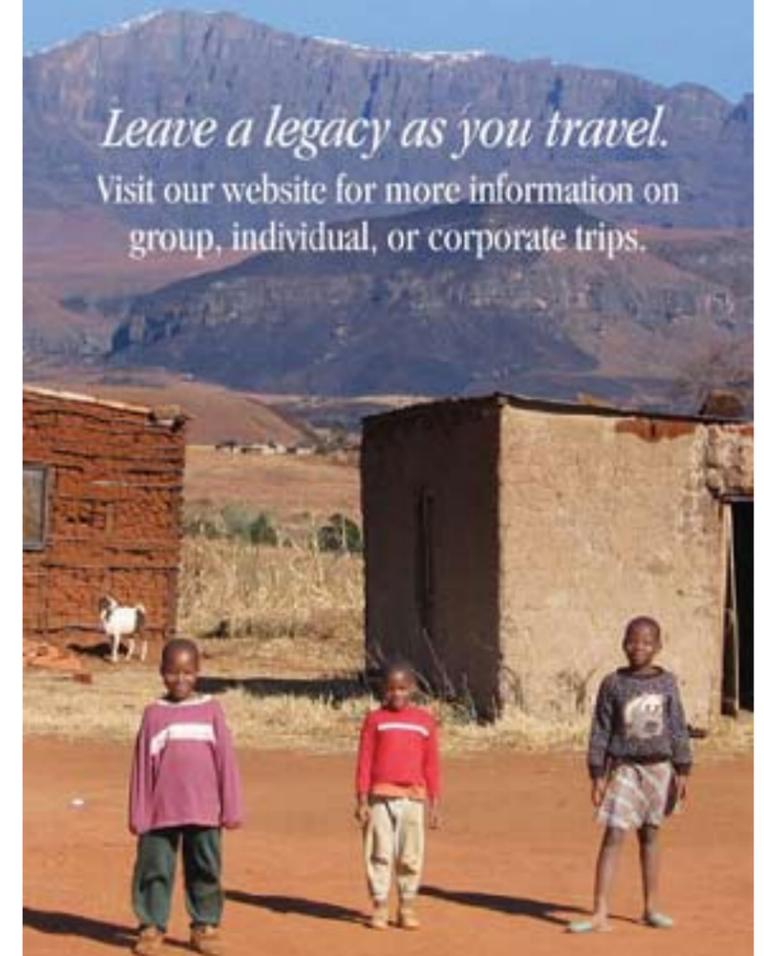
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ALI'S AFRICA PEACE CARAVAN ROLLS ON ACROSS THE MOUNTAINS AND DESERT DUNES TO CAIRO, EGYPT

On this page is a selection photos received via Sandy Dhuyvetter of TravelTalk Radio on behalf of Ali Liaquat of Djibouti, whose Africa Peace Caravan began at Arusha, Tanzania and will end up in Cairo, Egypt for the ATA 34th Congress. Here are Ali's latest comments. "I was waiting and dreaming since 1998 to travel in Sudan. At that time, it was impossible for me to get a visa and advice from diplomatic authorities, so I had to cancel my trip. In 2003, I tried a second time to reach Sudan when I organized a journey which was joining Brussels to Djibouti by the road. I got the visa for Sudan but I had to cancel in Tunis because of other unfortunate reasons after 20 days of travel. With ATA and the Africa Peace Caravan, I tried my third chance to go in Sudan. We heard a lot of negative things about Sudan with media, and some people advised us to avoid go-

ing there. But we decided to go - spent 20 days in Sudan where I realized my dream. Everything was difficult at the beginning, we were waiting a lot of time after asking our visas without any news from the Sudan Embassy. We were not sure that we could get it and even thought to cancel our trip in Sudan a third time. We finally got our visas after a two-months waiting. When we arrived at the border at Galabat, everything was different. We were taken into account, as we were never been in any other country before, as well by the authorities of Customs and Immigration, as by the Sudanese population. We were so surprised that each person that we met, young, old, children's, workers of the Government or not, saying to us "You are welcome in Sudan." Everyone wanted to help and paid attention on our needs. At the border, two military

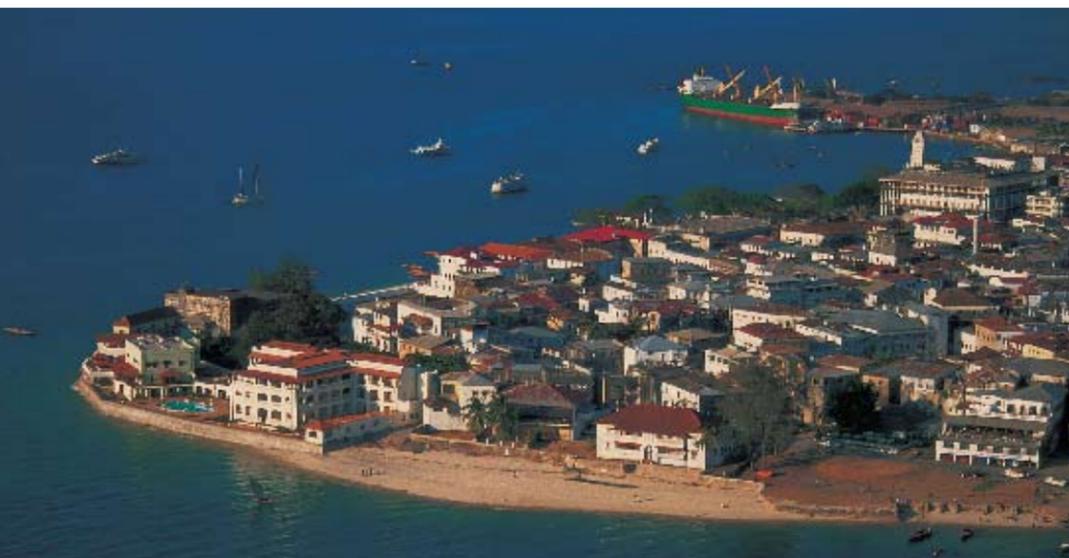
joined us in the Caravan to go the next city. Arriving there, they came down from the car and a Police car escorted us until Gedaref. It was a real Olympic Torch relay as we expected and described in the feedback from Africa Peace Caravan. We thought in the beginning that this escort was to watch me. We understood quickly that it was to protect me in the border zone, as it is a sensitive area of the country and to help us in the case that we have a mechanic problem or any one else other difficulty. When we arrived in Gedaref, a delegation from the Ministry of Tourism was waiting us at hosted warmly at the checkpoint police before coming in the city. They invited us for a lunch and organized a visit of Gedaref. In the afternoon, we left Gedaref for Wad Medani. But at 7pm o'clock at 6 km be-

fore arriving in the city we broke down the clutch cable. Fortunately we were immobilized in a filing station. People came towards us by saying "You are welcome in Sudan. Leave you car here for the moment and go to have your dinner. We will send to you a mechanic tomorrow morning". We spent our night in the filing station by sleeping on the roof of the Caravan. The morning of the day after, the mechanic arrived to fix the clutch cable. But it was

badly repaired and we knew that it would break down later. In fact, when he will go back up the cable, it broke down. We were afraid that the cable became to short if he cut it a second time. I preferred by security to alert our Sudanese contact from the Police without waiting in case that we stayed blocked in this filing station with a broken cable that would be difficult to replace. He answered that I had to go in the first Police office and they are going to help. But in that time, the mechanics fixed the cable. Anyway, I decided to go in the first Police Station to greet them. we were received with the usual comment "You are welcome in Sudan" and the Head

of Police sent us a Policeman with a motor-bike to indicate us the good road to take to go to Khartoum. We arrived at Khartoum on a week-end so we were hosted by a friend from the French Embassy that we met in Addis Ababa and his colleague and by the Ambassador of the Republic of Djibouti. The Ambassador of Djibouti organized a meeting for us with the Federal Ministry of Tourism of Sudan and they invited us for a visit of the city during two all days. The final day, we met an old colleague from the French Legion, who is now a Security officer at the United Nations. He invited us to stay with him and his family for our last night in Khartoum and he escorted us until the Police of Khartoum checkpoint. When we arrived at Atbara, a delegation of the Ministry of Tourism waited us to assist us in their Town. *Continued on page 51*





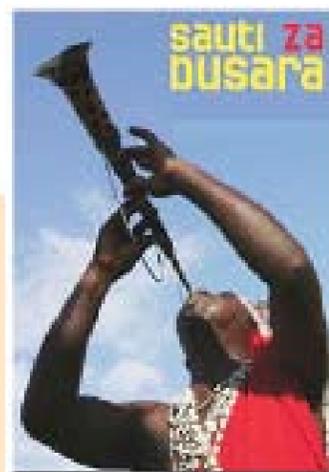
ZANZIBAR SWINGS YEAR ROUND, WITH ITS ART, FESTIVALS, CULTURAL TREASURES, SPICES AND SWAHILI HOSPITALITY

Quick now! What are the facts about Zanzibar?

- Zanzibar is popularly known as the “spice islands.”
 - Zanzibar is located about 30 K off the coast of mainland Tanzania in the Indian Ocean.
 - Zanzibar is actually an archipelago with the two main Islands of Zanzibar (also known as Unguja, the larger one) and Pemba (the smaller of the two).
 - Zanzibar was incorporated into the United Republic of Tanzania in 1964.
 - Zanzibar, which in 1992 had only 723,300 people, does have its own democratically elected president and government that run the internal affairs of the Islands.
 - Zanzibar’s Serena Inn on the Stone Town waterfront is a splendid example of the careful preservation of historic buildings. This project undertaken by the Aga Kahn Fund for Economic Development, owner and manager of the Serena Hotels, involved the restoration and rehabilitation of two historic buildings, the Old Extelcoms Building and the Chinese Doctors’ Residence.
 - Zanzibar has the largest number of carved doors in East Africa.
 - Zanzibar’s Stone Town has 50 mosques and four Hindu temples.
- The House of Wonders is one of the first buildings in East Africa to have electricity and Stone Town’s oldest existing building.
- In 1987, the Stone Town Conservation Authority was created to provide strict guidelines for architectural design and

materials used in all renovations of public and privately owned buildings.

- Zanzibar is the world’s oldest functioning Swahili city.
 - Zanzibar has seen an influx from the British, Dutch, Portuguese, Egyptian, Phoenicians, Assyrians, Indians, Chinese, Persians, Arabs and Sumerians at various times in its history.
 - Zanzibar offers the visitor a variety of pristine beaches and stunning coral reefs.
 - Zanzibar’s Muslim worshippers, during daylight hours of Ramadan lunar month, may not eat, drink, smoke or have sex. Exempt only are the sick, young children and travelers.
- The earliest visitation to Zanzibar was in the 8th century, when the Arab traders arrived.
- Zanzibar’s oldest remaining building is the 11th century mosque at Kizimkazi.
 - The name Swahili comes from the Arab word sawahil which means ‘coast’.
 - Zanzibar named Best Island Destination in Africa and Middle East
 - Zanzibar, the “spice islands” of the Indian Ocean, and part of Tanzania, was named by the Travel+Leisure Magazine’s readers as the highest-ranking Island in Africa and the Middle East in the World’s Best Awards Readers’ Poll.
- Zanzibar lures the American traveler, not just because the name itself conjures up a



mystical and romantic image, but also because it is known as a peaceful, stable and hospitable island, just like mainland Tanzania.

Fun Festivals Zanzibari Style

“Zanzibar,” the name itself conjures up a mystical and romantic image, consists of Unguja (known as Zanzibar Island), Pemba and some 50 smaller surrounding island and islets. Already popular for its beaches, water sports, scuba diving (using environmentally-friendly equipment), underwater photography, reef watching, dolphin watching and snorkeling, Zanzibar is now focusing on promoting its many year-round festivals showcasing the diverse cultures and history of Tanzania’s Swahili coastal islands.

“What makes Zanzibar’s festivals unique and popular with visitors is that they are for the local population as well as for the tourists,” says Mohammed Vuai, Executive Secretary of the Zanzibar Tourism Commission. “There are events and activities that take place in the local communities throughout the islands.”

Swahili Music & Culture

For many years, our editors and colleagues in the Africa Travel Association have been impressed by the Busara Swahili Music Festival in Stone town. So, to answer your question in advance - who

is Busara? For the record, Busara Promotions, organizers of the festival, is a non-governmental, non-political, non-profit cultural organization based in Zanzibar. The above photos illustrate the quality of presentation at its popular events.

Mission and Vision

Established in 2003, the company’s mission is as follows: “To promote and develop opportunities for local and international music and performing artists within the East African region, work to strengthen the local arts infrastructure and build networks internationally, for the social, cultural and economic growth of Africa and the dhow region” Busara’s vision is for Zanzibar to become internationally recognized and valued as a cultural epicentre for Africa and the Indian Ocean region. This is in the context of a broader cross-regional network which links festivals, venues and promoters, performing artists, music institutions and related organizations around Africa, the Indian Ocean and beyond. Busara Promotions’ main event is the Sauti za Busara Swahili Music Festival, held annually in Stone Town, Zanzibar each February.

Swahili Encounters

Another of Busara’s principal activities is the Swahili Encounters project. The mission of Swahili Encounters is “to encourage audiences to celebrate pluralism of cultural and religious diversity; to promote and develop opportunities for musicians and performing artists along the Swahili coast and islands to connect, learn and perform together; and to develop regional artistic cooperation, for the social, cultural and economic growth of East Africa and the Swahili region.” Keep in touch with events and activities in Zanzibar on www.africa-ata.org/zanzibar.htm

Zanzibar Festival Tours

<http://www.zanzibarfestivaltours.com>
 TOLL FREE (U.S. & CANADA): 877-818-6877
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 Email: info@zanzibarfestivaltours.com
 Recommended Links: www.busaramusic.org
www.ziff.or.tz . www.fotograferen.net
www.africa-ata.org/zanzibar.htm

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ZANZIBAR INTERNATIONAL FILM FESTIVAL'S SPECTACULAR SETTINGS SHOWCASE HIGH QUALITY AFRICAN CINEMA, MUSIC AND ARTS



Danny Glover's "Toussant" opened this year's Festival.

World class films with an African focus, international music presentations, and a stunning natural setting were in store for those cinema and arts lovers attending the annual Zanzibar International Film Festival (ZIFF).

Stone Town, the Festival's venue in Zanzibar, is a UNESCO World Heritage Site, provides an exotic setting for the 10 days of festivities. ZIFF has captivated serious followers of International film and music, students of African culture past and present, and travelers interested in arts'-centered fun for over a decade. Originally called the Festival of the Dhow Countries, ZIFF is now not only the largest annual event in East Africa, it is truly one of the most unique in the world. The Festival events in Stone Town typically attract 7,000 foreign visitors and more than 120,000 local guests; while the total number of people attending all the Festival events held throughout Zanzibar and Pemba is 220,000.

Galaxy of Stars

Stars attending the festival will include Danny Glover, whose film "Toussant" will open the Festival, Charles Burnett, star of the expected hit "Namibia", and Mexican acting sensation Gael Bernal Garcia. The event's theme this year is "Media, People and Environment."

For the first time ever at a film festival, ZIFF 2009 will present four feature films directed by African women directors (from Zambia, Uganda, Sudan and South Africa). In total, 24 African directors and 8 festival directors from world film festivals are expected to come together in Stone Town for this year's festival. In the musical realm, there will be a "Reggae Sunsplash" theme, with bands from the African continent combining with those from Australia and the Netherlands in a tribute to the late Jamaican reggae artist, Bob Marley.

Tourism Minister Hassan

There is no question that the ZIFF festival can only take place in Zanzibar. The Hon. Samia Hassan, Zanzibar's Minister for Tourism, Trade and Investment said, "The Zanzibar International Film Festival and its rich cultural diversity reflects the essence of Zanzibar itself, a Zanzibar of dreams, of journeys yet to be undertaken and the

Zanzibar of history impregnated by traces of thousands of visitors."

"Visitors are attracted to the Zanzibar International Film Festival for its outdoor setting and to celebrate the unique cultural heritage of Africa and the Dhow countries of the Indian Ocean region and their global Diaspora," says ZIFF's Chief Executive Officer, Dr. Martin Mhando. "And then to enjoy the charm of Stone Town and the miles of white sandy beaches of Zanzibar and Pemba."

ZIFF's major outdoor performances take place in the city's Old Fort, featuring an ancient amphitheatre; others occur in the House of Wonders and Zanzibar's Museum of History and Culture. There will also be street performances, including story telling, live music and dance, art exhibits, and a range of film and video industry workshops, seminars, screenings, and social events.

About Stone Town

Stone Town is a place of festivals, from music to movies to dance. It has been selected as a UNESCO World Heritage Site, based on the fact that it is a "fine example of the Swahili coastal trading towns of East Africa. It retains its urban fabric and townscape virtually intact and contains many fine buildings that reflect its particular culture, which has brought together and homogenized disparate elements of the cultures of Africa, the Arab region, India, and Europe over more than a millennium." Retaining much of its 16th Century architecture, one can walk winding streets and stroll to the former Sultan's Palace, the House of Wonders Museum, the Portuguese Fort and Gardens, and the Turkish Baths. Working plantations outside of the city produce spices including vanilla, nutmeg and cinnamon.

Founded in the 16th century as a Portuguese trading post, Stone Town was given to the Sultan of Oman in the 19th Century. It became a major center of the East African ivory and slave trade. In 1890, it became the capital of the new British protectorate of Zanzibar, which also included the island of Pemba. In 1963, Zanzibar became an independent republic, with Stone Town remaining its capital. When Zanzibar then merged with Tanganyika in 1964, it became part of today's democratic United Republic of Tanzania.

Zanzibar Festival Tours

The official tour operator for ZIFF is Zanzibar Festival Tours. It offers a 12-night program to the Festival from June 26-July 8, including expert guides, festival performances, exploration of Stone Town, trips to Prison Island beach, with its century old tortoises, spice plantations, Jozani Forest, home to rare monkeys, antelopes and birdlife, the Mbweni ruins, which includes an exotic botanical garden and the famed Mbweni Ruins Hotel.

ABOUT ZIFF

The Zanzibar International Film Festival is organized annually as a non-profit organization whose goal is to protect and conserve the rich cultural heritage of the African region and its Diaspora as well as showcasing the works of modern contemporary artists. In no other festival is there such a unique chance to learn about Africa's cultural past and present in such a relaxed and exotic setting.

ABOUT ZANZIBAR

Zanzibar is part of the East African United Republic of Tanzania. It consists of the Zanzibar Archipelago in the Indian Ocean off the coast of the mainland. There are numerous small islands and two large ones: Unguja (the main island, informally referred to as "Zanzibar"), and Pemba.

Getting There

A 15 minute flight from Dar es Salaam, or a two hour boat ride, Zanzibar's East coast, has beautiful coral reefs and sand bars revealing small pools of starfish, minnows, and anemones. Up north, ocean swimming, smooth beaches and white sand make for dazzling days in the sun. The port city of Stone Town dominates the west coast. The beaches of Mangapwani, where former slave caves are visible at low tide and



nearby Bububu are less than half an hour's drive away. The Chole Island Marine Park is just off Stone Town, as are Prison, Grave, and Snake Islands.

On the south coast of Zanzibar lies the Menai Bay Conservation Area, a sea turtle protection area for the endangered species that come to breed on the island. Roads to the southeast coast take visitors through the Jozani Forest, home to Zanzibar's rare Red Colobus monkeys and a number of other primate and small antelope species.

ABOUT TANZANIA

Tanzania, the largest country in East Africa, is focused on wildlife conservation and sustainable tourism, with approximately 28 % of the land protected by the Government. It boasts 15 National Parks and 32 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. Kilimanjaro; The Serengeti, named in October, 2006, the New 7th Wonder of the World by USA Today and Good Morning America; the world acclaimed Ngorongoro Crater, often called the 8th Wonder of the World; Olduvai Gorge, the cradle of mankind; the Selous, the world's largest game reserve; Ruaha, now the largest National Park in Africa; the spice islands of Zanzibar; and seven UNESCO World Heritage Sites. Most important for visitors, the Tanzanian people are warm and friendly, speak English, which together with Kiswahili, are the two official languages; and the country is an oasis of peace and stability with a democratically elected and stable government.

Information

For more information about ZIFF visit www.ZIFF.org
For Zanzibar Festival Tours visit www.zanzibarfestivaltours.com

For more information on Zanzibar visit <http://www.zanzibartourism.net>
For more information about Tanzania visit www.tanzaniatouristboard.com

Photos:

Left: The ancient amphitheatre in Stone Town, Zanzibar is one of the many outdoor sites featuring the films, musical performances and other entertainments presented at the annual Zanzibar International Film Festival (ZIFF), taking place this year from June 27-July 4, 2009. (Photo courtesy of ZIFF.)

Below: This is something mesmerizing to watch and listen to for both adults and children of every age and nationality at the annual Zanzibar International Film Festival (ZIFF), taking place this year from June 27-July 4m 2009. (Photo courtesy of ZIFF.)

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African Continent.”
Peace Park Program
 Emphasis was also given to the IIPT Global Peace Parks Program under the leadership of Richard Kuegeman. Our goal is 2010 IIPT Peace Parks circling the earth by 2010 – the last year of the UN Decade of Peace and Non-Violence for the Children of the World. As part of this initiative, IIPT commemorated the 15th anniversary of “Peace Parks Across Canada” with cities and towns across Canada re-dedicating parks to peace. IIPT is also partnering with the Peace Caravan Project of Marla Mossman to dedicate IIPT Peace Parks in cities and towns along the Silk Road. Other initiatives included a World Peace Tour to the Himalayan Kingdom of Bhutan in partnership with Sacred Himalaya Travel, participation in the Conde Nast World Savers Awards, the SKAL World Congress, Dr. Omar Moufakkir’s installation

as a Lector, Tourism for Peace at CHN University in the Netherlands; and partnerships in the 3rd African Diaspora Heritage Trail Conference and THETRADESHOW. Finally, IIPT was again featured on Opening Day of World Travel Market with a debate on the role of Tourism in “Building Bridges of Understanding Between Civilizations, Cultures and Religions.” We look forward to continued collaboration with each of you in “Building a Culture of Peace through Tourism.”
Peace Parks Canada
 To Commemorate 15th Anniversary Fifteen Years ago as Canada celebrated its 125th Birthday, some 400 cities and towns across Canada dedicated a Park to Peace - with most parks dedicated at Noon local time, October 8th, as the National Peacekeeping Monument was being unveiled in Ottawa. “Peace Parks Across Canada” was conceived and organized by the International

Institute for Peace through Tourism (IIPT) in collaboration with “CANADA 125” and the National Capital Commission. Supporters included the Federation of Canadian Mayors and Municipalities, Canada Parks and Recreation Association, the Tourism Industry Association of Canada, Heritage Canada, World Wildlife, Fund Canada, Friends of the Earth, Canadian Society of Landscape Architects, and local Rotary Clubs all across Canada.
 Contact information:
 International Institute for Peace through Tourism
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 More information

PEACE THROUGH TOURISM WINS SUPPORT ACROSS AFRICA AND AT EVENTS AROUND THE WORLD

Africa Travel Magazine has been an enthusiastic supporter of the International Institute for Peace Through Tourism and its founder Louis D’Amore, since the institute’s debut in our editor’s home town of Vancouver, BC, Canada. During these decades, IIPT has staged a series of important conferences and summits, several of which were hosted by African destinations, including Nelspruit, South Africa, Dar es Salaam, Tanzania and Kampala, Uganda. The Africa series are partnered by the African Travel Association, and our magazine has covered each event in depth, with attendance by one or more of our editorial group. Our Venues World Edition will keep the magazine’s readers IIPT agenda.

The following is some background information and contacts.
Mission Statement
 The International Institute For Peace Through Tourism (IIPT) is a not for profit organization dedicated to fostering and facilitating tourism initiatives which contribute to international understanding and cooperation, an improved quality of environment, the preservation of heritage, and through these initiatives, helping to bring about a peaceful and sustainable world. It is based on a vision of the world’s largest industry, travel and tourism - becoming the world’s first global peace industry; and the belief that every traveler is potentially an “Ambassador for Peace.”

A primary goal of IIPT
 IIPT enjoyed a banner year highlighted by a number of significant events and growing partnerships. Highlight of the year was our 4th IIPT African Conference organized in partnership with the UN World Tourism Organization (UNWTO), World Bank, United Nations Environment Program (UNEP) and Africa Travel Association (ATA), and hosted by the Ministry of Tourism, Trade and Industry, Uganda under the patronage of H.E. President Yoweri Kaguta Museveni. More than 400 delegates from 33 countries participated in the conference “Building Strategic Alliances for Sustainable Tourism Development, Peace, and Reconciliation on the





ACTION ON SLUM IMPROVEMENT

Rose Molokoane: South African Homeless People's Federation anchored a panel on this vital topic, which attracted many members of the world press, most especially Africa Travel Magazine. A leading world figure on Rose's panel was Mr. Jockin Arputham is President of the National Slum Dwellers Federation (NSDF) of India. This organization is one of the largest urban poor organizations and social movements in the world.

He is also President of Slum/Shack Dwellers International (SDI), an umbrella group formed by urban poor and homeless federations from many different nations - as they support each other and learn from each other. Having worked for more than 40 years in slums and shanty towns, building representative organizations and demonstrating what slum-dwellers' own organizations are capable of, he has shown what powerful partners slum dwellers can be for governments and international agencies. Mr. Arputham set up NSDF in India which developed to become a mass movement with hundreds of thousands of slum

OUR EDITORIAL TEAM MEETS AND GREETS AFRICA'S MAYORS



the we had the pleasure of taking two groups of mayors, representing different African countries, on cultural tours of Vancouver and the University of British Columbia. It's was a special way for us to repay the wonderful hospitality we have enjoyed in 14 years with the Africa Travel Association as its media voice in North America and worldwide.

Africa well represented

With some 10,000 participants from over 100 countries, the Third Session of the World Urban Forum paved the way for a new drive forward on the international urban agenda in a world of rapidly growing cities. Just as the Habitat I Conference in Vancouver in 1976 placed local community concerns on the

international agenda and highlighted the critical importance of inclusiveness, the Forum in Vancouver, 30 years later, lived up to its promise of moving ideas to action. It symbolized inclusiveness, with balanced participation from public, private and civil society sector"

Habitat Concerns

The twin goals of Habitat are "Adequate shelter for all" and "sustainable human settlements development in an urbanizing world. "The "Global Village" is well represented, this week - with Africa making a particularly strong showing. As publishers of Africa Travel Magazine and related travel business media features, we were extremely pleased and honored to be able to network with so many of our African colleagues. We will introduce key African delegates and speakers to you via radio interviews and photos as this important feature unfolds. Our editors encountered another big surprise on arrival at the Expo Media Center, where many African print and broadcast media were present, giving

AT THE UN WORLD URBAN FORUM 3 IN VANCOUVER, CANADA

us ample opportunity to exchange views and share ideas. Many delegates requested complimentary copies of Africa Travel magazine. These issues from our archives cover a wide range of African destinations and topics.

The impact of Urban Development on African Tourism goes without saying - and this event, along with Globe 2006 World's Largest Enviro-Business Expo, also in Vancouver, open up a broad avenue for our editorial group. The week started off with a keynote address by Hon. Stephen Harper, Prime Minister of Canada (left), followed by Vancouver Mayor Sam Sullivan, and BC Premier Gordon Campbell.

Africans have made a strong showing at this world class event, as they have at the 2006 World Cup in Germany. On day four we attended the Mayors Roundtable at Simon Fraser University's downtown campus, and later at the World Mayors Reception we had a brief dialogue with host former Mayor Sam Sullivan, who has a high profile worldwide. We finished off an outstanding

day at a special evening event hosted by Kenya, networking with dignitaries from cities and the federal scene.

Local Government co-chairs

South Africa - Smagalisio Mkhathswa (co-chair)
Local Governments - Africa/
Gouvernements Locaux - Afrique

Benin - Raoul Akodjigbe Houesso,
Mayor of Lokossa

Burkina Faso - Simon Campaore, Mayor of
Ouagadougou

Madagascar - Olga Ramalason,
Mairesse d'Antsirabe

Maroc - Mohamed Sajid,
Maire de Casablanca

Namibia - Rosina Hoabes,
Mayor of Windhoek, President of
Association of Local Authorities of
Namibia

Senegal - Robert Sagna,
Mayor of Ziguinchor

Senegal - Ahmed Khalifa Niassé,
Mayor of Kaolack

Tanzania - Adam Kimbisa,
Mayor of Dar es Salaam

Tunisia - Mounira Boukmiha,
Adjointe au Maire, City of Tunis

Uganda - James Ssegane,
Mayor, City of Kampala

Africa City Tourism and World Urban Forum article continued on page 56.

By Jerry W. Bird

What a memorable week for tourism to Africa! After 30 years UN Habitat returned to its launching pad, the seaport city of Vancouver, British Columbia Canada. The crowd was estimated at 10,000 plus and it certainly seemed so, judging by the heavy attendance at many sessions. During

participants from over 100 countries, the Third Session of the World Urban Forum paved the way for a new drive forward on the international urban agenda in a world of rapidly growing cities. Just as the Habitat I Conference in Vancouver in 1976 placed local community concerns on the

Africa Travel Magazine



TRAVELERS PHILANTHROPY CONFERENCE IN THE HEART OF SAFARI COUNTRY, ARUSHA, TANZANIA, THE GENEVA OF AFRICA, NEAR MOUNT KILIMANJARO

Flashback: December 3 to 5, 2008 marked Africa's first Travelers' Philanthropy Conference, rounding out a landmark year for Arusha, Tanzania, the world's Safari Capital. Africa Travel Magazine had the privilege of full participation at three prior events in 2008 and can vouch for how well Tanzanians support such events. The whole idea of "Philanthropy in Tourism" excites us - and this outstanding event brings it all together.

Making Travelers' Philanthropy Work for Development, Business, and Conservation

Tanzania, a world leader in ecotourism, and Arusha as the gateway to Mt. Kilimanjaro and the Northern Safari Circuit including the Serengeti and Ngorongoro Crater, provide an ideal venue for this conference. The Tanzania conference built upon the previous international Travelers' Philanthropy conference held at Stanford University in the USA in 2004. Here is a wrap-up and outline of what is planned for the future:

Conference in Tanzania Exceeds Expectations

Over 225 delegates attended the 2008 Travelers' Philanthropy Conference held in Arusha, Tanzania, making it the largest and most diverse conference ever held on this theme. The 3-day conference, at which Nobel Laureate Dr. Wangari Maathai, founder and leader of Kenya's Green Belt Movement, gave the opening keynote address, also marked the first time that travelers' philanthropy had been addressed in Africa. Travelers' philanthropy is a

relatively new concept, but it is rapidly growing into a worldwide movement and becoming part of the definition of responsible travel. At its core, travelers' philanthropy is about tourism businesses and travelers 'giving back' to tourism destinations by providing financial support, expertise, and material contributions to local projects and community initiatives.

Tourism frequently takes place in biodiversity and culturally rich but economically poor regions of the world. "We are thrilled with the results of the conference. Not only did more delegates attend than we had expected, but the conference is also generating a number of new educational materials that will help to strengthen travelers' philanthropy initiatives," says Martha Honey, Co-Director of the Center on Ecotourism and Sustainable Development (CESD) that organized the conference and runs the Travelers' Philanthropy Program. "These materials will help provide, for the first time, the tools to help tourism businesses and host communities initiate and effectively carry out travelers' philanthropy projects."



In the wake of the conference, CESD plans to:

- Produce a new handbook "How to Create a Travelers' Philanthropy Program," based on a 'short course' given at the conference. This handbook, which is being produced together with the Basecamp Foundation, will be launched in March at ITB Berlin, the world's major travel show.
- Create a CD with the conference proceedings, presentations, photos, and other documents, as well as post them online.
- Promote and distribute the first ever documentary on travelers' philanthropy, "Giving Time, Talent, and Treasure," which was premiered at the conference.
- Launch a new discussion board and blog for conference participants and others interested in travelers' philanthropy.
- Expand the Experts Bureau to include more professionals who can work with companies, community organizations, NGOs, and others to develop travelers' philanthropy projects.
- Develop a list of 'best practices' for both tourism businesses and travelers involved in supporting projects in the host communities.
- Incorporate additional companies and

their travelers' philanthropy projects into the Travelers' Philanthropy website which has the capacity to receive online, tax deductible donations.

From over 20 Countries

Participants to the conference, which was held December 3-5, 2008 at the Ngurdoto Mountain Lodge, came from over 20 countries. Nearly half received full or partial scholarships to attend, thanks to funds provided by the Ford Foundation, USAID, the United Nations Foundation, and the United States Institute for Peace.

"The conference provided an important opportunity for the east African tourism industry and local community-based enterprises to engage with developments related to responsible and sustainable forms of tourism, with roughly half of all participants coming from Kenya and Tanzania," says Fred Nelson, the lead local organizer for the conference.

The conference included 18 workshops on topics such as serving local development priorities through travelers' philanthropy; the responsibility and response of the travel industry to climate change; moving travelers' philanthropy from a charity model to social empowerment and entrepreneurship; and bad practices and best practices for engaging travelers. In addition, the conference examined several issues critical to Africa, including the failure of many tourism businesses to adequately address the HIV/AIDS pandemic. At the conference, several delegates pledged that their companies would,

within the next year, develop HIV/AIDS policies and programs for staff and visitor education, as well as initiate travelers' philanthropy projects to support HIV/AIDS clinics, orphanages, education and other types of programs in the host communities.

Kenya Wildlife Service

In his keynote address at the conference, Dr. David Western, founder of the Africa Conservation Centre and former director of the Kenya Wildlife Service, described travelers' philanthropy as an effort to "marshal the well intentioned impulses of the traveler" to support needs in the local community. He said it derives from the concept of the Good Samaritan, "the wayfarer who helped even those who he did not know." He added that "Africa wants trade, not aid," and "tourism represents the largest transfer of wealth from the North to the South."

The conference was endorsed and supported by a wide range of sponsors. These include 31 companies, organizations, and development agencies. In addition to CESD, the leading partners in organizing the conference were the Honeyguide Foundation in Tanzania, Basecamp Foundation in Kenya, and African Safari Lodge Foundation in South Africa.

We thank all of our sponsors for their support of the 2008 Travelers' Philanthropy Conference! Contact: Whitney Cooper
Phone: 202-347-9203 ext. 414
Email: wcooper@ecotourismcesd.org
www.travelersphilanthropyconference.org



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EVENTS



SEATTLE AND U.S. PACIFIC NORTHWEST ENCORE FOR "BEST OF AFRICA" AT ADVENTURES IN TRAVEL EXPO

Africa Travel Magazine and ATA Vancouver Chapter participated at Adventures in Travel Expo at Seattle's Washington State Convention Center

by Jerry W. Bird
 Our magazine was a top attraction at the ATA Exhibit, which anchored a substantial Africa Section, along with two major carriers, South African Airways and Ethiopian Airlines. Supported by the Seattle Times Daily Newspaper, Adventures in Travel Expo targets one of North America's largest and most affluent markets, famous as the home of industry giants Boeing Aircraft Company and Microsoft, Bill Gates' giant conglomerate. The area is America's gateway to Asia Pacific, Alaska and Western Canada. Africa Travel Magazine's publishers expect many North American travelers to consider the Pacific route to Africa via China, India, Japan and other countries when planning future trips. Seattle is a city dear to my heart as it was my father's birthplace in suburban Kirkland on the lake.

It was a wonderful opportunity for Africa Travel, Trade and Tourism at the Adventures in Travel Expo in the Washington State Convention Center last weekend. Our exhibit, representing the Africa Travel Association, anchored the Africa Section and this allowed us to speak directly to the travel trade, plus potential travelers from the public. We circulated hundreds of copies of Africa Travel Magazine featuring a choice of African destinations from our ATA booth and courtesy of other exhibitors from the Africa section.

A History of Success
 Seattle is an ideal city for promoting travel to Africa. We expect the interest generated here to grow as it did in New York City, where our editorial team participated in the first two Adventures in Travel Expos. The first year we had the same number of African exhibits as there were in Seattle. By the following year that number increased by four times, with many African Tourism Ministries and Tourist Boards exhibiting.

Other Expos in Series

The 2010 series begins in January with Adventures in Travel Expos in New York and Chicago, followed by Los Angeles, Washington, DC and a return to Seattle. "Seattle represents a market that research shows will be very receptive to our show, an exciting arena filled with a wealth of interactive exhibits from around the globe," said John Golicz, CEO Unicomm LLC.

Powerful Media Support

Part of this success can be attributed to the quality of media partners, such as the Los Angeles Times, New York Post, Chicago Tribune, and National Geographic. Unicomm is an independent business-to-business communications company specializing in originating and managing world-class trade shows and conferences. It is led by a seasoned management team with over 50 years of events industry experience. Contact: Andrea Hutchinson, Adventures in Travel Expo 203-878-2577 ex 117 e-mail: ahutchinson@adventureexpo.com



Africa Photos on this two page spread:

- (1) Elephant from Adventures in Travel website.
- (2) Scuba diver meets a Whale Shark near Djibouti.
- (3) Fantasia in Northern Cameroon.
- (4-5) Scenes from Tanzania's Swahili Coast.
- 6) Herd of zebras at the Ngorongoro Crater near Arusha, Tanzania.
- (7) Drill Ranch at Calabar, Nigeria.
- (8) Lions at Queen Elizabeth Park, Uganda.
- 9) Maasai ladies welcome visiting delegates to their village on the Masai Mara, Kenya.
- (10) Stone Town, Zanzibar.
- (11) Snows of Mount Kilimanjaro.
- 12) Elephant at Ngorongoro Crater.
- (13) Octopus drying in the sun, Zanzibar.
- (14) Crater lake at Ngorongoro.
- (15) View the spectacular annual migration of wildlife herds from the comfort of a balloon when you visit the Serengeti.
- (16) Zebras running, Northern Tanzania.
- (17) Africa section group at the ATA booth, Adventures in Travel Expo, Seattle.
- (18) Visitors at Adventures in Travel Expo, Jacob Javits Center, New York City, NY.





HIGHER RESOLUTION PHOTOS AND ADVERTISEMENTS TO COME PRIOR TO PRINTING STAGE!



ATA 33RD CONGRESS BROUGHT THE WORLD TO TANZANIA, LAND OF KILIMANJARO, ZANZIBAR AND THE SERENGETI

by Jerry W. Bird

The World's Safari Capital, Arusha, Tanzania, has undergone an amazing transformation since the city hosted the ATA 23rd ATA Congress in 1998. Some writers call Arusha the "Geneva of Africa," thanks to its record of success in attracting international events. In 2007, to get a complete handle on this magical change of fortune, our editorial team spent an extra 3 weeks in the community, participating in Rotary functions, the Miss Arusha Contest, the Leon H. Sullivan Summit and East Africa's Karibu Fair. We expect to return this winter for the Travelers Philanthropy Conference.

ATA Shines in Tanzania

The Africa Travel Association's 33rd International Congress was a resounding success, for which we congratulate the Tanzania Tourist Board, Ministry of Natural Resources and Tourism, plus an enthusiastic group of volunteers. Who attended? Over 300 tourism industry experts including tourism ministers and boards, hotel and airline executives, travel agents, tour operators, international and local business. They came from Angola, Belgium, Benin, Bermuda, Cameroon, Canada, Central African Republic, Chad, China, Congo, Ethiopia, Ghana, Kenya, Madagascar, Malawi, Malta, Nigeria, Rwanda, Sierra Leone, South Africa,

Sudan, Tanzania, Togo, Uganda, the USA, Zambia and Zimbabwe.

Outside the Arusha International Conference Centre, we visited one of the best ATA Trade Shows in our 14 years with the Association. The African fashions and fabrics were outstanding and Africa's active tourism industry was well represented. We returned to the trade show often to purchase crafts, clothing and wearable art.

Africa's Competitive Edge

Inside the spacious conference centre a varied program kept the delegates in their seats, with topics such as "A Decade of Progress: Showcasing Tanzania," "Africa's Competitive Edge," "Tourism as an Investment Tool," "Packaging Africa," "Africa's Accommodations," and much more. Marking the importance of this event on the national scene, proceedings were opened by Tanzania's President H.E. Jakaya Kikwete, and closed by Zanzibar President Hon. Amani Abeid Karume.

Land of Many Contrasts

President Kikwete called Tanzania a land of many contrasts, pride of African heritage, rich and diverse natural and cultural resources. He stated that close to 25 percent of the land has been set aside for conservation of wildlife and forests. This vast area includes the Serengeti National Park, where the annual migration of wildebeest draws visitors from near and far. Picturesque Mt Kilimanjaro, the Roof of Africa, is the

only permanently snow capped peak in the tropics and is the highest mountain on the continent. On Arusha's doorstep is the Ngorongoro Crater, world's largest intact caldera forming a natural enclosure for a wide variety of wildlife. With the Olduvai Gorge, and the 3.6 million year-old-human foot prints at Laetoli, all adjacent to it, the Ngorongoro Conservation Area is indeed the Cradle of Mankind and the crater is the Eighth Wonder of the World.

President Kikwete mentioned the spice island of Zanzibar, the ultimate paradise in the Indian Ocean, with clear waters, unspoiled beaches, and historical heritage. Throughout Tanzania, there are game reserves, archaeological, historical and cultural sites, plus unexplored pristine southern an western parks, each offering an uncompromising and unique experience."

Jobs Through Tourism

President Kikwete said that tourism has provided more than 250,000 jobs, and according to the Ministry of Natural Resources and Tourism, the need for more employment in the area is so huge that out of 4325 jobs the ministry advertised only 225 had been filled. He said, "The number and size of protected areas have expanded, and their ecological values are still intact. Tourism and tourism related investments are also growing steadily and the opportunity for further growth is still available. These improvements have been made possible by our sound political and economic policies

as well as programs and plans that are specifically tailored to engender fundamental transformation and modernization of the tourism sector in Tanzania through harnessing existing potentials sustainably."

ATA President from Tanzania

Among the many high profile persons was Hon. Shamsa Selengia Mwangunga, Tanzania's Minister for Natural Resources and Tourism, recently elected ATA President. The Minister referred to Arusha as "gateway to the world's finest wildlife areas." To expand on this statement, she said, "Trends indicate that tourists are searching for destinations with unspoiled natural tourist attractions, rich cultures and adventures. These trends, coupled with the friendly and warm hospitality make Africa the most ideal destination for this millennium. This year's theme of Bringing the World to Africa and Africa to the World has come at the right time. During your stay in Arusha you will have an opportunity to visit some of our spectacular tourist attractions, including the visit to Ngorongoro Crater. When you arrive back home you will be our good ambassadors to your countries."

Partners in Tourism

ATA Executive Director Edward J. Bergman emphasized the close ties between the ATA and Tanzania - a partnership that has gained momentum since the Association's first visit in 1998. Bergman paid tribute to the

tremendous effort by Tanzanians, stating that travel and tourism to Tanzania is booming. He noted that in recent years, Africa has become the leading region in terms of growth in international tourist arrivals, averaging seven percent growth annually since 2000. He expects Africa's position to continue in the same direction due to improving infrastructures, advances in technology and communications, a growing private sector, more direct long-haul flights, and an expanding choice of tour and travel experiences.

Bringing the World to Africa and Africa to the World

Those of us who were at the Arusha International Conference Centre in May, 1998, when Tanzania hosted its first Africa Travel Association World Congress, were in for a pleasant surprise. In one decade, Arusha has grown from a quiet village to a vibrant, booming city with a growing list of amenities. At the same time, Tanzania's Tourism sector has forged ahead by leaps and bounds, setting an example for all of Africa - and earning a favorable spot at the top of the economic ladder - as the country's number one employer and money earner. Revenue from tourism is expected to top one billion dollars (U.S.) by year end, replacing agriculture as Tanzania's leading economic contributor.

What's equally astounding is the fact that the United States has gained international recognition as the leading single source of

tourism trade to this fascinating country.

Icing on the cake

During two gala evenings, delegates enjoyed fashion shows by Arusha designer Hilu Bara (above right) and Chief Margaret Bola Fabiyi of Nigeria. Host Country Day included a visit to Ngorongoro Crater, while the Media Post Tour featured a visit to Arusha National Park. Both attractions are an easy drive from Arusha, an important reason for its popularity as Safari Capital. Hats off to Wayne Keefer, Manager of the East African All Suites Hotel (at the time) and his staff, who made us feel so completely at home for over three weeks. With such a spectacular setting, framed by a mountain backdrop, little wonder Tanzania was selected to host the ATA 33rd Annual International Congress. The event was a world-class affair with delegates and guests from over 40 countries participating in a wide range of activities. For 2009 ATA Congress dates, location and program visit: www.africatravelassociation.org

Photos by Muguette Goufrani, Dean Mac Kasasa and Nick Gosling.





Enjoy the Warm African Hospitality.

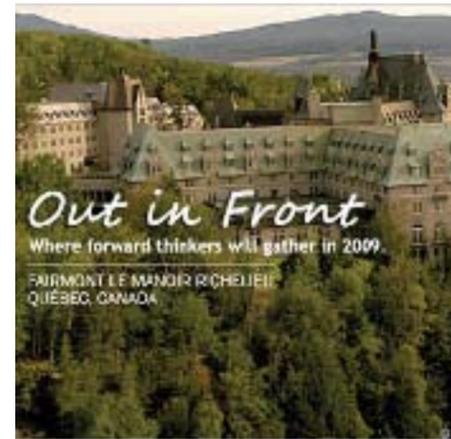
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ADVENTURE TRAVEL WORLD SUMMIT, QUEBEC CITY, OCTOBER 19-22, 2009



Africa Travel Magazine editors covered the ATTA World Summit in Whistler, BC, Canada and were overwhelmed with the quality, the speakers, events program and successful management of the Summit. We are confident that this year's event will meet with the same wide acceptance. Past participants in the Adventure Travel Trade Association's Pre-Summit Adventures consider these early conference excursions some of the most valuable networking time - quality time spent between delegates who naturally build relationships in an environment conducive to genuine fun, conversation and thoughtful dialogue. Such adventures are, of course, designed for networking, but also to help delegates explore a new destination. For 2009, Québec Province offers quality adventure

options provided by members of the highly respected ATTA Association Partner member, Aventure Écotourisme Québec (AEQ). Below, please find two different ways in which you can participate in adventures before the opening Summit ceremonies on October 19th!

Learn. Partner. Grow.

The Adventure Travel Trade Association exists to:

- Responsibly promote and publicizes sustainable adventure travel
 - Is the networking hub for DMOs, tour operators & travel agents
 - Hosts the industry's trade-only Adventure Travel World Summit conferences
 - Operates and promotes the traveler's online guide to high quality, trusted tour operators at [www. Adventure.Travel](http://www.Adventure.Travel)
 - Publishes AdventureTravelNews™ for travel professionals
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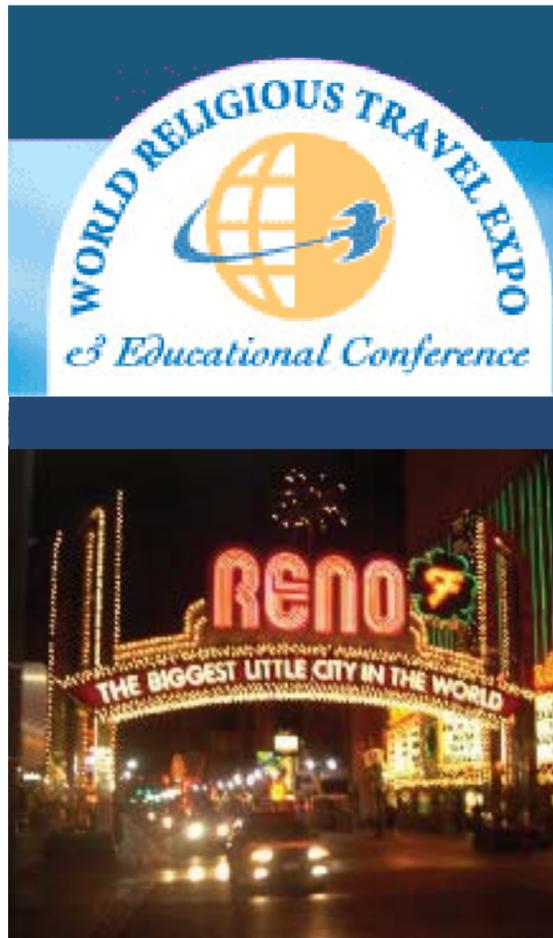


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NATIONAL TOUR ASSOCIATION & WORLD RELIGIOUS TRAVEL EXPO COMBINE EVENTS IN RENO, NEVADA

NOVEMBER 14-16, 2009

WRTA is pleased to announce that the 2009 World Religious Travel Expo & Educational Conference will be held in conjunction with the 2009 National Tour Association Annual Convention. In 2008, WRTA and NTA entered a unique agreement, in which the associations began working together to educate their members on the value of the faith-based market and bring new business opportunities to the members of both organizations. In fact, this year's Expo is being managed in part by NTA, including both registration operations and event planning logistics. Through the agreement, WRTA aligns itself with NTA's strength and position in the packaged travel industry. NTA, an organization



of tour operators, tour suppliers and destinations, has a highly-respected reputation for managing top quality conferences. The association will be bringing that experience and brand power to WRTA's 2009 Expo as the two associations bring their annual meetings together as a way to enhance the experience for the members of both organizations. As part of the new relationship, NTA and WRTA hope to expand the overall growth of the travel industry through faith tourism, bringing both memberships opportunities for education and

Africa Travel Association (Renews Partnership with World Religious Travel Association)

The Africa Travel Association (ATA) and the World Religious Travel Association (WRTA) announced today the continuation of their partnership agreement, aiming to support both organizations' endeavors in the promotion of religious travel trade. "The Africa Travel Association (ATA) is excited to work with WRTA to promote faith-based tourism to Africa," said ATA Executive Director, Edward Bergman. "Religious tourism is certainly a growing niche market for travelers to the African continent and the partnership

with WRTA will help us educate our membership on faithbased tourism opportunities."

According to WRTA, religious travel and hospitality opportunities can be found across Africa in four main ways: visiting a religious destination; attending a religious gathering; traveling for missionary or humanitarian purposes; or leisure traveling with fellowship intent.

"Faith-based tourism attracts 300 million travelers worldwide, who spend \$18 billion annually," said Kevin J. Wright, WRTA President. "We look forward to once again working with ATA,

especially as Africa has long served as a top destination for people of faith. In fact, among the wide variety of travel experiences the continent offers, faith-based African safaris are quickly becoming one of the most popular new trends in religious travel today." Under the new partnership agreement, ATA and its members will participate in the WRTA World Religious Travel Expo and Educational Conference to be held from November 14-16, 2009 in Reno, Nevada. WRTA will participate in ATA events in the United States and Africa, including ATA's 35th Annual Congress to be held in The Gambia in May 2010.

Saturday, November 14

8 a.m. - 4 p.m. Exhibitor Move In
7:30 a.m. - 7 p.m. Registration
10:45 a.m. - 12:15 p.m. Buyer Exchange For Agents/Planners (optional)
One-on-one, 10-minute appointments with NTA tour operators.
12:45 - 1:45 p.m.

2 - 6 p.m. NTA's International Luncheon co-sponsored by Jordan Tourism Board and Mexico Tourism Board

Dine with hundreds of tourism professionals while you learn about international destinations.

Sightseeing Tours (optional) Descriptions | Register by Oct 14, 2009
7 - 9 p.m. Welcome Reception

Sunday, November 15
7 a.m. - 5:30 p.m. Registration
7:45 - 9 a.m.

Continental Breakfast/Opening Session
Keynote: WRTA President, Kevin J. Wright - Make 2010 Your Best Year Ever

Opening Session: Soundbites from the Industry
9:15 - 10:15 a.m.

Educational Breakout Sessions
Product Development for the faith market

For further descriptions of each seminar, please visit our education page on the website.

Seminar 1 - How to build a thriving religious travel program with the right products, experiences and quality
Seminar 2 - Discover fascinating new trends, destinations and faith vacation experiences for the 21st century religious traveler: Faith-based cruises, missionary travel, African safaris, India, Armenia, and more.

Seminar 3 - Make 2010 your best year ever in religious group travel: Learn about Oberammergau, Santiago de Compostela's Holy Year, Shroud of Turin, Year of the Priest, and much more.
10:30 - 11:30 a.m.

Speed Networking Plus LinkedIn
11:45 a.m. - 1p.m.

Lunch/General Session

Keynote: Greg Stielstra
North America's top expert on Faith-based Marketing

1:15 - 6:15 p.m. The International Trade Show

5 - 6:15 p.m. Expo Reception co-sponsored by the Hilmar Cheese Company Visitor Center

7:30 - 10:30 p.m. Icebreaker Party with NTA

Sponsored by Reno-Tahoe
Monday, November 16

7:30 - 6 p.m. Registration

7:45 - 8:15 a.m. Continental Breakfast - Sponsored by Switzerland Tourism and Globus Family of Brands

8:15 - 9:30 a.m.

General Session - Sponsored by Switzerland Tourism and Globus Family of Brands

Scott Koepf, NACTA President
Executive Panel Roundtable hosted by Scott Koepf

9:45 - 10:45 a.m.

Educational Breakout Session
Sales, Marketing, Advertising & PR in the faith market

For further descriptions of each seminar, please visit our education page on the website.

Seminar 1 - North America for faith-based travelers: Double your clientele in one year by offering trips, vacations, destinations, and events right here in the USA, Canada, and Mexico.

Seminar 2 - How to effectively use Social Media and PR to build your religious clientele: Includes LinkedIn, Twitter, Facebook, blogging, creating your own social network, writing press releases and much more.

Seminar 3 - PyroMarketing: Igniting "group travel planner" evangelists and keeping them for life.

11 a.m. - 12 p.m. The Holy Land Panel

Sponsored by Jordan Tourism Board
12:15 - 2 p.m. Broadway Luncheon with NTA

Sponsored by Theatre Direct & Broadway.com/groups

2:15 - 6:15 p.m. The International Trade Show

5 - 6:15 p.m.

All-access Reception with NTA co-sponsored by the Hilmar Cheese Company Visitor Center

7 - 9 p.m. Farewell Dinner

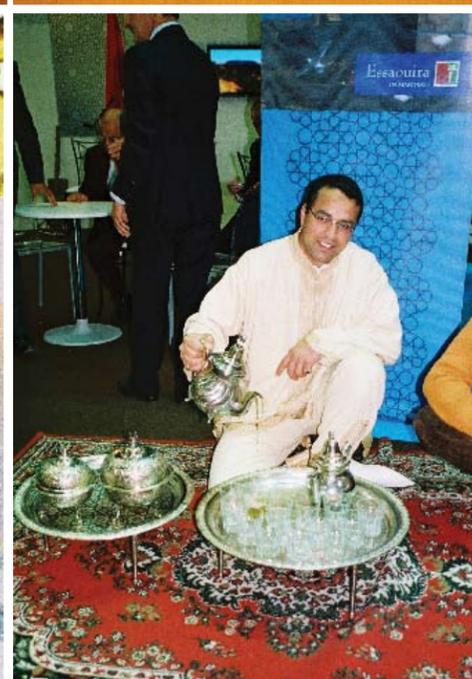
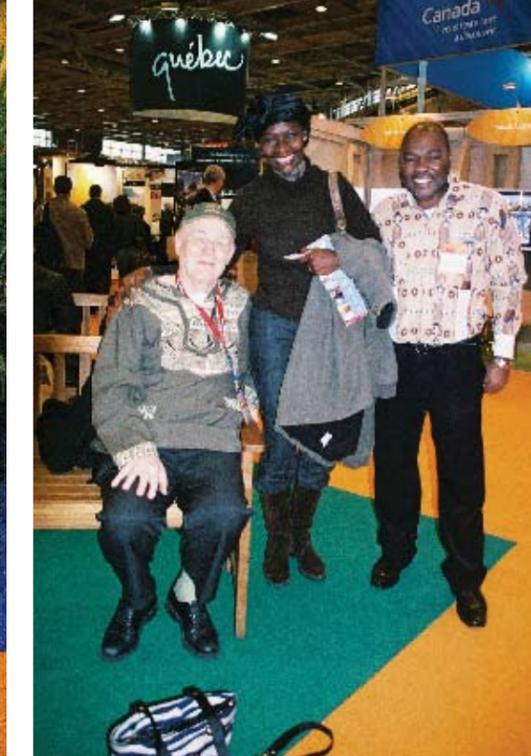
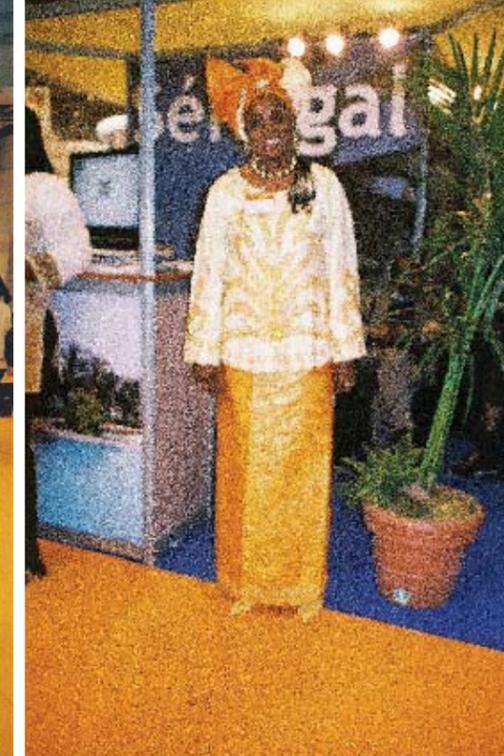
9:30 p.m. - 12:30 a.m.

Tourism Rocks Party (optional/ticket required) Charity event to support Tourism Cares

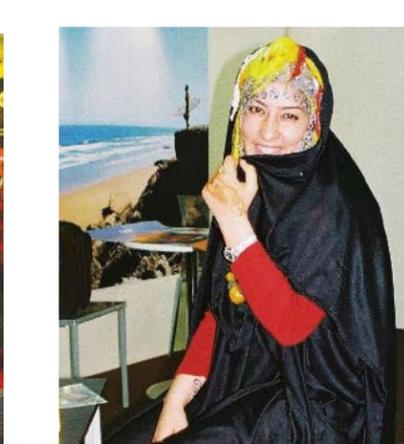
How can you purchase your ticket in advance for the Tourism Rocks Party? Put on your dancing shoes for Tourism Cares' Tourism Rocks dance party!

Sponsored by Las Vegas Convention and Visitors Authority
Nevada Commission on Tourism
Hard Rock

Tourism Rocks is a night of fun and a great way to meet new people in an informal setting. The party will be happening at a Europe-inspired nightclub, 210 North, located in the heart of downtown Reno. Tickets can be purchased here for a tax-deductible donation of \$40 or at the door by showing your WRTA Expo badge. All donations will help to further the mission of Tourism Cares.



AFRICA TRAVEL MAGAZINE EDITORS VISIT THE SPRING 2009 MONDE A PARIS TRAVEL SHOW



A large, glowing world map projection on a curved wall in a dimly lit room. The map is rendered in a bright, ethereal light against a dark background with a grid of latitude and longitude lines. In the foreground, several dark chairs are arranged around small tables, each with a glass of water. The overall atmosphere is sophisticated and modern.

**Review of Globe 2010, Vancouver, Canada and Preview of Globe 2012
coming soon in our next Venues Yearbook Edition**