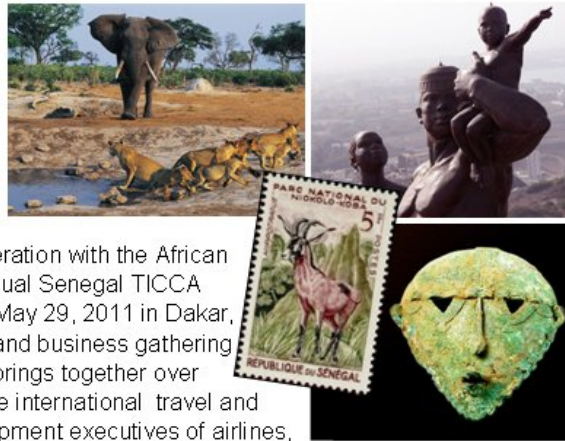


# 36<sup>th</sup> Africa Travel Association World Congress & Assembly May 25—29, 2011 - Dakar **SENEGAL**



The 36th ATA World Congress conducted in cooperation with the African Union Commission and in tandem with the 2nd Annual Senegal TICCA tourism showcase, is taking place May 25 through May 29, 2011 in Dakar, Senegal. This five day event is the principal policy and business gathering of African tourism and is an influential summit that brings together over three hundred of the world's leading members of the international travel and tour community, buyers, sellers and product development executives of airlines, cruise lines, hotel brands, tour operators and **front-line independent travel agents.**

The theme of the Congress is **Destination Africa.** The objective of this year's meetings is to focus on the unprecedented opportunities marketers have at their disposal to engage and interact with their consumers, and how savvy marketers are partnering with the others in the industry, on both sides of the Atlantic to create cross platform programs that serve to promote higher value tourism to the 53 AU nations of Africa.

Many of the major tourism brands and destinations will be in attendance to explore opportunities that will provide the next stage for Africa's tourism and consumer destination strategies of how to best position your organization to thrive and grow into the next decade.

**Who should attend** and join the African Union Ministers of Tourism, their staff, Tourism Boards and the investor and financing sources — tour operators and their product development executives, front-line travel agents to network and meet their Africa based counterparts, marketing and product development executives of airlines, cruise lines, hotel chains and individual resorts.

**TICCA—2nd Annual Senegal Tourism Industry Market Trade Show** is being held in conjunction with the ATA Congress to emphasize the market developments within Senegal and West Africa to provide a direct contact point with local tour operators.

**Join the Professionals** and become one, who contributes to the success of Africa's tourism—the over \$15 billion leisure travel market—larger than most, and growing rapidly — and **your own “bottom line!”**

**Register Today** and prepare to take your Africa business development to the next level. (*Registration includes: full access to keynotes, general sessions, workshops, meals, Senegal Host Day tours, cocktail parties and networking functions for five days*)

**Don't get shut out!** Click the register link: [www.AfricaTravelAssociation.Org](http://www.AfricaTravelAssociation.Org)



Congress and Assembly Hosted by the:  
**Ministry of Tourism and Handicrafts,  
Liaison with the Private Sector & Small Businesses  
Republic of Senegal**

Under the auspices of **Honorable Minister Thierno Lo**  
and in cooperation with **Ibrahima Sarr, Director General**

**Senegalese Tourism Authority (Agence Nationale pour  
la Promotion du Tourisme), ANPT**

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## RSVP

Congress reservations, and details, contact:  
ATA International Secretariat in New York  
Tel: 1-212-447-1357 [www.AfricaTravelAssociation.org](http://www.AfricaTravelAssociation.org)

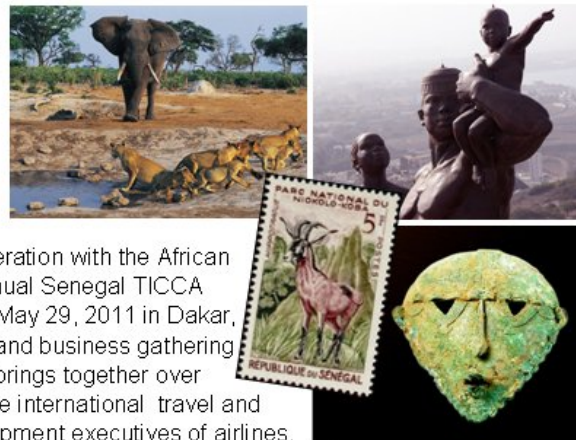
**About ATA:** Africa Travel Association (ATA) is the leading global trade association promoting travel and tourism to Africa and strengthening intra-Africa partnerships. Established in 1975, ATA serves both the



public and private sectors of the international travel and tourism industry. ATA is a non-profit BUT (c) b professional association. ATA membership comprises African governments, their tourism ministers, tourism bureaus and boards, airlines, cruise lines, hotels, resorts, front-line travel sellers and providers; tour operators and travel agents, and affiliate industries. ATA partners with the African Union Commission to promote the sustainable development of tourism to and across Africa. ATA's annual events in Africa and the USA bring together industry leaders to shape Africa's tourism agenda. ATA directly and indirectly generates over \$15 billion annually in tourism receipts as direct contribution to Africa's export earnings. For more information: [www.AfricaTravelAssociation.Org](http://www.AfricaTravelAssociation.Org)



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