



# AFRICA Travel

## MAGAZINE

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at ATA in Egypt  
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Indaba 2010  
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# Venues

2010

THIS EDITION IS IN A WORK IN PROGRESS. Until we begin our full subscription program, this version is available for preview at no charge. Before any pages from this edition appears in print, all photos and advertisements appearing in this preview that are not of highest resolution will be replaced. Before our final editing, several new pages and a supplement on Meetings, Hotels and Incentive Travel will be added.

*“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,

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We support African Exhibitors  
World Travel Market London, UK  
November 9-12, 2009  
World Travel Awards  
November 8, 2009

See Corinthia Hotels  
World Travel Awards Honorees  
Pages 76-78

A close-up photograph of a glass award. The award is a circular, shallow dish with a thick, polished rim. The interior of the dish is etched with the 'world travel market' logo. The text 'world travel market' is in a bold, black, sans-serif font, arranged in three lines. To the right of the text is a stylized globe icon composed of several curved, overlapping bands in shades of purple, orange, and yellow. The award is set against a blurred background of purple and white light beams, suggesting a stage or exhibition setting. Other similar awards are visible in the foreground and background, slightly out of focus.

**world  
travel  
market**

# Venues

Events Promoting Africa

## SEPTEMBER

We keep past event information to remind our readers to book ahead for next year. Most annual events are in the same month.

**Africa Travel & Real Estate Expo**, Toronto, Ontario, Canada  
<http://www.africantravelexpo.com>

**CIBTM: China Incentive Business Travel Exhibition**, Beijing, China, [www.cibtm.travel](http://www.cibtm.travel)

**St. Louis Travel, Adventure & Culinary Expo**, St. Louis, MO  
[kelly@incredible.travel.com](mailto:kelly@incredible.travel.com)

**TheTradeShow. Travel Retailing and Destination Expo** will be in Orlando, FL  
[www.thetradeshow.org](http://www.thetradeshow.org)

**25 Africa Travel Association 4th Annual Presidential Forum on Tourism**, New York University, NYC, [events@africatravelassociation.org](mailto:events@africatravelassociation.org)

**Louisville Travel, Adventure & Culinary Expo**, Louisville, KY  
[kelly@incredible.travel](mailto:kelly@incredible.travel)

**UNWTO International Conference on Destination Management**, Hangzhou, China

**29-Oct.1 Seventh Biennial U.S. Africa Business Summit**, Washington, DC, 20001, USA

## OCTOBER 2009

**10-11 Adventures in Travel Expo**, New York City, NY  
[www.adventureexpo.com](http://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](http://www.adventuretravelsummit.com)

**23-25 SITV International Tourism & Travel Show**, Montreal, Canada,  
[www.salontourismevoyages.com](http://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](mailto:veronique@travelportland.com) .  
[www.ecotourismconference.org](http://www.ecotourismconference.org).

**1-6 Skal World Congress**, Budapest, Hungary

**7-11 ICCA Exhibition, Florence, Italy**  
[www.iccaworld.com](http://www.iccaworld.com)

**9-12 World Travel Market**, Excel Centre, London, UK  
[www.wtmlondon.travel](http://www.wtmlondon.travel)

**14-18 NTA Annual Convention**, Reno, NV [www.ntaonline.com](http://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**

**14 - 17 Moroccan Travel Market, Marrakech, Morocco**  
212 5 22 25 25 13  
[commercial@mtm.ma](mailto:commercial@mtm.ma)

**19-10 Adventures in Travel Expo**, Chicago, IL [www.adventureexpo.com](http://www.adventureexpo.com)

## FEBRUARY 2010

**13-14 Adventures in Travel Expo**, Los Angeles, CA [www.adventureexpo.com](http://www.adventureexpo.com)

## MARCH 2010

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

**13-14 Adventures in Travel Expo**, Washington, DC  
[www.adventureexpo.com](http://www.adventureexpo.com)

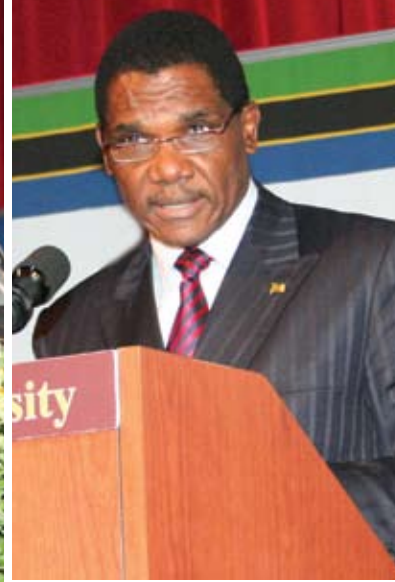
**24-26 GLOBE 2020, World's Largest Enviro-Business Expo**, Vancouver  
**MAY 2010**

**ATA 35th Annual Congress**, The Gambia

## NOVEMBER 2010

**Adventures in Travel Expo**, Seattle, WA [www.adventureexpo.com](http://www.adventureexpo.com)



**Baloi****Ezkwesili****Hamadou****Banda**

# AFRICAN LEADERS SPEAK IN NEW YORK CITY AT ATA'S

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



"Whether its fostering economic growth through foreign exchange earnings and increasing state revenue; or improving people's well-being in the areas of, job

**Kachikho****Mbuende****Suluhu****Sefue**

# FOURTH ANNUAL PRESIDENTIAL FORUM ON TOURISM

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. Eze-kwsili 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

**Bergman**

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.africatravelassociation.org](http://www.africatravelassociation.org) or call +1.212.447.1357.

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

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## 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







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# FOOTBALL STAR LUCAS RADEBE NAMED AS SOUTH AFRICA TOURISM 2010 AMBASSADOR

## 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 Afri-

can 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.”

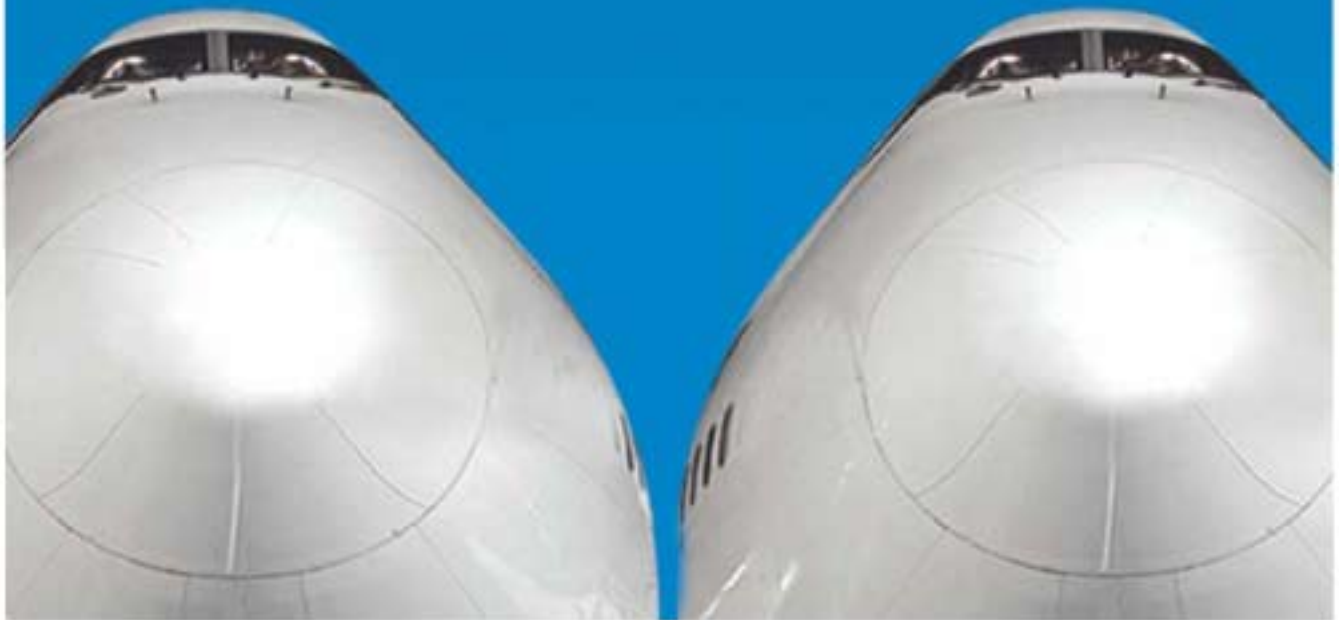
Radebe is honoured, proud and excited to play this role. “Africa has waited a long, long time for the honour of hosting the world’s biggest sporting spectacular. I am excited at the impending reality of welcoming the world’s greatest footballers to my homeland. I am proud that South Africa will host 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 coun-

try 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 Leeds’ home ground, Elland Road) asked for public suggestions for a new beer name. ‘Radebebeer’ was proposed by thousands in his honour
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 .

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Low resolution photos and ads will be replaced by high resolution images in this issue prior to publication.



# HAPPY RETURNS TO MOGADOR FOR FESTIVAL D'

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



# ESSAOUIRA GNAOUA, A MUSICAL BANQUET

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.

## Olive Branch Tours

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# MARRAKECH OFFERS A WORLD OF OPTIONS FROM

by *Mugette 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





# RIADS TO MANY FIVE STAR LUXURY HOTELS

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](mailto: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

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.



## Magical Media City

Moevenpick's Hotel Cairo Media City is a luxury oasis resort located in a new community on Cairo's outskirts. During our week-long stay as special guests, we had an opportunity to interview General Manager Amr Kallini and staff for online radio - an opportunity to learn why this outstanding resort won awards as the Best Conference facility in Africa and the Middle East. Excerpts from our series of

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





# IN CAIRO AS EGYPT'S TOURISM CONTINUES TO EXPAND

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](http://www.africa-ata.org/egypt.htm)*





# KARIBU FAIR IN ARUSHA, TANZANIA IS EAST AFRICA'S

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





# SHOWCASE OF TRAVEL, TOURISM AND HOSPITALITY

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.

*Africa Travel Magazine*

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](http://www.africa-ata.org/mag.htm)*

# PLAN AN AFRICA TOUR TO ENJOY CAMEROON'



## Cameroon Ministry of Tourism

Tel: +237 222-4411

Fax: +237 222-1295.

B.P. 266 Yaoundé 237 Cameroon

For more information, visit [www.africa-ata.org/cameroon.htm](http://www.africa-ata.org/cameroon.htm)



### 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. Ser-

endipity 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.

# S MOST SPECTACULAR CULTURAL FESTIVALS



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





# AFRICA TRAVEL MAGAZINE RETURNS TO LAS VEGAS

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.

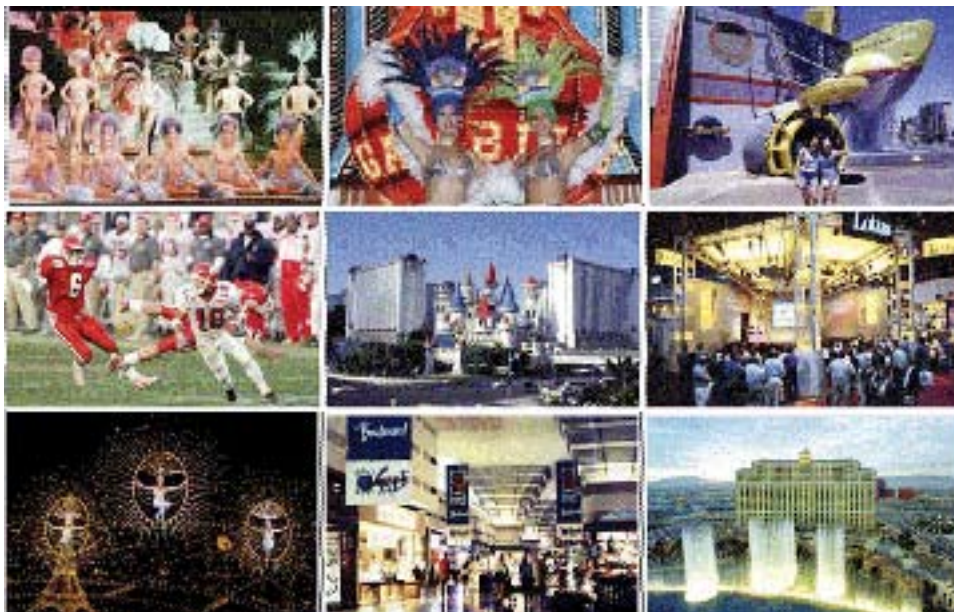
## **Facts worth knowing**

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.



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

# The entire travel industry under one roof!



## END THE TRADITION SEPTEMBER 13-15, 2009

### 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 NI, 3150 Paradise Rd, Las Vegas, NV 89109.*

*Website: [www.thetradeshow.org/splash09.htm](http://www.thetradeshow.org/splash09.htm)*

*Toll-Free: 1-866-870-9333*

*Fax: 703-739-8717*

*Exhibitor information: [exhibit@thetradeshow.org](mailto:exhibit@thetradeshow.org)*

*Mail: 1101 King Street, Suite 200, Alexandria, VA 22314*



# AFRICA SHINES IN 2009 AT **ITB BERLIN**, THE WORLD'S



*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 pre-views 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-







# LARGEST TRAVEL TOURISM EXPOSITION

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](http://www.itb-berlin.com)*

*[www.germany-tourism.de](http://www.germany-tourism.de)*

ITB Berlin Convention Office

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77 55 . [anika.schweizer@multivisio.de](mailto:anika.schweizer@multivisio.de)

*For a post ITB report [www.africa-ata.org/mag.htm](http://www.africa-ata.org/mag.htm)*

*org/mag.htm .*





# AFRICA TRAVEL MAGAZINE PROMOTES ATA MEMBERSHIP PLUS ATA



# EVENTS IN AFRICA AT ITB BERLIN & SALON DE TOURISME, PARIS



# Making Africa Work

A 10 days of non-stop activity

**Ideas, Innovations, Technology, Business, Leisure And People** all networking against the backdrop of beautiful Calabar and the fascinating Tinapa Business Resort.

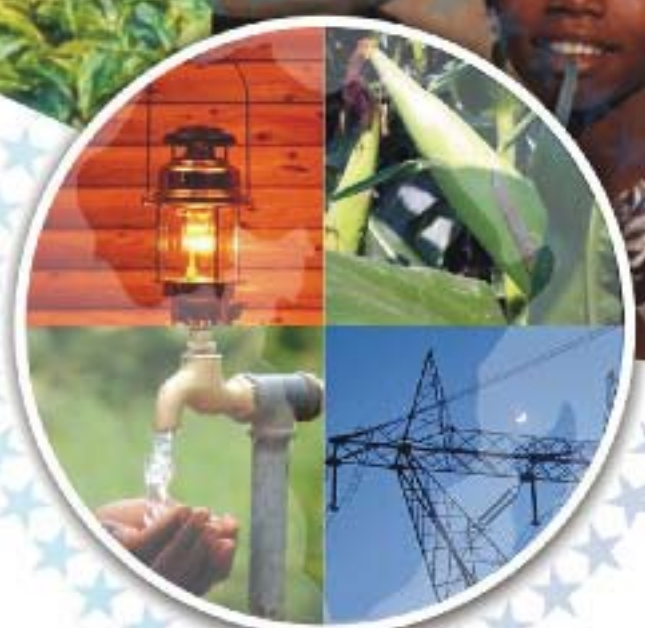
Explore the many colours and sounds of this amazing destination while sharing in a most rewarding experience.

Be a part of the energy to power solutions for these critical sectors and open up several options to business opportunities with high return on investment.

## Water, Agriculture & Power For Africa Convention & Expo

Date: 11th to 20th November, 2008

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



Our Partners and Sponsors:



**Frankfurt, Germany  
hosts Imex  
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## The Essential Worldwide Exhibition for Meetings and Incentive Travel

With global business experiencing unprecedented change, IMEX is the show that exceeds your expectations every time. Three vital days where you'll meet more top people in the global industry than anywhere else. Where new contacts, new ideas and new strategies will provide the tools and business you need to thrive in today's business climate.

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

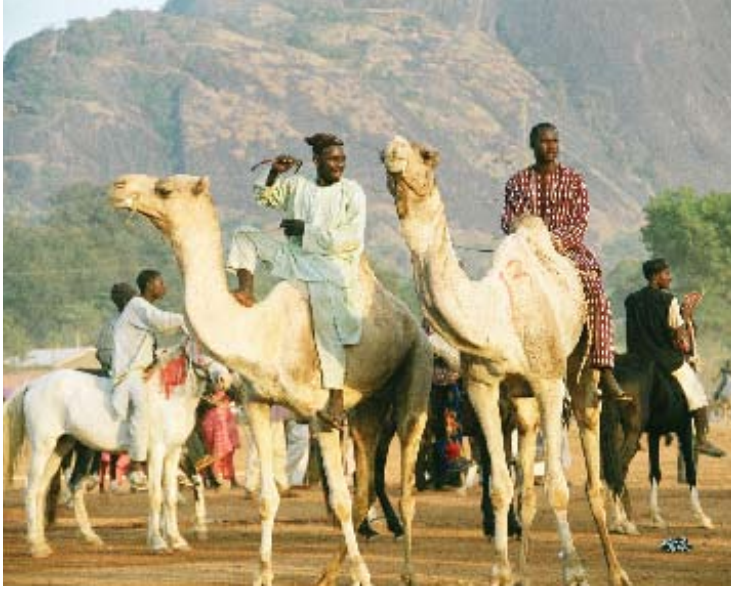
### **Business follows IMEX**

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.





# ABUJA CARNIVAL: NIGERIA'S CAPITAL SWINGS AROUND

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



# THE CLOCK IN A ROLICKING WEEK OF FESTIVITIES

*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."*

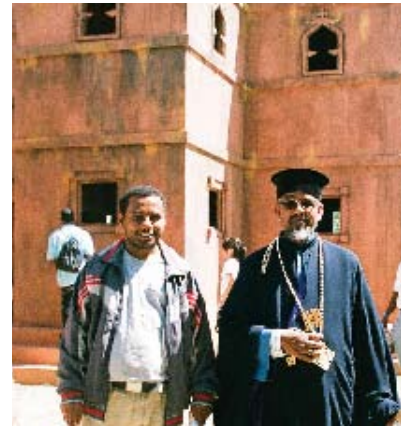
Referring to the unique nature of the carnival, he added, *"We have*

*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](http://www.africa-ata.org/nigeria.htm)





# HOW WE SHOWCASE AFRICA TRAVEL, TRADE AND TOURISM

By Mugnette Goufrani

Our thanks to Hon. Taledch Delacho, Ethiopia's Minister of State for Culture and Tourism and our friend Gezahgen Kabede, 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.





# "TEXAS STYLE" AT HOUSTON'S INTERNATIONAL FESTIVAL

## 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 Kebede, 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](http://www.eatic.org)

Houston International Festival  
4203 Montrose Blvd., Suite 200, Houston, Texas 77006  
713.654.8808 , [contactus@ifest.org](mailto: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](http://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: Marketing and Networking for Global Visitor Attraction

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](mailto:diaspora@hend.com).

• Karibu Travel & Tourism Fair, Arusha June 5 - 7, 2009 : [www.karibufair.com](http://www.karibufair.com)

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

• Zanzibar International Film Festival June 27-July 4, 2009 : [www.ZIFF.org](http://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](http://www.adht.net)

Email: [diaspora@hend.com](mailto: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

*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-*



# MOUNTAINS AND DESERT DUNES TO CAIRO, EGYPT

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 your car here for the moment and go to have your dinner. We will send 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 too 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 motorbike 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*





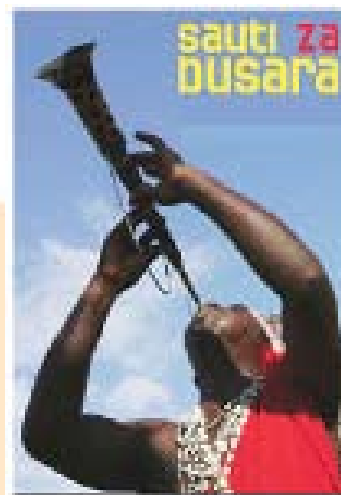
# ZANZIBAR SWINGS YEAR ROUND, WITH ITS ART, FESTIVALS,

## 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



# CULTURAL TREASURES, SPICES AND SWAHILI HOSPITALITY

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](http://www.africa-ata.org/zanzibar.htm)

## Zanzibar Festival Tours

<http://www.zanzibarfestivaltours.com>  
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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](http://www.ZIFF.org)

For Zanzibar Festival Tours visit [www.zanzibarfestivaltours.com](http://www.zanzibarfestivaltours.com)

For more information on Zanzibar visit <http://www.zanzibartourism.net>

For more information about Tanzania visit [www.tanzaniatouristboard.com](http://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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# PEACE THROUGH TOURISM WINS SUPPORT ACROSS

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."

*Africa Travel Magazine*

## **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

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.

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More  
information

# AFRICA AND AT EVENTS AROUND THE WORLD





# OUR EDITORIAL TEAM MEETS AND GREETS AFRICA'S MAYORS



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

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 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



MORE TO COME . PAGE 56

**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

# 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 - Smagaliso Mkhathshwa (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 Niasse,  
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.*



## TRAVELERS PHILANTHROPY CONFERENCE IN THE HEART OF SAFARI COUNTRY,

**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 Base-camp 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



# ARUSHA, TANZANIA, THE GENEVA OF AFRICA, NEAR MOUNT KILIMANJARO

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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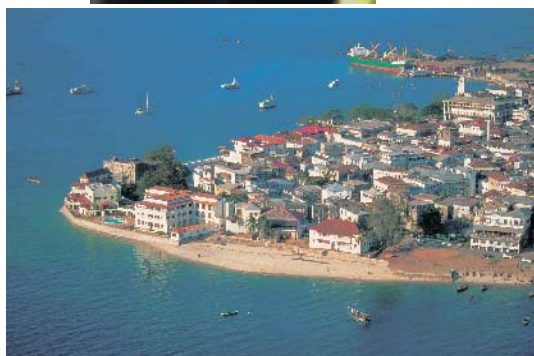
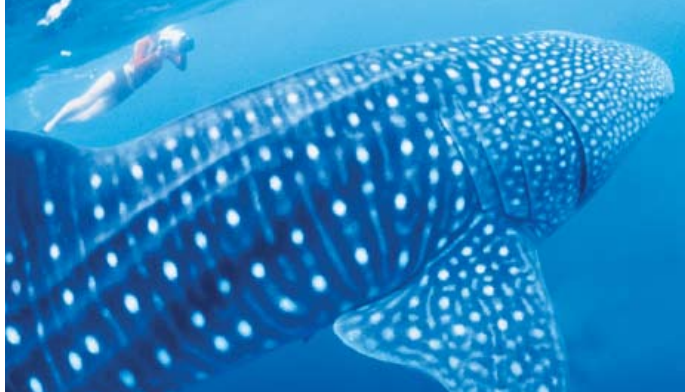
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# SEATTLE AND U.S. PACIFIC NORTHWEST ENCORE FOR

## 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.

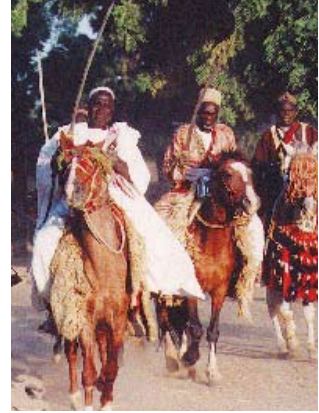
### Other Expos in Series

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





# "BEST OF AFRICA" AT ADVENTURES IN TRAVEL EXPO



## 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 Mas-sai 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.



## THE EVENTS



# ATA 33RD CONGRESS BROUGHT THE WORLD TO TANZANIA,

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 and 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



# LAND OF KILIMANJARO, ZANZIBAR AND THE SERENGETI

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](http://www.africatravelassociation.org)

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



See our spread on the Abuja Carnival in Nigeria's Capital



# 300 AFRICA CITY MAYORS " INDABA "

" Mayorship Strategic Leadership for Excellence in City Management "

7-9 October 2009



Peter is currently the Chairman of THE FOUNDATION FOR THE DEVELOPMENT OF AFRICA (FDA) and the Africa Trade Centre (Pty) Ltd, delivering his vision of connecting and empowering Africa. Peter is regarded as an expert on issues affecting education in Africa, sustainable development, CSI (Corporate Social Investment), FDI (Foreign Direct Investment), LED (Local Economic Development), PPP's (Private Public Partnerships) and Nepad. He is an active participant to the Advisory Board for the OECD-NEPAD - Africa Investment Initiative for Growth and Development. As such, his contributions have been sought after in many high-profile summits and events.



Conf Chairman: Peter Metcalfe

The impact of globalisation on city management is being increasingly felt on a daily basis. The cities that succeed in this perpetually changing global arena are those that develop people who can lead and implement management strategies across borders, cultures and a host of logistical and legal complexities. Faced with limited funding, cities, municipalities and districts have developed a range of community-grown strategies for expanding the resources available for affordable city development. Series of concurrent sessions will introduce approaches of generating resources for city and locality projects including housing, inclusionary zoning, pre-development or acquisition financing, construction projects and financing projects to be completed on time, with particular aesthetic merit, within budget and with the minimum of risk. City fathers are tasked with dynamic specifics of leading communities that will create a mindset of participating with the government in facilitating the development of communities through the inclusionary ordinances. The conference of mayors will highlight and honour mayors and their governments for developing programmes that enhance the quality of life in urban areas. Africa is the only continent deemed not to be on track to meet any of the targets enunciated in the to network and exchange information with the primary aim of following global city management trends

## KEY CONFERENCE HIGHLIGHTS

- Discuss the demanding regional and global roles of Mayors
- Progress on Climate Change adaption and mitigation plans : Climate Change Management
- Human Settlements and City Population Management: Management of Housing Schemes versus the citizen demands
- Monitoring and Evaluating the impact of local agents in relation to Service Level Agreements and Contract Management
- Protection of local revenues in opposition to unfunded mandates
- Enhancing the role of Councillors, Community Leaders and Traditional Leaders
- Building Community Support for Affordable Homes : Comprehensive Housing Strategy
- Expanding City Development Opportunities: City Trade and Investment Projects
- City Leadership and Management Challenges; Mayors Leadership Retreat

A showcase of a comprehensive designed toolkit highlighting the process that leads to successful local crime prevention strategies will be shown during the 300 City Fathers Indaba. Case Studies on detailed understanding of local governance processes will be highlighted for the benefit of all the delegates. UN- Habitat will disseminate the Toolkit as part of the campaign for Good Governance materials and encourage its adaption to country specific contexts.

Exhibitions stands with Specific Municipality Management Perks and Solution driven tools for City investments and finances will be on show throughout the conference, highlighting city management global trends.



## Enjoy the Warm African Hospitality.

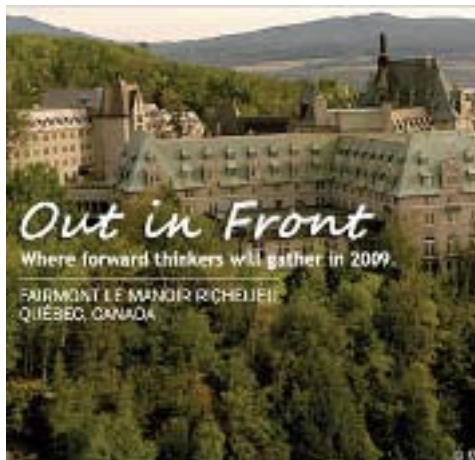
On your next visit to Dar es Salaam, come in where warm, fragrant African winds blow, and experience true world class hospitality, Swiss style. As a guest of Mövenpick Royal Palm Hotel Dar es Salaam, you'll luxuriate in one of 230 stylishly refurbished rooms, and have a choice of world class culinary selections available at our various restaurants. If you happen to be a guest in our Executive rooms, you'll have the privilege of exclusive entry into the Executive lounge, as well as the assistance of a personal butler. Your connection to the business world is not overlooked. Meeting and Event facilities can accommodate up to 550 guests and the 7 wireless serviced meeting rooms are flexible to meet every business need. Mövenpick Royal Palm Dar es Salaam, where East African traditions and international standards blend to offer you the unexpected and the familiar, every time.

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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.

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# THE LEON H. SULLIVAN SUMMIT IN ARUSHA, TANZANIA

Following the ATA 33rd World Congress in Arusha, the city was buzzing with talk about the Leon H. Sullivan Summit, one of the largest gatherings of high profile leaders ever held in Tanzania. We saw a grand array of presidents, ministers and dignitaries from Africa and the Diaspora, plus key figures from the USA. Staying at the East African All Suites Hotel, we met Ambassador Andrew Young, a close friend of Martin Luther King, as well as Rev. Jesse Jackson, Hope Masters (daughter of Leon H. Sullivan) and her husband Carl. All four were prominent at the Summit, being its main organizers and speakers. We also spent some quality time with the Tourism Ministers of Namibia and Zambia, among others. The Summit lived up to its generous advance billing in the local media, and we valued every minute of each session we attended at the Arusha International Convention Center, *Photo of Mr. Young (above right) with Manager Wayne Keefer and East African Hotel staff.*

## The Geneva of Africa

Tanzania's President, H.E. Jakaya Kikwete opened the event with an uplifting message. "In 2000, when visiting Arusha, President Bill

Clinton christened this city the *Geneva of Africa*. I hope you already understand why. I thank the African Heads of State and Government and their representatives for accepting our invitation. I also thank all our guests from the United States, the Caribbean, Africa and elsewhere on this globe for honoring us with your visit. I would like to make very special mention of Secretary Kempthorne, the U.S. Secretary of the Interior for joining us. The fact you are here representing President Bush is highly appreciated. It is very reassuring indeed.

*What President Bush has done for Africa has surpassed any other US President.* For Tanzanians, to receive so many people from the United States of America just four months after a colorful visit to our country by His Excellency George Bush.

Our relationship has never ever been so good."



## Well Earned Praise

The President spoke highly of summit leaders including Ambassador Andrew Young. "You are the philosopher behind this whole enterprise. You are the one who made it all happen. You have been the inspiration and the moral authority that kept everybody

together. Last but not least I would like to thank the Tanzania national preparatory committee, and other subcommittees, for doing a sterling job. Mr. Philemon Luhanjo, the Chief Secretary, who chaired the committee, played a pivotal role. We thank you, as we do to Ambassador Patrick Mombo, the Permanent Secretary in the ministry of Foreign Affairs and staff in the ministry for a job very well done. I was very happy to note the involvement of local companies in support of the Summit. Vodacom Tanzania Limited and CRDB Bank. Tanzania chose to give this Summit an East African character and Arusha is the headquarters of the East African Community, our regional economic grouping that brings together five





# ENCOURAGED INVESTMENT IN SUSTAINABLE TOURISM

African nations of Burundi, Kenya, Rwanda, Uganda and Tanzania.”

## Marketing Tanzania Tourism

The President then got down to the business of travel and tourism. “As we all know, one of the important themes of this Summit is tourism development in Africa. Arusha is the hub of our tourism. The famous snow-capped Mount Kilimanjaro, which astrides the equator, is only 50 miles (80 km) away from Arusha. Besides that, world renowned nature and wildlife reserves such as the Serengeti National Crater Conservation area are close by and can easily be accessed from Arusha. The Serengeti National Park, recently named the eighth new wonder of the world is famous for the wildebeest migration, a spectacle nothing like it on this planet. The Ngorongoro Crater is a unique caldera 30 km wide and 600 deep, formed by volcanic processes which took place about 2 millions years ago is home to thousands of wild animals on its floor. The other significance of the Ngorongoro Conservation Area is that is indeed the Cradle of Mankind. In 1959 a the Olduvai Gorge a 1.75 million years old skull of the closest ancestor to modern

man was discovered by a British - Kenya archeologist couple, Dr. Louis and Mary Leakey. Latter in 1978, Dr. Mary Leakey made another important discovery of foot prints of humans estimated to be 3.6 million years at Laetoli, in the Western arm of Olduvai Gorge some 50 km away from where the skull was found. And the ultimate paradise in the Indian Ocean, the beauty Zanzibar.”

## Our Time of Challenge

He then spoke of the road ahead. “What we need do to overcome this challenge of our time is not just to come together on an ad hoc basis as has happened in the past. We need to create strong institutional links and mechanisms that join Africa and the Diaspora in addressing the challenges that have affected either or both of us. We need to create a mechanism that will leverage our strengths in numbers and human capacity for shared prosperity.”

## African Diaspora

The President was emphatic about a key area, so vital to this summit. “Africa is very proud of the achievements of its Diaspora in all spheres - politics,



academia, business, entertainment, sports and media. We look to the Diaspora for three kinds of support. The first is financial resources, in the form of investments and remittances. I am told together they own

some 750 billion U.S. dollars of investable financial resources. We also look to the Diaspora for human resources, in the form of transfer of skills and technology. The theme of the 8th Sullivan is Tourism and Infrastructure Development.”

*Speakers at the Summit, such as Rev. Jesse Jackson and Former Presidents Obasanjo of Nigeria and Patterson of Jamaica, (photos above) will be profiled in this magazine. For more information visit [www.thesullivanfoundation.org/summit/](http://www.thesullivanfoundation.org/summit/)*



# TANZANIA'S SPECTACULAR KILIMAJARO MARATHON IS UNLIKE



Under the backdrop of the fabled Kilimanjaro, Africa's largest mountain and the world's highest freestanding mountain, the 2009 Marathon will be divided into a full race (42.2 km), a half race (21.1 km) and a fun run.

The 2009 Kilimanjaro Marathon in Moshi, Tanzania on Sunday, March 1, was a dramatic and challenging race unlike any other in the world. Now in its seventh year, the Marathon is sponsored by the Tanzania Tourist Board, Standard Chartered Bank, Kilimanjaro Premium Lager and for the Fun Run, Vodacom. Other sponsors included Kilimanjaro Water, DT Dobie, Good Year, Tanga Cement, Keys Hotels, Wild Frontiers, New Africa Hotel, KK Security and Tanzanite One. The Marathon is the only IAAF and AIMS approved race in Tanzania. Runners, including 64 from the U.S., ranged from serious contenders who train and compete year round to more casual athletes

participating for the total uniqueness of the Marathon route and cheering crowds. Also included was a special course for people with disabilities which produced some of the most dramatic and heartfelt moments in the race.



“The race was much more international and inclusive in every way this year,” commented John Addison of Wild Frontiers Ltd., the key driving force behind the unique marathon. “Clearly word is getting out in both the serious global running community and also in the circles of people with disabilities athletes about what a spectacular marathon this is. We expect numbers to be up substantially next year in all categories, and from even

more countries around the world. In fact, the only major change we will make next year will be a redesign of the course for people with disabilities. It will include runs of varying length next time.”

Peter Mwenguo, Managing Director, Tanzania Tourist Board, congratulated both the event organizers and the participants on the great success of the 2009 Kilimanjaro Marathon and its contribution to helping put Tanzania on the global map of Sports Tourism. “The increasing popularity of this marathon is helping Tanzania raise its profile as a Sports Tourism destination, a rapidly growing market segment that brings people of all cultures together in a friendly atmosphere sharing that special comraderie found in sports competitions.”

.Juma Maulia, winner of the tricycle category. (Photo supplied by Wild Frontiers, Ltd.)

Under the backdrop of the fabled

# ANY OTHER EVENT IN AFRICA - OR THE WORLD

Kilimanjaro, Africa's largest mountain and the world's highest free-standing mountain, the Marathon is divided into a full race (42.2 km), a half race (21.1 km) and a fun run. In each category, the Marathon course begins at the sports stadium in the town of Moshi, winds into rural villages and farms, veers through uphill paths, plunges into a swatch of forest, and whirls through coffee and banana plantations. At every juncture, African music, meals and entertainment, (including tribal dancers), make the event a wholly unique experience.

Kathy Loper of Kathy Loper Events, a California-based tour company specializing in Marathons, brings a group of American runners every year to participate in the Kilimanjaro Marathon. "Many of these runners have participated in marathons around the world, but there is something special about this marathon that continues to draw them back. Its not just the unique and beautiful setting at the foot of Kilimanjaro, or the opportunity to also climb Africa's highest mountain or go on a safari to Tanzania's famous National Parks. It is that special connection with the Tanzanian people, the enthusiasm and excite-

ment of the crowds who greet the runners with music and dancing all along the marathon route"

For the first time, the top three male and female Tanzanian winners in both the half and full marathons will be supported financially for one year after the Marathon, during which time they will be trained to meet international standards for future races within and outside of Tanzania. Current winning total prizes for men and women in the full marathon are \$12,000 (US\$) and for men and women in the half marathon

(\$6,000 US\$).

Donations from sponsors and individuals are being directed to numerous schools and community projects in the town of Moshi. Donations will also be made to Tanzania Athletics for their annual projects in other sports. This year the emphasis will be on support for local schools, as spearheaded by Wild Frontiers Ltd. and the Keys Hotel.

For more information about Tanzania visit [www.tanzaniatouristboard.com](http://www.tanzaniatouristboard.com)

For more information on the Ngorongoro Crater visit <http://www.ngorongorocrater.org>

For more information on Tanzania National Parks visit <http://www.tanzaniaparks.com>

For more information on Zanzibar visit <http://www.zanzibartourism.net>

For more information on the Tanzania Embassy visit <http://www.tanzaniaembassy-us.org>

For more information on the Marathon visit [www.kilimanjaronmarathon.com](http://www.kilimanjaronmarathon.com)

For more information on Wild Frontiers visit [www.wildfrontiers.com](http://www.wildfrontiers.com)

For more information on Kathy Loper Events visit [Kathyloperevents.com/index.com](http://Kathyloperevents.com/index.com)

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# ARUSHA, TANZANIA, THE WORLD'S SAFARI CAPITAL,

## African Fashions and Designers Win World Acclaim

By Muguette Goufrani

Africans are painting the world in a kaleidoscope of bold, vibrant color combinations and dazzling patterns. Their rich fabrics and endless selection of turbans and other festive headgear, plus bright scarves, colorful wraps, wearable art and elegant gowns brightened our days and lit up our nights in many African destinations. In our 14 years as publishers, we've met many of the brightest stars in Africa's fashion galaxy, and welcome others to contact us.

### Focus on Fashion

As I've learned, in many African societies, the choice of colors and textiles has special significance to the wearer. While I have lived and worked in several North and West African countries on behalf of airlines and tour operators, my media involvement brought the topic of African fashion into sharp focus. Our magazine's love affair with fashion started in Arusha in 1998 at the Africa Travel Association Congress, where

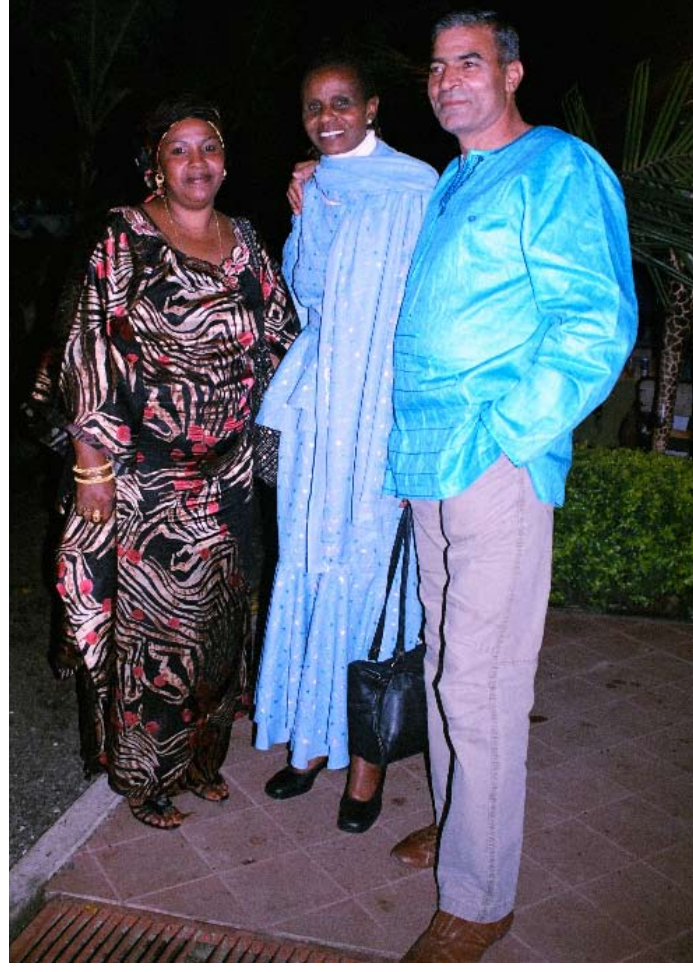


a Fashion Show at the Impala Hotel featured ATA members as models. We enjoyed an encore in 2008, with two similar events in Arusha, one by Hilu Bara, a well known Tanzanian fashion designer, who was very active in the Miss Arusha program. Being the Safari Capital of Tanzania and the world, Arusha's Maasai culture stands

out in many areas, namely art for display as well as the wearable kind. Thanks to Hilu and her friends we were introduced to Edward Mollell, a Maasai artist whose heritage is expressed in batik tapestries. Batik artists use etching, stencils and various tools for waxing and dyeing fabrics. They work with silk, cotton, wool, leather, paper, wood and ceramics. We fell in love with a beautiful tapestry of wildlife with Mount Kilimanjaro as a backdrop. This large batik will make a bold statement at our travel show exhibits in the USA and Canada.

### Kanga-who?

African designers like to make a distinct fashion statement. To create a lasting impression and stand out from the humdrum world, you should consider kanga fabrics, available in dazzling, eye catching colors. A kanga is pure cotton, with a border wide enough to cover you comfortably. It usually features a strong, central design or theme, such as fertility signs, mountains and landmarks, Plus entertainers and sports stars. Many African ladies wear a kanga over their skirts while working in the fields in



# MAKES ITS MARK IN FASHION, ART AND DESIGN

order to control the dust. A kanga makes a perfect family gift that is popular throughout Africa thanks to its multiple use as a matching or contrasting head-wrap. Kanga is derived from a Swahili proverb that includes a description for “guinea fowl.” Why? Because the original kanga were brightly colored Portuguese handkerchiefs intended for gentlemen traders and officials. These cloths were then sewn together by Africans to create a piece large enough to be worn from head to toe. They are called kangas because their brightness reminded Africans of guinea fowl. As village folks say, “kanga nenda na urembo, shani urembo na shani”-“the kanga struts in style. Kanga cloth is a lightweight loose weave fabric that is versatile and easy to care for.

### What's a Kikoi?

The kikoi, woven from the finest cotton grown in the region, is a rectangle of pure cotton, with a work of art inspired by the vibrant colors of East African Swahili Coast. The traditional way of wearing a kikoi is simply wrapping it around the lower part of your body and tucking it in at the waist. Inspired by a multitude of colors and shapes,

kikoi are woven in thousands of different ways. For more details, visit our website : [www.africa-ata.org/fashion1.htm](http://www.africa-ata.org/fashion1.htm) or e-mail [africa@dowco.com](mailto:africa@dowco.com)

**Photos:** Clockwise from top left. (1) (2) Fashion designer Hilu Bara at Miss Arusha Contest. (2) Nick Gosling of Travel Talk Radio (left) and friends at Gala Fashion Show. (3) Hilu in her booth at the Karibu Fair. (4) Shanga exhibit at Arusha International Conference Center trade show during the ATA 33rd Congress and Leon H. Sullivan Summit in Arusha (5) Trio at Fashion Show during ATA gala dinner. Maria Mmari, Ministry of Tourism, Marketing Director (middle), Djibouti

tour operator Ali (right). (6) Owner of Motherland Creations directing her staff. (7) Batik tapestry of Maasai village scene. (8) Mr. and Mrs. Mollel showing batik of wildlife near Kilimanjaro. Below: (1) the Mollels in Maasai robes. (2) Maasai women's exhibit.



# NATIONAL TOUR ASSOCIATION & WORLD RELIGIOUS



## **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 professional development.

## **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.

# TRAVEL EXPO COMBINE EVENTS IN RENO, NEVADA



Faith-based tourism is an \$18 billion market and currently 35 percent of NTA tour operators offer religious tour products.

## AGENDA

### 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.





# IN WEST AFRICA LOME, TOGO'S CAPITAL AS A FUTURE SITE



*ATA members look to November 2009 in Togo as a happy return to Western Africa, having enjoyed events in Calabar, and Abuja, Nigeria, Accra, Ghana and Conakry, Guinea in the last few years.*

*ATA's Annual Eco and Cultural Tourism Symposium brings together tourism ministers, tourism board heads, travel agents, tour operators, travel experts, environmental leaders and organizations, heritage and cultural tourism experts, media, NGO's and investors for a 3 to 4-day program dedicated to exploring Africa's growing eco and cultural tourism industries and sustainable tourism development. Host countries also provide international delegates with an in-depth understanding of their eco and cultural travel offerings through on-site field visits and case studies. For information on coming events, visit the ATA website - [www.africatravellassociation.org](http://www.africatravellassociation.org) or download our Western Africa World Edition magazine - [www.africa-ata.org/westaf.pdf](http://www.africa-ata.org/westaf.pdf)*

## **Togo: Pearl of West Africa** by Mugnette Goufrani

Where do many West Africans go for an extended holiday or weekend fun? Chances are better than average that Togo tops many of their agendas. While we were living in West Africa, my family and I will never forget the Togolese hospitality we enjoyed during our visits to that friendly country. Some say, should a popularity contest be held today, amongst all West African countries, Togo - "Pearl of West Africa" would come first. Lome, the capital city, with several five star hotels and acres of sandy, sun-drenched beaches, has become a highly popular vacation center for Europeans. For most Americans and Canadians, it's still a well kept secret. Visitors hardly need to leave their hotel area; the Atlantic ocean is one block from the heart of the city. ...Map of Togo. Lome's central market, where we bargained for many of my favorite keepsakes and wardrobe items, rates as one of the five best shopping sites in Africa. At Maison Royale, my friends and I were dazzled by an elegant gold Mercedes-Benz, parked at the entrance, gleaming in the mid-day sun. A symbol of wealth and success in North America, these upscale autos are commonplace in Lome, many being owned by "Nana Benz"— women traders, so named because they all appear to be Mercedes Benz owners. Most taxicabs are owned by this enterprising group.

Mini buses are another popular means of transport, and the prices are fair. To insure the safety of its visitors, Togo has the most police checkpoints of any democratic West African country.

### **Vin du Palm et Sauce des Legumes**

If you enjoy the delights of dining, each Togolese district has its own culinary specialties. One of my favorites is 'sauce des legumes' (vegetable sauce), with crab and foutou (mashed yams). Or how about something completely different? Try snails cooked like a brochette, or sit down to a dinner of smoked goat meat. Many visitors top off their meal with a glass of 'vin du palme' (palm wine), a popular, clear-colored drink that will knock your socks off. A big surprise on my first visit to Togo was 'Chateau Viale,' an astonishing, medieval style stone fortress. Perched high on a hill, this African castle was created by a visionary Frenchman in 1944 as a retreat for his wife. For some reason unknown to me -- she spent three days in palatial grandeur, then split for France. Today, Chateau Viale serves as the Togolese President's weekend retreat.

Information: [www.republicoftogo.com](http://www.republicoftogo.com)  
Contact : [info@republicoftogo.com](mailto:info@republicoftogo.com)  
Site available in English & French

### **Aneho**

For a change of venue, make a trip to Aneho, where you will experience life in a typical Togolese fishing village. You'll see fisher folk on the beach, hauling in their





## FOR A MAJOR TOURISM CONFERENCE

long nets, accompanied by an enchanting rhythm and singing. It's like an epic Hollywood movie scene. French is the official language of Togo, which has a population of 5 million. The two largest ethnic groups are the Ewe and the Kabye. Ewe consider the birth of twins a great blessing, while the Bassari consider twins a misfortune. This same contrast is seen in their eating habits; the Ewe eat cats, and consider anyone who eats dog meat to be barbarians. The Kabye

enjoy dog meat, but refuse to eat cats. Voodoo and fetish cults: While in Haiti (1997) as part of a media video production team, comprised of Africa Travel Magazine, National Geographic and Radio Lumiere, I advised my colleagues on how Voodoo culture came to the Caribbean from Togo and other parts of West Africa. While in Togo, we spent a full day at Akodessewas, the world's largest fetish market, with its array of sorcerers' potions; roots, bark, monkey skulls, wart hog teeth, porcupine skins, leopard hides, antelope horns, bones of crocodiles, horses, pigs and monkeys, plus various parts of human anatomy. Such concoctions are used to cure everything from diarrhea and the flu, to cuts, impotence and rheumatism.

I tried on a gris gris (necklace), which is said to work its magic when blessed by a fetish priest. Part doctor, part psychic, the priest relies on herbal medicines, charms and a healthy dose of positive thinking. They believe that the spirits are everywhere -- in the air, the trees, the water - even buildings. A priest calls on his favorite god to predict future events, and keep evil forces at bay. He sits on a stool in his colorful

robe, holding a regal staff, receiving gifts of gin, which he sips as a troupe performs ritual chanting and dancing. A sacrificial offering is made as a show of loyalty and respect to the spirits, and to gain special favors, such as the birth of twins.

### **Muguette Goufrani**

Africa Travel Magazine's Francophone Editor covers West African destinations and events in detail. Her native language is French and she has lived in five West African countries, working for Air Afrique, Royal Air Maroc and Citroen. As a Travel Agent, she worked in North Africa, where her family operates an inbound tour company, and later in Tahiti and Cambodia. Muguette has been a partner in the magazine since it was founded in 1995. E-mail Muguette with your travel experiences in Cote d'Ivoire and other West African destinations. We welcome your input. E-mail Muguette with your travel experiences in West Africa.

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## The Devil's Elbow at Obudu Ranch, Nigeria



In travel and tourism as in life, there are more than one ways to get to the top! In Cross River State, Nigeria there's the long

and winding way up the Devils's Elbow. Then there's the high speed gondola - and for the high and mighty there's a helicopter pad near the conference center. You can also land at a nearby airfield. My first visit to Nigeria was in the fall of 2006, and as luck would have it, the city that won the opportunity to host our ATA Eco Cultural Symposium was Calabar in Cross River State. What is so unique about Calabar? For one thing it is an example of good management, zero tolerance in some key areas and a spirit of optimism far ahead of most destinations we have visited. Credit must go to our host for the event, Governor Donald Duke, who introduced and championed a number of creative ideas. One of them is pictured on this page - a state-of-the-art gondola lift that whisks visitors up to the high plateau where the Obudu Cattle Ranch, established decades ago, has been transformed into a spectacular tourism and world class attraction for important meetings and summits. The lodge operated by South Africa's Protea Hotels group has been resorted and, as expected, the hospital-

ity is outstanding. More information? Please visit <http://crossriverstate.com/obudu.htm> - or [www.africa-ata.org/nigeria.htm](http://www.africa-ata.org/nigeria.htm)

### Tinapa - Birth of a Super Oasis in Nigeria

In fall the of 2006, our magazine's editorial team was part of an ATA group that was privileged to visit and inspect Calabar's exciting Tinapa project that was in its final stages at the time. Our current mandate is to make sure Africa Travel Magazine's readers and internet viewers in North America and around the world know the true facts about Nigeria's newest treasure of cooperative enterprise. Tinapa is a resort that means business - the business of combing business, pleasure and leisure! Tinapa is the resort that means business - the business of combing business, pleasure and leisure! This will be the first time that anything like this has been experienced in West Africa. No longer will you need to go to Europe, the Far East



or America to enjoy the best entertainment, shopping and leisure facilities the world has to offer! The total Tinapa complex is massive - 80 000 m2 of retail and wholesale emporiums alone. The emporiums feature a borderless, seamless shopping environment - a unique concept that unfolds a new dimension in retailing for the first time in Africa's history!

These massive 21st century shopping emporiums will be supported by a vast array of retailers offering everything from exclusive bookshops, specialty CD and DVD outlets, pharmacies to beauty salons, banks and jewellery stores! Plus an incredible entertainment centre including cinemas, food court, internet cafe and games arcade! There will be a dazzling range of six hotels to choose from - accommodation to suit a variety of lifestyles and budgets. The magnificent waterfront devel-

**CREATIVE CONCEPTS DESIGNED TO ENHANCE**

opment incorporating a Fisherman's Wharf, will showcase even more restaurants, bars and tourist kiosks. Imagine, after an endless night of fun, enjoying a champagne breakfast whilst watching a beautiful sunrise over the azure waters of the Calabar River! And as if that's not enough entertainment there'll be added attractions to indulge in, including a golfer's paradise with driving range and putting green, a jungle carting track, quad biking route, plus a clay pigeon and archery course! Water activities, including water-skiing, parasailing, rowing and canoeing will take place in a luxurious oasis environment! Agri and eco tourism attractions will include a sizeable exotic bird sanctuary, a crocodile farm, a tropical fish farm, a primate rehabilitation centre and much,

much more in the sun-drenched waterways of Tinapa! It is the ultimate shop and party till-you-drop leisure centre - a world that is alive twenty-fours a day with a never-ending choice of activities to choose from. Tinapa will provide visitors with a unique tourism experience and the development will fast track growth of the tourism sector in Calabar, Cross River State and Nigeria.

*"Tinapa will Regenerate Lost Trading History of Old Calabar,"* President Olusegun Obasanjo.

#### **Governor Donald Duke**

We thank our host from the ATA Eco and Cultural Tourism Symposium, Governor Donald Duke for a week of surprising and delightful experiences - and for welcoming us to the Governor's mansion for a wind up dinner.



Recent Events: Nigerian Minister of Tourism, Culture and National Orientation, Prince Adetokunbo Kayode (San), invited ATA delegates to participate in the launch of the country's Tourism Master Plan October, 2007 in Abuja, the capital city. The plan aims to position Nigeria as the continent's leading cultural, historical and business tourist destination. Minister Kayode said the plan "was borne out of the Government's firm conviction on the opportunities offered by the sector for sustainable development, especially at the grass roots level, its high potential for enhanced foreign exchange earnings and the environment friendly nature of tourism programmes". He emphasized that tourism provides a variety of new opportunities for improving socio-economic conditions, diversifying the economy, and achieving stability. For more information fax 604 681 6595 or visit our web site: <http://www.africa-ata.org/nigeria.htm>

# NIGERIA'S TOURISM INFRASTRUCTURE

# Africa Travel Magazine

# **GOLD EDITION**

## 2010

**Africa's National Parks**

**Air & Marine Tourism**

**World Cup Fever**

**Africa Fashions**

**Africa Nature Library**

**Cultural Heritage**

**Photo Galleries**

**Africa's Top 24 Markets**

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# SOUTH AFRICAN TOURISM ANNOUNCES THE DISKI DANCE VIDEO CONTEST

## \* Diski Dance Your Way To South Africa\*

South Africa is inviting the world to celebrate earth's biggest party - the upcoming 2010 FIFA World Cup™, the first World Cup to be held on the African continent. The month-long spectacular promises to be the biggest event on the planet next year, with an estimated 26 billion viewers expected to tune in from around the globe. South African Tourism has created a special marketing campaign designed to showcase the warm, vibrant and fun loving spirit of the South African people, whose generous hospitality will be on display for all visitors to the event.

"In South Africa, we have a unique way of playing soccer, which we have turned into a fun and spirited dance called Diski," said Sthu Zungu, president of South African Tourism, North America. "It's rhythmic. It's showy. It's energetic. And by the time 2010 rolls around we want everyone to be Diski dancing their way to South Africa," she continued.

With this in mind, South African Tourism has partnered with World Cup sponsor Coca-Cola as well as U.S. Youth Soccer, the largest youth sports organization in the United States, to launch a viral Web video contest. This will be a nationwide "dance call" that will encourage youth soccer teams to feel the rhythm of South Africa by performing the soccer-inspired Diski Dance. Competing teams may visit [www.southafrica.net/dance](http://www.southafrica.net/dance), view tutorials, and submit their creative video interpretation of the dance for a chance to win the grand prize of a trip to South Africa for the entire team. South African Tourism will transport all 12 players, plus the coach, and one parent for each player, to South Africa during the months leading up to the World Cup, where they will play an exhibition game against a group of South African youths of similar age. The winning youth soccer team will be announced in mid-January 2010. The contest will be launched in grand style in Chicago on September 26, 2009 with a spectacular performance of the Diski Dance at a Major League Soccer match of the Chicago Fire versus Toronto FC. The half-time break will feature a showcase in which a troupe of 150 talented performers from The Joffrey Ballet's Community Engagement Program will take center field led by Zakumi -- the mascot of the 2010 FIFA World Cup -- and accompanied by Sparky, the Chicago Fire's mascot. World-renowned soccer superstar Lucas Radebe - FIFA 2010 Goodwill Ambassador and South African Tourism's Global Tourism Ambassador for the 2010 FIFA World Cup -- will make a special appearance. The Diski Dance consists of five moves, and each takes its inspiration from a different area of the country with names drawn from different languages. Some are in Tswana, others Zulu, Sotho and even English. They have names like "Tsamaya", "Heel Extension Mkhari" and "Chester" to mention a few. The five moves are: (1) Trepa, (2) The Juggle, (3) Header, (4) The Bridge, and (5) Table Mountain. The 2010 FIFA World Cup™ will be played in South Africa from June 11 to July 11, 2010 in nine host cities and 10 stadiums across the country. The opening and closing games will be held in Johannesburg, the country's famous "City of Gold," the semi-finals in Durban and Cape Town. The other host cities are Tshwane/Pretoria, Rustenberg, Bloemfontein, Port Elizabeth, Nelspruit and Polokwane. About South African Tourism For more information on South Africa, a world-class destination, the ideal place for both business and leisure, contact South African Tourism at 500 Fifth Avenue, Suite 2040, New York, N.Y., 10110; Tel: (212) 730-2929; Fax: (212) 764-1980; Email: [info@us.southafrica.net](mailto:info@us.southafrica.net) or visit [www.southafrica.net](http://www.southafrica.net). For everything you need to know about planning your trip to the 2010 FIFA World Cup™, visit [www.southafrica.net/2010](http://www.southafrica.net/2010). For information and brochures call 800-593-1318. About the United States Youth Soccer Association (US Youth Soccer) US Youth Soccer - "The Game for ALL Kids!®" is the largest youth sports organization in the country and largest member of the United States Soccer Federation, the governing body of soccer in the United States. US Youth Soccer registers more than 3 million players annually, ages 5 to 19, and over 900,000 administrators, coaches and volunteers in 55 member State Associations. US Youth Soccer programs provide a fun, safe and healthy environment for players at every level of the game. For more information, visit [www.USYouthSoccer.org](http://www.USYouthSoccer.org).



plus the coach, and one parent for each player, to South Africa during the months leading up to the World Cup, where they will play an exhibition game against a group of South African youths of similar age. The winning youth soccer team will be announced in mid-January 2010. The contest will be launched in grand style in Chicago on September 26, 2009 with a spectacular performance of the Diski Dance at a Major League Soccer match of the Chicago Fire versus Toronto FC. The half-time break will feature a showcase in which a troupe of 150 talented performers from The Joffrey Ballet's Community Engagement Program will take center field led by Zakumi -- the mascot of the 2010 FIFA World Cup -- and accompanied by Sparky, the Chicago Fire's mascot. World-renowned soccer superstar Lucas Radebe - FIFA 2010 Goodwill Ambassador and South African Tourism's Global Tourism Ambassador for the 2010 FIFA World Cup -- will make a special appearance. The Diski Dance consists of five moves, and each takes its inspiration from a different area of the country with names drawn from different languages. Some are in Tswana, others Zulu, Sotho and even English. They have names like "Tsamaya", "Heel Extension Mkhari" and "Chester" to mention a few. The five moves are: (1) Trepa, (2) The Juggle, (3) Header, (4) The Bridge, and (5) Table Mountain. The 2010 FIFA World Cup™ will be played in South Africa from June 11 to July 11, 2010 in nine host cities and 10 stadiums across the country. The opening and closing games will be held in Johannesburg, the country's famous "City of Gold," the semi-finals in Durban and Cape Town. The other host cities are Tshwane/Pretoria, Rustenberg, Bloemfontein, Port Elizabeth, Nelspruit and Polokwane. About South African Tourism For more information on South Africa, a world-class destination, the ideal place for both business and leisure, contact South African Tourism at 500 Fifth Avenue, Suite 2040, New York, N.Y., 10110; Tel: (212) 730-2929; Fax: (212) 764-1980; Email: [info@us.southafrica.net](mailto:info@us.southafrica.net) or visit [www.southafrica.net](http://www.southafrica.net). For everything you need to know about planning your trip to the 2010 FIFA World Cup™, visit [www.southafrica.net/2010](http://www.southafrica.net/2010). For information and brochures call 800-593-1318. About the United States Youth Soccer Association (US Youth Soccer) US Youth Soccer - "The Game for ALL Kids!®" is the largest youth sports organization in the country and largest member of the United States Soccer Federation, the governing body of soccer in the United States. US Youth Soccer registers more than 3 million players annually, ages 5 to 19, and over 900,000 administrators, coaches and volunteers in 55 member State Associations. US Youth Soccer programs provide a fun, safe and healthy environment for players at every level of the game. For more information, visit [www.USYouthSoccer.org](http://www.USYouthSoccer.org).

# Gold Editions

- **MARKETING** - Winter 2009- 2010
- **AIR HIGHWAYS** - Spring 2010
- **FACES OF AFRICA** - Summer 2010
- **NATURE LIBRARY** - Fall 2020

Others titles and supplements to be announced

**Print Distribution:** 20,000 copies (minimum) distributed at exhibits managed by our magazine, African Tourism Ministries, African Tourist Boards or ATA Chapters. In addition to scheduled travel shows in the USA, Canada and Africa, we participate in ITB Berlin, Salon de Tourisme, Paris and World Travel Market, UK and others.

- Cooperative mailings via African Tourism Ministry, Embassy and partner data bases.
- Subscriptions and retail sales at airports, hotels and bookstores.

## ■ GOLD: PRINTED EDITIONS

Size	Black/White	Full color
2 Page Spread	\$3600	\$4500
Full Page:	\$2000	\$2700
2/3 Page	\$1500	\$2100
1/2 Page:	\$1000	\$1400
1/3 Page:	\$700	\$1000
1/4 Page:	\$500	\$700
1/6 Page:	\$350	\$450
1/8 Page	\$190	\$250
Classified	\$60 per column inch (b&w)	

Rates are in U.S. dollars.

- Discount of 10 percent for 2 issues or more ordered in the same 12 month period.
- Bonus: A choice of a Big Five or Venues Edition free for every Gold Edition booked.

**Languages:** English only at present. We intend to add more French language sections soon.



## Mechanical Specifications

**Advertising Dimensions:** For 1/8 page to double page spreads, see our chart on a separate page.

**Software Applications:** InDesign, QuarkXPress, Adobe Photoshop or Adobe Illustrator. Fonts should be PostScript. Colors CMYK. All images used in the layout of your ad should be included with your submission. Bleeds should be built into the document sizes on our chart.

## ATA Membership

Africa Travel Magazine shares its website with the Africa Travel Association and encourages membership from any country. ATA members receive discounts on exhibit space at many shows and expos. You can sign up online at [www.africa-ata.org](http://www.africa-ata.org)



# Green Editions

■ **THE BIG FIVE** - Winter 2009 - 2010  
Northern, Southern, Eastern, Western and Central Africa. Self cover supplements on some destinations.

■ **VENUES** - Winter 2009 - 2010  
Meetings, Events & Incentive Travel.  
Others titles and supplements to be announced

**Distribution** via [www.africa-ata.org/mag.htm](http://www.africa-ata.org/mag.htm) plus [www.airhighways.com](http://www.airhighways.com) and allied sites for 3 years. Up to 52,500 visits monthly and ranks #1 on Google and Yahoo for many Africa topics.

Top 10 countries for visits to our Africa site:

1. USA, 2. UK, 3. Canada, 4. China,
5. South Africa, 6. Morocco, 7. France, 8. Kenya,
9. Australia, 10. Germany (Webtrends).



## ■ GREEN: DIGITAL EDITIONS

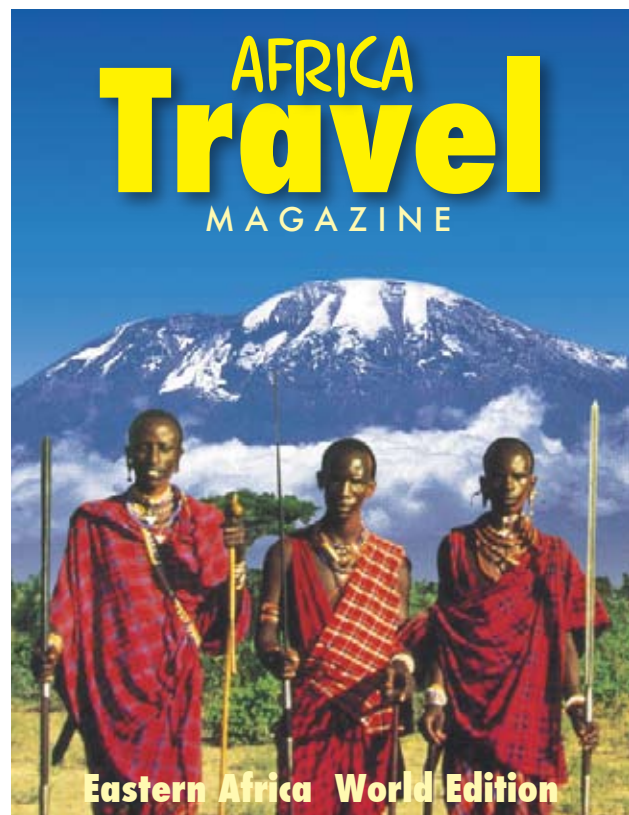
Size	1 time	3 time
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1/3 Page:	\$250	\$225
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1/8 Page:	\$100	\$90
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Rates are in U.S. dollars.

**Bonus:** One Big Five or Venues Edition for every Gold Edition booked. Plus Online Directory Listing.

**Languages:** English at present. We plan to add French language sections and are considering other languages.

**Specifications:** All Electronic (Digital) Editions are in full color. Dimensions are the same as for Printed Editions. See separate page showing sizes.





# PROMOTING AFRICAN TRAVEL, TRADE & TOURISM AT



## **Africa's Mayors Are Ambassadors Abroad**

What a memorable week.

After 30 years United Nations Habitat returned to the seaport city of Vancouver, British Columbia Canada. as over 10,000 delegates participated in the UN World Urban Forum 3. Since many were from Africa, our editors had the pleasure of taking several groups of mayors from different African countries on a cultural tour - our way to repay the wonderful hospitality we have enjoyed in fourteen years with the Africa Travel Association as its media voice in North America and Worldwide. The twin goals of UN Habitat are "Adequate shelter for all" and "sustainable human settlements development in an urbanizing world. " We carried the message for Africa Tourism and its ability to reduce poverty, enhance the environment and generate long term employment.

## **African Canadian Heritage**

The African Canadian Heritage Association is an African Heritage and language program operating out of a new location at Centennial College Progress Campus (at Markham Rd. and Hwy 401) The ACHA program features African history lessons, arts and crafts, special events for students, who range in age from 5 to 16 years of age. Classes run from September to June. Most notable ACHA special events include : the Youth Retreat (for children 11 Years and older ). Entrepreneur's Day and the Black History Challenge.

## **Africans in Vancouver Area**

Africans, estimated at some 20,000 to 30,000 in the BC Lower Mainland, tend to organize themselves into social and cultural groups based on their national origin. However, efforts have been made to organize them under a broader, single association embracing Africans from all over the African continent

without regard to their race, nationality or ethnic or cultural backgrounds. In 1983 the African-Canadian Association of British Columbia was formed. Alberta rancher John Ware, Vancouver icons Joe Fortes and Harry Jerome, jazz pianist Oscar Peterson, and many more. Watch for this special feature.

## **CANADA'S PARTNERSHIP WITH AFRICA**

Hon. Peter Mackay, Minister of Foreign Affairs, Canada. "Our presence in Dartmouth today underlines the Coady Institute's international convening power, as well as the importance of microcredit and the integration of women and youth as partners for the future of Africa. The Institute and CIDA's Youth Actions' International Youth Internship Program sponsored 10 young leaders. The goal is to develop and support innovative and effective programs that build a sense of global citizenship and empower and inspire Canadian youth to be active in





"Our editors participate in world class events on environment and ecotourism."



# EVENTS IN THE VANCOUVER AND SEATTLE MARKETS

poverty reduction, health, education and social services promotion. This year, Canadian interns worked in places like Kenya and Ethiopia.

Nova Scotia has, of course, a place in African history. It was to Halifax and other areas of the province that former slaves fled from the United States seeking their freedom following the War of Independence. And it was from Halifax in the late 18th century that they set sail to found Freetown, Sierra Leone. Even today you can see the influence of the style of houses, the street names and places in that country.

And here in Nova Scotia, African descendants make up one of the pillars of our society along with Aboriginal, Acadian and European peoples. For a small province, we are rich in culture and diversity tapestry of multiculturalism." Late last year, Her Excellency Right Honourable Michelle Jean, Governor

General of Canada, paid her first series of State visits to five African countries at the request of the Prime Minister of Canada, the Right Honourable Stephen Harper.

Canada's future partnerships, whether diplomatic, security-related, developmental or private sector, will recognize African leadership and African ownership, along with mutual responsibility and accountability. In the spirit of the New Partnership for Africa's Development, which we support, and under the African Union, Africa is increasingly taking charge of its own destiny. Canada has been one of the top contributors to the African Union Mission in Sudan and will continue to provide critical support until a transition to an African Union-UN mission can be accomplished.

## The Adventure Travel World Summit held at Whistler Resort near Vancouver

Our editors joined hundreds from the cream of the Adventure Travel world at the Whistler Conference Centre, British Columbia, Canada. The ATTA Adventure Travel World Summit was designed to encourage open dialogue and candid discussions of challenging issues and visionary opportunities. This outstanding success led to the selection of Quebec Province as host of the Adventure Travel World Summit in October 2009. For more information visit our website - [www.africa-ata.org/venues.htm](http://www.africa-ata.org/venues.htm) or contact the editor and [africa@smartt.com](mailto:africa@smartt.com) /

**Africa to Exhibit at 2009 Montréal, Toronto & Ottawa Travel Shows. Contact [africa@smartt.com](mailto:africa@smartt.com)**

# DISCOVER DYNAMIC DJIBOUTI,

## Googled Djibouti Lately?

In our efforts to sing the praises of travel and tourism to Africa, our magazine relies on Google as a fast, foolproof and accurate measuring stick. Like magic, it tells if our message is getting through to readers, listeners and viewers worldwide. The good news? We lead the pack in many of Africa topics, beating out media rivals and giants of the travel tourism scene. So when it came to Djibouti - we asked Google to search its vast domain for "Marketing Djibouti Tourism." Voila! Our web site was #1 and #2 from 270,000 entries. Having traveled on Djibouti's doorstep during the past seven years with tours and ATA World Congresses in Ethiopia, we are excited about the region's potential for positive, unbridled growth. We then asked Google about Djibouti becoming another Dubai, thanks to its climate and strategic location. Again - our site earned the #1 position. With our visit to Djibouti comes the opportunity to present this exciting but little known destination to the world through the pages of this magazine, several web sites and a year round travel trade show program. Our Dynamic Djibouti edition will be a showcase of positive views and scenes of a rapidly emerging

African country. So, by way introduction, we're letting Djibouti tells it's ow story.

## I am Djibouti ...

Your magazine's editors call me "Africa's Red Sea Miracle." Why? For starters consider the familiar line - location, location, location. I am a former French colony, situated on the Red Sea in Africa's farthest corner. I am bordered by Ethiopia, Eritrea and Somalia, with Yemen across the way on the Arabian Peninsula. My coastline extends from the Red Sea to the Gulf of Aden, the same route taken by traders and explorers since early times. Lonely Planet describes me as an ideal place to recharge one's batteries before or after an overland trip to Ethiopia or Eritrea.

The Africa Travel Association (ATA) chose me as host country for its 11th Annual Eco Cultural Symposium in January, 2008, which became an opportunity to showcase my travel, trade and tourism attractions to influential contacts from North America, Africa and points beyond. Some say I have the location and potential of becoming another Dubai, which time will tell. Among my most popular visitor attractions is year round diving and snorkeling in the Gulf of Aden, with denizens of the deep including the Whale Shark. I compare in size to the U.S. state of Massachusetts and my three main regions, include the coastal plain and volcanic plateaus in my central and southern regions and mountain ranges to the north.



# AFRICA'S RED SEA MIRACLE

Do you enjoy warm weather? You will find me a great vacation spot, with November to mid April the best time to visit. Being at the mouth of the Red Sea, with my status as a free trade zone in northeast Africa I serve as an important transshipment location for trade goods entering and leaving the highlands of East Africa.

Djibouti City, my bustling seaport, has a half million population. My two official languages are French and Arabic, however Somali and Afar are spoken throughout the country. I have two main population groups, the Issa (Somali) and the Afar, with Europeans, Arabs and Ethiopians in lesser numbers.

## Djibouti Palace Kempinski

What can I say about the miracle that took place when Dubai World financed and built this remarkable 5 star hotel? What's more they did it in record time. Away from the busy districts, yet only few minutes from my international airport, Djibouti Palace Kempinski is ideally located at a prime beach front between the Red Sea and the Indian Ocean. At the moment now, there are further signs of activity as construction cranes and tradesmen are erecting a multi story extension, casino and private beach.

It is a secluded and peaceful setting of palms and bougainvillea. As the brochure says, "The vanilla colored Hotel's silhouette etch against the turquoise blue of the African sky and the deep Ocean. Djibouti Palace Kempinski features a plethora of entertainment amenities, including a fully equipped fitness center, mountain bikes, outdoor swimming pool, mini club, restaurants and bars. Djibouti Palace Kempinski redefines luxury service in the Land of Gods."

## Will the Lion of Judah's Railway Engines Roar Again?

As Muguette Goufrani says, "Sometimes I feel as if "Railways of the World" a travel magazine series we launched in 1989, started a renaissance in rail travel. Perhaps it was ESP, because since then, many famous routes have been upgraded or restored, and new lines installed, as countless visitors rediscover the romance of the rails. Like us, these people savor the fact that getting there is more than half the fun. Given Aladdin's 3 wishes, we would restore Emperor Haile Sellasie's 'Lion of Judah'

railway engine, hook it up to the prized set of French and British coaches, and operate luxury tours on the Franco-Ethiopian Railway.

Built in the 1930s, this 482 mile line stretches from Addis Ababa, via Nazaret, the Rift Valley and Dire Dawa, to Djibouti, a French protectorate on the Gulf of Aden. Think of the income such a tour would generate. After a visit to Addis Ababa's ornate railway station and a recent visit to Djibouti we're even more upbeat about promoting such an historic journey. Yes, the lordly Lion of Judah's engine lacks wheels, and the dust covered coaches show neglect from being shunted aside for decades - however, with some good old fashioned TLC (tender loving care) each museum piece would soon

be in shining order."  
Info: [www.africa-ata.org/Addis](http://www.africa-ata.org/Addis), [www.airhighways.com/adventure\\_rails.htm](http://www.airhighways.com/adventure_rails.htm),  
E-mail: [africa@dowco.com](mailto:africa@dowco.com)





# ADVANCE ACTIVITY BOOSTS ATTENDANCE FOR ATA 34TH





# CONGRESS, CAIRO, EGYPT



ATA Exhibits at Adventures in Travel Expo and other Trade Shows plus ATA Chapter Dinners helped generate plenty of interest in the ATA 34th World Congress in Cairo, Egypt.

U.S. venues were Seattle, New York, Atlanta, Chicago and Los Angeles.

Captions for photos on this page by Sandy Dhuyvetter,

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\* Above photo is the United Nations Conference Centre in Addis Ababa, Ethiopia, home of the African Union

# CORINTHIA HOTELS HOST ANNUAL PRESS BREAKFAST AT TAVERN ON THE GREEN IN NEW YORK



Photo: The lucky winner of a seven-night stay at the five- star Corinthia Hotel St. Georges Bay in Malta, was Louise Weiss, Access Editorial Services. The drawing was held at the annual Corinthia Hotels Press Breakfast at Tavern on the Green, New York City. From Left: Glenn Carroll, Sr. VP Sales & Marketing, CHI Hotels & Resorts; Tony Potter, CEO and Managing Director, CHI Hotels & Resorts; Louise Weiss; H.E. Saviour F. Borg, Malta's Ambassador to the United Nations; Ross Hosking, EVP, Global Sales, Wyndham Hotel Group; and Jim Alderman, EVP, Development, Wyndham Hotel Group.

(September 11, 2009, New York, NY) - Tony Potter, Chief Executive Officer and Managing Director of Malta based CHI Hotels & Resorts (CHI), the exclusive operator of the luxury Corinthia Hotels Brand worldwide and also the exclusive operating company for Wyndham Hotel Group (WHG) managed hotels in Europe, Africa and the Middle East (EMEA) trading under the Wyndham and Ramada Plaza brands, was the keynote speaker at Corinthia Hotels' annual media business breakfast, held at Tavern on the Green in New York City on Thursday September 10th, 2009. Mr. Potter was joined by Glenn Carroll, CHI's Senior Vice President for Sales and Marketing and senior executives from the Wyndham Hotel Group. At the event, Tony Potter said "It is particularly encouraging for me, especially this year, to be able to talk about the growth pattern and objectives of

Corinthia Hotels for the next few years. I am also particularly pleased to be joined today by our senior colleagues from Wyndham who are 30% investors in CHI and for who CHI Hotels & Resorts are their management company in Europe, Africa and the Middle East."

## **Rebranding Program**

During the event, Potter revealed major developments concerning the Corinthia Hotels' rebranding project and new positioning on the market and gave details on CHI's rapidly expanding portfolio of luxury hotels, most notably the exclusive Corinthia Hotel London, due to open in 2010. He also updated the media on new initiatives aimed at boosting the Company's exclusive 'Events At Corinthia' program for the Meetings, Incentives, Conference and Events (MICE) market. Tony Potter also briefed guests on the launch

# YORK CENTRAL PARK, AND ANNOUNCE HONOREES OF THE WORLD TOURISM AWARDS

of CHI's employees training initiatives.

Finally, CHI's Chief Executive Officer announced the Honorees for this year's World Tourism Awards to be presented in London at World Travel Market on November 10th 2009. Now in its 12th year, Corinthia Hotels co-sponsors the Awards in collaboration with American Express, International Herald Tribune and Reed Travel Exhibitions.

## **Luxury and Elegance**

Corinthia Hotels re-branding focuses on luxury and elegance – This project is now in its final phase and the elegant new livery will shortly be gracing the facades of all Corinthia Hotel properties worldwide. A new highly interactive web site and complementary hotel collateral are being launched simultaneously, while the stylish new hotel directory reflects the true essence of the brand and the opulence of its hotels. The finalization of this project is in line with the Brand's repositioning to the upper tier of the luxury hotel sector.

Hotel Developments in London and beyond - More than ever, the Corinthia Hotels brand is poised to play an increasingly prominent hospitality role worldwide with the opening in 2010 of the stunning 296-bedroom luxury Corinthia Hotel London, located in the heart of the capital in Whitehall, alongside the Thames. Meanwhile, negotiations are currently underway for similar upscale properties in other leading destinations, such as Paris, Moscow, Rome and New York. This represents a dramatic move for the luxury Corinthia Hotels collection, which to-date has been steadily building a five-star portfolio in key European destinations and the Mediterranean basin.

## **Hotels and Resorts**

The Company has recently reopened the totally renovated and extended Corinthia Hotel St Petersburg, which now offers the largest conference facilities in the city. It has completed the refurbishment works at the Corinthia Palace Hotel & Spa in Malta, added a state of the art Spa at the Corinthia Hotel Lisbon and launched the first stage of the Corinthia Beach Resort in Sharm El Sheikh, Egypt, with the opening of the Tiran Hotel. This will shortly be followed by the opening of the adjoining Tiran Residence and the Corinthia Resort Hotel to complete the Corinthia Beach Resort - Sharm El Sheikh.

The development of the Corinthia Lake Resort and Spa (2011) in Romania and the Corinthia Budapest Gate and Residences (2012) in Hungary are both on

schedule, while plans for the construction of a second hotel in Libya, the Corinthia Hotel Benghazi, are at an advanced stage.

The joint venture with Wyndham Hotel Group continues to grow and provide CHI with a broader reach worldwide - Apart from the Corinthia Hotels that already form part of the exclusive Wyndham Grand Collection, CHI will also be operating a number of Wyndham and Ramada branded hotels that are currently under development - these include the Wyndham Port Lixus Resort in Morocco (2011), the Ramada Abu Dhabi Mafraq (2010) and Ramada Abu Dhabi Beach (2011) hotel in Abu Dhabi and the Ramada Hotel & Suites – Jumeira Beach in Dubai (2010).

## **Events At Corinthia**

Corinthia Hotels have become a top choice for the Meetings, Incentives, Conference and Events (MICE) market, as well as for the corporate travel sector and has achieved peak performance through marketing and the specialized 'Events At Corinthia' program. Newer conference centers such as the technologically advanced one in St. Petersburg, Russia, consolidate the chain's position as the leading conference venue in terms of size and facilities in destinations such as Malta, Budapest, Prague, Lisbon, Tripoli and St Petersburg itself.

In tune with the 'Events At Corinthia' philosophy, 'Stress Free and Successful,' the Corinthia team is always looking for new ways to facilitate the meeting planners work and offer the ultimate in resources. With this objective in mind, Corinthia recently launched the new Events At Corinthia website [www.corinthiaevents.com](http://www.corinthiaevents.com), designed as a one-stop shop website for meeting planners, making it easy to search by hotel, destination, or date, and check for promotions and special offers available at all Corinthia Hotels. Another Corinthia-exclusive is the Events At Corinthia dedicated travelling assistant, whereby every group organizer and meeting planner is provided a dedicated 24/7 experienced Events At Corinthia staff person to assist with all the needs and requirements of the planner and his group. Corinthia has also launched the Travelling Assistant Program, which is available for every organizer of groups with 300 or more room nights. The planner can have the same dedicated Events At Corinthia staff person who assisted them for their meeting in the first Corinthia Hotel, travel to a

second (or more) Corinthia location prior to their next meeting, where they brief the new Corinthia team on the special needs and requirements of that particular group.

### **Staff training Initiatives**

At a time when the industry is experiencing a lull in business due to the current economic situation, CHI is doubling its efforts at encouraging team members from across all its brands, namely Corinthia, Wyndham, Ramada Plaza and independent properties, to undergo extensive re-training programs to improve their skills and train their colleagues in readiness for the upsurge in business levels that is expected to follow in due course. The Talent team at CHI has developed an intensive 'Reach for the Stars' train the trainer program as one of the modules of a more comprehensive set of 123s included in CHI's newly launched corporate operational training manual. This manual has been endorsed by the Institute of Hospitality Industry of the United Kingdom. Specialized trainers from all CHI hotels underwent intensive training in the Reach For The Stars program and will henceforth be imparting their newly gained training skills and CHI's company values to all their colleagues at their place of work.

Another aspect of CHI's intensive training program tackles Health & Safety at the place of work. A company-wide Health & Safety drive has been launched and involved selected team members from each hotel. These were inducted into the company's newly launched Health & Safety standards and thereby certified and empowered to act as Health & Safety Officers in their respective hotels.

Other key training programs are targeting specifically the international Corinthia Hotels five-star brand, the 'Spirit of Corinthia Hospitality Worldwide' and focusing on cultural training for all team members, including top management. These are due to be launched within the third quarter of this year.

### **About Corinthia Hotels**

Corinthia Hotels is an internationally acclaimed Brand of luxury hotels in the Czech Republic, Hungary, Libya, Malta, Portugal and Russia. Founded by the Pisani family of Malta in the 1960s, the Corinthia brand stands in that proud tradition of Mediterranean hospitality and its signature services communicate the 'Warm smiles, Inspired Flavours and Pleasant Surprises' of its Maltese heritage. All Corinthia hotels feature state-of-the-art conference areas, extensive leisure and business traveller facilities, and are each renowned for their uniqueness of character. Corinthia Hotels' portfolio includes two award-winning properties: The Corinthia Hotel Budapest, Hungary - winner of Europe's 'Best Hotel Architecture Award' and member of 'The Most Famous Hotels in the World' and The Corinthia Hotel Prague in the Czech Republic - the first hotel ever to win Best Gastronomy Concept in the Czech Republic and a recipient of the '5 stars and 6 stripes' designation from renowned

US reviewer Seven Stars and Stripes. The Corinthia Hotels portfolio also features the elegant Corinthia Palace Hotel and Spa and the splendid Corinthia Hotel St Georges Bay in Malta, the superior five-star Corinthia Hotel Tripoli, Libya, the modern Corinthia Hotel Lisbon in Portugal and the renowned Corinthia Hotel St Petersburg, Russia. The Corinthia Hotels brand is associated with the 'Wyndham Grand Collection' tier of upscale hotels worldwide.

### **About CHI Hotels & Resorts (CHI)**

CHI Hotels & Resorts is a leading hotel operating company that is a joint venture between Malta-based International Hotel Investments plc (IHI) and Wyndham Hotel Group (WHG) of the United States of America. CHI provides technical assistance and hotel management services to Corinthia Hotels as well as to independent hotel owners worldwide. CHI is also the exclusive operating company for WHG managed hotels in Europe, Africa and the Middle East (EMEA) trading under the Wyndham and Ramada Plaza brands. The company has accumulated over 45 years of experience in delivering a high quality service to hotel guests and an optimum rate of return for owners and investors in diverse business environments. Its expertise extends to management of luxury and upscale properties in city and resort locations, and products ranging from boutique to large conference and meeting hotels.

### **About Wyndham Hotel Group**

Wyndham Hotel Group, part of the Wyndham Worldwide family of companies (NYSE: WYN), encompasses more than 7,000 hotels and 590,000 rooms in 66 countries under the hotel brands: Wyndham Hotels and Resorts®, Ramada®, Days Inn®, Super 8®, Wingate® by Wyndham, Baymont Inn & Suites®, Microtel Inns & Suites®, Hawthorn Suites®, Howard Johnson®, Travelodge® and Knights Inn®. All hotels are independently owned and operated excluding certain Wyndham and international Ramada hotels which are managed by our affiliate or through a joint venture partner. Wyndham Hotel Group is based in Parsippany, N.J. Additional information is available at [www.wyndhamworldwide.com](http://www.wyndhamworldwide.com).

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## 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



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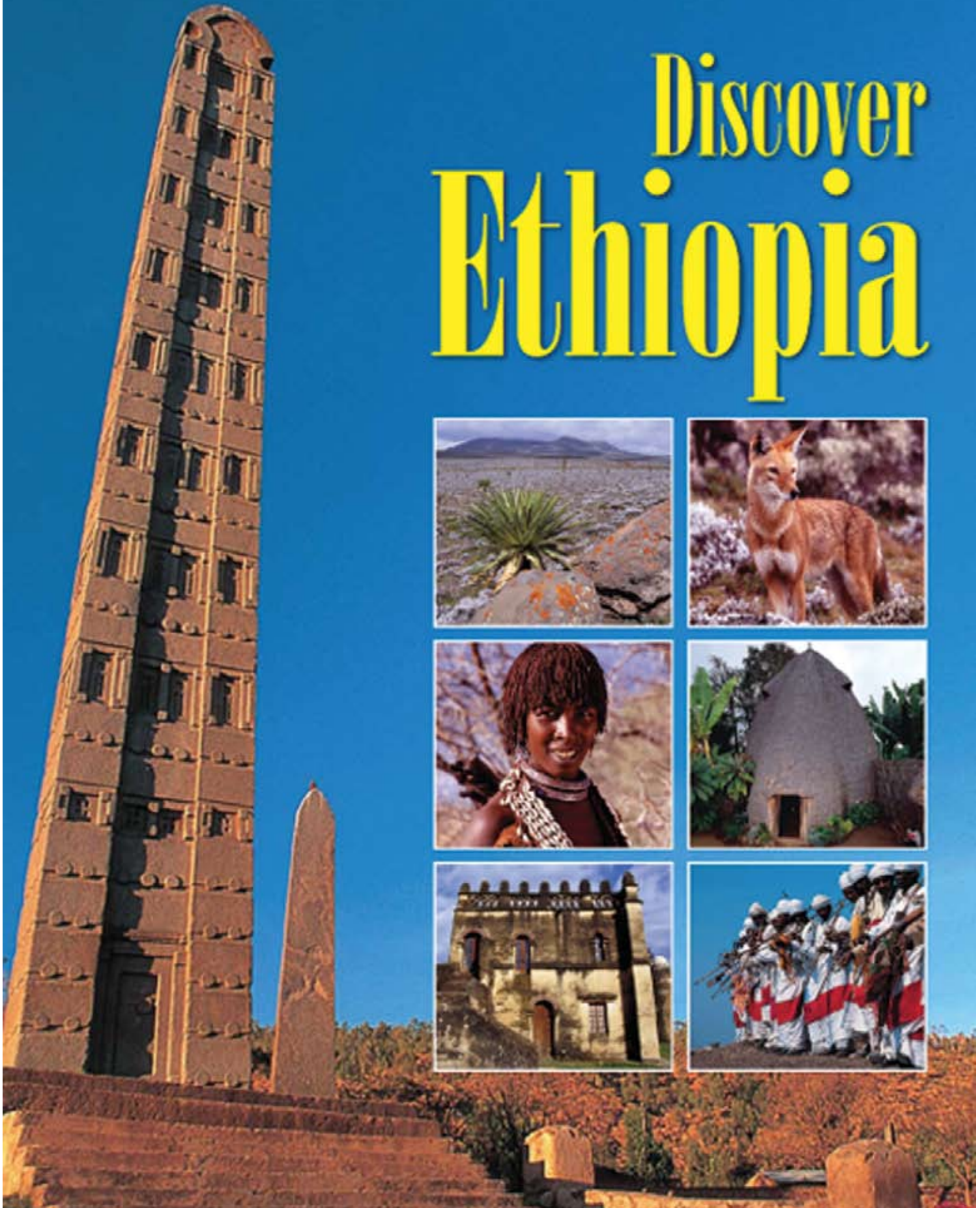
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