

AFRICA

Travel Magazine

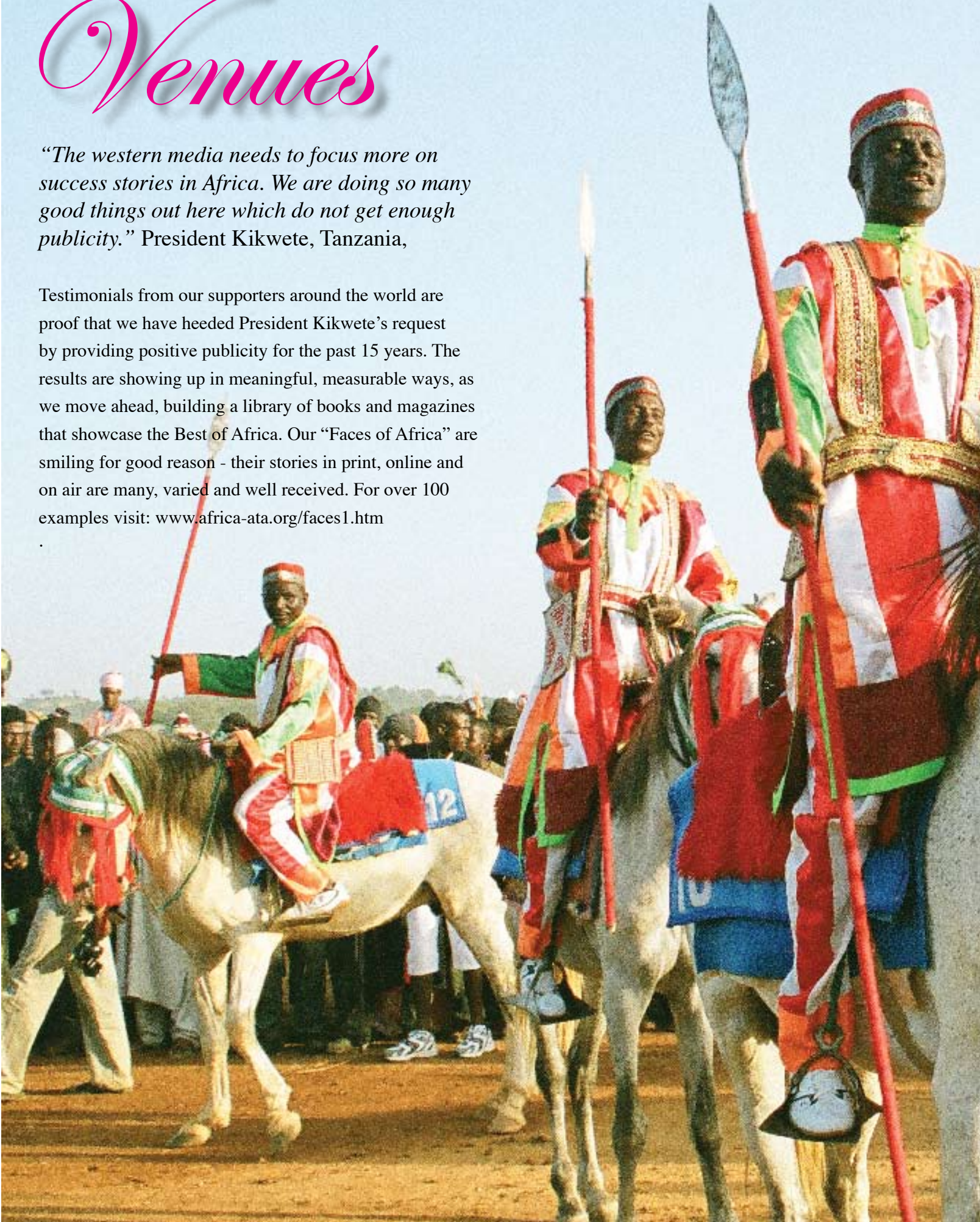
Hotels &
Meetings
ATA in Egypt
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Mode a Paris
Indaba 2010
Karibu Fair
World Cup
Conventions
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VENUES *Africa*

Venues

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





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Business follows IMEX

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

About Frankfurt

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



Venues

Events Promoting Africa

OCTOBER 2009

10-11 Adventures in Travel Expo

New York City, NY
www.adventureexpo.com

17-19 Africa City Mayors Indaba

Gallagher Estates, Midrand, Johannesburg, South Africa

25-30 Fifth Annual African Diaspora Heritage Trail Conference

Dar es Salaam and Zanzibar,
<http://www.adht.net>

20-22 Adventure Travel World Summit,

Quebec City, Canada
www.adventuretravelsummit.com

23-25 SITV International Tourism & Travel Show,

Montreal, Canada,
www.salontourismevoyages.com

28 ATS American Tourism Society and Tourism Cares Conference

Mecklenburg - Vorpommern, Germany

NOVEMBER 2009

1-3 Ecotourism and Sustainable Tourism Conference,

Portland, OR,
veronique@travelportland.com .
www.ecotourismconference.org.

1-6 Skat World Congress

Budapest, Hungary

7-11 ICCA Exhibition, Florence, Italy

www.iccaworld.com

9-12 World Travel Market

Excel Centre, London, UK
www.wtmlondon.travel

14-18 NTA Annual Convention

Reno, NV www.ntaonline.com

China International Travel Mart

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

Travelers' Philanthropy Conference . t.b.a.

DECEMBER 2009

USTOA Annual Conference and Marketplace,

Fairmont Hotel, Banff, Alberta, Canada

JANUARY 2010

9 -10 Adventures in Travel Expo

Chicago, IL www.adventureexpo.com

14 - 17 Moroccan Travel Market Marrakech, Morocco

212 5 22 25 25 13
commercial@mtm.ma

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

FEBRUARY 2010

13-14 Adventures in Travel Expo

Los Angeles, CA www.adventureexpo.com

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

MARCH 2010

10-14 ITB Berlin

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

Salon de Tourisme, Paris, France

Dates to be announced

13-14 Adventures in Travel Expo Washington, DC

www.adventureexpo.com

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

MAY 2010

ATA 35th Annual Congress

The Gambia

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

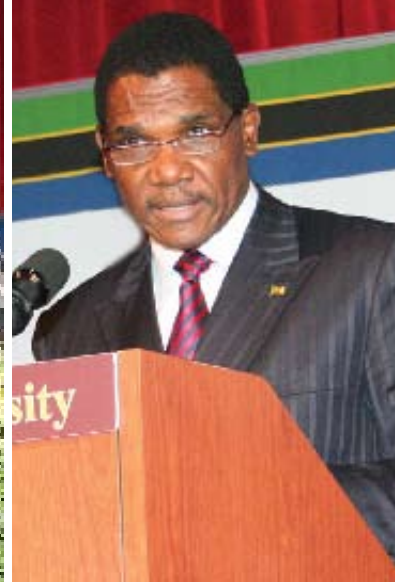
NOVEMBER 2010

Adventures in Travel Expo

Seattle, WA www.adventureexpo.com

Other events to be announced



Baloi**Ezkwesili****Hamadou****Lewanika**

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**

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

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-

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 or call +1.212.447.1357.

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

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



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

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

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

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





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AFRICA'S VENUES EDITION SALUTES THE WORLD CULINARY

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

Africa and the World Culinary Travel Expo

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

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

Beehive of activities

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



TRAVEL EXPO, MAY 28-30, 2010 IN VANCOUVER, CANADA

wine, beer and harvest festivals.

What is Culinary Tourism?

Culinary tourism represents an exciting new niche market that involves traveling to experience a destination through a variety of gastronomic activities. As you may be aware, a country's culinary style reveals its history and culture, of which Africa is well bestowed.

Food and travel go together naturally because everyone needs to eat. The culinary experience is a subset of Cultural

Tourism, a leisure travel niche market that is capturing a fast-growing segment of the world's travel industry. It is an economic vehicle to drive trade, create sustainable development and add social and cultural value to a community.



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

Market Surveys

- Culinary Tourism is emerging as an important component of the rapidly growing cultural tourism market. Canadian Tourism Commission report (2001).

- Culinary tourism today is where Ecotourism was 20 years ago. People are starting to take an interest. World

Travel Market (2006)

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

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

OUR BEST OF AFRICA EDITION WILL CATCH THE EXCITEMENT

By Jerry W. Bird

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

World Cup Edition

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



Fever in Cape Town

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

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

Our World Edition will tell you how to buy tickets, location of the World Cup Stadiums and what exciting World Cup tours are available. The entire country is involved in staging this great events,

Ambassador Radebe

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

About the Games

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



AS 'WORLD CUP FEVER' IGNITES THE ENTIRE CONTINENT

with the outline as follows:

Johannesburg (15 games), Cape Town (9 games), Port-Elizabeth (8 games), Durban (8 games), Bloemfontein (6 games), Nelsonspruit (4 games), Rustenburg (5 games). Soccer is the most widely played sport in South Africa, which won the African Nations Cup on home turf in 1996.

Over a billion people are expected to follow what will be the world's biggest sporting event ever, a month long tournament involving the world's top 32 soccer playing nations. It is organised by FIFA (Federation Internationale de Football Association). Over 160 national teams take part in the regional (Continental Zone) rounds to qualify as one of the 32

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

Diski Dance: Appeal to Youth Soccer in the USA

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

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

Minister van Schalkwyk unveils identity of 2010 Ambassador

"We are extremely proud to have a football star of this stature and a human being of his calibre as our partner," the Minister said.

Lucas Radebe was introduced last night by Minister Marthinus van Schalkwyk, the Minister of Tourism, as South African Tourism's 2010 ambassador to the world.

Minister van Schalkwyk made the announcement at an event in Sandton where he also launched a Brand

Messaging Book for Tourism for South Africans.

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

the message of the anticipation and optimism sweeping our country.

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

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

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

Radebe is honoured, proud and



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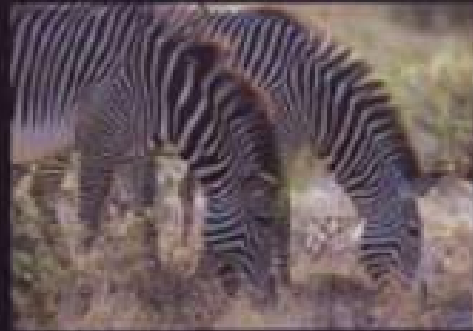
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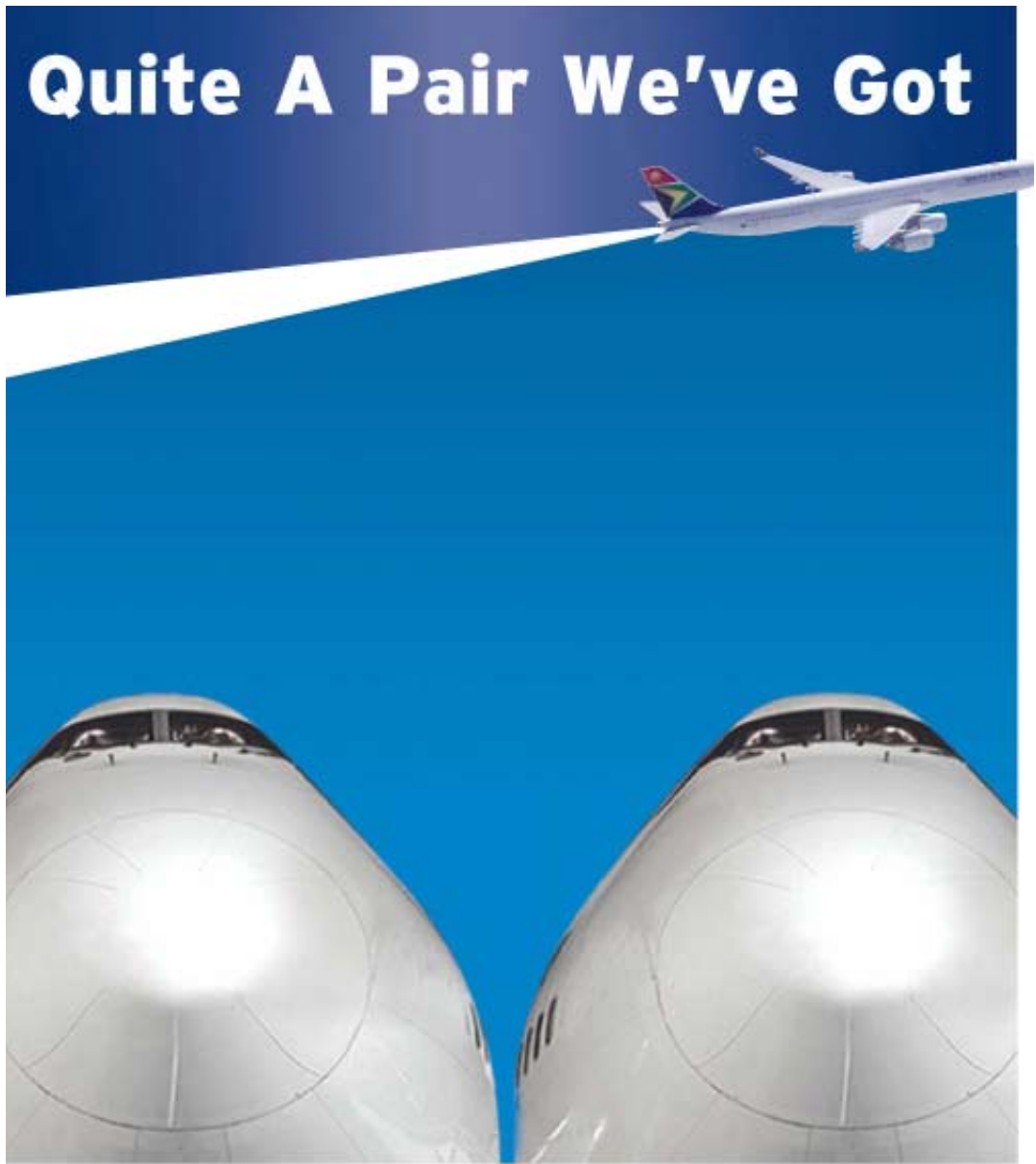
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excited to play this role. “Africa has waited a long, long time for the honour of hosting the world’s biggest sporting spectacular. I am excited at the impending reality of welcoming the world’s greatest footballers to my homeland. I am proud that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

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

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



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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 .

For more on our World Cup Edi-

tion write: airhwy@smartt.com

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



HAPPY RETURNS TO MOGADOR FOR FESTIVAL D'

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 Essaouira**, 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

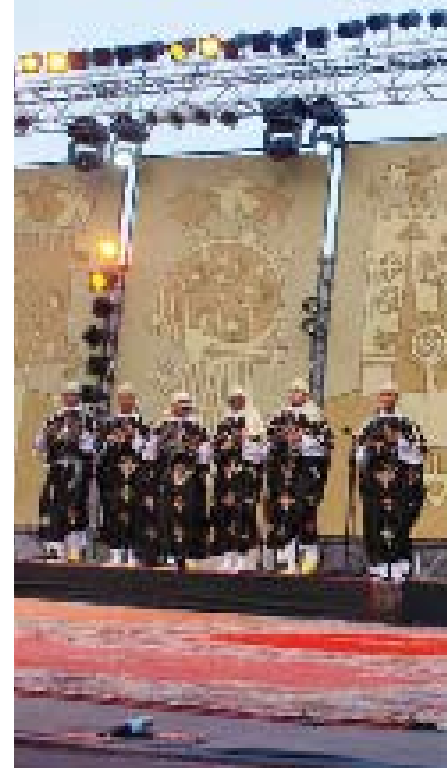
Here we are, basking in the noonday sun on North Africa's Atlantic Coast at Essaouira, Morocco, following a journey of discovery which began in the Imperial City of Fès and continued via Rabat, Casablanca and Marrakech. In a few days, we will drive south to the resort city of Agadir, with its luxury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

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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 5 STAR LUXURY HOTELS AND MORE

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

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

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

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

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

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





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



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



More photo captions and several additional pages to come.



AFRICA TRAVEL ASSOCIATION HOLDS 34TH ANNUAL CONGRESS

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





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.

You will not experience it all in a few short hours. We spent most of an entire day - and returned twice for an encore. Among the exhibitors are tourist boards, camping and safari companies, tour operators, air and land transport providers, mountain climbing outfitters, wildlife lodges, hotels, camping and equipment manufacturers. We at Africa Travel Magazine are impressed with the Karibu Fair and are giving it global coverage through our award winning website and our magazine which reaches out to North America, Africa, Europe and around the world.

Register live on the Karibu Fair website. Please click <http://www.karibufair.com/flash/bkstand.swf> to book online. For more information, visit www.africa-ata.org/mag.htm

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Africa in One Country: Cultural Mosaic and Ecotourism Paradise

Cameroon's theme, "Africa in One Country," says it all - cultural variety, pageantry, panoramic scenery, and wildlife in its natural habitat. 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.



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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

Toll-Free: 1-866-870-9333

Fax: 703-739-8717

Exhibitor information: exhibit@thetradeshow.org

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



AFRICA SHINES AGAIN IN 2010 -- AT ITB BERLIN, THE



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-





WORLD'S LEADING TRAVEL SHOW, MARCH 10-12

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



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

Museums

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

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

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

Information: www.itb-berlin.com

www.germany-tourism.de.

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





AFRICA TRAVEL MAGAZINE PROMOTES ATA MEMBERSHIP PLUS ATA



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



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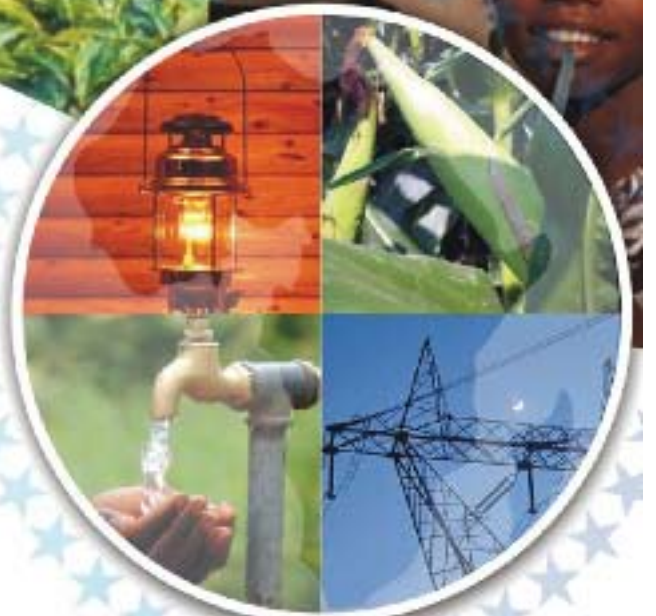
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