

The Africa Travel Association's Fifth Annual
U.S.-AFRICA TOURISM SEMINAR
Organized in Cooperation with The African Union Mission to USA
 Washington D.C., March 15-16, 2012



Building Tourism Business in Africa through Partnership

Goal: The overall goal of the seminar is to advance the platforms of ATA's strategic partners and members, primarily from the USA, to promote travel and tourism to and across Africa. Participants include: US-based travel trade, diplomatic community, including ambassadors, diplomats and bureau heads dealing with economic development, trade and tourism, ATA's current and/or future strategic partners (e.g. AU, NTA, ASTA, etc.), frontline sellers and buyers, US Africa policy makers, NGOs, students and faculty, and travel trade media.

Thursday, March 15, 2012

Location: TBA

6:00 pm – 8:00 pm	EVENING RECEPTION
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Friday, March 16, 2012

Convention Center, 801 Mount Vernon Place, NW

8:00 am – 9:00 am	On-Site Registration
	<p><i>Opening Plenary</i> INCREASING TOURISM ARRIVALS AND INVESTMENT FROM THE USA IN AFRICA</p> <p>The opening session highlights issues for exploration during the seminar with a special focus on U.S.-Africa tourism growth. After welcoming and opening remarks from the seminar's co-sponsors and partners, Ambassador Johnnie Carson, Assistant Secretary, Bureau of African Affairs, United States Department of State, will deliver the keynote address.</p>
	<p>Spotlight INTERNATIONAL POLICY APPROACHES TO ECONOMIC GROWTH & DEVELOPMENT IN AFRICA</p> <p>With President Barack Obama's recent announcement on the role tourism can play in driving economic growth and job creation in the USA and Africa's emergence as a travel destination of choice among US travelers, this seminar could not be more timely. Speakers will provide insights on the role different agencies play in promoting economic growth and development across the African continent.</p>
	<p><i>Spotlight on US Tourism</i> US MARKET INSIGHTS TO POSITION YOUR PRODUCT FOR SUCCESS Travel Abroad & the Changing Visitors to Africa</p> <p>This session provides a US perspective on where and how Africa fits into the US marketplace. The presenter will relate to questions such as what's popular, who is traveling, why and where they are going, what are the top destinations, where are they spending their money, and what are they looking for? This presentation is an invaluable opportunity to gain insights and collect concrete data on the current and future state of tourism for a country and/or business.</p>

	<p><i>Spotlight on Destination Africa</i> AFRICA MARKET INSIGHTS TO POSITION YOUR PRODUCT FOR SUCCESS</p> <p>In this spotlight session you will find the latest market intelligence, including the most recent visitor and tourism receipt statistics, alongside other facts and figures that describe the scale and importance of travel and tourism to Africa.</p>
	<p><i>Roundtable on Attracting North American Arrivals and Investment to Africa</i> HOW TO PENETRATE THE NORTH AMERICAN MARKET TO GENERATE NEW AND EXPANDED BUSINESS</p> <p>Organized by the National Tour Association (NTA), the leading association for professionals serving travelers to, from and within North America, this interactive “roll up your sleeves” session brings together North American industry specialists together with Africa’s tourism board representatives and travel, trade and tourism experts in the USA to explore the ingredients for promoting a successful destination in the North American marketplace. The participants will discuss what has and has not worked.</p> <p>Representatives from the Academic Travel Abroad, American Society of Travel Agents (ASTA), CDC Development Solutions, Destination Marketing Association International, Interactive Travel Services Association, National Tour Association, South African Airways</p> <p>Tourism officials invited from Cameroon, Chad, Egypt, Ethiopia, The Gambia, Ghana, Senegal, Tanzania, Togo, Uganda, Zambia, Zimbabwe</p>
	<p><i>Lunch</i> (On own)</p>
	<p><i>Professional Development</i> AFRICA’S DESTINATION TRAVEL AGENTS AND TOUR OPERATORS EXCHANGE</p> <p>In this interactive forum, travel agents and tour operators serving Africa describe the history and services of their company and address questions, such as what percentage of business is in Africa; what are prospects for 2012; how are travel agents and tour operators selected and by whom; how is Africa promoted to clients and prospects; what are consumers looking for; and why should consumers book with a specific company? Participants in this panel are nominated by African embassies and/or tourism boards based in the USA.</p> <p>ATA welcomes tourism officials from Cameroon, Chad, Egypt, Ethiopia, The Gambia, Ghana, Senegal, Tanzania, Togo, Uganda, Zambia, Zimbabwe to nominate participants</p>
	<p><i>Spotlight on Airlines</i> AIRLINES SERVING AFRICA – TRENDS, CHALLENGES AND STRATEGIES</p> <p>This session provides ATA member airlines with an opportunity to speak about trends, challenges and strategies facing the airline industry today and in the future. Airline representations will relate to pricing, route development, infrastructure, fuel and oil, pollution control and climate change, standards, cutbacks, global economy, and safety and security.</p>

	<p><i>Professional Development</i> BRIDGING THE DIGITAL DIVIDE</p> <p>CDC Development Solutions will lead an interactive discussion on how organizations of different sizes use and leverage social media to develop, market and promote their product and services in the e-tourism global market place. Social media experts will present specific examples, highlighting best practices.</p>
	<p><i>Spotlight on Crisis Management</i> MANAGING TOURISM PRODUCTS AND SERVICES DURING CHALLENGING TIMES</p> <p>This session focuses on steps destinations and companies can take to not only spread good news on Africa, but to also deal with and manage crises effectively when they unfold. Speakers will present their own experiences, sharing lessons learned and best practices, and address questions such as how we respond effectively to crisis situations in real time and how the public and private sectors can work together during challenging times.</p>
	<p><i>Spotlight on New Product Development</i> STUDENT TRAVEL AND ATA YOUNG PROFESSIONALS PROGRAM</p> <p>This session focuses on student travel and the market’s unique differences and requirements. It offers marketing and packaging ideas and techniques to help your business or destination stand out from the crowd and to secure business in this market. It also introduces ATA’s Young Professionals Program, highlighting what’s happened over the last year, future plans and what ATA members can potentially get out of reaching out to this market.</p>
	<p><i>Spotlight on Conserving the Environment and Communities</i> SUSTAINABLE TOURISM IN AFRICA</p> <p>Tourism—perhaps more than any other sector—is tied to the conservation of the environment and to the well-being of communities. It can either be a point of tension or conflict between governments, communities, entrepreneurs and NGO’s or it can be point of joint cooperation and responsibility, ensuring that the country as a whole benefits from its initial investment in tourism. A number of individuals and organizations pursuing innovative conservation initiatives will share their stories and the impact of their work, with a view to the travel and tourism industry.</p>
	<p><i>Spotlight on Engaging US Private Sector in Africa’s Tourism Industry</i> OPPORTUNITIES FOR GROWTH, INVESTMENT AND BUSINESS LINKAGES BETWEEN AFRICA AND THE USA</p>
	<p><i>Closing Remarks</i></p>