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CARIBBEAN TOURISM ORGANIZATION AND AFRICA TRAVEL ASSOCIATION SIGN PARTNERSHIP AGREEMENT

NEW YORK, New York, 9 November, 2010 – The Caribbean Tourism Organization (CTO), the premier source of Caribbean tourism statistics, research and news, and the Africa Travel Association (ATA), the leading travel industry trade association promoting tourism to Africa, have signed a partnership agreement that will support both organizations' endeavors to promote tourism to their respective regions.

In the Memorandum of Understanding, the two regions have also pledged to help each other increase business opportunities and develop sustainable tourism.

“The CTO and the ATA share many common tourism interests and challenges, including the British Air Passenger Duty and this partnership agreement paves the way for us to support each other's ideals,” said Hugh Riley, the CTO's secretary general.

Under the new partnership agreement, CTO and ATA will share reciprocal membership, offer discounted services and products, and consider a joint tourism research project. The two associations will also encourage their members to travel to and promote each other's regions as travel destinations and to participate in each other's major events, including conferences, trade shows, and congresses.

“CTO and ATA both understand the value in building a strong link between the African Diaspora and both the Caribbean and Africa and the role tourism promotion and investment can play in this process,” said Edward Bergman, ATA Executive Director. “ATA is excited to partner with CTO and to learn from the association's vast experience in turning the Caribbean into one of the world's most popular destinations under the banner of the “Caribbean.”

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About the Africa Travel Association (ATA)

The Africa Travel Association (ATA) was established as an international travel industry trade association in 1975 with a mission to promote travel and tourism to Africa, and to strengthen intra-Africa partnerships. As the world's premier travel industry trade association, ATA provides services to a broad range of members including: tourism, diaspora, culture, and sports ministers, tourism boards, airlines, hoteliers, travel agents, tour operators, travel trade media, public relations firms, consulting companies, non-profit organizations, businesses, small and medium-sized enterprises, and other organizations engaged in tourism promotion. For more information, visit www.africatravellassociation.org or call +1.212.447.1357.

The Caribbean Tourism Organization

The Caribbean Tourism Organization (CTO), with headquarters in Barbados and marketing operations in New York, London and Toronto, is the Caribbean's tourism development agency and comprises membership of over 30 governments and a myriad of private sector entities. The CTO's mission is to provide to and through its members, the services and information needed for the development of sustainable tourism for the economic and social benefit of the Caribbean people. The organization provides specialized support and technical assistance to member countries in the areas of marketing, human resource development, research and statistics, information technology and sustainable tourism development. The CTO disseminates information on behalf of its member governments to consumers and the travel trade.

CTO's New York office is located at 80 Broad Street, 32nd Floor, New York, NY 10004, USA; Tel: (212) 635-9530; Fax: (212) 635-9511; E-mail: ctony@caribtourism.com. CTO's London office is located at 22 The Quadrant, Richmond, Surrey TW9 1BP, England. Tel: 011 44 208 948 0057; Fax: 011 44 208 948 0067; E-mail: ctolondon@caribtourism.com; CTO Headquarters is located at One Financial Place, Collymore Rock, St. Michael, Barbados; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail: ctobarbados@caribtourism.com. For more information, please visit www.doitcaribbean.com or www.onecaribbean.org.

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