

Kenya Airways: The Pride of Africa

Through its partnerships and alliances with other carriers this dynamic international carrier plans on opening up Africa to the entire globe.



A new Kenya Airways state-of-the-art Boeing 777.

Kenya Airways is the 31 year old national carrier of the Republic of Kenya offering over 30 international and regional destinations flying over 2.7 million passengers annually. Through their Nairobi hub, they have a network to destinations across Africa, Europe, the Middle East, Asia and the Far East. Kenya Airways flies to over 30 African destinations including the major African capitals of Lagos, Johannesburg, Kinshasa and Cairo. Within Europe they operate to and from Paris, Amsterdam and London, where passengers can connect from all over Europe using their code share partners KLM and Air France. KQ flies to major destinations in Asia including Dubai, Bangkok and Guangzhou. What makes KQ different and unique is its growth from a loss making parastatal into a profitable and dynamic international carrier while remaining true to its African heritage.

Kenya Airways was founded in 1977 and until 1995 the airline was wholly owned by the Kenyan government. In 1994, a government policy recommended the privatization of the airline. Since then, Kenyan Airways has grown and built a highly profitable business in one of the world's least developed markets. This has seen Kenya Airways' revenues grow from Kshs 25 billion (approximately \$340 million) in 2002 to over Kshs 60 billion (approximately \$820 million) in 2007. From a global perspective, Kenya Airways stands among the most profitable airlines in the world with a 28 percent return on equity.

Kenya Airways' Alliance Partners

KLM has been a strategic partner for the last 10 years. This partnership has allowed greater reach and helped to tap into

the expansive KLM-Air France route network. Kenya Airways gained full SkyTeam Associate Airline Status in September 2007. The SkyTeam partners will benefit from KQ's strength in Africa, and Kenya Airways will benefit from their strengths in Europe, Asia and South America.

Kenya Airways Equipment

Kenya Airways is in possession of the youngest fleet in the continent. The 23 all Boeing Fleet comprises four Boeing 777s, six Boeing 767s, and three Boeing 737-800s, among others. KQ received two EMBRAER 170 jets in 2007 and another one is scheduled to be delivered this year. The airline will also take delivery of three Boeing 737-800s. To complement this fleet, KQ has invested over Ksh 500 million (approximately \$6 million) in a modern state of the art hangar at its Embakasi base. The modernization is further complemented by continuous training of staff and constant upgrades in technology and systems. At the moment, Kenya Airways has achieved 95 percent on e-ticketing across the network.

The Future of Kenya Airways

Kenya Airways will continue to upgrade its systems and equipment to meet the needs of its passengers. The airline has placed an order for nine Dreamliners to be received in 2010. Last year KQ made huge investments in upgrading its airline reservation system from CODA to ALTEA Sell. This investment will create seamless connectivity with international partners and ensure maximum compatibility across various distributions systems.

In addition, a new learning facility named "The Pride Centre" was opened to provide training for over 4,200 staff

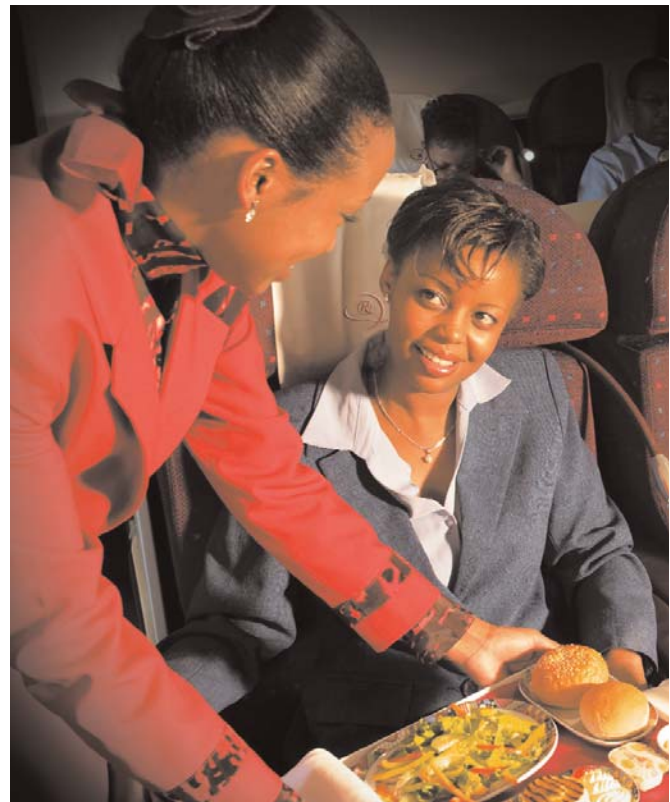
members. 2008 will see the company make more investments in improving operations in the Operations Control Centre (OCC) and the Hub Control Centre (HCC) at the Jomo Kenyatta International Airport.

The next five years will see KQ solidify its position as a major carrier in Africa by providing more linkages across African cities. Through its partnerships and alliances with other carriers, it will also play a greater role in opening up Africa to the entire globe. The company hopes to see the expansion and growth of Paris as another major hub for their European operations. KQ hopes to become a major player in world travel through its partnerships with KLM, Air France and through its membership in SkyTeam.

The biggest wish for the carrier's future is to see Kenya Airways become an engine for change for the growth and opening up of Africa. That means that KQ should be able to bring the world to every part and capital in Africa and vice-versa.

Kenya Airways has local offices in New York, Houston, Chicago, Los Angeles, Vancouver and Toronto.

**Kenya Airways, 866 KENYA AIRWAYS,
kirtis@kenyaair.net, www.kenya-airways.us**



Travelers enjoy Kenya Airways world leading hospitality.

KENYA AIRWAYS: HEAVY SUMMER TRAFFIC

Kenya Airways has beaten last year's passenger figures so far this summer as tourists return to the country following an end to the violence at the start of the year.

The airline said it carried more passengers in May and June than in 2007, and is flying 100 percent full without cutting capacity, according to UK Sales Manager Bruce Watson.

However, he said the airline still had to tackle misconceptions by some agents about the quality of service it offers as it faces up to what is likely to be a tough autumn.

Kenya Airways is to start a twice-weekly Nairobi-Madagascar service on November 1, and it should be noted that its in-flight service will be comparable to that of British Airways and Virgin Atlantic, rather than other African airlines. "If agents have not really dealt with us or sold us, they think we are just another African carrier. We need to break that mould," said Watson.

Watson said Kenya Airways had 46 percent market share on the Heathrow-Nairobi route.

The airline carried 13,700 passengers in May this year, up five percent on 2007, and 21,300 in June, up seven percent. The revival was led by more passengers from the U.S. and Canada. Capturing more business from the U.S. is key to the airline's plans as it believes it can provide U.S. airlines with unrivalled links into Africa through Heathrow.

Watson claimed the new Madagascar service, which will fly via Nairobi and which will become three times a week in December, was set to be popular with operators which previously had to send customers via Paris.

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AFRICAEXPERTS EXPAND MYSTICAL MOROCCO PROGRAMS



AFRICAExperts' Morocco programs have been expanded due to demand, announced the leading North American wholesaler, a division of Goway.

"We've seen a major increase in our call volume for destinations in Northern Africa," commented Product and Marketing Manager Christy Fraser. "Being such a varied and fascinating country, Morocco is on the 'hot-list' of African des-

tinations for discerning North American travelers."

Morocco has majestic mountain ranges, spectacular coastlines and some of the most intriguing cities in Africa. There is a rich architectural tradition of medieval cities, Roman ruins, Berber fortresses and Islamic monuments. Exploring the centuries old Kasbahs and maze of backstreets is one of the highlights of visiting Morocco, as well as the adventure of bargaining for souvenirs. A great combination to the Imperial Cities is a visit to the dramatic landscapes of vast desert, sand dunes, dramatic gorges and mountain passes in the South of Morocco.

AFRICAExperts provides touring options such as the seven-day "Imperial Cities" tour. This tour is priced from \$936 and includes time in Casablanca, Marrakech, Meknes and Fes, all of which have served as the capital of Morocco at some point in its history. The tour includes a choice of moderate or first class accommodation, roundtrip airport transfers, transportation, services of driver/guide plus local guides, entrance fees, sightseeing and six breakfasts and dinners.

By contrast, AFRICAExperts offers a more extensive journey in Morocco that combines the Imperial Cities with dramatic landscapes of vast desert, sand dunes, dramatic gorges and mountain passes in the South of Morocco. The 12-day "Magical Kingdom of Morocco" tour is priced from \$1,554 and includes a choice of moderate or first class accommodation, roundtrip airport transfers, transportation by air-conditioned vehicle, services of driver/guide plus local guides, entrance fees, sightseeing and 12 breakfasts and dinners.

For travelers looking for customized itinerary options, AFRICAExperts offers city modules, Morocco City Stays, that may be combined to create a custom tour and include a four-day package in Casablanca priced from \$388, Marrakech from \$370 and the beach destination of Agadir from \$332.

AFRICAExperts, 800-245-0920, info@africaexperts.com, AFRICAExperts.com

SUPER-LUXURY AT SHAMBALA GAME RESERVE

Situated in the Waterberg Mountains, Shambala Game Reserve, a game reserve which until recently has been a magnificent private estate, is now available for guests who seek the most luxurious accommodations and an extraordinary ecological wildlife experience. There is nothing else like it in South Africa.

The Reserve, situated in a wildlife sanctuary, is home to a rich diversity of magnificent wildlife and it is almost guaranteed that a visitor here will see the Big Five. In addition to game drives in this malaria-free area, guests take walking safaris and elephant back safaris.

Shambala is the vision of Douw Steyn, who created the acclaimed Saxon Hotel in Johannesburg. Douw Steyn also created The Nelson Mandela Centre for Reconciliation at Shambala. The Centre is his private residence but if he and Mrs. Machel are not on site, guests at Shambala may enjoy breakfast and picnics there.

Dinners at Shambala are served in the Steyn House. Guests discuss with the chef their preferences for dinner during the day and it could consist of as few as two courses or as many as eight. The cuisine is considered African Fusion.

Near the Steyn House, seven chalets are situated against the hillside, luxuriously appointed. Zulu Camp, built in traditional Zulu style, is opening in the next few months at Shambala. It holds eight chalets constructed of traditional materials that blend with the landscape and is designed to be a private and exclusive venue, ideal for honeymooners.

Rates at Shambala are \$988 per person per night. Rates include accommodations, meals, game drives, elephant-back rides, quad bikes, bush picnics, refreshments and local beverages, biking, sunset cruises and star gazing. A gyrocopter ride to view game and the reserve from above is also available at an additional fee.

Shambala Game Reserve, reservations@saxon.co.za, www.shambalagamereserve.com

FOOTSTEPS IN AFRICA KALAHARI SUMMER PROMOTION EXPANDS

Footsteps in Africa is a tourism business dedicated to serving the travel and tourism industry to share their passion for Africa and all its elements. They are committed to providing a quality, rewarding, yet affordable safari experience for guests, while being acutely aware of the impact on the environment.

Footsteps in Africa has announced that the Kalahari Summer Promotion has been joined by a number of camps and lodges. This makes this promotion the largest collection of independently owned and operated camps and lodges in Botswana all under one roof.

Kalahari Summer is now the definitive Green Season special to Botswana that runs from December 1, 2008 to March 31, 2009. The product range is simply amazing. It is the only circuit including Chobe River Front, Savuti (Chobe) Okavango Delta, Moremi Game Reserve, Central Kalahari and Makgadikgadi.

The Footsteps in Africa camps and lodges form an excellent circuit of lodges. What makes them different is the fact that all camps and lodges have owner input, thus offering a personal touch from people that are passionate about their products. The camps and lodges are all small and intimate and in great locations, exactly where the guests need to be to appreciate the respective areas.

The participating products in Kalahari Summer are: Delta Air; Meno a Kwena Camp (Makgadikgadi Pans) in the Makgadikgadi Area; in the Central Kalahari Area: Deception Valley Lodge (Central Kalahari), Grasslands Bushman Lodge, Central Kalahari Game Lodge, and mobiles to Central Kalahari Game Reserve; in the Okavango Delta: Sankuyo, Delta Camp, Oddballs Enclave, and Mapula Lodge; in the Moremi Area: Camp Khwai Moremi Game Reserve; and in the Chobe Area: Camp Savuti (Savuti area), Camp Linyanti, (Linyanti area), Muchenje Safari Lodge (Chobe River Front), and mobiles to Savuti Area.

Footsteps in Africa, www.footsteps-in-africa.com;
Kalahari Summer, www.kalaharisummer.com

AFRICAEXPERTS TRAVEL PLANNER FEATURES OVER 170 TRAVEL IDEAS

The 2009 edition of Goway's AFRICAExperts travel planner has been released. It has been expanded by 16 pages and now contains over 170 travel ideas. "We've focused on expanding the range of product in most of our destinations to accommodate all tastes and budgets," commented Christy Fraser, Product & Marketing Manager. "We offer a wide range of product from Stays of Distinction to Exclusive Game Lodges, rail journeys to Nile cruises; independent travel to escorted tours; from self-drive to Holidays of a Lifetime."

New travel experiences introduced for 2009 include: "Travel Africa in Style" - two VIP itineraries to enjoy South Africa that include icons such as the Kruger National Park and Victoria Falls. The 11-day "Ultimate South Africa" from \$ 4,417 and 14-day "Heartbeat of Africa" from \$6,466 are both planned to incorporate a number of Stays of Distinctions and a selection of unique ac-

commodations that cater to the discerning traveler.

Exclusive South African game lodges have been expanded to include the Eastern Cape area as well as the Kruger National Park. The packages are flexible and offer the option of either a drive-in or fly-in to the lodges.

Two eight-day Wilderness Botswana flying safaris, one offering "Classic Lodges" and the other "Premier Lodges" starting from \$5,114, offer visitors the opportunity to see the country's highlights by flying in light aircraft in between the lodges.

An East African luxury tenting experience, the "Lemala Migration Safari" is an eight-day journey following the Wildebeest migration in the Serengeti starting at \$4,005.

AFRICAExperts has also a variety of islands and resorts available in the Indian Ocean, including Mozambique, Mauritius, Seychelles, Zanzibar and Mombasa. Three-day packages start from \$412.

Some new travel experiences to the Middle East introduced for 2009 include the 10-day "Ancient Wonders" - a combination tour of Israel, Egypt and Jordan. Back by popular demand are the "Pyramids to Petra" - a top-seller to Egypt and Jordan. Another popular return is the 15-day Mysteries & Magic of Egypt tour.

The planner also includes stopover modules to Dubai, Abu Dhabi and Muscat.

AFRICAExperts, 800-387-8850, info@goway.com,
www.goway.com



The Association for Promotion of Tourism to Africa brings Africa to your doorstep this spring!

The Discover Africa Road Show is your opportunity to meet the trade representatives of various African Airlines, Lodges, Camps and Tourist Boards and network with your industry colleagues who travel, sell and specialize in Africa.

DISCOVER AFRICA 2009
SPRING SCHEDULE:

4 & 5 FEBRUARY

Discover Africa Presented by APTA NORTH EAST Chapter
In conjunction with Focus on Africa and the New York Times Travel Show

12 February

Presented by APTA ORANGE COUNTY Chapter

17 February

Presented by APTA SACRAMENTO Chapter

19 February

Presented by APTA SOUTHEAST Chapter ~ ATLANTA

For more Information, please e-mail:
DiscoverAfrica@APTA.biz



LE JARDIN DE FLEUR SAÏDIA, BEST WESTERN PREMIER, MOROCCO

BEST WESTERN PREMIER TO OPEN RESORT IN SAÏDIA, MOROCCO

Following the recently announced Radisson management contract to operate two resorts in Le Jardin de Fleur Saïdia, Best Western Premier, the new international superior service brand of Best Western International, has chosen the new Saïdia beach resort in Morocco as the location for its first Premier hotel in the Middle East and Africa region.

"The Best Western Premier hotel brand was launched to provide a higher level of service and amenities together with a characterful dimension and this resort will add to more than 100 Best Western Premier hotels currently located throughout Europe and Asia. We are very proud to be part of the development of the Saïdia resort project, one of the major plans to develop tourism in the country," said Stephane Cremel, Director of Development for Best Western in Morocco. The Best Western Premier Le Jardin de Fleur will feature 126 luxury hotel residences and is scheduled to open in 2009.

Mediterrania-Saïdia offers beaches, golf courses, a leisure marina, business conference facilities and a variety of international restaurants and shops. The Best Western Premier Le Jardin de Fleur resort will feature a lagoon swimming pool, entertainment, spa, restaurant and café-bar, and clubhouse near the beach and golf course. Best Western Premier's global marketing and reservations network will enable the Saïdia destination to maximize on opportunities in the ever growing short-stay and longer-stay leisure markets. In the same week, Property Logic signed a third management agreement with a Marrakech-based luxury hotel operator Hivernage, part of the Great Hotels of the World Consortium. The Hivernage Resort & Spa Saïdia will feature 76 villa residences and will open in 2010.

"We are developing a total of 11 individually-styled resorts that offer full hotel service operated leaseback properties in Le Jardin de Fleur Saïdia. We are currently in the process of finalizing management contracts with additional international and Moroccan hotel brands that will make Saïdia a top quality tourism destination," comments David Woodward, Director of Hotel and

Commercial Operations for Property Logic, the developer behind Le Jardin de Fleur resorts in Morocco.

Best Western Premier, www.bestwesternpremier.com

13-DAYS IN MADAGASCAR FROM ABENTEUER AFRIKA SAFARI

Abenteuer Afrika Safari, a destination management company specializing in adventure travel, has designed a 13-day tour to Madagascar available from November 30, 2008. The tour takes in the habitats of baobabs and tree boas, Nile crocodiles and coconut groves, radiated tortoise and tree-tailed mongoose. It covers the cultural waterfront as well, with visits to the tombs of the Sakalava, a diverse group of ethnicities that once comprised an ancient empire, and to the village of Manambato, a community of farmers whose crops include rice, maize and the seed-pods of the catechu and the vaunted Madagascar vanilla.

Rates for the tour start at \$2,800, and include accommodations, meals, boat and road transfers, excursions and entrance fees, local English-speaking guides, vehicle rental with driver, fuel and vehicle insurance. Participants arrange their own air transportation.

The Abenteuer Africa Safari tour of Madagascar has been packaged to maximize the pleasures of this wildly exotic island. An island nation, Madagascar lies in the Indian Ocean off the southeastern coast of Africa. Still largely unexploited, the island has retained its charms, not the least of which is its friendly, unspoiled people.

Madagascar is the subject of a popular current exhibit at the Bronx Zoo which is bringing into focus the work of The Wildlife Conservation Society partnering with the Malagasy government to establish the protected areas of Masoala and Makira. Collectively, these parks span 1.6 million acres and provide a safe haven for half of Madagascar's species, including rare and endangered animals found only on this unique island, referred to by many ecologists as "the eighth continent."

Abenteuer Afrika Safari, dorban@abenteuerafrika.com, www.abenteuerafrika.com



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WILDPACES OPENS CLOUDS MOUNTAIN GORILLA LODGE



From Kisoro, the road climbs up towards Nkuringo, offering excellent views including the triangular peaks of the Virunga Volcanoes of Rwanda and the Congo, the Western Rift Valley and Bwindi Impenetrable National Park. It is here that Wildplaces have opened their new lodge: Clouds Mountain Gorilla Lodge. Consisting of 10 cottages built from the volcanic rock in the region, each has their own fireplace, twin basin bathrooms and two are extended family rooms, with two separate bedrooms; ideal for families and groups traveling together.

Sweeping views of the forest greet guests from the balcony of the main lodge. The wide open expanse of the building lends itself to lazy afternoons and evenings filled with the colors of the active Virungus, which fill the sky with warm orange hues and yellow glows.

As well as the obvious attraction of the Mountain Gorillas, the forest offers a wide variety of mammal and bird life that complements the safari experience while tracking. The Nkuringo Community Experience offers guests a unique experience to visit the local blacksmith and other community projects, many who work with natural materials, which have been used in the lodge interiors. For the adventurous, a trip to the traditional healer is a must.

Clouds Mountain Gorilla Lodge, with the ultimate goal of protecting the natural habitat of the mountain gorilla, will also directly benefit the community of Nkuringo who have a significant stake in the venture. Working hand in hand with a temporary management staff, the community is to become fully independent and self-reliant with their skills and knowledge gained over the last six months.

For food choices, at Clouds, they have blended the best of fresh produce in the community with a regular supply of the harder to find ingredients from Kampala. The wine list boasts an extensive array of bottles selected from South Africa wineries whose flavor and comfort mirror the experience that is waiting at Clouds Mountain Gorilla Lodge.

Wildplaces, info@wildplacesafrica.com

MANTIS GROUP ANNOUNCES NEW LUXURY DEVELOPMENT IN THE SEYCHELLES

Mantis Development International, the development arm of the Mantis Group, along with European Hotels and Resorts Ltd., has purchased the former Plantation Club Resort and Casino in the Seychelles. Following a period of neglect, an investment of \$350 million is planned to develop the property into a premium destina-

tion. Construction is slated to take 30 months with some priority amenities opening within 12 months.

The new development will include both "five-star" and "four-star" components. The five-star component includes two premium hotels offering a total of 55 villas with either mountainside or beachfront views; 26 private villas available for purchase which come with unrestricted use of the five-star facilities; and a spa and wellness center reached by a glass elevator for unrivaled panoramic views of the bay. The four-star component features a 138-suite hotel; a public casino; a marine rehabilitation, education and aquarium center; and additional amenities including shops, restaurants, sports facilities, a cinema and discos.

Graham Moon, CEO of Mantis Development International, says, "This project represents the biggest opportunity for Mantis Development International thus far, and is the culmination of searching for the right opportunity and partners over the past few years. We are delighted to be able to develop this wonderful piece of real estate in the most beautiful part of the world."

Adrian Gardiner, Chairman of the Mantis Group, is excited to transform the Plantation Club into a premium destination in the Seychelles, and to yet again, create another flagship property within the group.

The Mantis Collection, www.mantiscollection.com

KEMPINSKI MOKUTI LODGE ETOSHA SUMMER SPECIAL

Kempinski Mokuti Lodge is offering an Etosha Summer Special starting from approximately \$388 per person sharing for two nights. Experience one of the two most popular attractions in Namibia: the Etosha National Park in five-star luxury at the Kempinski Mokuti Lodge.

Kempinski Mokuti Lodge is the first internationally branded five-star lodge in Namibia and combines unique African charm with luxury and comfort. "Mokuti" is a Himba-word meaning "in the bush" and, true to its name, the lodge is hidden in 4,300 hectares of farmland, home to zebra, giraffe, oryx, kudu and many others. Situated near the Eastern entrance to the world renowned Etosha National Park, the lodge is the gateway to a unique safari experience, as well as the perfect destination for incentives, conferences, weddings and honeymoons.

Rates are inclusive of two nights in a Deluxe Room for two adults; two buffet breakfasts at the Tambuti Restaurant; two buffet dinners; and one scheduled three hour guided game drive for two (pre-booking essential).

Package price is approximately \$510 (in a Deluxe Room in single occupancy) and approximately \$775 (in a Deluxe Room in double occupancy).

The package is valid from October 1, 2008 until February 28, 2009 (inclusive). Please state "Etosha Summer Special" to book the package.

Kempinski Mokuti Lodge, nadja.hornek@kempinski.com, www.kempinski.com

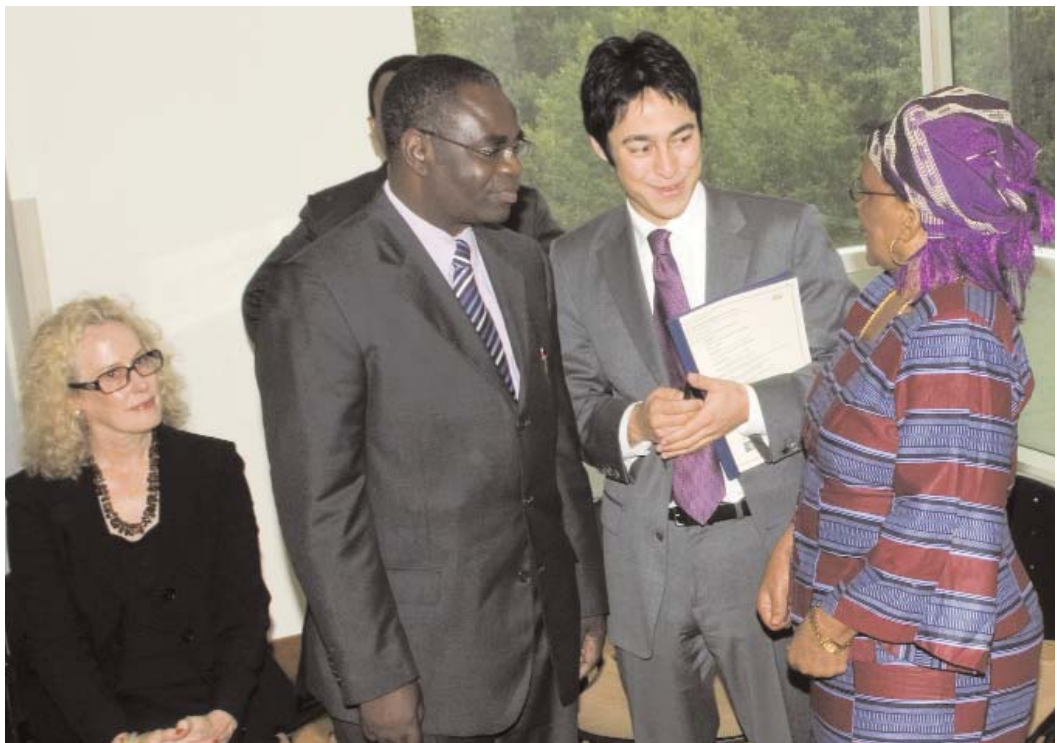
Showcasing Destination Africa: Unleashing the Possibilities

Africa Travel Association (ATA) gathers African tourism ministers, industry professionals and educators at New York University's Africa House for ATA's Third Annual Presidential Forum in New York City.

MARY ELLEN SCHULTZ

Africa Travel Association (ATA), hosted by Africa House and South African Airways, held its Third Annual Presidential Forum on Tourism at New York University (NYU) on September 26, 2008. Coinciding with the United Nations General Assembly, this year's gathering attracted nearly 300 participants including tourism ministers from Malawi, Tanzania, and Zambia, other African diplomatic representatives, the local African émigré community and area business organizations.

Themed "Unleashing Africa's Possibilities" and moderated by Dr. Yaw Nyarko (NYU's Africa House director), the forum provided ministers the opportunity to present their countries' tourism product potential for significant contribution to national



Ministerial chat following Africa Travel Association's (ATA) Third Annual Presidential Forum, September 26, 2008 at New York University. Left to right: Terry Jackson, special representative of New York City Mayor Michael Bloomberg's office; Hon. Kabinga Pande (MP), Zambia's minister of foreign affairs; Edward Bergman, ATA's executive director and Hon. Shamsa Mwangunga, Tanzania's minister of tourism and natural resources.

economies, as well as the need for strategic partnerships focused on marketing/promoting Destination Africa.

CONTINUED ON PAGE 40

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 <p>Namibia Tourism</p>		

PRESIDENTIAL FORUM

FROM PAGE 39

Inaugurating the event, ATA's executive director Edward Bergman said, "ATA understands the power of travel and the great responsibility that goes along with. The participation of these amazing leaders in this forum proves without a doubt the tourism industry's strong capacity for shaping a country's overall economy — Africa's international investment potential is possibly greater than any other place on earth."

ATA president and Tanzanian minister of tourism and natural resources Shamsa Mwangunga, noting tourism's key role in shaping her East African country's economy: "It's the number one foreign money earner since 2007, when Tanzania decided to invest in and improve our national tourism products — including ecotourism — and diversify others, like wildlife and culture."

Zambia's minister of foreign affairs (MP), Kabinga J. Pande, noting the changing perception of Africa's tourism sector, said, "For many years, tourism was part of the social sector... then, our government — understanding its economic potential — moved it to the economic sector, making legislative changes necessary to support its development. The result? Zambia's now better positioned to welcome tourists to the "Real Africa."

Malawi's minister of tourism, wildlife and culture, Callista Chapola-Chimombo, noting tourism's contribution to her country's overall growth and development: "Tourism brings development to remote areas through good roads, infrastructure and employment opportunities, as well as the preservation of culture and heritage sites." Malawi's cost-benefit sharing program between the government and local communities ensures industry involvement and foreign currency revenue share.

NY economics professor Bill Easterly, calling for a change in the industry's stereotyped perception of Africa, pre-



Opening of Africa Travel Association's (ATA) Third Annual Presidential Forum, held September 26, 2008, at New York University, New York City. Left to right: Edward Bergman, ATA executive director; Dr. Yaw Nyarko, NYU Africa House director; Hon. Shamsa Mwangunga, Tanzania's minister of tourism and natural resources; Hon. Kabinga Pande (MP), Zambia's minister of foreign affairs; Dr. John Brademas, former U.S. congressman and NYU's president emeritus; and Hon. Callista Chapola-Chimombo, Malawi's minister of tourism, wildlife and culture.

sented some convincing statistics toward a more positive view of Africa: 99% of Africans did NOT die in wars from 1965–2005; 99.71% of people were NOT affected by famine from 1990–2005; and 99.80% of the population did NOT die of AIDS in 2007.

Dr. John Brademas, NYU's president emeritus and former U.S. congressman, urged participants to continue challenging these negative perceptions through education.

Closing the forum, Bergman urged cross-continent, private-sector investment, citing ATA's premier corporate sponsor, Dubai World Africa's (DWA) development of prime tourism/travel assets across Africa as an example, saying, "Our aim is to put travel front and center of the travel industry and increase its profile. It's really pretty simple. Tourism is the only export industry in the world that doesn't take anything [but photos] and leaves behind an investment in the future."

Africa Travel Association,
www.africatourismassociation.org

SOUTHERN SUN COMES TO NEW YORK

Southern Sun recently hosted an evening in New York City at the trendy Xai Xai South African Wine Bar.

Over 60 tour operators and agents attended to hear all about the new branding of Southern Sun Hotels and where the group is heading.

A presentation was made by Ronnie Harris (Southern Sun's U.S. representative) and Jackie Williams Manager of Sales from the head office in Johannesburg.

Southern Sun recently went through a complete rebranding of the Southern Sun Product. Three years ago a decision was made to promote the Southern Sun brand rather than managing others, so approximately \$105 million was spent refurbishing and completely changing the Holiday Inn Hotels portfolio back to Southern Sun.

"The changes are not just "a light cosmetic" job. We are talking major refurbishments that include all the public areas, restaurants and rooms."

Southern Sun,
southernsun@talkingstickmktg.com

Africa Travel Association: Marketing Brand Africa via Savvy Strategic Planning

An interview with executive director Eddie Bergman about ATA's evolution.

MARY ELLEN SCHULTZ

It's been nearly three years since Eddie Bergman took the reins as executive director of Africa Travel Association (ATA), and his enthusiasm about the African tourism trade organization is even more contagious now.



EDDIE BERGMAN

Travel World News (TWN) sat down recently with Bergman at ATA's New York headquarters, to discuss the association's evolution since 2006, along with a preview of upcoming events.

TRAVEL WORLD NEWS: How has Africa Travel Association changed since you became executive director?

EDDIE BERGMAN: Well, ATA's been promoting tourism to Africa and intra-Africa travel since 1975. Working with our current president, Hon. Shamsa Mwangunga, Tanzania's minister of natural resources and tourism, it's exciting to be shaping its 21st-century identity while at the same time restoring our primary reason for being: as an African tourism-centric association.... Truth be told, ATA's reorganization has been financially challenging, but I'm pleased to report that we're in the black and growing!

TWN: Can you give some specifics about this growth?

EB: We're experiencing membership surge — both individual, government and corporate — which gives us confidence about our long-term viability as an industry voice. That said, our membership is changing...and we're aware of the need for continued expansion.

TWN: How is ATA's membership changing?

EB: Well, while we've retained many of our previous U.S.-based members, we're also attracting new ones from here and around the world...including many of Africa's largest incoming operators and newer entrepreneurs from the African Diaspora.

TWN: Explain, please.

EB: We're a professional trade association, and our members are focused on Africa's vast tourism product potential... how to support it and reap ROI [return on investment] ... We're interested in people actually increasing tourism and investment to the African continent...those focused and passionate about effecting

change. And we're beginning to see results!

TWN: You've stressed strong partnerships as key for ATA's growth...

EB: Definitely! We're relatively small, yet have a huge mandate. My strength has been leveraging partnerships, taking them to the next level. We've formed strong partnerships and demonstrated our ability to get results...with major new opportunities ahead.

TWN: Who are some of your most strategic partnerships?

EB: All of our members, of course! Seriously, this year's highlight has been the establishment of ATA's Premier Partnership program. Dubai World Africa signed on in January as our first Premier Partner during our last ecotourism symposium in Djibouti. They're a major player on the continent...this establishes us as a leader in building public-private partnerships devoted to increasing travel to Africa. We also recently renewed a Memo of Understanding with the Pacific Asia Travel Association (PATA) to further strengthen African and Pacific Asian tourism industries.

TWN: You've said that an essential partnership is with travel agents who sell Africa... why should agents join ATA?

EB: As mentioned earlier, we started as an industry association to promote African tourism and intra-African travel ...and still are! Travel agents will always top-of-mind for many people when travel planning, which we believe makes ATA membership industry-relevant.

TWN: What's the main challenge to attracting more travel agents to ATA?

EB: Tough question! Truth is, we have our work cut out for us in order to stand out among other trade associations. By targeting agents already selling/those interested in selling Africa, we've build up a strong database worldwide and have attracted a real "who's who" in the African tourism world.

TWN: Who else should join ATA?

EB: Anyone in the travel industry is welcome — but it has to be a win-win partnership for us to move forward... We're stressing membership quality now, not quantity...reciprocal benefit is key...I'm pleased to report that, based on feedback so far, that our members are happy.

TWN: Can you give describe some recent ATA events?

EB: Sure! Early this fall, we gathered a roundtable of 50 individuals leading Africa's tourism business, including all air-

CONTINUED ON PAGE 42

ATA INTERVIEW FROM PAGE 41

lines flying to Africa from the U.S., all the U.S.-based African tourism boards, plus other government representatives. The first step to working together is by sitting at the same table, and we're now credible...participants voiced their confidence in ATA's founding principle: bringing people to Africa while doing something good. We recently held our third annual African Presidential Forum on Tourism here in New City, during the United Nations general assembly...again, focused on the need to build strategic African promotional and marketing partnerships.

TWN: How about some previews of upcoming events?

EB: We'll be participating in many of the industry tradeshow, and will be holding our third African Sports Tourism seminar during the Adventure Travel Show in Washington DC next winter. And BIG news is that we've just announced the venue for 2009 annual Congress — Cairo! Exact dates aren't set yet, but it'll be in May. It's very exciting because it reflects the confidence Africa's governments have in our "new" ATA — Ethiopia hosted us in 2007, Tanzania this past year, and now Egypt's on board.

TWN: Who should come to Cairo for ATA's 2009 Congress?

EB: One of the main themes is "Connecting Destination Egypt." Among our members, we're hoping to attract strong travel agent participation — but anyone selling/promoting brand Africa should consider keeping it on their radar!

TWN: Why should agents come to the Congress?

EB: Egypt is positioning itself as the perfect multideestination springboard for intra-African travel. Cairo is increasingly becoming a regional hub (Delta's now flying nonstop to Cairo!)... Agents will meet airline and government representatives, ground operators...important industry players...it's an extraordinary opportunity to develop classic and innovative packages connecting Egypt with the rest of Africa!

TWN: How will the 2009 Congress stand out?

EB: It'll attract a large ministerial presence...and provide one-on-one opportunities to interface with government and private-sector tourism professionals. This is something we've worked long and hard to develop...and provides an extraordinary chance for initiating, building and solidifying relationships.

TWN: How will you be promoting the Congress?

EB: In addition to the major industry shows over the next six months, we'll be doing a 3-city U.S. tour (locations TBD, and includes East and West coasts). In February, we'll hold our third African Sports Tourism Seminar during the Adventure Travel Show in Washington, DC.

TWN: Any Congress program details available yet?

EB: Details still being worked out, but the program will include an opening day ceremony, two days of meetings/panel discussions and a Host Country Day.

TWN: In closing, what's one of the things you're most proud

of accomplishing since becoming captain of the ATA ship?

EB: Easy one! Our website. It's been totally revamped and now more fully reflects ATA's identity. We'd like the industry to turn to us as their main resource for both the professional and consumer aspects of promoting brand Africa!

**Africa Travel Association,
www.africatourismassociation.org**

SANBONA WILDLIFE RESERVE SUCCESSFULLY RELEASES WHITE LIONS BACK INTO THE WILD



Lucky visitors to the Sanbona Wildlife Refuge may get to see these rare white lions, and savvy rangers are there to help spot them.

Sanbona Wildlife Reserve in South Africa's Western Cape Province has successfully released into the wild an integrated lion pride comprised of two adult male and two juvenile female white lions. The release of the pride onto almost 100,000 acres at Sanbona is the culmination of a years-long White Lion Project sponsored by The Shamwari Dubai World Africa Conservation team.

The striking coloration of white lions makes them visible on the savanna and thus vulnerable to predators. The goal of the White Lion Project was to boost their genetic integrity by mating their offspring to the tawny wild lion, thus breeding in survival skills lost through successive generations bred in captivity. Due to poaching and "canned" hunting, the white lion population has dwindled over the years to the brink of extinction. The 300 or so remaining white lions are found in zoos and circuses around the world.

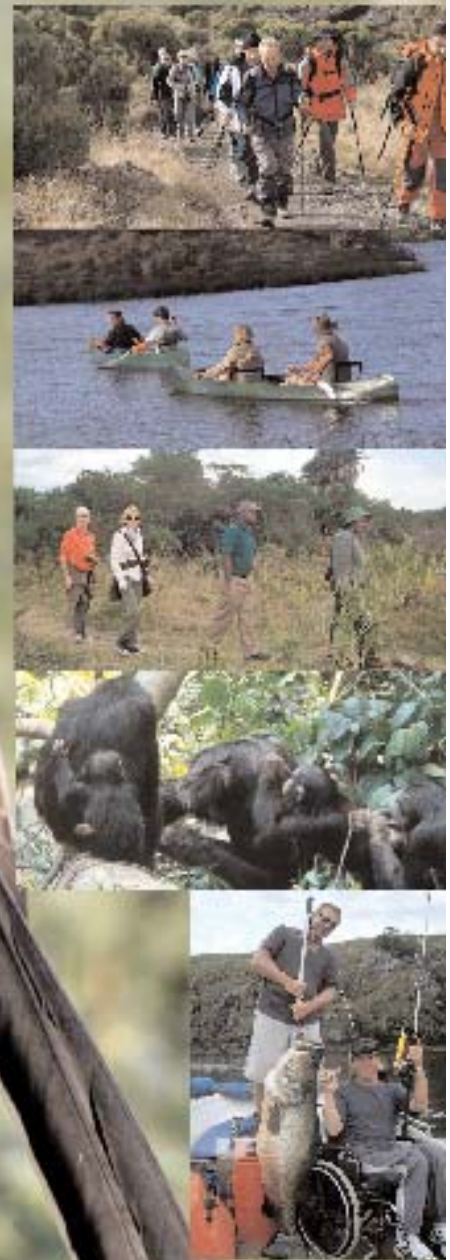
The pride released at Sanbona Wildlife Reserve is being closely monitored by dedicated members of the Shamwari Dubai World Africa Conservation team. Typically the pride separates, but they reunite on a regular basis, and are able to hunt and fend for themselves. They communicate, interact and appear to be experiencing life as wild lions have from time immemorial.

Sanbona Wildlife Reserve, www.sanbona.com

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TANZANIA MINISTER OF NATURAL RESOURCES AND TOURISM LEADS DELEGATION TO NY

At a festive evening in New York, Hon. Shamsa S. Mwangunga, MP, Minister of Natural Resources and Tourism of the United Republic of Tanzania, announced that Tanzania will institute Phase II of its successful TV ad campaign on CNN. The East African country will also air the same "Tanzania: The Land of Kilimanjaro, Zanzibar and The Serengeti" commercial on WABC-TV/New York. The Hon. Mwangunga was joined at the gala by the Hon. Bernard Membe, Tanzania's Foreign Minister.

During the gala evening, the highlight of a weeklong series of meetings with influential travel industry groups, the Tanzania Tourist Board (TTB) also presented its annual awards. Diana Williams, WABC-TV anchor in New York, accepted the TTB 2008 Media Award, and G.A.P Adventures Founder and CEO Bruce Poon Tip accepted the TTB Tour Operator Humanitarian Award.

In New York City for the first time in her position as Tanzania Minister of Natural Resources and Tourism and as President of Africa Travel Association, Hon. Mwangunga led a high level tourism dele-



Tanzania Tourist Board 2008 Tour Operator Humanitarian Award: Bruce Poon Tip, G.A.P Adventures – left to right: Hon. Shamsa Mwangunga MP, Minister of Natural Resources and Tourism, United Republic of Tanzania; Hon. Bernard Membe, Foreign Minister, United Republic of Tanzania; Bruce Poon Tip, Founder and CEO of G.A.P Adventures; Blandina Nyoni, Permanent Secretary of the Ministry of Natural Resources and Tourism, United Republic of Tanzania.

gation which included government officials and private sector Africa tour operators and hoteliers. The visit was timed to coincide with his participation in the United Nations General Assembly of H.E. Jackaya Mrisho Kikwete, President of the United

Republic of Tanzania. .

Hon. Mwangunga and her delegation met with key representatives of the American Tourism Society (ATS), the Africa Travel Association (ATA), SKAL, and the U.S. Tour Operators' Association (USTOA). Also on the agenda was a meeting with the American Association of University Women. And the Minister spoke at the ATA Third Annual Presidential Forum held at New York University, and participated in the National Geographic Conservation Roundtable.

Mwangunga and her delegates arrived in the United States at a time when Americans have become the Number One tourism market in Tanzania, and Hon. Mwangunga plans to keep the momentum growing. "For the first time," the Minister continued, "visitors from the U.S. reached a record high of 68,379 in visits to Mainland Tanzania and the Spice Islands of Zanzibar. This growth is unprecedented and we look forward to a continuing expansion of the sector."

Tanzania, www.tanzaniatouristboard.com

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THE NEW "TANZANITE EXPERIENCE" OPENS IN ARUSHA

Arusha, the safari capital of Tanzania, now celebrates the opening of a new attraction, the first-ever museum dedicated to Tanzanite, one of the country's most precious 'Natural Wonders.'

The Tanzanite Experience, using interactive media to present the fascinating story of the rare violet-blue gemstone found only in Tanzania, opens on August 13, 2008. From extraction in high-tech mines to sophisticated processing, cutting and polishing, the extraordinary production of Tanzanite is depicted in fascinating detail.

While Arusha is well known as Tanzania's safari capital, few visitors are aware that it is also Tanzania's main gemstone trading center.

The Tanzanite Experience is supported by TanzaniteOne Mining, the largest and most sophisticated miner and supplier of rough Tanzanite, and the Tanzanite Foundation, a non-profit, industry-supported organization dedicated to promoting Tanzanite and to investing in projects in the indigenous Tanzanite mining communities in the Simanjiro District in Tanzania.

Tanzanite is one of the rarest gems in the world, found only at the foothills of Mt. Kilimanjaro. There is said to be a finite supply of the gorgeous stone, which may face depletion within a few years. Although Tanzanite comes in a variety of grades, the highest are displayed in jewelry created for high-end, exclusive stores such as New York City's Tiffany & Company.

Now a visit to Arusha can include this fascinating 'close-up' view of one of the World's most interesting and precious gems in the world.

Visitors will also have the opportunity to purchase Tanzanite with certificates authenticating color, clarity and cut. The Tanzanite Experience is located in the Blue Plaza Building, 3rd floor, India Street Arusha.

Tanzanite Experience,

Zina@tanzaniteexperience.com;

Tanzania, www.tanzaniatouristboard.com



At the Tanzanite Experience in Arusha, Tanzania, the Tanzanite museum section showcases tanzanite's legacy and explaining its unique story. A display of minerals that surround the tanzanite underground, including tanzanite crystals and original tanzanite mining tools, are also exhibited in this area.



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KEMPINSKI HOTELS IN TANZANIA RAISES MONEY THROUGH "H.U.G" PROGRAM



From left to right is Honorable Dr. Mary Nagu - Minister for Industry, Trade and Marketing; Nassor Hemed - SOS Tanzania National Director; Esther Kroll - SOS Liaison and Fund Raising Officer; and Ms. Lena Kasfiki-Livanidou - the General Manager Kilimanjaro Hotel Kempinski - Area Director Tanzania.

Kilimanjaro Hotel Kempinski and Zamani Zanzibar Kempinski, marking the first anniversary of the "H.U.G" program, handed over a check of 25 Million Tanzanian Shillings (approximately \$21,000) to SOS Children's Villages Tanzania Trust. This was the total amount of money collected in first year of the programs successful implementation since September 2007.

Ms. Lena Kasfiki-Livanidou, General Manager Kilimanjaro Hotel Kempinski - Area Director Tanzania, said: "All of us, at Kempinski are very happy today that we have finally managed to take this program forward and present social responsibility. Today's businesses are expected to operate ethically in the market. Businesses are now regarded as having an implicit social contract with society and now, more than ever, they need to take into account the social impact of their business activities."

"H.U.G (Help Us Give) the Children" is a Community Project of the Kempinski properties in Tanzania (currently in Dar es Salaam and Zanzibar) to support the SOS Children's Villages in cooperation with SOS Children's Villages Tanzania Trust. The hotels participate in their efforts to find ways to help children in need."

The money collected out of the efforts originating from "H.U.G" is transferred through check payments to the account of SOS Children's Villages Tanzania Trust.

Kempinski Hotels, www.kempinski.com

THREE DAYS IN PARADISE AND MORE AT ZAMANI ZANZIBAR KEMPINSKI

Zamani Zanzibar Kempinski is offering a special "3 Days in Paradise" promotion. Starting from approximately \$295 per room per night for a minimum length of three nights stay the package includes welcome drink, full buffet breakfast at the Cloves restaurant, roundtrip port/airport transfers, and daily changing theme dinners. Offer is valid only for arrivals from October 1 until December 17, 2008. Mention promotion code "Paradise" at the time of the booking. This is a stand-alone offer and cannot be used in conjunction with any other special offers. Commission starting

from approximately \$13 per room, per night (10 percent based on net rates).

In addition, to make the fun last longer, for arrivals between November 1 to December 18, 2008, Zamani Zanzibar Kempinski is offering a "7 x 5" Promotion: stay seven and pay five on contracted rates. This offer is for new reservations only and can not be combined with any other promotion. Promotion is subject to availability, is only valid for new bookings and should be mentioned at time of booking.

Located within the hotel premises, Anantara Spa Zanzibar consists of six private treatment rooms, two outdoor Thai massage pavilions, an outdoor lap pool with sun deck and a Fitness Center with sauna. It is the largest, most luxurious spa in Zanzibar and encompasses both health and wellness elements that are vital for today's hectic and stressful lifestyle.

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Safari Legacy's Best of Tanzania Wildlife Safari Under Canvas is 12-days from \$3,148 (plus international airfare). Single supplement is \$225. Their 14-day Wildlife and Cultural Safari is priced from \$5,635 (plus international airfare). Single supplement is \$980.

Safari Legacy, jennifer@safarilegacy.com, www.safarilegacy.com

Ngorongoro Conservation Area

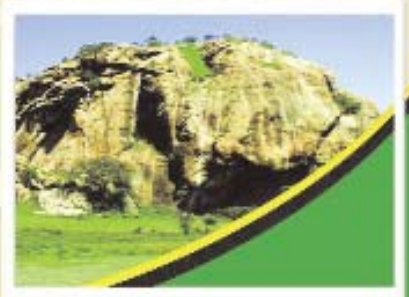
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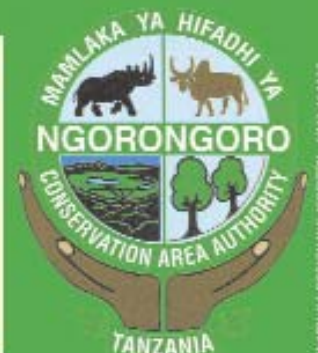


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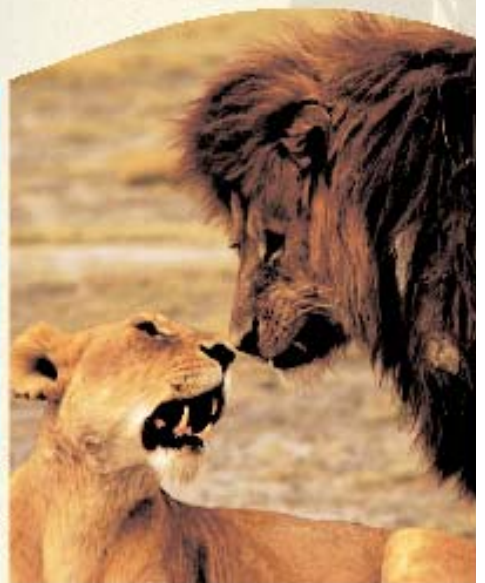
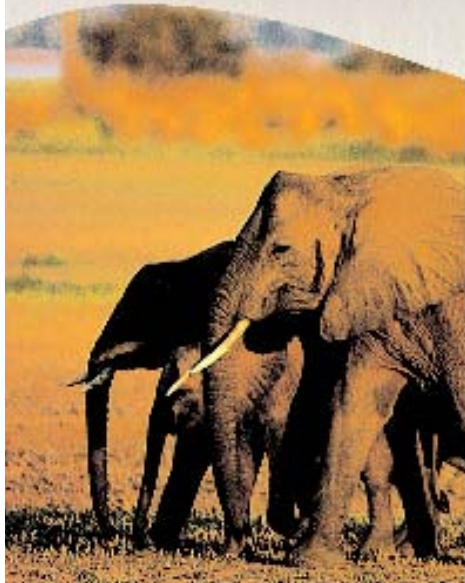
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TANZANIA
Land of Kilimanjaro & Zanzibar



Web: www.tanzania-touristboard.com

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