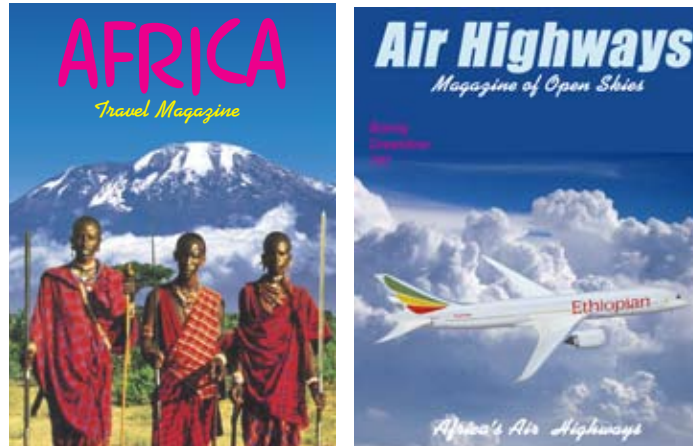


# Global Event Promotion 24/7 In Print, Online and On Air



Africa Travel Magazine  
Air Highways Magazine  
Online Broadcasting





# MAJOR EVENT PROMOTION BY AFRICA TRAVEL MAGAZINE

We launched Africa Travel Magazine and Air Highways in 1995, setting up a distribution plan that links each edition to one or more major events.

## Air Highways and Open Skies

Air Highways Magazine was launched at IATA and Transport Canada Airport Conferences in Vancouver. Over 20,000 copies were distributed via Airport Managers. Our issue for the Asia-Pacific Economic Cooperation (APEC) Summit was available to delegates from 21 countries. More issues on APEC, PATA and the Pacific Rim and other areas are underway. Air Highways editors produced magazines for two regional airports and staged its own successful Air and Marine Tourism Conferences.

## Positive Promotion for Africa

Africa Travel Magazine was launched in 1996 at the Africa Travel Association (ATA) World Congress in Windhoek, Namibia. Since that time, our editors have covered 25 ATA events in Africa, including a special issue for the Southern Africa Development Council (SADC) Summit in Zanzibar. As partners and media voice of the Africa Travel Association (ATA), members of our editorial team from North America's East and West Coasts have covered each of the events listed in the next column.

## ATA World Congress

- 2009: Cairo, Egypt
  - 2008: Arusha, Tanzania
  - 2007: Addis Ababa, Ethiopia
  - 2006: Accra, Ghana
  - 2005: Nairobi, Kenya
  - 2004: Douala, Cameroon
  - 2003: Lusaka and Livingstone, Zambia
  - 2002: Conakry, Guinea
  - 2001: Cape Town, South Africa
  - 2000: Addis Ababa, Ethiopia
  - 1999: Accra, Ghana
  - 1998: Arusha, Tanzania
  - 1997: Cotonou, Benin
  - 1996: Windhoek, Namibia
- Event launched in 1976.*

## ATA Ecotourism Symposium

- 2009: Lome, Togo
  - 2008: Djibouti City, Djibouti
  - 2006: Calabar, Nigeria
  - 2005: Luanda, Angola
  - 2004: Kampala, Uganda
  - 2003: Zanzibar, Tanzania
  - 2002: Fez, Morocco
  - 2001: Yaounde, Cameroon
  - 2000: Abuja, Nigeria
  - 1996: Marrakech, Morocco
- Event launched in 1992.*

## ATA African Presidents Forum

New York University.

## ATA Tourism & Sports Seminar

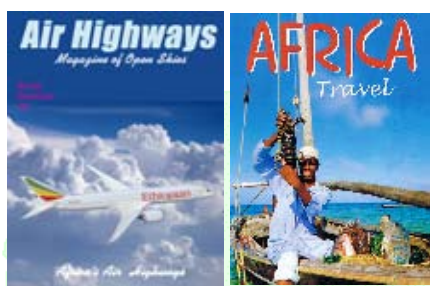
New York City, NY.

## Global Events Featured

- Click for pages and spreads appearing in one or both of our magazine websites:
- ADVENTURES IN TRAVEL EXPO, USA**  
[www.africa-ata.org/sea\\_spd.htm](http://www.africa-ata.org/sea_spd.htm)
  - WORLD TRAVEL MARKET, LONDON, UK**  
[www.africa-ata.org/advert.htm](http://www.africa-ata.org/advert.htm)
  - INDABA 2009, DURBAN, SOUTH AFRICA**  
[www.africa-ata.org/indaba.htm](http://www.africa-ata.org/indaba.htm)
  - ESTC CONFERENCE 2008, VANCOUVER**  
[www.airhighways.com/estc.htm](http://www.airhighways.com/estc.htm)
  - ATA 34TH WORLD CONGRESS, EGYPT**  
[www.africa-ata.org/eg\\_ata.htm](http://www.africa-ata.org/eg_ata.htm)
  - ATA 33RD WORLD CONGRESS, TANZANIA**  
[www.africa-ata.org/tz\\_ata.htm](http://www.africa-ata.org/tz_ata.htm)
  - ATA ECOTOURISM SYMPOSIUM, DJIBOUTI**  
[www.africa-ata.org/djisp\\_shark.htm](http://www.africa-ata.org/djisp_shark.htm)
  - UN WORLD URBAN FORUM 3, VANCOUVER**  
[www.airhighways.com/wuf.htm](http://www.airhighways.com/wuf.htm)
  - ATA ECOTOURISM SYMPOSIUM, ANGOLA**  
[www.africa-ata.org/an\\_spd.htm](http://www.africa-ata.org/an_spd.htm)
  - EAST AFRICA KARIBU FAIR, TANZANIA**  
[www.africa-ata.org/kbu\\_spd.htm](http://www.africa-ata.org/kbu_spd.htm)
  - ATA ADVENTURE TRAVEL WORLD SUMMIT**  
[www.airhighways.com/atta\\_news.htm](http://www.airhighways.com/atta_news.htm)
  - LUCY'S LEGACY: ETHIOPIA'S HIDDEN TREASURES**  
[www.africa-ata.org/sea\\_spd.htm](http://www.africa-ata.org/sea_spd.htm)
  - LEON H. SULLIVAN SUMMIT, TANZANIA**  
[www.africa-ata.org/svn\\_spd.htm](http://www.africa-ata.org/svn_spd.htm)
  - TRAVELERS PHILANTHROPY CONFERENCE**  
[www.africa-ata.org/tz\\_travelers.htm](http://www.africa-ata.org/tz_travelers.htm)
  - WORLD ROUTE DEVELOPMENT FORUM 2010**  
[http://www.airhighways.com/routes\\_vancouver.htm](http://www.airhighways.com/routes_vancouver.htm)
  - SOUNDS OF MUSIC FESTIVAL, ZANZIBAR**  
[www.africa-ata.org/zanz\\_spd.htm](http://www.africa-ata.org/zanz_spd.htm)
  - ABUJA CARNIVAL, NIGERIA**  
[www.africa-ata.org/ng\\_abuja\\_carnival.htm](http://www.africa-ata.org/ng_abuja_carnival.htm)
  - CANADA'S INTERNATIONAL AIR SHOW**  
[www.airhighways.com/abby08.htm](http://www.airhighways.com/abby08.htm)



# AND AIR HIGHWAYS - IN PRINT, ONLINE AND ON AIR!



**Africa Travel Magazine Online**  
 Edward Bergman, ATA Exec. Director describes our site: "A 4,000 page on-line editorial resource on travel and tourism to Africa managed by Vancouver-based publisher Jerry Bird. This popular site ranks #1 on Google and Yahoo for many Africa searches. For almost 14 years, Jerry has showcased Destination Africa and its diverse products to a global audience. He has also covered travel news and provided insight into the industry and its movers and shakers. Jerry is a pioneer in the field, giving the travel industry interested in Africa an important and necessary voice."



**Corporate Press Display**  
 Our latest magazine editions can be downloaded from the world's largest online newspaper and magazine kiosk, along with leading publishers such as USA Today.

**Photos on this page**  
 From top left: 1. Publisher of Air Highways and Africa Travel Magazine at Expo. 2-3. United Nations 3rd World Urban Forum, Vancouver. 4. Out of Africa Festival, Houston, Texas. 5. Tourism and Travel Show, Montreal, Quebec. 6. ATA 33rd World Congress, Tanzania. 7. Lucy's Legacy, Pacific Science Center, Seattle, Wa. 8. Leon H. Sullivan Summit, Tanzania. 9. Editor Muguette Goufrani (second from right) hosts our African mayors tour. 10. ATTA World Adventure Travel Summit, Whistler, BC. 11. Adventures in Travel, New York. 12. East Africa Karibu Fair. 13. Abuja Carnival, Nigeria. 14. Ngondo Festival, Cameroon.

**Africa Travel Magazine**  
 ATA members since 1995  
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