

## INDUSTRY EVENTS

### ATA'S 2011 WORLD CONGRESS TO BE HELD IN SENEGAL

The Africa Travel Association (ATA) has announced that the Ministry of Tourism and Handicrafts, Liaison with the Private Sector and Small Businesses of the Republic of Senegal will host the 36th Annual ATA World Congress in the capital Dakar May 25–29, 2011.

ATA has longstanding ties with the West African nation, where it held its Eco and Cultural Symposium in 1992.

ATA's signature event in Africa provides a unique networking, learning and agenda-shaping platform for hundreds of travel professionals in Africa, including African tourism ministers and industry experts representing tourism boards, travel agencies and tour operators, ground operator companies, airlines, and hotels. Many participants from the travel trade media and the corporate, non-profit and academic sectors are also expected to attend along with leaders of the African Diaspora.

The event will address timely industry topics such as public-private partnership, branding and marketing, emerging trends and niche markets, airlines accessing Africa, and accommodations. The Congress also offers professional development opportunities and networking events, including receptions and gala dinners. Delegates will also participate in a Destination Africa Marketplace, and explore Senegal and its sites during Host Country tours. Pre- and post-congress trips are also available.

ATA's Young Professionals Program, representing travel, tourism and hospitality students and young professionals from North America and Africa, will also participate in the event.

Companies interested in sponsorship opportunities for the 2011 Congress should email ATA.

Africa Travel Association (ATA),  
info@AfricaTravelAssociation.org,  
www.africatravelassociation.org;  
[http://www.senegal-tourism.com/visit\\_senegal.htm](http://www.senegal-tourism.com/visit_senegal.htm)

### THIRD EDITION OF CULTOUR UPCOMING IN JUNE IN QUITO

Coinciding with Quito as 2011 Americas Capital of Culture, the Ministry of Tourism of Ecuador and the City of Quito are sponsoring the third edition of CULTOUR, Global Heritage & Cultural Travel Exhibition, from June 22 to 24, 2011.

CULTOUR is a professional travel exhibition where worldwide travel and tourism suppliers sell and promote their services to professional buyers, such as worldwide product managers of tour operators and travel agents.

CULTOUR is a two-day closed event where the exhibitors are guaranteed up to 20 individual meetings with the buyers. Buyers attending CULTOUR are fully hosted and come mostly from the USA, Europe and Asia.

GSAR Marketing, [cultour@cultourfair.com](mailto:cultour@cultourfair.com),  
[www.cultour.com.ar/en](http://www.cultour.com.ar/en)

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11, 12, 13, 2011

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