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FOR IMMEDIATE RELEASE

***APTA Announces Major Travel Industry Response to
THE GATHERING, FOCUS ON AFRICA and DISCOVER AFRICA***

(New York, 20 January 2010) The Association for Promotion of Tourism to Africa (APTA) will launch their annual series of trade events on February 25th in New York City with *The Gathering*, a trade event hosted by the Northeast Chapter of APTA. The trade show and dinner event will include a joint keynote address by Marett Taylor, Sales and Marketing Director for East and Southern Africa, Abercrombie and Kent; and Lynne Leakey, Kenya Professional Safari Guide Association Silver Rated Guide. The presentation will explore the impact of the rising demand for environmentally and socially responsible travel products in the African tourism industry, and the critical role played by safari guides in linking communities and wildlife to tourists. This timely presentation is entitled:

***Unsung Heroes in Conservation and Community Development:
Reshaping the Face of African Tourism.***

Partnering with MSE Management, the organizers of the New York Times Travel Show, APTA will once again be a major partner in presenting the sole industry only conference and trade event dedicated to African travel in the US. **Focus on Africa** will take place at the Jacob Javits Convention Center in New York on February 26, 2010. "APTA and MSE Management will work together to continue developing Focus on Africa into the major trade event for the education of North American travel professionals engaged in selling travel to Africa," says Kathryn Monaco, Executive Director of APTA.

Following *The Gathering* and Focus on Africa, the APTA Discover Africa Road Show opens in San Diego March 2nd before traveling to San Francisco March 4th, Chicago March 9th and Fort Lauderdale March 11th. The joint keynote address by Marett Taylor and Lynne Leakey will be presented at each venue and exhibitors will have brief presentations for the audience. According to Kathryn Monaco, "Discover Africa is our most important association event of the year, providing retail agents and their guests an opportunity to meet the trade representatives of airlines, lodges, camps and tourist boards. In spite of the current economic downturn, the response to Discover Africa has been so successful that registration for exhibitors has already sold out at two of the four events."

Complete registration information for *The Gathering*, Focus on Africa and Discover Africa is available on the Events Page of the APTA website www.apta.biz

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About APTA:

APTA is a volunteer, nonprofit organization of Travel Professionals. It is the goal and purpose of APTA to promote tourism to the continent of Africa and its Islands. APTA will seek to improve tourism to Africa through the education of its members. www.apta.biz