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## **FOR IMMEDIATE RELEASE**

### ***APTA National Forum Closes Following Overwhelming Positive Response to Destination Training and Industry Panel Discussions***

**(Phoenix, Arizona June 8, 2009)** The Executive Board of The Association for Promotion of Tourism to Africa (APTA) and the Arizona Chapter of APTA wrapped up the APTA National Forum in Phoenix on June 7. The National Forum is an annual conference of corporate, associate and individual APTA members from thirteen chapters across the US. According to Kathryn Monaco, Executive Director of APTA, *“Attendees at this year’s Forum overwhelmingly supported the traditional and newly structured sessions resulting in a total vote of confidence for the strength of the African travel market in the US. In addition to covering the general business of our organization, our new focus on destination training and product marketing has attracted increased participation from our individual and corporate membership.”*

Partnering with many APTA corporate members, the National Forum featured two panel discussions: “Developing New Destinations, the Tour Operator Perspective” and “Promoting Your Product: Making Old and New Media Work for You”; a destination training session for Tanzania; and, a special presentation entitled “Women in Africa – A Story of Passion for Safaris, Conservation and Philanthropy.” Sponsors for the Forum included Anastasia’s Africa, Volcanoes Safaris, South African Tourism, Ranger Safaris, Pollman’s Tours, Protea Hotels and Springbok Atlas.

A variety of innovative initiatives were developed by the Presidents of the APTA Chapters in cooperation with the APTA Executive Board. Of particular interest is a comprehensive African destination training program that will be offered to all members and will enlist the expertise and support of corporate members, tourism boards and destination specialists from many regions of the African continent.

Detailed information about the APTA National Forum is available on the Events Page of the APTA website [www.apta.biz](http://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](http://www.apta.biz)

