

# CONGRESS HELPING TANZANIA TO BE SEEN



Upcoming Africa Travel Association's 33rd Annual Congress will be hosted by Tanzania. This event is supposed to draw even more tourists to the country. The Congress will take place from 19-23 May 2008 in Arusha, the country's "Safari Capital".

The Africa Travel Association (ATA) is a global travel association promoting tourism to Africa and intra-Africa travel and partnership since 1975. Among ATA members are ministries of tourism and culture, national tourism boards, airlines, hoteliers, travel agents, tour operators, travel trade media, public relations firms, students, NGOs, individuals, and SME"s.

Tanzanian officials have a positive experience with the past ATA Congress. According to minister Maghembe, the ATA, which was hosted here in 1998, marked the official re-launch of Tanzanian promotion in the American market. "The results were excellent. Tourism to Tanzania is now booming. The rapid growth in the number of tourists from the American market in these past nine years since the ATA Congress has resulted in the U.S. becoming the number two source for Tanzania visitors worldwide. Now, we anticipate that hosting the 2008 Congress will most definitely generate even more tourism growth from the U.S., soon making it the number one source market. Tanzania"s goal is to receive 150,000 American visitors annually in the next few years."

Tanzania however attracts tourists from all over the world including Asia. The country offers plenty of tourism attractions. The fact is that more than 25% of Tanzanian land is dedicated to wildlife conservation. A tourist can admire here the highest mountain in Africa, Mount Kilimanjaro. Among other things worth seeing is e.g. the Ngorongoro Crater or Selous Game Reserve.

Even though the number of visitors to Tanzania rises, the quality of services does not decrease. Peter Mwenguo, Tanzania Tourist Board"s Managing Director, claims that they have been very careful to protect Tanzania from becoming a mass tourism destination. "Our low volume/high yield policy has kept the crowds from the parks and protected the quality of the visitors" vacation experience." Mr. Mwenguo added.

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