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## Press Release

### **Addis Ababa, Ethiopia is Host City for the 32<sup>nd</sup> Annual Africa Travel Association (ATA) World Africa Congress**

#### *Ethiopian Airlines Selected as Official Airline of Prestigious Conference*

**March 7, 2007** – Ethiopian Airlines, along with the Ministry of Tourism for Ethiopia, is privileged to have the 32nd Annual ATA World Africa Congress in Addis Ababa, from May 6 – 11, 2007. As the official airline of the ATA World Africa Congress, the Ethiopian Airlines executive team has worked extremely hard to make sure that Ethiopia was chosen to host the 2007 version of this international conference. The ATA World Africa Congress represents an opportunity for hotels, resorts, airlines and tour operators to network with travel professionals, government officials and the private sector to uncover new and exciting marketing opportunities in promoting Africa, as the world's most diverse destination.

Mekonnen Abebe, Ethiopian Airline's Director for Sales & Marketing in North America says that the airline is very excited to be the official airline of the 32nd Annual World Congress. "Ethiopian Airline's sponsorship of the Congress will allow the airline to showcase our services from key international markets for travel to Ethiopia. And, the fact that ATA has chosen Addis Ababa to host their conference allows one of the world's great cities to play host to a strong conference, bringing travel industry leaders from around the world to experience the wonders that our country holds". The ATA, along with Ethiopian Airlines is also arranging for pre and post tours of Ethiopia and surrounding countries based on attendee availability. As the official airline for the ATA World Congress, Ethiopian Airlines is offering special discounts from the US to Ethiopia. Registrants that fly from Washington DC are eligible for fares that are 50% off normal economy class rates and 30% off normal business class rates.

Eddie Bergman, ATA Executive Director, is thrilled by the support and sponsorship that Ethiopia's national airline is providing. "Ethiopian Airlines is truly Africa's airline. When they won the 2006 African Airline of the Year Award, it confirmed our plans to work with the airline and to bring this conference to Addis Ababa. We believe that Addis Ababa is truly an amazing city, and that Ethiopia will be a tremendous host country for our event. Furthermore, we are

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100% positive that our attendees will be extremely pleased with the professional service that Ethiopian Airlines provides to all of its passengers. Mr. Bergman added that the airline has been a great supporter of the event from the moment the idea was taken to them. "Everyone at the airline has worked extremely hard in making it as easy as possible for our delegates from around the world to fly into Ethiopia and attend our conference. I am very happy with the level of support that the airline has provided and thankful for the much needed marketing aid we have received, as it looks like the 32nd Annual Congress will be the biggest and best conference yet". Both Mr. Bergman and Mr. Mekonnen agree that there is added significance for the Congress to be held in Ethiopia in 2007, as the Ethiopian Millennium will be celebrated in September of 2007.

***The Ethiopian Millennium Creates Exciting New Reasons to Visit Ethiopia***

The Ethiopian Millennium, which is celebrated in September, 2007, is a wonderful opportunity to celebrate the Millennium in the birthplace of civilization. The Ethiopian Millennium provides a unique opportunity for experienced travelers to learn first hand from religious and modern scholars and gain insights in religious traditions that date back thousands of years. Mr. Abebe notes that Ethiopian Airlines is also the official airline of The Ethiopian Millennium. "Ethiopian Airlines represents Ethiopia in everything we do. To have the opportunity to promote the Ethiopian Millennium is something very special for everyone at the airline and for Ethiopians all over the world. We invite all of our international visitors and friends to make their plans now to visit Ethiopia during 2007 and in helping Ethiopia welcome in its third millennium and to share in the festivities that will guarantee memories that last a lifetime". Mr. Bergman adds "For visitors to Ethiopia, getting the once-in-a-lifetime chance to celebrate the Ethiopian Millennium, in the place where the first remains of humankind were discovered, allows savvy travelers the opportunity to come full-circle, from the birthplace of civilization to the third Millennium and promises that everyone that participates will gain a remarkable experience."

***About Ethiopian Airlines***

Ethiopian Airlines is one of the largest airlines in Africa, and winner of the Best African Airline Award for 2006. Ethiopian Airlines features six weekly flights from Washington, D.C.'s Dulles International Airport. The airline offers both morning and evening departures, with the morning departure allowing seamless connections to 28 African destinations. The airline's web site, [www.ethiopianairlines.com](http://www.ethiopianairlines.com) provides excellent information on additional flights, services and special web fares. Ethiopian Airlines provides seamless connections to 45 destinations around the globe. Major destinations served include: Abidjan, Accra, Addis Ababa, Amsterdam, Bamako, Bangkok, Beijing, Beirut, Brazzaville, Brussels, Bujumbura, Cairo, Dakar, Dar Es-Salaam, Delhi,



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Djibouti, Douala, Dubai, Entebbe, Frankfurt, Guangzhou, Harare, Hargiesa, Hong Kong, Juba, Jeddah, Johannesburg, Khartoum, Kigali, Kilimanjaro, Kinshasa, Lagos, Libreville, Lilongwe, Lome, London, Luanda, Lusaka, Mumbai, Nairobi, N'djamena, Paris, Rome, Stockholm, Tel-Aviv, and Washington, D.C. Learn more about Ethiopian Airlines at [www.ethiopianairlines.com](http://www.ethiopianairlines.com)

#### **About Africa Travel Association (ATA)**

The Africa Travel Association is an international travel industry association promoting tourism to the African continent and intra-Africa travel and partnerships since 1975. ATA's primary objective is to increase travel to the African continent. ATA seeks to develop meaningful travel industry partnerships that promote the wonders of Africa, and to find innovative marketing solutions that drive both awareness and arrivals. For more information on the ATA, please visit [www.africatravelassociation.org](http://www.africatravelassociation.org). On the ATA website, you will also find information on the 32nd Annual African World Congress conference in Ethiopia, and how to register. For more information on the ATA World Congress and Ethiopia, please join the Ethiopian Federal Ministry of Tourism and Culture on one of their upcoming events. Events will be held in New York, Atlanta, Southern California and Washington, D.C.

- **March 13: New York City, NY – New York University**
- **March 14: Southern California - Hacienda Hotel**
- **March 19: Atlanta, GA – Emory University, Winship Ballroom**
- **March 20: Washington, DC - Dukem Ethiopian Restaurant**

To participate in events in NYC, Atlanta, and/or Washington, please send an RSVP to [nathalie@africatravelassociation.org](mailto:nathalie@africatravelassociation.org) or call 212.447.1357. For California, please call Fran Harris at 323.753.4130 or e-mail to [fran-harris@sbcglobal.net](mailto:fran-harris@sbcglobal.net).

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