

2009 U.S.-Africa Business Summit Tourism Program

Wednesday, September 30: 10:30 a.m. -12:00 p.m.

Room 203B

Tourism I – Tourism Investment Opportunities

This workshop will take a comprehensive approach to expanding tourism investment. Travel journalist Peter Greenberg will moderate as panelists discuss lending programs and financing products available for the “hard and soft” tourism investment projects in Africa. Speakers will address human resource and brick and mortar investment opportunities and experiences. Panelists will also provide insight into how to cultivate and maintain successful partnerships with local companies through specific case studies, and present a range of opportunities for American businesses to enhance their tourism investment activities in Africa.

Moderator

Peter Greenberg, Travel Editor, CBS

Speakers

Geoffrey White, Director and CEO, Lonrho Plc

Lisa Pickrum, Executive Vice President and Chief Operating Officer, The RLJ Companies

Hannah Messerli, Senior Private Sector Development Specialist in Tourism, The World Bank

Brijesh Thapa, Center for Tourism Research & Development, University of Florida

Wednesday, September 30: 2:30 - 4:00 p.m.

Room 208A

Tourism II - Aviation Infrastructure and Regulatory Compliance

Sponsored by South African Airways

Many African countries have under-financed civil aviation authorities with little resources to properly maintain, improve, and enforce regulatory compliance. This workshop will discuss the constraints and challenges in civil aviation infrastructure, air service, adequate staffing, and regulatory compliance. Panelists will provide an overview of the current regulatory environment, and discuss new initiatives, projects, and recommendations for improvement.

Moderator

Marc Cavaliere, Executive Vice President – North America, South African Airways

Speakers

Franklin Devaux, Chairman, Citizengate

Dan Magoon, Business Development Senior Manager, Lockheed Martin

Anita Mosner, Partner, Holland and Knight

Kevin Sample, Senior Trade Advisor, U.S. Department of Transportation

Thursday, October 1: 10:30 a.m. -12:00 p.m.

Room 203B

Tourism III - African Airlines Modernization

Sponsored by Boeing Company

African economies and air travel demand are forecast to grow during the next 20 years at a higher rate than the world average. African countries are modernizing their fleets to compete in this changing market environment, while adopting less-restrictive policies on air services, more open bilateral agreements with other countries to promote tourism, and measures to harmonize legislation, licensing and technical standards across the African continent. American aircraft manufacturer, Boeing, predicts that Africa will require 620 new aircraft worth \$70

Skies for Africa and Open Skies programs and discuss available financing products for related tourism and air transportation projects.

Moderator

Heather Pederson, Director, International Operations, Boeing Company

Speakers

Susan McDermott, Deputy Assistant Secretary for Aviation & International Affairs, U.S. Department of Transportation.

Ihssane Mounir, Vice President, Sales, Africa, Latin America, and The Caribbean, Boeing Commercial Airplanes

David Fiore, Senior Loan Officer, Transportation Division, U.S. Export-Import Bank

Thursday, October 1: 10:30 a.m. -12:00 p.m.

Room 208B

Tourism IV – Experiential Tourism

Sponsored by South African Airways

According to the World Tourism Organization (WTO), —sun-and-sand tourism has now matured as a market and its growth is projected to remain flat. In contrast, experiential tourism, encompassing eco-, volunteer, heritage, cultural, and adventure tourism, is expected to grow three times faster than the tourism industry as a whole. The Meetings, Incentives, Conventions, and Exhibitions (MICE) segment of tourism caters to corporate programs tailor-made to suit the client's requirements in any part of the world. The 35 MICE market is also fast growing throughout the continent, as companies seek new destinations to hold events and provide guests with new impress guests. Every year the American Society of Travel Agents (ASTA) holds its International Destination Expo in countries throughout the world. ASTA will discuss its experience organizing the last conference in Sun City, South Africa, and provide companies with an understanding of the benefits and necessary steps to the holding events abroad.

Moderator

Sam Taylor, Founder and President, Reputation Dynamics, Inc.

Speakers

Elizabeth Culkin, Vice President, American Society of Travel Agents

Leslee Hall, Director, Botswana Tourism Board – North America

Karen Hoffman, Sr Vice President, The Bradford Group, Tanzania Tourism Board USA

Dennis Pinto, Managing Director, Micato Safari

Thursday, October 1: 2:30 - 4:00 p.m.

Room 208A

Tourism V - Roundtable: Africa's Image as a Tourism Destination

The image of Africa in the American media is often characterized by its use of “despair vocabulary”: conflict, disease, poverty, and corruption. This image creates a hurdle for business investment and private sector development. In this workshop, Arnie Weissmann, Vice President and Editor-in-Chief of Travel, moderates a panel of leading media and tourism personalities who offer suggestions on how to move the dialogue to reflect the positive economic and social changes taking place throughout Africa. Panelists will also engage with the audience to develop practical ways to improve Africa's image in the media, and to encourage private sector development across Africa.

Moderator

Arnie Weissmann, Vice President, Editor in Chief, Travel Weekly

Speakers

Dorothy Davis, Founder and President, Diasporan Touch
Mark Walton, Executive Vice President, The Africa Channel

Thursday, October 1: 2:30 - 4:00 p.m.

Room 208B

Tourism VI – Interactive Marketing to Promote Tourism

American travel to Africa is on the rise, although as a destination for American tourists the continent lags behind every other region of the world. Insufficient marketing is continuously cited as the reason for Africa's lag. Despite frequent and affordable flights, most African countries have not developed an aggressive internet-based marketing campaign to attract U.S. travelers. This workshop will discuss the basics of a successful online marketing campaign, e-commerce, and provide practical ways in which African countries can employ a comprehensive online marketing campaign.

Moderator

Marc Cavaliere, Executive Vice President – North America, South African Airways

Speakers

Maisa Fernandez, Kenya Tourism Board, CDMS Marketing
Alan Van Oder, Regional Advertising Manager, Travelocity
Chris Seek, President, Solimar International
Andrew Stewart, Executive Vice President – Partner, Worldmedia

Thursday, October 1: 2:30 - 4:00 p.m.

Room 203A

Tourism VII - Marketing “Destination Africa” in the U.S. Marketplace

As one of the world's fastest-emerging travel marketplaces, Africa is garnering more and more attention from U.S. tourists. Africa's tourism industry has grown steadily for several years now. Still, with the economic global downturn, Destination Africa may face challenges in attracting arrivals and investment. This workshop offers a birds-eye view of the African tourism industry, exploring where and how Africa fits into the global tourism marketplace and current and future travel and consumer trends. Speakers will also explore how interactive social media and new technologies can draw in and engage American users—buyers and sellers alike—in Africa's marketplace.

Moderator

Edward Bergman, Executive Director, Africa Travel Association

Speakers

El Hadji Aziz Gueye, Director, Senegal Tourist Office- Atlanta, Georgia
Kaliba Senghore, Deputy Minister of Tourism and Culture and Permanent Secretary, Department of State for Tourism and Culture in The Gambia
Lisa Simon, President, National Tour Association
Ogo Sow, President, Ogo Sow Communications, Advisor, Diaspora Affairs, Africa Travel Association