



## **ATTA is the Europe's largest marketing platform Advancing Tourism To Africa**

ATTA is essentially an international marketing and information service promoting tourism across Africa. ATTA is located in London with regional directors covering UK, Europe and East and Southern Africa.

**How does ATTA create a platform for buyers and suppliers of African product to meet?**

### **1. THROUGH OUR NETWORK GATHERINGS & SEMINARS AT:**

- WTM Networking Evening, London - November 2010
- SA Seminar, Cape Town, Johannesburg - November 2010
- Destinations Networking Drinks, London - February 2011
- Indaba Networking Party, Durban - May 2011
- The Tanzania Networking Party, Arusha - June 2011
- The East Africa Seminar, Nairobi - June 2011
- The Annual Question Time Debate, London - June 2011
- ATTA Summer Trade Drinks Party, London - June 2011

### **2. AT TRADE SHOWS ON THE ATTA STAND**

- ✓ World Travel Market - London - 8<sup>th</sup> - 11<sup>th</sup> November 2010
- ✓ PURE - Marrakech - 15<sup>th</sup> - 18<sup>th</sup> November 2010
- ✓ ITB - Berlin, Germany - 9<sup>th</sup> - 13<sup>th</sup> March 2011
- ✓ Indaba - South Africa - 7<sup>th</sup> - 10<sup>th</sup> May 2011

## **How else will you benefit from the membership of ATTA in 2010/2011?**

### **3. The Membership Directory**

A directory for the year 2010/2011 is distributed to fully paid members. This is a comprehensive aide-memoir and lists all members, with their full contact details. It is available to download online.

### **4. The ATTAK Newswire Service**

The prime role of our association is to channel information and breaking news to its wide membership through the web distribution email service "ATTAK". It enables members throughout Africa, Europe and the US to keep abreast of the rapidly changing affairs of tourism.

### **5. Advisors**

Dedicated advisors with specialist knowledge in their fields are available to members when required:

- \* **Medical**
- \* **Legal**
- \* **Crisis Management**

Advice is initially free to members and then charged by arrangement according to requirement; these services have been widely used over the last year.

### **6. ATTA in times of Crisis**

ATTA plays a leading role linking member to media in the event of accidents or emergencies involving tourists in Africa. The national and regional news media consistently contact ATTA for information on breaking news items affecting tourists in Africa. Working with the tour operator, ground operator and product supplier in Africa and the national tourist board concerned, ATTA acts in a central role, briefing the news media on behalf of ATTA members, whilst accumulating and disseminating information so that all parties are reliably informed.

### **7. Representation**

The ATTA Chief Executive Nigel Vere Nicoll, a Fellow of the Royal Geographical Society, sits on the Foreign Office's Consular Stakeholder Panel, the United Nations World Tourist Organisation Emergency Response Network (TERN) and is a member of Scotland Yard's Travel Fraud Forum (PROFIT).

## 8. ATTA logo and branding

We have created a new logo and the strap line has been adopted:

**Advancing Tourism To Africa**

... the first letter of each word making **ATTA**

**Members must display the ATTA logo on their websites, stationary and promotional material, which acts as a source of recognition throughout the industry.**

## 9. ATTA Recruitment Agency "Jobspot"

**Our in-house, staff-recruitment advertising service.**

For a one-off fee "Job Spot" provides an in-house employment agency using our ATTAK facility to distribute your requirements across the membership to members and their contacts. This service is widely used by buyers and suppliers seeking experienced tourism professionals with very successful results, all, at a fraction of normal recruitment fees.

## 10. Distribute your news through ATTA

### a. Press Release Service

ATTA's online media resource provides journalists with the latest breaking press releases from travel companies and organisations.

Members are able to distribute 2 selected press releases per year, each free of charge via this process. Press releases must be emailed to ATTA for approval. The basic criteria for publication are that releases must be of **significant interest to the international tourism media**. Items concerning small local issues will not be submitted as we do not wish to dilute the impact of an ATTA press release by distributing items of low priority. (These can be sent out through "Across Africa News" (see below).

### b. Across Africa News

**Across Africa News** is published on the last Friday of every month. This service is a one off, monthly, round up of news **from members to members** that we would not be normally published through "ATTAK Newswire". An article which may contain several stories should be uploaded by logging to your ATTA account and entering your news through the navigation menu "Submit News Story" on the left hand side of the member's page. A

monthly editorial will be posted under your "member's profile" on the ATTA website and a summary published through ATTAK on the last Friday of every month. ATTA retains the right to publish, edit or précis any article submitted. Representation companies can only submit stories about ATTA members.

### **11. Credit Card on line payment system. Pay for facilities online.**

This service handles the payment process online. You can pay for your annual membership, participation at trade shows or tickets to the ATTA functions by credit/debit card (A fee of 1.75% is charged to cover bank costs).

### **12. The ATTA Card Processing System for Members**

Many African based members have had problems processing their clients' card payments. This is no longer a problem. ATTA has developed a sophisticated online system to facilitate our overseas based members to process their clients' card payments. ATTA takes the payment on your behalf in GBP or USD and remits the proceeds by bank transfer, less a small commission and bank charges, on a weekly basis. This service is widely used by our members.

### **13. Alliances**

The highly successful strategic alliance with **SATSA**, in South Africa, has allowed both associations to work closely together, not only to promote tourism, but to work together to distribute breaking news to the news and print media in times of crisis .

### **14. ATTA in the USA**

ATTA was initially a totally UK facing organisation, then we moved towards Europe several years ago.

ATTA has forged an alliance with:

- **SATSA (SA)**
- **USTOA (US)**
- **ASTA (US)**
- **ATTA (US)**