



USAfrica Air Transportation Summit



October 10 – 12, 2012

Miami, Florida, USA

SAVE the DATE

Summit Objective

To expand direct air service between the U.S. and Africa: In November 2005, top government and air transportation officials from Africa and the United States gathered in Miami, Florida at a 2-day Summit to identify key barriers to the development of direct air service between Africa and the United States. Today, there remains only 36 direct flights weekly between the U.S. and Africa, compared to 927, 2,155, 2,303, 3,158 between the U.S. and Asia, the Caribbean, Europe, and Latin America, respectively.

Summit Content

From October 10-12, 2012, The Foundation for Democracy in Africa in collaboration with Miami International Airport, (MIA) will once again bring together travel industry experts, this time to identify and address the myths and negative perceptions of Africa as a destination, in an effort to drastically change that perception and build air travel demand between the U.S. and Africa. Program topics will include:

- An analysis of who is traveling to Africa
- A review of African countries whose tourism campaigns excel
- The role of African governments in tourism promotion
- Experts/Advertising firms will discuss how to build a world-class tourism campaign, and
- Provide advice on how to attract new air service,
- Travel agents and Tour Operators that succeed at selling the Africa destination, will share their winning formulas

Additionally, a number of site visits will be scheduled for the Summit delegates that are designed to compel participants to organize return trips to Miami.

Who Should Attend

Airline Officials in Africa, the U.S. and Europe • U.S. Travel Agents and Tour Operators
Airport Officials in the US and Africa Interested In Air Service Development • Government Air Transport Officials and Regulators in Africa • U.S. Aircraft Manufacturers and Leasing Companies • Aviation Consultants

Benefit to Delegates

The Summit will assist organizations and individuals whose income depend upon an increasingly competitive air travel industry in expanding their market and discovering the tremendous revenue potential that exists in one of the world's most dynamic and exciting destinations – Africa.

For additional information: [Email: comments@democracy-africa.org](mailto:comments@democracy-africa.org)
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The Foundation for Democracy in Africa

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