

# African Tourism Board



USA

YOUR REPRESENTATION, PR  
& MARKETING ACTIVITIES  
IN THE UNITED STATES OF  
AMERICA

# Trusted Partners

**African  
Tourism  
Board™**



- ▶ Companies or destinations that are qualified and prepared to successfully reach out directly to potential trade and consumer clients in North America or Europe. The African Tourism Marketing Corporation is part of the African Tourism Board and is based in the United States.
- ▶ **Certification cost: \$250.00**  
free for the public sector

# Representation in the United States

**African  
Tourism  
Board™**



- ▶ Your US Address, Phone, email
- ▶ Qualified PR & Media Representation
- ▶ Lead Generation
- ▶ Searchable Profile
- ▶ Access to outreach, promotions, road shows, trade events, training, fam trips
- ▶ **The private sector costs \$100, the public sector \$500 monthly, or \$1000 | \$5000 yearly.**

# Additional Activities and Outreach

**African  
Tourism  
Board™**



- ▶ Trade shows, sales events, road shows, educational sessions, consulting
- ▶ Fam trips, media tours, investment opportunities
- ▶ Press conferences, also virtual
- ▶ Advertising such as banners, email blasts, taxi ads, influencers, social media, media coverage, sales calls, and identifying opportunities.
- ▶ Media coverage
- ▶ **\$200 to \$7,500 monthly, depending on your involvement and budget**

# Contact us

**African  
Tourism  
Board™**



- ▶ More information on [www.africantourismboard.com](http://www.africantourismboard.com)
- ▶ Click on “Become a Trusted Partner.”
- ▶ Contact us: [www.africantourismboard.com/contact](http://www.africantourismboard.com/contact)



**Bloody  
Good  
News**