

African Tourism Board



USA & Germany

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

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.
- ▶ Show your profile as a trusted provider by ATB once approved.
- ▶ **Certification cost: FREE**

Representation in the United States

**African
Tourism
Board™**



- ▶ Your US Address, Phone, and email
- ▶ Qualified PR & Media Representation
- ▶ Lead Generation
- ▶ Searchable Profile
- ▶ Access to outreach, promotions, road shows, trade events, training, fam trips, campaigns,
- ▶ **Private Provider: Cost \$325 quarterly | \$975 yearly**
- ▶ **DESTINATION/REGION PUBLIC SECTOR \$1500 quarterly | \$4500 yearly**

Representation in Germany

**African
Tourism
Board™**



- ▶ Your German contact
- ▶ Qualified PR & Media Representation
- ▶ Lead Generation
- ▶ Searchable Profile
- ▶ Access to outreach, promotions, road shows, trade events, training, fam trips, campaigns,
- ▶ **Private Provider: Cost EURO 250 quarterly | \$750 yearly**
- ▶ **DESTINATION/REGION PUBLIC SECTOR EUR 1000 quarterly | \$3000 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
- ▶ Additional opportunities are not included in our basic participation fee and you can pick & choose.

Membership Application

| Basic Data | We will contact you, or submit online |
|--------------------|--------------------------------------------------------------------|
| Authorizing Name | |
| Company/ Authority | |
| email | |
| website | |
| City, Region | |
| Country | |
| Phone /WhatsApp | |
| Billing | <input type="checkbox"/> yearly <input type="checkbox"/> quarterly |
| Representation | US: <input type="checkbox"/> Germany : <input type="checkbox"/> |

Contact us

**African
Tourism
Board™**



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

